

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: VESTAVIA COUNTRY CLUB BIRMINGHAM, AL

THE GM/COO OPPORTUNITY AT VESTAVIA COUNTRY CLUB

Vestavia Country Club (VCC), located in Birmingham, Alabama, is searching for a new General Manager/Chief Operating Officer (GM/COO) to succeed the current long-tenured and highly-regarded GM/COO, who is retiring after 16 years of service. With recent investments in pool, tennis, and golf course renovations, additional upgrades planned for the future, a terrific leadership team, a robust membership recruitment program, and the best views in Birmingham; VCC is poised to be the best country club in Alabama, if not the entire southeast!

The role of the GM/COO at Vestavia Country Club should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools, a plethora of restaurants, lots of outdoor activities, excellent cultural activities and events, and a great quality of life. The greater Birmingham area is an exceptional place to live as well as raise a family. For more information about life in Birmingham, visit www.birminghamal.org.

If you believe you can successfully uphold the vision statement of Vestavia Country Club – *“To operate as a financially-sound private country club offering the finest golf, tennis, swimming, fitness and dining experiences resulting in a two-year wait list for prospective members”* and you are a sincerely and visibly engaged leader – this may be the perfect opportunity for you. For the right individual with passion, enthusiasm, and a successful leadership record; VCC can be the pinnacle of one’s career.

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

VESTAVIA COUNTRY CLUB

Vestavia Country Club (VCC) began as a successful riding club in the late 1940s. It opened to membership in 1950 and is regarded as one of the finest country clubs in the southeast. It is a treasure for its finely manicured grounds, breathtaking views, extraordinary golf courses, and upscale facilities. VCC offers members a resort-like experience at their “home away from home.”

VCC is committed to the continuous improvement of its golf facilities, for which it has a long-term master plan that was developed by Lester George. Its challenging 18-hole championship golf course, which offers panoramic mountain views, is currently undergoing a complete renovation and will reopen for members in May 2018. Members also enjoy the picturesque landscape from the practice range and 9-hole, Par-3 course, which originally was designed by George Cobb and renovated in 2011. VCC offers world-class, professional golf services, including individual lessons and clinics, and makes golf available for children daily. The club’s Phase II capital project, of which the course renovation is the crown jewel, also includes a completely renovated driving range, new cart storage facility, and an adjacent multi-use entertainment patio.

VCC is committed to excellence in tennis and sets the standard for the sport in Alabama. The two-story Tennis Clubhouse, opened in 2011, offers a great location for social events and spectating, with incredible views of the mountains and valley. The state-of-the-art tennis facility has 15 tennis courts including 12 Har-Tru courts. In 2011, VCC’s new tennis complex was named “Facility of the Year” by the USTA.

VCC’s members enjoy a wellness-community atmosphere and a fitness facility that offers spectacular views and a full line of state-of-the-art equipment. Professional trainers lead fitness classes including boot camp, Pilates, yoga, Zumba and spin; and provide personal training and youth training programs. Massage services are also available.

VCC's aquatic complex is situated in a resort-like setting and provides multiple options for members and their guests of all ages. The adult pool (constructed in 2011) features an infinity-edge and overlooks the golf course's # 9 green and the mountains beyond. The aquatic complex also includes a fenced-in baby pool; an intermediate family pool featuring shallow entry, competitive swimming lanes, and diving well; and a poolside bar.

The club also offers a wide range of dining experiences. Emphasizing the Club's panoramic mountain view, the Grandview Grill serves lunch and dinner six days a week. Throughout the year, VCC members celebrate the seasons with holiday buffets, barbecues and themed events. The Turn House serves a variety of sandwiches and snacks to golfers and swimmers, and the most popular Grandview Pub offers libations, dining, and great socializing opportunities for its members.

VCC has a variety of private function venues including the Wellington Room, which offers unparalleled views of the valley and mountains beyond; the Living Room, an intimate space for special occasions; the Windsor and Ascot Rooms, perfect for private business meetings and small gatherings; and the Grand Ballroom, utilized for hosting corporate events and elaborate celebrations. VCC hosts special events throughout the year, including the Dixieland Junior Tennis Tournament and Progressive Dinner on the Par-3 course.

The club is truly family-centric. It was a trail blazer in offering childcare facilities and continues to offer comprehensive childcare services for its members while they enjoy all the club has to offer. In addition to their large childcare center, the club offers junior golf, tennis and swim programs as well as kids camps.

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 immaculate facilities and outstanding services that are relevant to our members' evolving preferences and needs by continuously investing in the club's dining options, golf courses, swimming pools, tennis, fitness center and staff training."

VESTAVIA COUNTRY CLUB BY THE NUMBERS

- 952 members in all categories
- \$42,500 initiation fee for senior membership (full club privileges)
- \$6,840 annual dues for senior membership (includes \$1,200 annual capital dues)
- Approximately \$12M gross revenues from all sources
- \$5.4M dues volume
- \$2.4M F&B volume (52% a la carte/48% banquet)
- 23,000 rounds of golf annually on its 27 holes
- 140 employees in season and 123 employees year-round (FTE)
- 52 is the average age of members
- Club operates as a not-for-profit 501 (c)(7)

For additional information, please preview the **VESTAVIA COUNTRY CLUB WEB SITE:** www.vestaviacc.com

GM/COO POSITION OVERVIEW

The GM/COO has full responsibility for all aspects of operations at Vestavia 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, be representative of modern management best service practices, and indirectly supervise all employees of the club while intuitively creating and promoting a positive, engaging and highly competent service culture in all operations.

He or she is expected be an interactive "thought partner" with the board and committees; working closely with both constituencies as they collectively make decisions and set strategic direction for the long-term well-being of the membership and club. He or she is someone that should have their "finger on the pulse" of all aspects of club operations and should manage the club pragmatically and with a personal touch.

The successful new GM/COO at VCC will need to have especially strong skills in mentoring and holding accountable a senior staff and the meaningfully engaged and well-regarded employees who are looking for that type of leadership as well. The 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 the new GM/COO's success.

Additionally, the new GM/COO must be a professional and highly respectful in his or 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 VCC. Name recognition is a basic foundation of such success and this attribute is a critical component of the top executive.

The new GM/COO leads by example and manage by walking around (MBWA). He or she must be able to clearly and intuitively "walk the talk" and exemplify how to perpetuate a true premier member experience and drive excellence that is commensurate with one of the top family-focused country clubs in the southeast.

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 critically important for the GM/COO to have a strong track record of demonstrated financial acumen. With recent renovations completed and future renovations in the planning stages, successful candidates need experience in planning and managing capital improvement projects, dealing with financial institutions, and strategizing with the board in long range fiscal planning. The GM/COO is a strong financial steward of the club's assets.

Communicating effectively, both verbally and in writing, as the primary communicator of important club information is critically important as is attention to detail and having necessary and appropriate follow-up skills.

ORGANIZATIONAL STRUCTURE

The GM/COO reports to the president and a 15-member board of governors, each with a three-year term. Direct reports to the GM/COO include the assistant manager, controller, director of human resources, facilities manager, golf professional, golf course superintendent, director of tennis, membership and communications director, executive chef, and fitness manager. The club has 12 committees including the membership, house, golf, green, swim, tennis, fitness, finance, long-range planning, buildings and grounds, compensation, and long-range golf course architectural committees.

INITIAL PRIORITIES OF THE NEW GM/COO

- Get to know members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner.
- Listen and observe a lot, while learning and assessing the golf, F&B, tennis, swim, and fitness operations. Implement training and processes as needed.
- Work closely with the board, committees, and senior management staff to ensure a full and complete understanding of VCC; 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 VCC formulates its financial projections.
- Immerse him or herself in the capital project planning effort, both those that are approved and the ones that are still in the initial discussion stages, to ensure logistical design, financing and successful execution.
- Continue to create and engage a culture of member-focused service and a *"the answer is 'yes,' what is the question"* mentality.

CANDIDATE QUALIFICATIONS

The successful candidate:

- Has significant progressive management experience in a well-regarded private club or similar hospitality environment. VCC 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.
- Is a natural leader who is able to attract and develop a strong team surrounding him or her.
- Has exceptionally strong overall communications skills in both verbal and written form, as well as being a good listener. Further to this attribute is the ability to communicate in multiple media forms and to recognize when and how such communication is most effective.
- Has especially strong financial acumen, budgeting, and presentation skills, along with an intuitive “ROI” mindset, and is 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 or she should be able to project and steer the club in appropriate and relevant directions for the benefit of the membership.
- Possesses 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.
- Is a visible, hard-working leader that leads by example. He or she brings ideas to the table and can express those ideas thoughtfully and easily to team members.
- 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 supports his or her department heads, while also advocating for their success. He or she should be a masterful conductor when it comes to creating and executing a seamless and harmonious experience across all aspects of VCC.
- Has a true appreciation of golf, its history and how to deliver an exceptional golf experience to members and guests as well as an understanding of the importance of other club amenities including F&B, tennis, swim, fitness and family programming.
- Has 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.
- Has a history of mentoring others to develop their employees’ skills and to benefit the organization. The GM/COO should promote continuous improvement for him or herself as well as for his or her staff.
- Has a track record of community involvement and strong and positive public relations. The GM/COO is “the face” of VCC in Birmingham and should welcome involvement in community charity and civic events.

VCC 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 and programming, and execute a well-defined mission and vision.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- A Certified Club Manager (CCM) designation is preferred. A commitment to ongoing and lifelong learning and strong networking capabilities is critical. Having verifiable professional development that clearly provides confidence in one’s ability to lead is imperative.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. VCC also offers excellent benefits including an incentive bonus, health insurance, a matching 401(k) plan and professional association membership and development.

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.

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

“Last Name, First Name - Resume” and

“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 “*The Vestavia Country Club GM/COO Search Committee.*”

Please note that 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 about the application process, please email Nan Fisher: nan@kkandw.com

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