

KOPPLIN KUEBLER & WALLACE

ASSISTANT GENERAL MANAGER PROFILE: BIG CANYON COUNTRY CLUB NEWPORT BEACH, CA

THE ASSISTANT GENERAL MANAGER OPPORTUNITY AT BIG CANYON COUNTRY CLUB

Universally considered one of the finest clubs in America, Big Canyon Country Club is in one of the most desirable geographic areas in the country. Big Canyon provides exceptional amenities and has enjoyed tremendous stability and leadership over the past many years. For this active, family-centric, year-round operation, continuing the high engagement with members and staff, and the consistent focus on innovation and on-going evolution to excellence will be of primary importance to the success of the new AGM as he/she comes into an organization of high-performance and satisfaction. The current AGM is leaving for a high-level GM opportunity, as have the past several people in this role; Big Canyon's AGM is dedicated to mentoring and preparing his AGMs for their first AGM role.

Candidates with impeccable credentials, career tracking and naturally outgoing personality and simply being a "nice person" will find the role at Big Canyon to be an exceptional opportunity to work with an outstanding leadership team committed to providing some of the most outstanding member and staff experiences in the club industry.

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

ABOUT BIG CANYON COUNTRY CLUB AND COMMUNITY

The quintessential California seaside town of Newport Beach is home to Big Canyon Country Club (Big Canyon or BCCC). The original golf course designed by Robert Muir Graves was opened in 1971 and the clubhouse one year later. In 1998 the course underwent a renovation led by John Harbottle III, a disciple of Pete Dye and a relatively new 19,000 sq.ft. turf center opened in 2019. In 2006 the clubhouse was razed, reopening in 2009 with an extraordinary 70,000 sq. ft. clubhouse complex that includes multiple dining and meeting areas, fitness/wellness and event space, along with beautiful aquatics and racquets spaces. The Club has a strong history of commitment to continuous improvement and the addition of a Pilates studio, four pickleball courts, childcare area and recently completed a \$4M renovation of the bar and casual dining areas to strong, positive member reviews.

Today Big Canyon offers a full slate of member activities and amenities that include golf and golf instruction, family events, a la carte and banquet dining, childcare, Cotillion and summer camp, fitness and group exercise, spa services and hair salon, aquatics including swim team, tennis and pickleball in addition to a car wash and vehicle charging stations. The Club's comprehensive wine program has become a signature element and the Club is fortunate to have a talented staff dedicated to the food and beverage amenity, which is tremendously active and supported.

In its 50+ year history, the Club has hosted sixteen state and regional championships, as well as numerous USGA events including U.S. Open Qualifiers, the 2000 U.S. Women's Mid-Amateur Championship, the 2014 U.S. Senior Amateur Championship, and most recently the 2022 California Amateur was held at Big Canyon in June.

The Club has a long history of commitment to support its member and staff experiences along with a strong organizational chart, necessary HR and communications support, administration, etc.

The camaraderie that exists amongst the members, their high level of support of the Club, and the dedication of the many member volunteers in a vibrant committee system contribute to the exceptional environment found at Big Canyon. Governance functions at a high level at BCCC and the AGM is an active participant with the GM at both Board and Finance Committee meetings, as well as leading the House Committee and Wellness Committee.

BIG CANYON COUNTRY CLUB'S VISION:

Big Canyon Country Club is the premier private country club in the western United States. We provide our members and their families a country club that is unequalled in our region in both quality and service. To achieve this Big Canyon will be dedicated to the following:

- Attracting and retaining the most outstanding members in all categories
- Providing and maintaining a superior golf experience
- Providing the highest quality food and beverage and wellness experience
- Operating in a sound fiscal manner offering members good value for their dues
- Providing operational excellence by attracting and retaining the best available talent
- Offering facilities that meet or exceed the expectation of a membership that has invested in a private club environment of the highest quality
- Providing a diversified scope of quality family and youth activities

BIG CANYON COUNTRY CLUB BY THE NUMBERS:

- Approximately 1,015 memberships in various categories with an extensive waiting list.
- Initiation fee floats - recent average full membership sale price - \$350,000
- Annual dues for Full Membership - \$20,640
- No Annual F&B Minimum - \$85 monthly advanced dining charge
- Approximately 38,000 rounds of golf with no outings
- Gross Revenues of approximately \$26.0 Million
- Annual Dues Revenue of approximately \$16.8 Million
- F&B Volume – approximately \$7.9 Million with most of that from ala carte dining
- Gross Payroll – approximately \$12.3 Million/Taxes & Benefits \$2.2 Million
- Employees: Full-time Annual – 280, Summer - 315
- Average age of membership – 65
- There are a total of 10 Board Members, each serving three-year terms (potential for 4th year as president)
- There are 15 standing committees including: Finance, Golf Activities, Green, House, Legal and Insurance, Long Range Planning, Membership, Recreation, Scholarship, Slope and Boundary, Tournament, and Traditions. Sub-committees include Wine, Junior & Youth Activities, and Art
- The Club uses Clubessential for its accounting and POS
- The Club is organized as a 501(C)(7) Corporation
- The Club has in place a long-term capital plan and reserve schedule as well as a long as a property wide facilities master plan.

BIG CANYON COUNTRY CLUB WEB SITE: www.bigcanyoncc.org

BIG CANYON COUNTRY CLUB ASSISTANT GENERAL MANAGER POSITION OVERVIEW

The AGM at BCCC has full responsibility for all operational and functional areas of the clubhouse, effectively managing all resources, both operating and capital budgets and reporting to the GM/COO. He/She is expected to be the embodiment of an “exceptional member-centric experience,” setting a clear “tone at the top” in his/her natural behavior and style, be representative of modern management best service and member experience practices, and always composed while promoting an exceedingly positive, engaging, responsive and highly competent service culture in all operations. Above all, he/she must have a “strong and clearly evident passion for Big Canyon!”

The AGM must be an active and enthusiastic collaborator, working very closely with the GM/COO, who is actively involved with the team and its development. The successful new AGM at BCCC must possess especially strong skills in “mentoring” and “holding accountable” direct reports and a group of meaningfully engaged and well-regarded employees who are looking for that type of leadership as well. Being especially adept at building relationships---from the dish machine operator to the Club GM/COO, President and all members and staff in between---is a style that has been in place at BCCC for years and is expected to continue while also balancing a “culture of innovation with developed traditions.”

Ultimately, where Big Canyon is at present, a successful new leader in the AGM role must have the courage to do nothing to radically change operations, being capable of recognizing where members and staff are happy and what might need incremental, not evolution or improvement. BCCC is comprised of a group of ladies and gentlemen who appreciate the respect and appreciation they are provided by the members; this is an attribute and “culture” led thoughtfully by the GM/COO and must be a naturally supported style of the new AGM.

Direct reports of the AGM include Fitness/Wellness professionals, all F & B, Events and Culinary leaders, Facilities Director and Communications Director. Active leadership with the House, Youth Activities and Wellness Committees, as well as indirect responsibility for Finance and participation in Board meetings.

The AGM is also the primary lead on all club and facilities projects, working closely with the GM/COO and appropriate committees. The Club will likely be taking on a major golf course renovation project in the near future and he/she will be exposed to concept, development and execution of that plan and its impacts as well.

Key attributes, characteristics and style of the successful new leader include:

- The AGM must be a “hands on” interactive leader who directly monitors the operation and mentors the staff throughout each day; someone who recognizes and embodies the intimate details necessary for consistency and high levels of satisfaction in all operations and amenities. A honed ability to set clearly defined goals and objectives, hold people accountable for results in a performance management system without being viewed as a micromanager while doing so.
- The AGM must possess a personality that is genuine, likable, positive and upbeat and one that projects attractive qualities that puts people at ease. Honesty, humility, straightforwardness, integrity, accountability, leadership and dedication. The AGM should be able to inspire and motivate others, earn the respect of the members and employees as well as the community (both internal and external) at large.
- The AGM will be generous with their time for others, sharing their experience, knowledge of the club and hospitality profession. Being a thoughtful and active listener as part of a very well developed communication skill is critical. Verbal as well as strong writing communication skills are necessary.
- The AGM must be a true leader who can work closely with other leaders in a team concept, supporting and learning from each other, and who actively supports and appreciates a similar style and involvement from the GM/COO to the mutually desired outcome of consistent, high-level success of BCCC.
- The AGM should be “confident yet humble and an astute listener with a bias for action.” He or she must also have the ability to engage in a meaningful fashion with both the members and the employees to execute on day-to-day operations and ensure the long-term strategy is attained and is actively involved in creating it.
- The AGM must be confident in their abilities yet possessing natural humility in his/her interactions with others; naturally outgoing, conversant, respectful, and diplomatic, but able to say “no” when appropriate without alienating members or staff while doing so.
- Possess the natural “art of seeing something....” and then either executing a plan to improve, add, eliminate or rally for whatever it is; essentially being naturally “aware” and “proactive.”
- Being creative, innovative and mission oriented; anticipating how the Club continues to evolve is important, as is being actively ‘networked’ in the industry to the point of being on the forefront of trends in clubs and economic cycles.
- Having a keen eye for details. The history of Big Canyon is a commitment to perfection, as well as a continuous evolution to excellence. This goal must be a naturally occurring part of the new AGM’s DNA and focus.

KEY PRIORITIES FOR SUCCESSFUL TRANSITIONING

The following priorities have been identified as recommended primary focus:

- Be “present” and positively approachable where needed to develop strong member and staff trust and confidence; approachability, follow up, and candid, respectful interactions are key. Being engaged and part of every operating department is critical, as is becoming the “face of BCCC!” “Every detail is important to the overall BCCC experience.”

- Develop the Senior Staff relationships, working to create a strong bond and communication exchange of diplomatic openness and active support.
- Plan for an effective 'on boarding' and development of a new Facilities Director, and work to understand and more fully develop the fitness/wellness programming and activities of the Club.
- Immerse into the Club's financial and business plans to fully understand the Club's history and model for success.
- 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 great importance to the membership, and meeting members' expectations in this area is a critical success factor, and this area is performing well at present.

CANDIDATE QUALIFICATIONS

Ideally, a minimum of 7 - 10 years of progressive leadership experience in (*strongly preferred*) a private member-owned country club, with significant, multi-dimensional operations. Leading in a well-developed GM/COO model and taking ownership, accountability and responsibility while doing so are verifiably necessary traits and experiences. Having an unblemished and positive career tracking for this top performing club AGM role is essential.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Ideally, a BS or BA degree (or equivalent) from an accredited college or university, preferably in business or hospitality management.
- A CCM designation or similar accreditation outside of the club industry is desirable, or a clear history of tracking and commitment to such accreditation attainment is desired.

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.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical senior staff 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. 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. Jeremy Samson, GM/COO and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why Big Canyon and the Newport Beach 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 Monday October 10, 2022. Candidate selections will occur later that month with first Interviews expected in early November and second interviews a short time later. The new candidate should assume his/her role as soon as possible after providing reasonable notice to his/her current employment.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Big Canyon"

(These documents MUST 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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