

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: BETHESDA COUNTRY CLUB BETHESDA, MD

THE CLUB AND THE GENERAL MANAGER/CHIEF OPERATING OFFICER (GM/COO) OPPORTUNITY AT BETHESDA COUNTRY CLUB (BCC)

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

In 2016, Historic Bethesda Country Club, which was founded in 1947, was a “Top Work Place” award winner by the *Washington Post* – it was voted one of 150 companies in the D.C. area with the highest ratings from their employees. In addition to being ranked as one of the top 150 country clubs in America by Platinum Clubs® of America, Bethesda also has the honor of being designated as a Distinguished Emerald Club of the World and is recognized by *BoardRoom Magazine* as providing a Member Experience at a level attained by only the finest clubs in the world. Local accolades bestowed by *Bethesda Magazine* include: Best of Bethesda Top Vote Getter for 2017: Best Golf Course (Private), Best Wedding Reception Venue and Best Bar/Bat Mitzvah Venue.

All tributes aside, BCC enjoys a great position in the community, is situated in an ideal location, has a wide array of amenities and it enjoys a history of stability and tenure amongst its management team and Board.

The opportunity at BCC is a very special one and this exceptional work environment is seeking a new General Manager/Chief Operating Officer to continue in the tradition of excellence for members and employees alike. If you believe you can successfully uphold the *Vision Statement* of Bethesda Country Club – “*Bethesda Country Club will provide progressive, family-oriented, country club amenities with superior golf, tennis, swimming, fitness, and social activities. The club will strive to continuously improve its key assets and offer the highest value among the local country clubs, providing an exceptional experience that meets the needs of current and future members*” - this may be the perfect opportunity for you as the new GM/COO.

The club is seeking an energized, highly visible and engaged leader to follow in the tradition of exceptional service and a first-class member experience. The senior staff includes a number of tenured and newer team members, all of whom have a collaborative style and are supportive of one another.

The 60,000-square foot clubhouse houses five restaurants featuring a variety of dining options from dining al fresco to an exquisite formal setting in addition to golf shop, ballroom and meeting space and full-service men’s and ladies’ locker rooms, state of the art fitness center, kids zone, 2 full size pools plus a kiddie pool and separate pool locker rooms. The award-winning catering team serves a large number of events annually from small intimate affairs to large extravagant weddings.

The surrounding grounds offer an 18-hole championship golf course that was renovated in 2016/2017, a short game area and a new 1,375-square foot year-round Practice and Learning Center, opened in September 2017. The Learning Center includes one state-of-the-art instructional bay boasting the latest in technological equipment plus three additional practice bays. The state-of-the-art tennis center houses ten courts in total. Summer play includes 8 outdoor Har-tru tennis courts and two air-conditioned indoor/outdoor courts; winter play includes 2 indoor hard courts and 3 indoor Har-tru tennis courts. The fitness center encompasses 2,900-square feet and includes a group exercise room, massage room, 22-cardio machines, 12 strength machines as well as free weights and stretching rooms.

Throughout the years, the Club’s core values have remained steadfast and every employee strives to create the perfect environment for members and guests which mimics the Mission Statement:

“To provide an excellent country club experience for members, their families and guests that encourage camaraderie and friendship by offering outstanding personalized service and facilities with sustained commitment to quality.”

A number of potential amenities enhancements are being contemplated as the Club is focused on staying relevant and progressive, and the new GM/COO will lead this effort.

BETHESDA COUNTRY CLUB BY THE NUMBERS

- At present, there are approximately 700 members in all categories
- \$70,000 Initiation fee for a full golf member
- \$8,460 Annual dues for full golf member
- Approximately \$16M Gross revenues from all sources
- \$5.5M Dues volume
- \$4M F&B volume (50% ala carte/50% catering)
- 240 Employees (FTE) in-season; 165 (FTE) off-season
- The Club plays approximately 24,000 rounds of golf annually on its 18 holes
- Average age of members is 56.6 all members
- Club operates as a not for profit 501 (c)(7)

For additional information, please preview the **BETHESDA COUNTRY CLUB WEB SITE:** www.bethesdacountryclub.org

GM/COO POSITION OVERVIEW

The GM/COO at BCC has full responsibility for all aspects of operations at Bethesda Country Club, effectively managing all resources and reporting to the Board of Directors and the President, and is expected to be the embodiment of an “exceptional member-centric experience.” The GM/COO will lead the management team, many of whom have many years of tenure at the Club, be representative of modern management “best service” practices, and indirectly supervise all employees of the Club while intuitively promoting a positive, engaging and highly competent service culture in all operations.

He/she must be service oriented and financially focused to lead the club through the upcoming capital improvements that may include: tee renovations, \$1.6M; Paddle Tennis Courts, \$350K; Restaurant/Kitchen Renovation, \$1.5M; Pool Renovation, \$1.9M.

He/she is expected be an interactive “thought partner” with the Board and Committees, working closely with both groups as they collectively make decisions and set strategic direction for the long-term well-being of the membership. He/she is someone that should have their pulse on all aspects of club operations and should manage the club pragmatically with a personal touch.

The “hospitality” culture at BCC is second to none as is evident with the accolades bestowed and that is something that must continue and even be built upon with a long-term vision for member experience enhancements. These enhancements should include proper management of capital improvement projects and member recruitment and retainment.

The successful new GM/COO at BCC will need to have especially strong skills in “mentoring” and “holding accountable” a senior staff and group of meaningfully engaged and well-regarded employees who are looking for that type of leadership as well. The Club membership has a high regard for its staff, but recognizes that the enhanced continuance of an energized, well-trained, committed team is critical for continued success. *A sincerely engaged, personally invested, instinctual style is particularly important for one’s success.*

Additionally, the new GM/COO must be a professional and highly respectful in his/her personal style, demeanor and presence, and someone who recognizes and is comfortable interacting with all demographics of members, staff and other constituents who contribute to the success of the Club; name recognition is a basic foundation of such success and this attribute is a critical component of the top executive. He/she must be able to clearly and intuitively “walk the talk,” exemplifying how to perpetuate a true premier “Member Experience” and “driving excellence” that is commensurate

with what should be one of the top family-oriented country clubs in the Northeast. Assisting the Board to reaffirm the “clarity of vision” for the Club and its future is also very important, as is working to “clearly define the levels of excellence desired in each area of the operation,” and ensuring that they are consistently executed.

It is also critically important for the GM/COO to have especially strong and verifiable financial skills and acumen, and to be able to communicate very effectively, both verbally and in writing as the primary communicator of important Club information. *Attention to detail, and having necessary and appropriate follow-up skills are very important personal characteristics, especially important with every element of BCC’s amenities as there will soon be significant reinvestment in a number of Club amenities.*

INITIAL PRIORITIES OF THE NEW GM/COO

- Listen and observe, a lot, while “learning and assessing” the operation;
- Get to know members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner;
- Work closely with the Board, Committees, and senior management staff to ensure a full and complete understanding of BCC, its history, culture, and traditions before making any significant changes;
- Understand the financial model, its history of operational results and the need for adherence by all departments and managers, and clearly understand how BCC formulates its financial projections;
- Immerse yourself in the capital project planning effort, both those that are approved and the ones that are still in the planning stages, to ensure execution and logistical design.

DESIRED CANDIDATE QUALIFICATIONS

- Significant progressive management experience in a well-regarded private club or similar hospitality environment. The Club will consider well-regarded and mentored Assistant General Managers with strong and verifiable experience in leading a dynamic, progressive, “family-centric” club environment with significant recreational and social activities and amenities.
- The GM should be a natural leader who is able to attract and develop a strong team surrounding him/her.
- Especially strong overall communications skills in both verbal and written form, as well as in listening. Further to this attribute is the ability to communicate in multiple media forms, and to recognize when and how such communication is most effective and presented.
- Especially strong financial acumen, budgeting, and presentation skills, along with an intuitive “ROI” mindset, being able to effectively communicate the vision behind the numbers.
- Must be a visionary 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. He/She should be able to project and steer the club in appropriate and relevant directions for the benefit of the membership.
- Possessive of solid and verifiable successes in F & B operations, including the proven ability to inspire, train, and set standards; is creative and innovative, and generally regarded as having overseen a top tier F & B operation, as well as excellent working knowledge of all other key recreational, programming and activity amenities and their relevancy in the industry.
- A visible, hard-working leader that brings ideas to the table and who can express those ideas thoughtfully and easily to team members.
- The new GM should be motivated and energetic and able to project that enthusiasm to management and staff; someone that is not afraid and provides an open line of communication and who supports his/her department heads, while also advocating for their success. He/She should be a masterful “conductor” when it comes to creating and executing a seamless and harmonious experience across all aspects of BCC.
- A true appreciation of golf, its history and how to deliver an exceptional “experience” to members and guests.
- A verifiable history of success in working in a volunteer, member owned organization, appreciating the need to gain consensus and “buy-in” to well-conceived, majority interest objectives benefiting the long-term well-being of the organization. Having proven and demonstrable success in a strong committee culture is necessary.
- A history of “mentoring” others to both develop their skills and to benefit the organization.

The Club is strongly interested in the best candidates, regardless of where they currently live. The key attributes, as outlined above, include the proven ability to continue to elevate services, programming, and execution of a well-defined “mission.”

The role of GM/COO at Bethesda Country Club should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools and quality of life. For the right individual with passion, enthusiasm, and consistently enhanced skill sets, BCC can be a “pinnacle of one’s career!” The greater Bethesda area is an exceptional place to live, and one with an outstanding family environment and excellent schools.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- From the club industry, Certified Club Manager (CCM) designation is desired, but not required. If without such designation, a commitment to on-going and lifelong learning and strong networking capabilities is critical. If outside of the traditional CMAA background, having verifiable professional development that clearly provides confidence in one’s ability to lead one of the top clubs in the country.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience befitting a club the stature and significance of Bethesda Country Club.

INSTRUCTIONS ON HOW TO APPLY

We request that you upload your resume and cover letter (in that order) to our resume service. ***Please note that you should have your documents fully prepared to be attached when prompted for them.***

Your interest in this position should be communicated as soon as possible, but no later than December 20th . Interviews are expected to take place in early January.

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 and **your letter should clearly convey why you are interested in this role and why you believe you are in alignment with the position profile.** Your letter should be addressed to: **Mr. Vito Dragone and the BCC Search Committee.** Additional information will be required from candidates to further assist in the evaluation of alignment and validation of competency for the role.

Once you complete the application process and upload your letter and resume 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 Patty Sprankle: patty@kkandw.com

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