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GENERAL MANAGER PROFILE: BIRCHWOOD COUNTRY CLUB WESTPORT, CT

THE GENERAL MANAGER OPPORTUNITY AT BIRCHWOOD COUNTRY CLUB

The General Manager role at Birchwood Country Club is a fabulous opportunity for a driven professional who wishes to lead a smaller, highly personalized club serenely perched above the Saugatuck river, in Westport, CT. The Club is searching for an energized, capable, and motivated individual to help the Board drive the organization into the future through innovative ideas and solid leadership, as well as ensuring consistently executed process and procedures are in place. Ideally, the Club needs a highly collaborative, diplomatic, and proactive leader, working with the Board through this time of change and helping them move toward a true “GM Model” led operation.

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

BIRCHWOOD COUNTRY CLUB

Birchwood Country Club has served as a second home for families and has been helping them build friendships since its establishment in 1946. A convenient “In-Town” location makes it easy to take advantage of Birchwood’s diverse activity schedule.

Recently cited by *GOLF DIGEST* as a “Top Ten” of nine-hole courses in the United States, Birchwood Country Club is conveniently nestled between the Post Road and Riverside Avenue in the center of Westport, but when on the course, you might think you are in the middle of rural Connecticut.

The property is 83 acres of rolling countryside providing a very challenging and beautiful 9-hole layout. When playing 18 holes, the use of several sets of tees provide different angles and looks for players of all skill levels. The course conditions are always excellent, with lush fairways, and thick rough. Of particular note is the unusual velvet bent grass used on putting surfaces.

The main dining room overlooks the golf course and the clubhouse features smaller dining rooms for private dinners and gatherings. The dining room was renovated in 2013 and lends itself to a variety of celebrations, banquets and business functions. Adjacent to both the living room and two terraces, the space can accommodate over 200 seated guests. The Terrace room is the most popular dining experience in a comfortable mahogany-highlighted setting, complete with a bar and field stone fireplace the room also opens to a dramatic golf course views off the covered terrace.

The Club has an active racquets program with teams, lessons, clinics and programming for adults and juniors. There are seven Har-Tru tennis courts (three of which will be rebuilt soon) two paddle courts a new paddle hut which was constructed this fall. The recently renovated pool and kiddie pool are the center of fun and family activity as well as lap swimming in the reserved lanes. Swimming lessons and competitive swim lessons are offered.

BIRCHWOOD COUNTRY CLUB BY THE NUMBERS

- At present, there are approximately 256 members in all categories
- \$14,200 Annual dues for full member
- \$1,500 annual dining room minimum
- \$207-\$104 monthly capital charge based on membership category

- Approximately \$4.0M Gross revenues from all sources
- \$2.5M Dues volume
- Approximately \$800,000 F & B volume
- Gross annual payroll \$1.52M
- 5,500 approximate annual rounds of golf
- 95 Employees (FTE) in-season; 26 (FTE) year-round
- The Club is organized as a 501(c)(7), not for profit organization

BIRCHWOOD COUNTRY CLUB WEB SITE: www.Birchwoodcc.org

GENERAL MANAGER POSITION OVERVIEW

The General Manager (GM) will have responsibility for all day-to-day operations of Birchwood Country Club (BCC). He/she will direct and administer all aspects of the operations to include amenities, staff, and all programs and activities to ensure outstanding service and member and guest satisfaction. While all typical competencies are important, our need is for a GM who enjoys being actively engaged, is proactive in new trends and innovations, who wants to be part of a relationship based, smaller club environment in a great community, and who has a passion for the industry. Additionally, he/she must be an individual who can recognize what is working well at present, and what needs enhancement. We are seeking an individual who can effectively “manage” the transition to a stronger GM model of governance and leadership, and who is eminently adaptable to successfully work through it.

KEY ATTRIBUTES AND INITIAL AREAS OF FOCUS ARE EXPECTED TO BE:

- Outgoing service-oriented personality with strong leadership skills and effective mentoring ability; someone who clearly leads by example and compels others to do so as well.
- Being an innovative and excellent communicator who can effectively engage with staff, board, and members, as well as contributors outside of the club who contribute to its success is critical.
- Taking a hard look at the current organizational chart and providing the Board with a “State of the Club” after 100 days, recognizing opportunity for improvement, enhanced member and staff engagement, and overall high levels of satisfaction in the overall experience of being part of BCC. If changes are desired and/or necessary to the current organizational chart, it is expected that the new GM will make a strong ‘return on investment’ case for such alterations and demonstrate how these modifications will benefit the Club.
- Possessive of a calming personality and able immediately establish credibility with the staff and can lead in all areas.
- Someone who is very professional and a good administrator, but who is also a doer – someone who is willing to roll up their sleeves and be “hands on” as needed due to the smaller nature of the operation.
- Ability to set goals and execute them successfully, bring the department heads together and increase the member experience at the club. Process driven leadership; setting standards of performance and execution and ensuring that they are consistently maintained is critical. Identifying and clarifying staff roles and duties to ultimately show clarity and consistency for ultimate accountability. Possessive of strong organizational skills and an “obsession with details” necessary to achieve high levels of quality, satisfaction, and outstanding member experiences and high levels of staff satisfaction and member engagement.
- Financial and business acumen is a must and the ability to set and work within a budget is of critical importance, as is having effective financial management skills through oversight of annual operating and capital budgets.
- Establishing and maintaining a strong and highly collaborative team of department heads is important. The team is well regarded at present but focus on increasing communications between the entire team and consistent protocols throughout the operation is necessary. Implementing an effective and consistent staff meeting plan and overall “team mission” focus will be important.
- Sincere and consistent member and staff engagement as the “face of the club.” Being highly visible, interactive, and engaging, and knowing how to balance administrative functions with key engagement opportunities is very important.

- A Team Builder. A person who embodies the persona of ultimate coach and motivator, bringing out the best in others by setting clear goals and expectations, providing consistent feedback and support, and treating others with respect and professionalism.
- Passion for the role, with a positive, thoughtful demeanor conducive to a fun, personalized member, and staff centric environment.
- A person who can say “no” when appropriate, without alienating members or staff when doing so.
- A charismatic individual with a sense of humor and style that is commensurate with the culture and expectations of a friendly, fun, and supportive membership and team of associates.
- Strong staff leadership, volunteer “partnering” with the Board and Club Committees, and strategic planning experience will be key attributes to one’s success.
- Ensure a strong team through good hiring, training, and communication practices, and developing a culture of teamwork. Creating a club wide team orientation, talent recruitment and retention program will be important.
- Complete understanding of the Club's marketplace, location and culture and strives to position BCC within the community as a desirable and admired club.

ADDITIONAL AND REITERATED CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of progressive leadership/management experience in an active, family-oriented, private, member-owned club environment is preferred. Non-current GM’s will be strongly considered, but only with verification of work experiences with a quality club and mentor. Non-club industry candidates must be able to portray their knowledge and strengths in working with well-intended and active volunteers in Board and Committee roles in a non-profit dynamic.
- Exceptional F&B experience is a must.
- Strong general management skills with verifiable strengths in team development, financial performance, recreational amenity management, quality food & beverage programming, exceptional member/guest service programming, strategic planning, renovations and project management, and the ability to consistently define and achieve goals and objectives.
- Being a humble, but confident “thought partner” with the Board, and able to make decisions and recommendations based on industry knowledge, experience, and confidence in his/her own ability to deliver.
- A verifiable history of achieving strong and positive net membership growth within changing member demographics, and ensuring strong membership satisfaction levels.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A minimum of two years of college with a focus on Hospitality Management is desirable.
- In lieu of a degree, substantial private club or hospitality industry experience will be considered.
- From the club industry, Certified Club Manager (CCM) designation is necessary with further certifications being of interest as a commitment to on-going and lifelong learning and networking.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience, the smaller club size and the geographic area. 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. Brian Falik; Search Committee Chairman, and clearly articulate why you would like to be considered for this position at this stage of your career and why BCC and the Fairfield County, CT area will be beneficial to both you and the Club if selected.

Expressions of interest in this role must be presented no later than December 10th with the request that earlier is ideal. Interviews will occur in January with an expectation that the new General Manager is on board in early March 2020.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter – Birchwood Country Club”

(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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