

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: EDGEWOOD COUNTRY CLUB RIVER VALE, NJ

THE GENERAL MANAGER/COO OPPORTUNITY AT EDGEWOOD COUNTRY CLUB

The General Manager/Chief Operating Officer (GM/COO) position at Edgewood Country Club (ECC) is a tremendous opportunity for an individual who has an entrepreneurial spirit and is passionate about leadership, team development, enhancing the outstanding Edgewood 'brand,' building strong and engaged relationships with members and staff, and seeing this dynamic, demographically diverse country club (soon to include a residential community) continue to enhance its relevancy and position in its members' lives. This private for profit club and community has recently completed a large capital improvement program and will embark on phase two with a new member clubhouse and housing development in the next year.

ECC is in a unique position in a crowded market of clubs---its smaller size allows it to be highly personalized in its approach, but its amenity presentation rivals those of its much larger, and more expensive, neighbors. ECC will be New Jersey's first Planned Unit Country Club Community which will operate all day, every day, year round. ECC, for its wide array of exceptional quality amenities and services, provides one of the best total 'values' of club membership. The new GM/COO will be an individual with exceptional and natural gravitas, a thoughtful and proactive style, and who can be an active "partner" with the ownership as they collectively plan and execute a continued focus on presenting Edgewood as the new and only residential community club of choice in the area.

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

ABOUT EDGEWOOD COUNTRY CLUB AND COMMUNITY

Located in Eastern Bergen County, only minutes to New York City, Edgewood Country Club is the premiere, private resort style country club in prestigious River Vale, New Jersey. Founded in 1956 on the grounds of two former pre-Revolutionary War farmsteads that were later converted into a country manor estate, Edgewood Country Club offers distinctive facilities in a warm, but sophisticated, setting. The main building features a ballroom, cocktail area, private wine room, state-of-the-art fitness center, kid's entertainment section and more.

The newly decorated clubhouse for both member and non-members offers fine dining and gracious service, is host to many events such as weddings, golf outings, banquets, bar / bat mitzvahs and other parties for up to 400 guests. Other dining options include the Midway Bar & Grill for casual food, poolside dining, and outdoor barbeques.

The club's beautifully groomed 27-hole golf course, staffed by PGA-certified golf professionals offers gorgeous, wide, panoramic fairways, strategically placed bunkering and water features with impeccably-maintained greens. There is also a practice facility, driving range, two chipping greens, and two greenside bunkers. Edgewood also has a newly designed Golf Pro Shop.

Other club features include six professionally maintained Har-Tru tennis courts with a comprehensive tennis instruction program for players of all ages. The new fitness center offers a full suite of cardio and strength training equipment as well as functional weights and training classes in the fitness facility, while the separate “WellBeats On-Demand Training Program” area allows members to take fitness, yoga, spin, and other courses via a digital instructor. There is also a massage room with In-house therapeutic massages by certified massage therapists.

It also boasts one of New Jersey's largest heated swimming pools with a diving board, children's shallow area, lounge chairs, umbrellas, tables, beach towels, cabanas equipped with smart TVs, fans and mini refrigerators, and brand-new pool locker rooms with maple wood lockers and service attendants.

The Kids' Zone at ECC features a children's entertainment activity center and a safe and engaging outdoor play area for young children.

Finally, amongst the many great amenities, programs and activities provided for members, their guests and families, the Club enjoys a robust array of 'clubs within the club,' including weekly Bridge, Canasta, and Mah-Jongg Clubs.

EDGEWOOD COUNTRY CLUB BY THE NUMBERS

- 392 Total Members; including 313 Golf Members, and 79 various Social membership types.
- Dues – Annual Golf Member: \$17,700, Weekday Golf: \$10,850, House: \$6900, Resort: \$4780 (there is a great opportunity to raise all of the dues with the new housing community that will be built).
- Currently 27 holes of nearly 21,000 rounds of golf in 2018 with nine holes slated to be converted to 200⁺ homes at the end of the 2019 golf season
- Overall operating budget is approximately \$9M
- Food and beverage volume is approximately \$2.5M with potential banquet business of \$5M⁺ and the team in place to execute at this level
- 50 Full time employees, 70 Seasonal employees
- 6 Har-Tru tennis courts with active programs for all ages
- Newly renovated golf pro shop
- The average age of members is 56 years and continuing to trend younger
- Privately owned for profit Club

EDGEWOOD COUNTRY CLUB WEB SITE: www.edgewoodnj.com

GENERAL MANAGER/COO - POSITION OVERVIEW

The new GM/COO will function in a CEO-like fashion, working very closely with the Ownership of the Club. (Note: Edgewood is owned by two partners who own two other clubs in NJ). He or she will be looked upon as the “face” of the Club and lead in “partnership” with the Owners by formulating and executing the “vision” to ensure that Edgewood Country Club consistently delivers an exceptionally high level of personalized service. This “lead by example” GM/COO will be coming into a role and Club that “is not broken,” but will enhance and elevate the overall membership and staff experience by incorporating 200 plus new homeowners that will make ECC the club and “employer of choice” within a highly competitive hospitality community.

Significant to the new GM/COO's success is the ability to understanding the unique nature, likely through current or previous first-hand experience, of residential community clubs. Certainly, key to this success is “putting members first,” but recognizing that the foundation of staff support, mentorship, clear direction and “walking the talk” and “being present” in his/her naturally engaging style.

The ability to “manage expectations at a high level of dynamic leadership and reasoning” is critically important and is accomplished by being present, approachable, accessible, diplomatic, and by having the necessary “gravitas” to be viewed with confidence by all constituencies. Possessing the intellectual firepower to “hold your own in an environment populated with highly successful members with great expectations” is crucially important and may be achieved by approaching it with just the right amount of sophistication. “Paying attention to the details” of maintenance, SOPs, overall member experience, staff culture and other key areas of success is critical.

The significant capital investment combined with a growing membership over the past few years has helped evolve the culture of Edgewood Country Club as it further establishes and cements its role as “*the*” preeminent “smaller and more personalized” active lifestyle club in the greater Northern New Jersey area. Helping to “manage change” associated with these improvements and the new 200+ housing community which will commence construction after the 2019 golf season are critical success factors of the new GM/COO. Being the proactive staff leader of the organization in this regard is hugely important.

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

- Being a naturally “positive, energized, aspirational” leader who understands the dynamics of a family-oriented club, and who can and has effectively lead diverse age demographics to “harmonious and supportive enjoyment of their club.”
- Possess a deep knowledge in active club operations, with especially strong F & B skills in large for profit operations.
- Actively participating and “thought partnering” with the Owners to elevate ECC to become the “best in class” club.
- Naturally outgoing, conversant, respectful, and diplomatic, but able to say “no” when appropriate without alienating members or staff while doing so. Being respectfully confident and “connected” to the membership and team is critical.
- Must have experience and skills in creating and implementing strategic plans; 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, communities, real estate, and economic cycles.
- Possessive of a strong record of selecting and developing talent in club senior leadership roles.
- Financially astute and able to effectively guide a \$10M operation and increase overall revenues.
- A track record of results in governance/leadership partnership with active Member Boards.
- Active involvement in CMAA or similar organizations where he/she has a strong network of peers, and can stay actively abreast of the industry, trends, and opportunities for ECC to stay relevant and proactive for its members and staff.
- A record of success in a similar quality club with large F&B operations that has a verifiable history of strong member satisfaction and support.

INITIAL PRIORITIES OF THE NEW GM/COO

- Understand, embrace, and execute the ownership’s vision and strategy, with conviction, passion and energy in a manner that clearly conveys high value back to the membership. Work in clear “partnership” with the Ownership while keeping them actively abreast of results.
- Ensuring that the various capital investment projects, including the new clubhouse and housing integration, are completed as planned, and as importantly, that the opening and operation of each new or updated amenity is done in a thoughtful, success, highly planned and anticipated manner.
- Meet and sincerely interact with and engage as many members as possible, “*be present!*” Build trust whenever and wherever possible, schedule interactive times and follow up on details. “Be involved and in charge!”
- Spend time with the team, especially senior staff in all areas of operations, getting to know them, evaluating their abilities, and aspirations, ensuring that they and their respective teams have clear expectations and accountabilities in place.

- Develop a report to provide the ownership with a thoughtful “State of the Club” analysis following ninety (90) days of overview and insight. This document will be part of the ‘roadmap’ to success, staff, plan, budget and other tactics and strategies for short and longer-term goals and should clearly spell out recommendations and opportunities to ensure “first class” delivery of a highly consistent member experience in all areas. The focus on the “First Class Experience at ECC” expectation is critical, as is ensuring that it is seamless in its delivery in every department, all of which have complete reporting responsibility to the GM/COO.
- 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 the utmost importance to both service the membership and to also become the market leader banquet business in the greater Metropolitan region.
- Service standards and consistent delivery thereof is an important area of focus.
- Being entrepreneurial and driving a significant increase in banquet and catering functions is very important; the sales team is in place and working collaboratively with them as well as the execution team to deliver should result in Edgewood becoming the pre-eminent function venue in the area, as its physical plant is one of the finest. Establishing strong local community ties and relationships will be important to this end and will need to be led by the GM/COO.

CANDIDATE QUALIFICATIONS

A minimum of 5-7 years of progressive leadership/management experience with multi-dimensional operations, or leading hospitality operations experience outside of the club industry in a similar hospitality operation.

Verifiable success in the key attributes noted above.

A demonstrable record of personal success, unimpeachable reputation, a hunger for “being the best,” recognizable and naturally articulate, because of experience and success, in communicating how and why results were achieved.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

A Bachelor’s Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.

Credentials from the hospitality industry, recognizing on-going involvement and commitment to lifelong personal and professional development are desired.

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.

Preparing a thoughtful letter of interest and alignment to the ownership with the above noted expectations and requirements is necessary. Clearly articulate why you want to be considered for this position at this stage of your career and why ECC and the Northern New Jersey area will be beneficial to you, your family, your career, and the Club if selected.

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.

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 Holly Weiss: holly@kkandw.com

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