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THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER POSITION PROFILE:

LINVILLE RIDGE

LINVILLE, NC

GENERAL MANAGER AT LINVILLE RIDGE

The General Manager (GM) opportunity at Linville Ridge (LR) is an exceptional opportunity to supersede a highly successful, retiring leader and to join an organization with a strong history of stability, innovation, quality and excellence. The GM at Linville Ridge will oversee a high performing group of leaders and work closely with the Owners of LR to continue to evolve and enhance the community, which is viewed as one of *THE* top mountain communities in the Carolinas.

For someone who appreciates and functions well in a seasonal, mountain community and enjoys an active outdoor lifestyle, this is a tremendous opportunity. For a quintessential hospitality professional with impeccable leadership and communication skills, LR is one of the finest opportunities of its kind in an extraordinarily beautiful setting.

[Click here to view a brief video about this opportunity.](#)

LINVILLE RIDGE CLUB AND COMMUNITY

Mountain living is an understatement when describing Linville Ridge. At this Western North Carolina community, it is a top-of-the-world experience. Views are spectacular, summer temperatures stay mild, and residents/ members have endless options for mountaintop enjoyment. Located among the Blue Ridge Mountains near Blowing Rock, Boone and Asheville, Linville Ridge has many distinctive neighborhoods that suit the lifestyle of any resident. Home options range from elegant mountain cottages and townhomes to luxurious estate homes.

Amenities at Linville Ridge provide members with a wide array of recreational and social activities. There are eight Har-Tru tennis courts, four pickleball courts, a spa, hiking trails, fitness center and more. The George Cobb-designed golf course is the highest golf course east of the Mississippi River with elevations that reach 4,949 feet on the 13th hole. Renovated by Bobby Weed, it has been honored by *Golfweek Magazine* as one of the 50 most distinctive development courses in the Southeast and in 2010 as *Golf, Inc's* winner of "Renovation of the Year."

Additionally, Linville Ridge offers numerous dining options to choose from:

- View 180: An elegant dining room with floor-to-ceiling windows and an outdoor terrace provide magnificent views of Grandfather Mountain and the Linville Valley.
- Belvedere: An indoor-outdoor poolside restaurant and pavilion with spectacular views of Grandfather Mountain.
- Sandwedge and Elevation Pub: Our casual fare restaurants perfect for members to grab snacks, lunch, or casual dinner and/or enjoy post-round libations from our full-service bar.
- The Turn Coffee House & Deli: A great spot to enjoy your morning paper and coffee, a quick bite or ready-to-go.

Not all operations are open simultaneously. There is an ambiance and menu options to satisfy everyone. Dinner is served seven nights per week May through October. Special events, weddings and other activities round out an active summer catering schedule.

Other amenities at Linville Ridge include an international croquet lawn, golf and tennis/pickleball pro shops, a heated swimming pool, bridge, poker, canasta and mahjong games, a lively social calendar and children's activities. Members and residents at Linville Ridge come from many parts of the country, including a large contingent that spend their winters in Florida.

Linville Ridge is not a mandatory membership community. The GM oversees all aspects of community operations, a concierge service for residential needs, and coordinates with the in-house real estate operation (not part of the role's oversight). There are approximately 400 homes completed at this stage of development and a number of additional lots to be built upon.

LINVILLE RIDGE BY THE NUMBERS

- Approximately 11,500 Annual rounds of golf
- Initiation Fee \$60,000 for Full Golf/ \$30,000 for Social/\$15,000 for National
- Annual dues approximately \$17,800 for Full Golf/\$8,900 for Social/\$4,450 for National
- Approximately 285 Members, all categories
- \$1.5M COVID-era F&B volume, 97% a la carte / 3% catering
- Approximately 32 Full Time Employees; 125 seasonal
- The Club is a "For Profit" organization
- The Club uses Jonas Encore software
- There are homes/cottages available for rental; some of which the Club oversees and manages.

LINVILLE RIDGE WEB SITE: www.linvilleridge.com

GENERAL MANAGER POSITION OVERVIEW

Linville Ridge, which is private developer owned by The Lutgert Companies (aka North Carolina Wilderness), operates under the GM organizational structure. The GM reports to the Developer/Owner and works closely with the Member Advisory Board.

The GM is responsible for all day-to-day operations at Linville Ridge. He/She will direct and administer all aspects of the operations – the POA, amenities, membership, staff and all programs and activities including the operating entity of common grounds, nature trails, ponds, golf, tennis/pickleball, croquet, pool, fitness, and food/beverage operations, activities and programs. The goal is to ensure an outstanding service delivery to the membership and their guests. This position is an exclusive, full-time role. To be successful the GM must have a natural, intuitive style of sincere engagement. Strong and supportive coordination must occur with the long-time, highly regarded Director of Property Operations, who oversees construction and development in the community. The GM is also viewed as an 'ambassador' for both prospective and long tenured members. Being assertively hospitable with an eminently approachable and engaging presence is critical.

He/She is fully responsible and accountable (with the support of the Owner, Advisory Board and/or Advisory Committee Chairs) to consider and effectively deal with all matters of significance or potential significance to Linville Ridge, excluding those that are part of the remaining development areas. Even in those situations, he/she must deal with a strong effort of coordination and mutual goal setting. The successful candidate will ensure that Linville Ridge is an environment that consistently strives to provide improved service, programs and overall lifestyle enjoyment to its residents and members, which he/she is intimately familiar with and responsible for, within Linville Ridge's financial parameters. Family activities and programming, critically important at Linville Ridge, has resulted in the continued attraction of new, demographically evolving younger members. There should be a continued focus and commitment to this aspect of the operation.

In addition to coordinating and supervising all of the management and administrative functions of LR, the GM will oversee the preparation of annual operating and capital budgets, supporting the strategic and tactical initiatives and expectations that he/she has identified with the Owner and Advisory Board.

Ensuring that his/her leadership team is involved, and therefore accountable, for their respective departmental budget and outcomes. The GM, along with the Director of Property Operations will be the primary Club representatives to ensure that significant capital/asset improvements are well conceived, thoroughly planned and executed, and that the status of such projects is consistently communicated to appropriate constituencies within Linville Ridge.

“Turnover” of The Club from the Developer to the members is not anticipated for a number of years, so the GM is expected to be actively involved in assisting in the membership marketing effort, and in ensuring a seamless experience for members and guests from gate entry through amenities use to departure. Additionally, there is a strong interest in more fully activating the guest engagement program; creating a means of encouraging short term guests/renters to use The Club through more effective programs. This effort is expected to be part of the membership recruitment plan.

LR is known for being innovative with its programming and activities, led through the inspiration of the GM and his team; maintaining this high level of member engagement is a critical success factor.

KEY CHARACTERISTICS OF THE NEW GENERAL MANAGER

- He/She must have verifiably strong organizational skills and an obsession with covering the details necessary to consistently achieve high levels of quality, member satisfaction and outstanding member experiences, while at the same time working with the Owner to determine appropriate and necessary developer goals and objectives.
- An “approachable, genuine and friendly” style, reflective of the style of Linville Ridge’s members, and recognizing the need to be ‘the ambassador of Linville Ridge’ as it relates to driving membership recruitment for both resident and non-resident memberships.
- An ability to successfully execute in a seasonal environment. The Linville Ridge club operations are closed during the winter months, so it is imperative that recruitment, planning and organizing occurs in the off season and that the team ‘hits the ground running’ once the season starts. Height of the season runs from approximately Memorial Day through Labor Day. A strong history of staff retention and development is an important qualification for this role, as is furthering an already established recruitment program for staff sharing with complementary season clubs and being involved in the local Appalachian State University hospitality program.
- Strong general management skills with verifiable strengths in quality food and beverage programming and delivery, team development, financial performance, diverse recreational amenity management (golf, tennis/pickleball, fitness/spa, aquatics, outdoor recreational sports, concierge, family activities and others are especially desirable), exceptional member/guest service programming, strategic planning, renovations and project management, and most importantly, the ability to consistently define and achieve goals and objectives. Food and beverage will continue to be a key driver to member satisfaction and engagement, therefore it needs to be an area of leadership focus and presence.
- *The new general manager will enjoy inspiring department managers and employees and must demonstrate proven leadership skills in team building, employee motivation and service training.* The ability to work well with the Advisory Board and Committees is essential, as is a strong ability to work with the Advisory Board to further establish and memorialize clear roles, responsibilities and overall metrics for sustainable success.
- *He/She will be confident, creative, enthusiastic, energetic, engaging and a highly visible manager to the staff and membership.*
- Proven and verifiable leadership qualities with demonstrated ability to direct, coordinate and control all facets of a unique residential community club with over 125 full-time and seasonal staff members and a multi-million dollar operating/capital budget (combined club and POA), as well as a dynamic real estate and member/resident recruitment perspective. Being a strong delegator is critical, along with a natural style of inspecting what you expect and ensuring that standards are in place and followed.
- Exceptionally strong communication and facilitation skills, both written and verbal, with the appropriate personal presence, desire and ability to interact effectively before diverse constituencies of members and residents, staff, vendors and other people who are part of the success of Linville Ridge.
- Effective and positive communications with members and staff, and “engaged” personal visibility is of immense importance at LR.
- Must possess the gravitas to be able to say no when appropriate in a diplomatic, respectful manner without alienating the recipient of such news.

CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of progressive leadership/management experience in a similar, private, lifestyle-driven residential club community or related environment.
- A career track that demonstrates a record of tenure and commitment to previous employers, and wherein career moves were for enhancement of skills and experiences as opposed to ‘unplanned’ career changes.
- Preferably, the successful candidate will have had exposure to residential club community management and the unique, and more significant relationship resident members have with their Club in such environments where service and amenities have a direct impact on values. Being able to demonstrate one’s recognition of this unique feature will be necessary and important.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s Degree from a four-year university or college is desired, preferably in Hospitality Management or Business Management.
- From the club industry, Certified Club Manager (CCM) designation is desirable but not necessary.

SALARY AND BENEFITS

Salary and Benefits are commensurate with qualifications and experience. The Club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

Preparing a thoughtful cover letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to **Mr. Scott Lutgert, Owner, and the Linville Ridge Search Committee**, and clearly articulate why you would like to be considered for this position at this stage of your career and why Linville Ridge and the Linville, NC area will be beneficial to both you and the Club if selected.

You must apply for this role as soon as possible but no later than Friday, May 21, 2021. Candidate selections will occur early June with first Interviews expected mid-month and second interviews a short time later. The new candidate should assume his/her role in late summer, early fall 2021.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter - LINVILLE”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

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