

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER/COO PROFILE: PARK COUNTRY CLUB WILLIAMSVILLE, NY

THE GENERAL MANAGER/COO OPPORTUNITY AT PARK COUNTRY CLUB

Park Country Club is seeking a positive, energetic, enthusiastic, highly capable professional who has strong leadership experience to be their General Manager/COO. The candidate must be able to demonstrate teambuilding skills, financial literacy, volunteer leadership management skills, proven skills relevant to success in the changing demographics of the club world, and have an intuitive strength in building consensus, setting clear goals and objectives, and executing effectively to these well-defined targets, and doing so with a strong and natural "mentorship" style. Visibility, member engagement, and authentic enjoyment of building member relationships is critical, as is having the style of someone who can positively guide the Board and Committees in a professional, respectful, and diplomatic manner.

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

MISSION AND PRINCIPLES

Park Country Club is a traditional family-oriented Club that provides the full Country Club experience, with a variety of activities for all ages in an engaging atmosphere of fellowship and congeniality.

Our Mission is to ensure that our members continue to experience the unique attributes of Park Country Club:

- The heritage associated with the second oldest country club in Western New York;
- Grandeur of our unique historic Clifford C. Wendehack designed English-Gothic clubhouse.
- The Premier setting, with a terrace overlooking one of the most beautiful and exciting finishing holes in Western New York.
- "Championship Quality" Colt & Alison golf course in a tranquil, park-like setting; interesting and challenging for golfers of all skill levels.
- Welcoming staff that knows your name and anticipates your needs
- A Traditional, family club in an atmosphere of courtesy and friendship.

Guiding Principles

- Be respectful of our heritage "since 1903."
- Maintain Park's family atmosphere of courtesy and friendship.
- Preserve and enhance our historic clubhouse and classic golf course.
- "Stay the course" with long-range master plans for our Club House and Golf Course
- Think long-range and strategically while being responsive to our members' expectations.
- Set initiation fees, dues structure and vetting process to maintain the integrity of our membership.
- Maintain "Operational Surplus" financial performance that enables assessments & initiation fees to strictly fund capital improvements.
- Operate and manage the Club for the benefit of the membership

PARK COUNTRY CLUB

The Park Country Club was founded in 1903. In 1927, a notable Architect, Clifford C. Wendehack, created a spectacularly beautiful and elegant gothic-styled clubhouse for The Park Country Club's members and guests to enjoy.

At the same time, the exquisite golf course was designed and built by an equally renowned golf course architectural firm, Colt & Alison. The Park Country Club was the location of the 1934 PGA Championship, as well as numerous amateur events. The challenging and meticulously groomed golf course has stood the test of time. Though the course has been lengthened to nearly 7000 yards from the back tees to accommodate the effects of technology, its integrity of design has been preserved. The net result is that golfers at all levels are permitted a consistent and classic challenge on a meticulously groomed course.

Dining options include the Clubhouse Dining Room, Grille Room, Runyan Room, and outside Terrace during the summer months. Amenities at the Club include a pool area featuring a cabana kitchen, playground, and basketball court. The club also offers 5 Har-Tru tennis courts, three of which are lighted for night play.

PARK COUNTRY CLUB BY THE NUMBERS:

- 22,000 Rounds of golf annually
- 575 Members
- \$27,500 Initiation fee
- \$9,900 Annual resident dues
- \$9.16M Gross volume
- \$4.2M Annual dues volume
- \$3.19M F&B volume
- \$3.9M Gross payroll
- 71 Full-time Employees; 36 Seasonal Employees
- 13 Board members
- 58 Average age of members

PARK COUNTRY CLUB WEB SITE: www.parkclub.org

GENERAL MANAGER/COO (GM/COO) JOB DESCRIPTION

The General Manager serves in the capacity of Chief Operating Officer of the Park Country Club and implements the policies established by the Board of Governors; and bylaws. The incumbent develops operational policies and is responsible for the creation and implementation of standard operating procedures for all areas. This includes the preparation of the annual operating and capital budgets and, after Board approval, the management and control of the operations to attain the desired results. The General Manager/COO coordinates all management functions and works in concert with committee chairs in assisting them in the development of proposed policies, programs, events, etc. In general, the incumbent consults with the Board on all matters of significance or potential significance. As Chief Operating Officer, the General Manager is responsible for the promotion of the Club and the dissemination of hospitality, friendliness and goodwill among members and guests. His/her goal is always to help members and their guests enjoy the facilities and programs of their Club.

In addition to coordinating and supervising all of the management and administrative functions of Park Country Club, the GM/COO will oversee the preparation of annual operating and capital budgets, supporting the strategic and tactical initiatives and expectations that he/she has established with the Board. The GM/COO will be the primary Club representative to ensure that significant capital/asset/lease improvements are well conceived, thoroughly planned and executed, and that the status of such projects is consistently communicated to appropriate constituencies within Park Country Club.

The GM/COO is the primary coordinator, through his/her team of management professionals, of budgeting, hiring, training, orientations and teammate "culturization," and supervision of associates. He/she will therefore be using and applying relevant and necessary marketing techniques to drive member usage of operations along; assuring member and guest needs and desires are consistently met and often exceeded. *Club member and guest satisfaction and enjoyment of the programming and service experience at the Park Country Club are primary "drivers" to its overall success.*

The GM/COO, as a strong and highly visible and respectful presence with the membership, must be an exceptional communicator, have adroit personal interactive skills and the maturity to instinctively know how to make members and guests feel that they are consistently treated in a gracious manner. Further, he/she must be able to communicate these expectations to staff with diverse backgrounds and get them to understand and execute to those expectations.

The GM/COO is the key influence to ensure that members are engaged from a programming, activities, servicing and experience perspective. Members are exceptionally social and active and the GM/COO must be intuitively engaged and in tune with this very member-centric, fiscally responsible environment.

KEY ATTRIBUTES AND AREAS OF FOCUS

The successful General Manager/COO will demonstrate:

- A natural leadership style that promotes staff and membership engagement.
- Show patience, observe, listen, ask questions and learn about the culture and heritage of Park Country Club and the surrounding community.
- Ability to act as a thought partner with the board and committees.
- Superior communication skills, exuding energy and creativity.
- Disciplined follow up to complete team goals and objectives.
- Attentiveness to member services and satisfaction while also helping to attract new members.
- Strong understanding of superb dining and other food and beverage experiences for the club members and guests.
- Capital project and renovation oversight experience.
- Effective financial management skills through development and oversight of the annual operating budget.
- Continual visibility to members and staff as the face of the club.
- Understands the importance of and is able to leverage web, social media tools to communicate with the staff and membership.
- Strong leadership and strategic planning experience.
- Cultural development through good hiring, training, communication, and developing a strong team work ethic.
- Ability to build a strong board and committee relationship, working to create a strong bond and communication exchange of diplomatic openness.

MAJOR DUTIES AND RESPONSIBILITIES:

Member Services

- Knows the members, their families, and their desires.
- Provides quality leadership and a positive upbeat image for the Club and its amenities. Leads with the dictate to provide members with premier service in casual and fine dining, recreational excellence, quality products, and an exciting calendar of club events. Maintains detailed records on events.
- Plans his/her work schedule so as to be personally visible and readily accessible to members and their guests at the right times and in the right places.
- Assures the smooth, efficient daily operation of the club to provide the members and guests with an environment of excellence in hospitality.
- Oversees a top-rated food and beverage operation, with appealing menus, properly priced, and featuring exemplary service. Develops and executes a highly regarded party and banquet business.
- Oversees a top-flight golf operation including golf course conditions, facilities, and programs for all levels players' skills.
- Addresses and resolves member complaints and suggestions, in such areas as general service, athletic programs, employee attitude, maintenance, and cosmetic appearance of the facility.
- Furthers his/her own continued development as a club management professional by participation in appropriate Club Managers Association of America (CMAA) seminars and conferences, and others as approved, thereby enhancing his/her value and quality of services to the membership.

Employee Relations

- Coordinates all department head compensation, benefits, performance, disciplinary, and other significant personnel actions.
- Interviews and appraises all applicants for key positions, and exercises final approval authority over all the clubs hiring.
- Initiates employment programs and recruitment efforts that result in the club being viewed as sought after place to work, especially for wait staff and entry level employees.
- Interacts with department managers pursuant to the appraisal, discipline, and/or discharge, of any employee.
- Provides for the training and further development of all department heads and other personnel. Creates and environment of true team spirit among the staff.
- Ensures that a positive and healthy working environment exists throughout the club, one that is free of safety risks and all forms of employee harassment.

Financial Management

- Prepares annual operating plan and capital budgets and, after Board approval, manages and controls the operations to attain the desired results.
- Provides input to all department heads, professional staff, and key personnel, projecting and developing budgets, capital spending plans, fiscal controls, and operational guidelines.
- Installs controls and cost-effective procedures related to employee payroll, purchases, inventories, and supplies.
- Responsible for approval of contracts, all accounts payable, all labor cost payouts, and maintains them within the constraints of the budgets and through close coordination with the Board of Governors.
- Maintains an up-to-date management information system which can be counted on for timely and accurate information for all parts of the club.

Communications

- Develops ongoing dialogue and rapport with club members through recognition, communication, the club's newsletter, and follow through. Assures satisfactory communications between the club members and employees.
- Coordinates a program for the orientation of new members, Board members and staff.

Reports to

Club President and Board of Directors

Supervises

Assistant General Manager, CFO/HR Director, Membership Director, Golf Professional, Golf Course Superintendent and Property Manager

CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of verifiable, progressive leadership and management experience in an active, private member focused club environment. NOTE: Those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, will be ***strongly*** considered for this role.
- A verifiable career track that demonstrates a record of tenure and commitment to previous employers, and that career moves were for enhancement of skills and experiences as opposed to 'unplanned' career changes.
- Strong general leadership skills with verifiable strengths in team development, financial performance, diverse recreational amenity management (golf, tennis, family activities and others are especially desirable), quality food and beverage programming, exceptional member/guest service programming, strategic planning, project management, and most importantly the ability to consistently define and achieve goals and objectives.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Degree is highly desirable, preferably in Hospitality Management or Business.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Certified Club Manager (CCM) designation preferred but not a must.

SALARY & BENEFITS

Salary is open and 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 letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to **Mr. Gary Stone , Search Chairman, Park Country Club, 4949 Sheridan Drive, Williamsville, NY 14221** and clearly articulate why you want to be considered for this position at this stage of your career and why PCC and the Buffalo area will be beneficial to you, your family, your career, and the Club if selected.

Expressions of interest in this manner should be conveyed to our Firm no later than October 20, 2019. Candidate selections will occur in late October and first interviews are expected to occur in mid-November, final selections will likely be made in late November/early December with the successfully selected candidate starting on or about December 15, 2019.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(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 Holly Weiss: holly@kkandw.com

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