

GENERAL MANAGER PROFILE: SAUCON VALLEY COUNTRY CLUB BETHLEHEM, PA

THE GENERAL MANAGER (GM) OPPORTUNITY AT SAUCON VALLEY COUNTRY CLUB

EXECUTIVE SUMMARY

- A beautiful sprawling campus with 35-buildings on 850 acres in the heart of historic Lehigh Valley with a wide array of member and guest experiences
- 54-holes of championship, members-only golf, in addition to a six-hole short course that is focused on junior and family play
- The USGA has held seven national championships, with an eighth to be conducted in 2022 on Saucon Valley Country Club's Old Course
- Strong financial condition
- A wide array of unique and special amenities including a large tennis and fitness campus including three indoor courts and 21 outdoor courts in various surfaces; three paddle tennis courts; a separate Weyhill Guest House with thirteen sleeping rooms and multiple dining and meeting spaces located next to the Weyhill Course; children's playground and recreational activities; a four-pool complex; multiple dining and entertaining venues
- ***SVCC is seeking a GM who defines and demonstrates a modern management and leadership style and promotes a culture that results in Member satisfaction and employee engagement while consistently meeting the annual and long-range financial and strategic goals of the Club.***

KEY ATTRIBUTES AND AREAS OF FOCUS

- Effective financial management skills through oversight of annual operating and capital budgets.
- Sincere and consistent member and staff engagement as the face of the club.
- Attentiveness to member services, programming and satisfaction.
- Process driven leadership; setting standards of performance and execution and ensuring that they are consistently maintained is critical.
- Strong staff leadership, volunteer "partnering" and strategic planning experience.
- Ensure a strong team through good hiring, training, communication, and developing a culture of teamwork.
- Understands the Club's marketplace, location and culture and works to maintain the Club's position as a nationally recognized and admired Club.
- Strong member recruitment and retention focus.
- Keen focus and awareness of the transition to an enhanced GM managing the entire club operation.

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

SAUCON VALLEY COUNTRY CLUB & COMMUNITY

Saucon Valley Country Club (SVCC) lies nestled in the Lehigh Valley in Bethlehem, Pennsylvania one hour north of Philadelphia and about an hour west of New York City. The Lehigh Valley is known for its rich colonial and industrial history, but is now the fastest growing and third most populous region in the state of Pennsylvania with a population of more than 650,000 residents. It has a dynamic and diversified economy. The area offers extensive opportunities for outdoor enthusiasts, a burgeoning regional restaurant scene and local amusement parks. In addition, the Lehigh Valley arts scene is buzzing featuring festivals, art galleries, museums, and top performing arts theaters. For the sports enthusiast, it is a short drive to every type of professional sporting event offered in the US. From Major

League Baseball to the National Football League and everything in between, there is something that appeals to everyone.

The 98-year old Club was founded in 1920, when sixteen Bethlehem, Pennsylvania business leaders acquired 205 acres of farmland lying along the Saucon Creek to establish a country club with “a golf links and other facilities for athletic sports.” It would be a family club. The leadership of the Club has been guided by a genuine concern for the recreational aspirations of its members, always striving for excellence in golf, racquet sports, and swimming.

SVCC is a beautiful and unique club retreat spanning 850 acres, offering exceptional recreation and social experiences with an emphasis on golf. *LINKS Magazine* named Saucon one of the top 100 most prestigious private clubs in the world.

Three championship courses and a unique six-hole Short Course are at the center of what is arguably one of the finest private country club complexes in the country. The Old Course, Grace Course, and Weyhill Course have each been ranked in the “Top 100” golf courses in the country. Additionally, all three courses have been consistently ranked in the “Top 10 Courses in Pennsylvania.”

The Club has an extraordinary array of year-round and seasonal dining venues. The talented chefs and pleasant staff deliver superior customer service to the discerning membership. The Club offers elegant banquet facilities for an array of private parties available only to members and guests.

Saucon’s Racquets and Fitness Department offers tennis, indoor tennis, platform tennis, squash, fitness classes, personal training, and a fully-equipped Fitness Center as a year-round opportunity. All four racquet sports offer lessons, clinics, leagues, teams, special events, and drop-in play for both juniors and adults.

In addition to golf and racquets sports, SVCC boasts an array of member recreational facilities including swimming pools, playground, basketball court, shuffle board courts, volleyball court, bowling, nature trails, fly-fishing, and cross-country ski trails.

The Weyhill Guest House, a thirteen bedroom 18th century guest house situated in the rolling hills of the Saucon Valley, operates as a historic boutique bed and breakfast. The Weyhill Guest House is open 363 days per year and is available for members or those sponsored by a member, as well as any member-sponsored events.

SAUCON VALLEY COUNTRY CLUB PURPOSE

The purpose of Saucon Valley Country Club is to provide superior, private recreational and social facilities for the exclusive use of its members and their families.

SAUCON VALLEY COUNTRY CLUB BY THE NUMBERS

- Approximately \$18M Gross revenues from all sources
- \$8M Dues volume
- Nearly \$4.2M F&B volume
- Direct reports include Director of Golf Courses & Grounds, Director of Golf, Clubhouse Manager / F&B Director, Director of Facilities Maintenance, Controller & HR Director, Membership & Marketing Director
- 135 Full-time Employees; 315 Part-Time/Seasonal Employees

SAUCON VALLEY COUNTRY CLUB WEBSITE: www.sauconvalleycc.org

General Manager (GM) POSITION OVERVIEW

The GM is responsible for the proper management of all aspects of the Club's activities and relationships and supervises, coordinates, and administers the policies of the Club as defined by the Board of Governors. Additionally, he/she is also responsible for promotion of the Club and the culture of hospitality, friendliness and good will among all members and guests. Being a true “thought partner” with the Board and Committees is critical, as is the desire to be a strong “visionary” to help define and guide discussions and support toward programs, amenities, and other strategies that will allow SVCC continued excellence in all it does and provides for its members and staff.

Working closely with volunteer leaders on the Board and Committees, who have consistently supported a strong GM Model organizational structure, the GM is a catalyst to focus on protecting the unique “culture” of the Club that upholds strong friendship and the camaraderie of its members. Additionally, clear direction and attention must be given to membership maintenance and growth and providing clearly defined goals and objectives to the Team, mentoring and supporting them, but also holding them accountable to the agreed upon objectives.

Leading one of the top clubs in the country, the GM of SVCC is expected to be an executive capable of effectively dealing with a wide variety of constituencies--from members to volunteer leaders to local authorities to the over 300 staff members who comprise the team at SVCC.

EMPHASIZED KEY CHARACTERISTICS

BE A VISIONARY

- Must be a courageous thought partner for the Board, recognizing the importance of keeping SVCC on the cutting edge of golf and country club excellence by having a keen understanding of current and future trends, demographics, legislative, economic, and social issues. S/he should be decisive and set aggressive goals and objectives to ensure the Club’s current and future success.

FINANCIAL MANAGEMENT

- Must have sound financial management skills including the ability to oversee the preparation and management of annual operating and multi-year capital budgets supporting the strategic and tactical initiatives and expectations that s/he has established with the Board.
- Is ultimately responsible to ensure that appropriate safeguards and controls are in place for all SVCC’s primary assets (membership, staff, amenities, etc.), whether it is for physical safety purposes or for the protection and long-term financial success of the Club.

STRATEGIC PLANNING

- In partnership with the Board, the GM must lead the development of a strategic plan/business road map for the current and future success of the Club.
- Must be able to identify issues, needs and goals to help ensure the perpetuation and continued viability of the Club.

FOOD AND BEVERAGE

- Assures excellent food and beverage production and service for all outlets.
- Member dining experience must be competitive with other first tier options in the Lehigh Valley region.
- Consistently provides superb dining and other food and beverage experiences for the Club members and guests.
- Develops and enhances consistent on boarding and training programs for all food service personnel, working as necessary with the managers directly responsible for those operations; has a passion and aptitude for teaching and training.
- Establishes and consistently enhances quantity and quality operating standards for personnel in areas of responsibility, and consistently evaluates their knowledge, understanding, and execution to these standards.
- Clearly understands the financial metrics for successful attainment of goals and objectives in F&B operations, and consistently reviews these expectations with his or her direct reports to ensure understanding and ‘buy-in’ from those contributing to their attainment.

MEMBER, BOARD, AND COMMITTEE RELATIONS

- ***Ensure that member satisfaction is always the first priority.*** Provide sincere and visibly engaged leadership and interaction with all facets of the membership and their guests. Be a consistent and positive force behind the creation and continuous enhancement of all aspects of SVCC. Must be visible and available to his/her membership. Recognize that the *Member Experience* and meeting the expectations of SVCC members is of critical importance to his/her long-term success.
- Active participant at Board and Club Committee meetings to set policies and strategies to achieve the Club’s goals and objectives.

EMPLOYEE RELATIONS

- Recognize, respect, and support the contributions of key managers and staff. Ensure that appropriately skilled and competent departmental managers are in place for all key positions and that each of them does the same in their respective areas of responsibility. Set standards of performance for all departments and hold them accountable for maintaining these standards within SVCC, most especially in member service areas.
- Maintain an environment and overall atmosphere for management/staff that promotes and values appropriate and responsible contributions to the SVCC's success. Ensure that all staff are focused on positive, supportive relationships amongst themselves and with the membership.

COMMUNICATION

- Will be a primary *two-way* conduit for information exchange, and must be consistent, positive, and able to *engage* in this process. S/he must be a true listener who places great importance on personal interactions with all constituencies of SVCC.
- Experience in developing a communication platform using contemporary media (website, apps, social media, etc.) is desirable.
- Is the primary verbal and written communicator of important information to members and staff. The ability to convey information in an articulate, well-conceived and well-written manner is of utmost importance.
- Believes in the power of proactive communication (i.e. orienting and culture setting) of members, staff, and guests to ensure the core values of the Club are being recognized and achieved.

MEMBER RETENTION AND RECRUITMENT

- Proactively assist in the coordination and overall support of the Club's membership development efforts. It is critical that s/he understands the local market and economy. The candidate has to be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest and/or business opportunities and is effective in orienting new members so that their initial experience with SVCC results in consistent use of the Club.
- Is a catalyst for identifying new programs/services and enhancing current ones for members and their guests to increase club usage, member satisfaction and retention.

INITIAL PRIORITIES OF THE GM

- Learn the culture of SVCC by listening, being approachable, meeting with the Board, Committees, Executive staff, members, and associates as often as possible.
- Focus on the overall strategic plan of SVCC, continuing to consider the overall "vision" of the Club, the demographics of membership and, working with the Board and Committees, work to update the plan, and communicate efforts and recommendations to the membership.
- Review food and beverage operations, the balance of activities between campuses, and staff recruitment, training, and retention programs in this area and, if necessary, implement improvements to continue to move toward consistent excellence in this area.
- Immerse into the budget, the Club's financial history and gaining full appreciation of how SVCC has functioned, evolved over the years, and administers to its defined needs and goals.
- Work closely with the Board, Committees and Senior Leadership Team to ensure that an effective transition plan is created and executed.

DESIRED CANDIDATE QUALIFICATIONS

- Strong personal qualities of worth, confidence, integrity, credibility, energy, commitment, and humor.
- A minimum of 7 - 10 years of progressive leadership/management experience in (preferably) a private member-owned country club with multi-dimensional operations, or leading hospitality operations outside of the club industry in a similar hospitality operation.
- Proven and verifiable leadership qualities with a demonstrated ability to direct, coordinate and control all aspects of a busy, full service, country club community.

- Financially astute and able to guide a \$18M operation.
- Verifiable strength in strategic planning and working closely with boards, committees, local municipalities, and other key contributors to developing, executing, and updating strategies to success and relevancy.
- Keen understanding of quality in all aspects of the club (membership and related activities) and club operations (F & B, athletics, programming, etc.), as well as demonstrable success in leading clubs to continued relevancy and successfully managing evolving membership demographics.
- Strong history of success and keen understanding of quality Food & Beverage operations, including revenue growth, training, innovation and creativity, and strong service culture development.
- Technologically proficient and recognizing best practices use of technology to improve ‘high touch’ service delivery to members, internal marketing and communications, as well as to more effectively manage and lead operations.
- A verifiable motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes, by providing consistent feedback, support and through respectful interaction and professionalism.
- Someone with a history of innovation, and a champion of new ideas and initiatives, looking to consistent improvement of member experiences and operational efficiency.
- A true, confident, diplomatic, and competent club industry professional with exceptional “executive presence,” who recognizes the importance of accountability, and who has a strong history of success in working with member boards and committees.
- The ability to adapt and positively contribute to changing and evolving circumstances.
- As noted above, a true “thought partner” with the Board, recognizing that he/she needs to be a creative problem solver whose ability to convey ideas, suggestions, and solutions in a thoughtful, well-reasoned manner with a high level of integrity results in high levels of respect.
- An organizationally focused individual who recognizes that obsession with details and consistency of delivery at a high-level result in high member and associate satisfaction, high levels of quality and an overall outstanding member experience.
- Good leadership and public relations capabilities with a proven history of bringing diverse groups to common goals through effective communications in an open and friendly style.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor’s Degree from a four-year university or college is highly desirable, but not required, 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 AND BENEFITS

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

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. Faust Capobianco, Chairman of the SVCC Search Committee, and clearly articulate why you want to be considered for this position at this stage of your career and why SVCC and the Bethlehem 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)

Your interest in this position should be communicated as soon as possible, but no later than June 25th. Interviews are expected to take place in mid to late July.

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 or Patty Sprankle: holly@kkandw.com or patty@kkandw.com

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