

KOPPLIN KUEBLER & WALLACE

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DIRECTOR OF FOOD & BEVERAGE PROFILE: TPC SUGARLOAF DULUTH, GA

DIRECTOR FOOD AND BEVERAGE (DFB) OPPORTUNITY AT TPC SUGARLOAF

An amazing opportunity exists for a candidate with a successful track record of leadership and high-quality F&B operations management in private clubs, hotels, resorts or high-end establishments in the hospitality industry. We are conducting the search for Director of Food and Beverage for this premier lifestyle Club in Duluth, GA. The successful candidate will be an integral part of a high-performing team at a world-class club, recognized for its golf and lifestyle amenities, quality work environment and focus on continually 'raising the bar' for its members and staff.

The chief focus of the role is the member experience balanced with business acumen. This balance is of primary importance to the Club. The ability to consistently "look forward" in planning, innovations, organization and overall departmental leadership is a critical skill set required for success in this position. Equally important is the ability to intuitively embrace the need to be visible and highly interactive with the members and staff; leadership in this area begins and ends with approachability and accessibility.

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

TPC SUGARLOAF

TPC Sugarloaf is a PGA TOUR owned and operated for profit private country club located 25 minutes north of Atlanta. The property is in the final stage of a 3-year, \$20 million-dollar renovation, with the main clubhouse portion reopened on April 2nd. The revitalized clubhouse features a brand new 3000 square foot, state of the art kitchen and a new 125 seat full-service member restaurant, bar and covered patio. Centered around 27 holes of PGA TOUR caliber championship golf and a world class tennis center, TPC Sugarloaf is the premier lifestyle club in the area. Members have exclusive access to two brand new, full-service, restaurants, spacious banquet and private entertainment facilities, an expansive fitness center, junior Olympic swimming pool, splash pad and poolside café. Each year the club also hosts the PGA TOUR Champions Mitsubishi Electric Classic.

TPC SUGARLOAF BY THE NUMBERS:

- \$10M Total Club Revenue
- \$4.1M Total Dues Revenue
- \$3M F&B Volume; 55% a la carte 45% catering and events
- # of Employees (FTE) 45 in season; 35 out of season
- Members: 465 Full Golf; 98 Limited Golf; 100 Swim/Tennis; 14 Social

TPC SUGARLOAF CLUB WEBSITE: tpc.com/sugarloaf/

WORLD CLASS AMENITIES INCLUDE:

CHAMPIONSHIP GOLF

TPC Sugarloaf's par-72, 7,259-yard championship golf course (also known as "The Stables and The Meadows" courses) was crafted by the legendary Greg Norman to fit harmoniously with its surroundings on the site of the former Rollins Farm. Named by *Golf Digest* among the "Best New Private Clubs in the U.S." when it debuted in 1997 and by *Golfweek* among the "Top 100 Best Residential Golf Courses for 2007-2008," the course features tree-lined Bermuda fairways and a challenging layout featuring streams, lakes and hills.

Norman complemented this timeless design – his first foray into golf course design in the U.S. – with a third nine, The Pines course. While these nine holes are slightly shorter in distance, The Pines course is every bit as compelling as The Meadows and Stables courses. All three nines offer four sets of tees on each hole, enabling golfers of all abilities to enjoy the subtle nuances and intricate design features that have brought Norman world-wide design acclaim.

As part of the TPC Network, you can be sure that playing conditions at TPC Sugarloaf are maintained to PGA TOUR-quality standards year-round. TPC Sugarloaf boasts an impressive 10-acre practice facility featuring multi-tiered hitting areas, a 360-degree short game area including a 20,000 square-foot putting green surrounded by sand traps, and an expansive private teaching area to accommodate private and group golf lessons.

CLUBHOUSE AT TPC SUGARLOAF

Blending the time-honored traditions of golf with today's conveniences, TPC Sugarloaf's 60,000 square-foot Clubhouse serves as a focal point for dining, gracious hospitality and relaxation. Reminiscent of a traditional family estate, the clubhouse was designed in a Southern Classic style, with rich wood furnishings, classic fixtures, luxurious textiles and traditional artwork. The result is a stately but welcoming backdrop for socializing, private events and corporate entertainment.

The Clubhouse at TPC Sugarloaf features:

- Casual and formal dining rooms
- Private conference rooms with audio-visual and conferencing capabilities
- Full-service banquet facilities
- Fully appointed men's and women's locker rooms
- Award-winning Golf Shop featuring the latest equipment and apparel
- Clubhouse lawn area with room for outdoor receptions and entertaining
- Eight elegant meeting/function rooms, some with fireplaces and other charming details
- Four large hospitality rooms for large-scale conferences and special events, including separate lunch rooms and breakout rooms
- Two stately, exquisitely designed board rooms
- Flexible outdoor meeting space, including a beautiful grand veranda with panoramic views of the golf course and numerous gardens
- The Golfer's Grille and Sugarloaf Lounge restaurants, which serve breakfast, lunch and dinner 6 days a week

LIFESTYLE CENTER

TPC Sugarloaf's seven-acre lifestyle center encompasses:

- A state-of-the-art fitness and workout facility featuring group classes and personalized workouts
- Poolside food and beverage service, cabanas, child swim and play area
- A nationally recognized Tennis Center featuring 8 Har-Tru all weather courts & 6 Hydro-Clay courts
- A full-service tennis shop and a year-long schedule of competitive leagues, tournaments and instructional programs
- Enjoy Tempo, a full-service restaurant and Cafe with options for on-the-go members as well
- The Kids Korral children's recreation area, featuring a movie theater and an abundance of programs designed especially for kids of all ages, offered by the club's on-site recreation staff.

The Aquatics Center features three bodies of water. The Main Pool is a six-lane, Jr. Olympic size competition pool with a shallow swimming end and a diving well. This is the home of the "Sugarloaf Sharks" Swim Team. The Leisure Pool is zero entry and is equipped with water fountains and a double loop slide. The Wading Pool is 18 inches deep for their youngest members to enjoy. The pool is only open to members, their families, and sponsored guests.

MITSUBISHI ELECTRIC CLASSIC AT TPC SUGARLOAF

TPC Sugarloaf is proud to be host to The Mitsubishi Electric Classic (formerly the Greater Gwinnett Championship). This 54-hole stroke play tournament features 81 PGA TOUR Champions professionals competing at the prestigious TPC Sugarloaf. The PGA TOUR Champions has had a presence at TPC Sugarloaf since 2013. Past winners include Bernhard Langer (2013), Miguel Angel Jimenez (2014), Olin Browne (2015), Woody Austin (2016), Stephen Ames (2017), and Steve Flesch (2018).

"TPC SUGARLOAF is a home away from home for alumni and their families."

DIRECTOR OF FOOD AND BEVERAGE POSITION OVERVIEW

The Director of Food and Beverage (DFB) is ultimately responsible for all club food & beverage service operations. Being the "public face" of these operations with a hands-on approach and an understanding that full "on-the-floor" member and staff engagement is critical to success in this position. The DFB consistently provides superb dining and other event food and beverage experiences for the Club's membership and their guests. This senior level position works closely with and reports directly to the General Manager. A most critical relationship is that with the Executive Chef, ensuring collaborative and harmonious relationships between front and back of house operations.

KEY RESPONSIBILITIES

The Director of Food and Beverage will:

- Clearly understand the metrics for successful attainment of financial goals with a focus on Net Operating Income (NOI) and objectives in F&B operations, and consistently review these expectations with his or her direct reports to ensure understanding and 'buy-in' from those contributing to their attainment.
- Be the primary coordinator of food and beverage budgeting, hiring, coaching, training, orientations and creating a culture of teamwork, and the supervision of associates to ensure all is done in accordance with approved Club policies and compliance with governmental regulations.
- Have a strong and highly visible and respectful presence with the membership, be an exceptional communicator, have adroit interpersonal skills, and the maturity to instinctively know how to treat members and guests with a high-level of service. He or she must be able to communicate these expectations to a staff with diverse backgrounds and motivate them positively to understand and execute to those expectations.
- Oversee all dining areas to ensure smooth operations, high levels of member and guest satisfaction, quality food products and exemplary service in conjunction with the Executive Chef. Attaining high marks in member surveys and TPC site visits are critical success factors for the position.
- Oversee all banquets and social functions, including member and member sponsored events.
- Establish and uphold expectations of service standards, dress, decorum and consistently monitor for adherence always.
- Be a focused and consistent evaluator of personnel, ensuring that standards of conduct and delivery are met this includes oversight of high standards of appearance, hospitality, service, and cleanliness of the clubhouse facilities.
- Establish and consistently enhance operating standards for personnel in areas of responsibility and consistently evaluate knowledge, understanding and execution to these high standards.

- Recommend, monitor and manage policies, operating procedures and staffing for all F & B areas; recognize the needs and consistently perform to high levels of service in each of these operating areas.
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- Hold weekly meetings and daily briefings with direct reports to keep them informed of necessary and relevant activities and expectations at the Club.
- Have a strong sense of urgency and responsiveness, while also maintaining quality and integrity of the division's business plan.
- Assist in planning and be responsible for ensuring that special club events are well-conceived and executed.
- Be responsive to members' requests for menu selections, event planning, etc., and strive to find creative ways to accommodate reasonable requests; have a belief in a service philosophy of "the answer is 'yes,' what is the question?"
- Develop and monitor plans, budgets and procedures to provide direction and controls for food and beverage operations; implement corrective procedures as necessary to help ensure that budget goals are attained.
- Ensure adherence to, and compliance with, all health, safety, liquor consumption, and all other food and beverage regulations. Keep current on all matters pertaining to the food and beverage industry.
- Be responsible for the management of all alcoholic beverage inventories and purchases.
- Consistently monitor payroll and labor resource allocations to ensure they are in line with financial forecasting and goals.
- Be an active and dynamic recruiter of team members and someone who inherently enjoys developing and building his/her team and leading them to significant, positive membership satisfaction outcomes.
- Be a collaborative team player who is willing to be "hands on" when necessary but understands when to step back and lead the team.
- Involve associates in the decision-making process of how 'work gets done' and creates a work environment people want to come to and participate every day.
- Recommend, monitor and manage policies, operating procedures and staffing for all F & B areas; recognize the needs and consistently perform to high levels of service in each of these operating areas.
- Conduct and/or oversee training programs for food service personnel on various issues including service techniques, knowledge of menu items and daily specials, sanitation, team building and conflict resolution; regularly test and evaluate knowledge and understanding of these expectations.
- Ensure that an effective orientation and onboarding program exists in all areas of responsibility, along with consistent professional development and training.
- Ensure effective and efficient staffing and scheduling for all facilities and functions while balancing financial objectives with member satisfaction goals.
- Work closely with the Executive Chef to facilitate a strong relationship between the kitchen and banquet/restaurant departments.
- Ensure that associates clearly understand performance expectations and that assigned tasks are reasonable, well-conceived and appropriately conveyed. Provide resources necessary to allow employees to perform their jobs effectively and create an exceptional ambience for members and guests.
- Take personal ownership of his or her area of responsibility, with special attention to the physical plant and overall appearance of the operation and understand the need to be consistently "member ready" in both appearance and service.

CANDIDATE QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed above are representative of the knowledge, skill, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A Bachelor's degree (B.A.) in Hospitality Management is preferable, or a two or four-year degree from a Culinary School, plus a minimum of four to six years of Food & Beverage management experience in a high-volume facility (Resort, Club, Restaurant or Hotel) or an equivalent combination of related education and experience.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical CMAA benefits, offers an excellent bonus and benefits package that includes an employer funded retirement plan and matching 401(k) plan.

INSTRUCTIONS ON HOW TO APPLY

"Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be **addressed to Kent James, National Director, Food & Beverage PGA TOUR Golf Course Properties**, and clearly articulate why you want to be considered for this position at this stage of your career and why Duluth and the Greater Atlanta area will be beneficial to you, your family, your career, and the Club if selected."

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.

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 have completed the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter [visit this page](#).

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

If you have any questions, please email Nan Fisher: nan@kkandw.com

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