

# KOPPLIN KUEBLER & WALLACE

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## **DIRECTOR OF FOOD & BEVERAGE PROFILE: VASARI COUNTRY CLUB BONITA SPRINGS, FL**

### **THE DIRECTOR OF FOOD & BEVERAGE OPPORTUNITY AT VASARI COUNTRY CLUB**

Located in one of the most desired places to live in the United States the Vasari Country Club in Bonita Springs, Florida is looking for a creative, hands-on leader with outstanding communication skills to be the next Director of Food and Beverage. The Club is seeking a hospitality professional with strong food and beverage skills that can identify social programs and events that would elevate participation at the Club. The desired candidate will have an experienced background in a recognizable restaurant operation or a successful track record in Private Clubs. This individual will work closely with the General Manager/COO and lead the F&B team on budgeting, forecasting, problem-solving and identifying opportunities.

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

### **VASARI COUNTRY CLUB AND COMMUNITY**

Located just north of Naples in the tropical, beach-side city of Bonita Springs, the Vasari Club is a private bundled golf community. The welcoming and unpretentious membership partners with the beautiful surroundings and high-class amenities to distinguish Vasari as a vibrant oasis. Diverse architecture encompasses condominiums, villas and single-family residences secluded among lakes and wooded areas with spectacular golf course vistas. The 18-hole championship golf course was newly redesigned by Billy Fuller to balance natural beauty with challenging play, and the award-winning Clubhouse provides members with exceptional banquet and dining facilities and a full calendar of recreational activities and special events. In addition to golf, Vasari offers lit Har-Tru tennis courts and a fitness center for its active membership. Vasari values its members and staff as individuals and is committed to the betterment of their community.

### **VASARI COUNTRY CLUB BY THE NUMBERS**

- There are 766 memberships in all categories
- Initiation fee: \$5,156; Annual dues: \$11,827 (full membership)
- Gross volume: Approximately \$4M
- Annual dues volume: Approximately \$7.9M
- F&B volume: Approximately \$1.9M
- FTE for Club: 111 (in-season), 65 (off-season)
- Average age of membership: 65
- Club POS system: Jonas
- Club Account System: Jonas

**VASARI COUNTRY CLUB WEB SITE:** [www.vasari-countryclub.com](http://www.vasari-countryclub.com)

### **DIRECTOR OF FOOD & BEVERAGE POSITION OVERVIEW**

Vasari Country Club (VCC) has a strong history of tenure amongst many of its senior staff and desires to attract a verifiably high-performing, achievement-oriented, collaborative new Director of Food & Beverage (DFB) who views VCC as a “destination club” for many years to come.

The DFB position has shared responsibility for all day-to-day Club operations and the Club continues to evolve to a stronger focus on the model of organizational leadership.

Key to the new DFB's success is the intuitive sense to be "present" and to sincerely engage with every generation of members and their guests. However, Vasari Country Club has a rich history of Club members serving on committees of its various activities to ensure member satisfaction and support of the Club staff.

The DFB is responsible for the creation, implementation and consistent execution of all service standards and processes while providing vibrant, innovative, relevant, and respectful leadership to key managers and staff. A primary objective is for the DFB to be highly visible and interactive.

Being a natural mentor to the team also is critically important, as is being a strong advocate for the team's success. The DFB must be a proactive and assertive leader in the process of strategic planning, talent acquisition and retention, and membership activities/services programming, ensuring that each of these areas of focus considers current and future membership input and demographics. Additionally, he/she must expect to work to exceed members' expectations and recognize trends, evolving demographics, and what will help support the Club in the future. The new DFB should have a history of success and of recognizing, respecting, and supporting the contributions of key managers and staff, many of whom have been a part of Vasari Country Club for many years.

### **KEY CHARACTERISTICS**

A key requirement is to be able to work proactively with the GM/COO who in turn will keep the DFB focused on key goals and objectives that benefit the long-term well-being of Vasari Country Club.

Outstanding communication skills, both written and verbal, are necessary. Additionally, a keen ability to listen, engage, build trust, and be highly approachable is also of critical importance.

Other key attributes, characteristics and styles of the successful new leader include the following:

- Detail-oriented to "see" things needing attention, and operations, systems, and facilities expertise.
- An exceptional communicator with the ability to listen to members and staff.
- Has an energetic and outgoing personality and can demonstrate excellent problem-solving skills.
- Must be organized and has the ability to create standard operating procedures for his/her team to follow.
- Has the ability to provide support for the current GM/COO
- Visionary and mission-oriented on behalf of Vasari Country Club; anticipate how the Club will evolve and be at the forefront of trends in clubs.
- Knowledgeable and innovative as it relates to technology; having the ability to leverage high tech to improve 'high touch' with members as well as efficiency of the operation and enhanced data capture is critical.
- Outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating members or staff while doing so.
- Attract, retain, and develop staff at every level.
- Understands the importance of onboarding, especially with a seasonal staff of HB2 visa employees
- Innately understanding, empathetic, reliable, and relatable to members and staff at all levels.

### **INITIAL PRIORITIES OF THE DIRECTOR OF FOOD & BEVERAGE**

The following priorities have been identified for likely initial primary focus:

- Observe, listen, ask questions, and learn about the culture and heritage of Vasari Country Club. The Club is very open to changes and improvements, but you must first understand the culture, overall history, expectations, etc.
- Meet and sincerely interact with and engage as many members as possible. Build trust, schedule interactive times, and follow up on details. Being "front-facing" and involved in all operations and especially in member high usage areas/times is important.
- Work closely with the F&B team to ensure that an appropriate foundation of success is in place in this department, both in the culinary and service execution sides of the operation. F&B operations are of utmost importance to the membership and meeting a majority of members' expectations in this area is a critical success factor. Service and culinary standards and consistent delivery thereof are important focuses.

- Spend time with the team (staff in all areas of operations) getting to know them, their abilities, and aspirations and further their already strong mutual respect and collaborative approach to supporting one another and the Club's overall mission.
- Examine and elevate the overall performance management systems in place at VCC, recognizing a continued desire to ensure that goals, objectives, accountabilities, and responsibilities should be evaluated with a focus on relevancy. As part of this focus, review the overall HR functions in the Club to ensure consistency within each department and as it relates to continued staff development.
- The Club has a history of exceptional member experiences; consider how to ensure they continue at a high level and where they may be even further enhanced.

#### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

#### **EDUCATION AND CERTIFICATION**

A Bachelor's Degree from a four-year university or college is desirable, preferably in Hospitality or Business Management. In lieu of the degree, substantial hospitality experience will be considered. Credentials from the hospitality industry, recognizing ongoing involvement and commitment to lifelong personal and professional development are desired. Those seeking a CCM designation will be highly considered for this role.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA and PGA benefits, offers an excellent bonus and benefits 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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

*Prepare a thoughtful cover letter addressed to **Mr. Steve Malvinni, General Manager, Vasari Country Club** and clearly articulate why you want to be considered for this position at this stage of your career and why Vasari Country Club and the Bonita Springs area will be beneficial to you, your family, your career, and the Club if selected.*

***You must apply for this role as soon as possible but no later than March 7, 2023. Candidate selections will occur in mid-March with first Interviews expected in late March and second interviews will occur later in the month. The new candidate should assume his/her role in late April or early May of 2023.***

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

**"Last Name, First Name – Resume"**

**"Last Name, First Name – Cover Letter – "Vasari CC"**

(These documents should be in Word or PDF format)

If you have any questions, please email Patty Sprankle at [patty@kkandw.com](mailto:patty@kkandw.com)

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

#### **Search Executive:**

Michael G. Smith, CCM, CCE, ECM

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