



## General Manager South Shore Yacht Club | Milwaukee, WI

### Club History

The adventuresome men and women who built South Shore Yacht Club came mainly from trade backgrounds and the hard world of rolling mills, forges, factories and waterfronts. Almost all lived in Bay View, the urban neighborhood to which we have remained deeply connected ever since. All possessed hands-on skills and boundless volunteer spirit. Their character continues to mold the character of SSYC as you will experience it today, more than a century later.

The year was 1913, with Milwaukee expanding explosively. To encourage recreational development of the south-side shoreline, the city fathers built a small protected anchorage between Iron and Nock Streets. A group of local residents seized the opportunity to form a corporation to be known as the South Shore Yacht Club. Their leader was William Barr, SSYC's founding commodore.

For their first clubhouse they rented a house at 342 Beulah Avenue (now South Shore Drive). But after only two years the club was forced out on April 23, 1915. That night Barr summoned everyone to his home to unveil a proposal by member Daniel B. Starkey. In Sturgeon Bay Starkey had located a derelict lumber schooner – the LILLY E – which he said could be converted to a floating clubhouse and was available free to anyone willing to take her away.

A crazy scheme? Impossible? Don't ever dare say that to SSYC people.

Using ships as yacht club clubhouses was fairly common back then. Chicago had one, and there were others in major port cities on both coasts. But the LILLY E was so decrepit that she had been consigned to the boneyard for scrapping, having been wrecked and patched together again repeatedly. One of her wrecks in fact had happened just down the beach from the site of the new SSYC.

Nonetheless Starkey worked with another key member, tugboat operator Andrew E. Gillen, to have LILLY E towed down to Milwaukee and moored inside the new south shore anchorage. There conversion commenced immediately and feverishly, with the men of SSYC doing most of the work. As for the women, they were barred from membership; the 19th Amendment giving them the vote lay five years in the future.

And so, in August 1915 the grandmothers, wives, sisters, daughters and granddaughters formed the SSYC Ladies' Auxiliary. They sold lunch and refreshments on holidays and catered the club's private parties with the proceeds dedicated to furnishing "the ship." Their donations included skylights, cups, saucers, plates, glasses and tablecloths. Today known simply as the SSYC Auxiliary, the organization continues to play a vital supporting part. What was unthinkable then is common now – for members in the auxiliary to also be full members of the club with equal rights.

The LILLY E project, unfortunately, didn't have all members on board. An unhappy faction split off to form the separate Steel Mills Yacht Club. That adventure lasted only five years, with the two groups reuniting in 1921 as the reconstituted South Shore Yacht Club.

Today, the club enjoys the camaraderie of its members both on the water and off the water. In addition to their passion for boating, the clubhouse hosts a full social calendar of events and traditions that Members continually enjoy.

The club is pleased to be debt free and in a healthy financial position. The Club is seeking a GM who can lead

the club forward, improve the Member experience, understand the dynamics of good service and F&B management, have good financial acumen, and provide leadership and direction to the board and management team.



## General Manager Position Summary

### Key Objectives

- Assume responsibility for the overall general management of the Club.
- Operate and represent the Club in such a manner as presenting to members and visitors alike that South Shore Yacht Club is the “Harbor of Hospitality”.
- Hire, on-board, train, manage, and develop a staff of service minded individuals in delivering a high-quality member/guest experience aligned with our mission and values.
- Work directly with the elected Officers and Directors of the Club carrying out the policies and operation of the Club as stated in the Club’s By-Laws.
- Monitor the condition of all Club property and direct employees in the maintenance and upkeep of Club property and facilities.
- Work with the Board of Directors to budget for and control Club revenues and expenditures.
- Maintain all required records of the Club including P&L statements for bar and restaurant, roster of members and boats, various schedules, publishing of Club’s newsletter, and other materials and communication systems.
- Planning and execution of Club events such as the Review of the Fleet, the Queen’s Cup party and race, and other social events as shall be established.

### Competencies and Qualifications

- Possess effective problem solving and communication skills while illustrating respect and gaining respect of staff.
- Can remain calm under pressure and work clearly and swiftly to resolve what may be causing the stress or pressure and maintain a leadership position overall. (i.e. conflict or complaint resolution)
- Excellent time management and organizational skills and willingness to take initiative.
- Conduct themselves with good moral and ethical practices both at work and in the community while taking a proactive rather than reactive approach when leading the Club.
- Excellent financial and business acumen.
- 5 years’ in private club experience and 3 years of proven successful leadership and management of food & beverage and/or clubhouse operation preferred.
- Experience with NorthStar and/or other Club accounting software and/or familiarity with understanding financial statements.
- Bachelor’s degree in Hospitality Management is preferred but not required.

### Compensation and Benefits:

- Salary commensurate with experience
- Performance Bonus available
- Medical/401K/PTO benefits

- Professional allowances such as car, cell, and clothing.

Interested and qualified applicants should submit their resume and cover letter to both:

Ryan Doerr at Strategic Club Solutions  
[Ryan@StrategicClubSolutions.com](mailto:Ryan@StrategicClubSolutions.com)

Nevena Jevtic at Strategic Club Solutions  
[nevena@strategicclubsolutions.com](mailto:nevena@strategicclubsolutions.com)