

## GENERAL MANAGER PROFILE: MIDLAND COUNTRY CLUB MIDLAND, TX

### GENERAL MANAGER AT MIDLAND COUNTRY CLUB

Midland Country Club is seeking a positive, energetic, enthusiastic, highly capable professional who has strong leadership experience at a verifiably well-run and well-regarded club. The future General Manager must be able to demonstrate leadership and teambuilding skills, financial literacy, project management skills, have proven adeptness relevant to success in the changing demographics of the club world and an intuitive strength in building consensus, setting clear goals and objectives, and executing effectively to these well-defined targets, and doing so with a strong and natural "mentorship" style. Visibility, member engagement, and authentic enjoyment of building member relationships is critical, as is having the style of someone who can positively guide the Board and its Committees in a professional, respectful, and diplomatic manner.

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

### MIDLAND COUNTRY CLUB & COMMUNITY

Founded in 1927, Midland Country Club (MCC) is a family-oriented private club located in Midland, Texas. This warm and inviting West Texas city is conveniently located halfway between Fort Worth and El Paso. Midland has the International Air & Space Port, which is serviced by major airlines. This thriving metropolis of more than 134,000 people boasts unique museums, delicious restaurants, and exciting music and nightlife. The hometown feel is synonymous with Texas high school football, as Midland and Odessa were the inspiration behind the motion picture and TV show, Friday Night Lights.

MCC features a 40,000 square-foot Clubhouse which includes exclusive member dining, locker rooms, a fitness center, a full-service golf shop, and banquet rooms for all occasions. A separate tennis center has 12 tennis courts, 6 of which are lighted, as well as a 3,000 square-foot tennis facility housing a social center, tennis shop, and day locker rooms. The newly renovated Aquatics Center boasts a state of the art 143 foot-long water park quality water slide and a children's splash pad play area.

The crown jewel of MCC has always been its 18-hole Ralph Plummer designed golf course. In 2015, the Club embarked on a two-phase golf course restoration project. Phase One included a brand-new practice facility with a driving range and chipping and putting areas. "The Judy," a new 9-hole par 3 short course, opened for play in October 2015 along with a state-of-the-art Learning Center complete with three teaching/hitting bays for members and a refreshment area.

During 2016, the 18-hole golf course was completely renovated with new greens, tees, bunkers, and fairways. These upgrades have ensured that Midland is once again one of the premier golf courses in the state of Texas. Midland's golf course renovation was recently featured in *Golf Course Magazine*!

The MCC features true country club amenities for elegant dining, casual and formal events, and business meetings and offers several different dining venues. Members can relax on the lower patio with family and friends or dine "Adults Only" on the upper deck. The Wildcatter Lounge offers drinks and dinner, and the Vista Grill is casual dining for the whole family. For a more formal setting, members can enjoy the Wine Room.

### MIDLAND COUNTRY CLUB MISSION STATEMENT

"MCC is a traditional private country club offering a family oriented experience, exceptional facilities, personal service and lifelong relationships."

## **MIDLAND COUNTRY CLUB BY THE NUMBERS**

- 715 members
- \$25,000 Initiation fee
- \$7,248 Annual dues
- \$9.8M Gross volume
- \$4.5M Annual dues volume
- \$3.6M F&B volume
- \$4.5M Gross payroll
- 110 Employees in-season; 30 off-season
- 12 Board members
- 54 Average age of members

MIDLAND COUNTRY CLUB WEBSITE: [www.midlandcc.com](http://www.midlandcc.com)

### **GENERAL MANAGER (GM) JOB DESCRIPTION – POSITION OVERVIEW**

The GM has full responsibility for all aspects of operations at the MCC, effectively managing all resources and reporting to the Board of Directors and the President, and is expected to be the embodiment of an “exceptional club experience.” The GM will lead the mostly long-tenured management team and be representative of modern management ‘metric-oriented’ 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 is expected to 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. Like many clubs, MCC has several new, younger members with families and the balance of tradition with relevance to today’s member needs and expectations is a critical success factor. Supporting and effectively working with a large number of committees, who are an important part of Midland’s long history and success, is a necessary and important skill set. Leading the Club in an almost “CEO-like” manner is desired, recognizing that, while bottom-line performance is hugely important, the overriding expectation is “set the standard for consistent, high quality member and guest experiences,” recognizing that such outcomes start with strong team development and engagement.

The successful new GM will need to have especially strong skills in “mentoring” and “holding accountable” a senior staff and group of meaningfully engaged employees. The club membership has a high regard for its staff, and the enhanced continuance of a fully engaged, energized, well-trained, committed team is critical for continued success. A sincerely engaged, personally invested, instinctual style is particularly important for one’s success.

He/she must be a proactive, visible leader in the Club’s membership recruitment and retention efforts. It is critical that he/she understands the local market and economy. The candidate should be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest, retention and/or business opportunities, and is effective in orienting and welcoming new members so their initial experience with MCC results in constant use of the club.

Additionally, the new GM 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 style must be 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 top “Club Experience” commensurate with the top family country club in Texas.

As the primary communicator of club information, it is critically important for the GM to possess especially strong communication skills, both oral and written. Transparency, honesty, and direct feedback are highly valued as is attention to detail. Having appropriate follow up skills are a very important characteristic, especially since every element of MCC's amenities will continue to see significant reinvestment. A proven, thoughtful "listener" is desired, as well as someone with an intuitive style of being highly approachable, appreciative of input and able to appropriately "filter" such input, using it as helpful to the Club's overreaching goals and objectives.

He/She must bring the highest levels of business ethics and personal and professional integrity.

#### INITIAL PRIORITIES OF THE NEW GM

- Listen and observe while learning and assessing the operation.
- Quickly bond with and get to know the current Club members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner.
- Assess key staff to ensure Midland Country Club has the "right" team.
- Work closely with the Board, Committees, and senior management staff to ensure a full and complete understanding of MCC, its history, culture, and traditions before making any significant changes.
- Focus on the Food and Beverage operation, recognizing that it is the 'heart' of the MCC experience, and its consistent delivery and execution of a positive, well-regarded product is a critical success factor.
- Understand the financial model, its history for implementation and need for adherence by all departments/managers, and clearly understanding how MCC makes its financial projections.
- Focus on the two key elements to long-term success -- membership and employee engagement.
- Capital project and renovation awareness, communication, and full engagement.

To reiterate, fostering a culture of solidarity and teamwork throughout the team and the club at large is very important to the staff and membership. Significant to this expectation is the ability to lead a team of friendly, engaging, competent, and passionate staff who are sincere about serving the club's members.

#### CANDIDATE QUALIFICATIONS

- Significant progressive management experience in a well-regarded private club (preferred) or similar hospitality environment, preferably with at least 5 years in a top executive role or Assistant General Manager role at a well-regarded, top performing club. Preferably, strong, and verifiable experience in leading a dynamic, progressive, "family-centric" club environment with significant recreational and social activities and amenities.
- A verifiable commitment to on-going professional development and clear understanding of both trends and benchmarks in the club industry, as well as a strong professional "network."
- Possessive of solid and verifiable success 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.
- Strong financial acumen, budgeting, and presentation skills, along with a balanced "Experience" versus "ROI" mindset.
- 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 and bring depth to the organization.
- Strong and polished personal presence with an intuitive desire to meet, interact with, and build strong relations amongst all constituents.
- Especially strong overall communications skills in both oral 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.
- Impeccable integrity, business ethics, and sound judgment.
- An interest in a long-term commitment to Midland Country Club.

The club is strongly interested in the best candidates, regardless of where they currently live, but those with ties to this geographic area, or the strong ability to grasp the overall “culture and style” of it is critically important. 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 at Midland 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, MCC can be the “pinnacle of one’s career.”

### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A college degree is desirable, but not required.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications and designation preferred but not required.

### **SALARY & BENEFITS**

Salary is open and commensurate with qualifications and experience. 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 when prompted for them to be attached during the online application process.

**Your letter should be addressed to Michel Curry, President, Midland Country Club.** Clearly articulate why you want to be considered for this position at this stage of your career and why MCC and the Midland, Texas area will likely be a “fit” for you, your family, 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](#).

If you have any questions, please email Holly Weiss: [holly@kkandw.com](mailto:holly@kkandw.com)

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

### **Lead Search Executive:**

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