

CANDIDATE PROFILE

General Manager
Avalon Yacht Club
Avalon, New Jersey

www.avalonyachtclub.com



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Organization

Situated along South Jersey's intracoastal waterway, an exclusive location, Avalon Yacht Club (AYC) offers unrestricted panoramic water views and spectacular sunsets. Located in Cape May County, NJ, which is a peninsula bound the Delaware Bay to its west and the Atlantic Ocean to its east and south, this "tiny" gem offers a premier boating experience like no other. With its picturesque location, top-notch facilities, and a vibrant community of fellow boaters, Avalon Yacht Club is the ultimate destination for those seeking adventure on the open waters.

The official dedication was held on Monday, May 30, 1942. Even though the war was on and gas rationing made getting to the Club difficult, the members found innovative ways. The younger set walked and a hay wagon would pick up the older members at various spots on 2nd Ave (now Dune Drive) and drop them off at 7th Street and 3rd Ave. From there, the members walked a long, narrow path strung only with dim lights, due to the war, to get to the Club. The hay wagon proved the best way for all to navigate the homeward trip! The camaraderie progressed so greatly that by the late 1940s, we had approximately 70 Proprietary members, 120 Annual members, and 50 Junior members!

Avalon Yacht Club prides itself on its sailing events. The Club offers a variety of sailing events and racing series for adults and juniors and sails a range of boats including the Optimist, Sunfish, Laser, Club 420, and a small number of offshore keelboats. The juniors program averages about 150 campers ages 5 to 15 each season. In addition to the club-level events, the Avalon Yacht Club hosts three invitational events including the Avalon MAYRA Regatta, Avalon Yacht Club Juniors Regatta, and the Avalon Cup Offshore Race.

The Avalon Cup Regatta is hosted by the Avalon Yacht Club each year in late July/early August. The racing is comprised of two divisions: the Flying Scot fleet and the Off-Shore fleet. The Flying Scots are towed through Townsends Inlet drawbridge and compete in a distance race in the ocean to the

“lump” and back. The Off-Shore division has three ORR-ez classes that compete in a distance race of approximately 13 miles to Cape May. The Avalon Cup is awarded to the boat with the best-corrected finish in the distance race. The Flying Scot Awards are hosted after racing at AYC. The Avalon Cup and Off-Shore class trophies are awarded at CYCCM after racing. The Friday night before racing AYC hosts the Avalon Cup dinner for all sailors and their guests. The race starts within sight of the Avalon beaches providing great opportunities for spectators.

The AYC Junior Sailing Program is a set of activities organized to promote sailing for members' children and grandchildren. Those activities include two four-week sessions of sailing classes for children seven years and older, arts and crafts classes for children ages five and six, the AYC Racing Team, weekend intraclub regattas, Family Day, and Family Night. The Program has been a part of the Club since the 1950s and has taught generations of children to sail while they form lasting friendships, learn teamwork, improve self-confidence, and develop other life skills.

Avalon Yacht Club is considered one of the most sought-after premises for weddings and events in South Jersey! The exquisite location along the bayfront makes the Club one of the most beautiful venues in the area and a perfect location to host weddings or a special private event. The breathtaking panoramic views provide the ideal atmosphere and setting for your special day.

The social atmosphere at AYC is lively. Members' friendships are enriched through special dining events, youth and family activities, and a variety of sailing venues from lessons and racing to sailboat rentals. AYC continues to encourage generations to appreciate South Jersey's intercoastal waterway and the love of sailing, boating, fishing, general water sports, and relaxing on the beach.

Avalon Yacht Club's gross dollar volume exceeds \$3.5m with dues of \$1m, and annual Food and Beverage volume of \$2.4m. There are currently 600 memberships. The average age of the membership is 60 and trending lower. The Board of Trustees is the governing body of the Club and consists of twenty Trustees: The Commodore, Vice-Commodore, Rear-Commodore, Secretary, Treasurer, and (15) other Trustees, all proprietary members, all of whom can serve on the 11 standing Committees: House, Membership, By-Laws, Finance, Insurance, Communications, Planning, Building & Grounds, Youth & Sailing, Marina and Nominating Committee. In addition, there is a Foundation Committee and occasional Ad Hoc Committees.

Avalon Yacht Club employs 35 full- and part-time employees. The Club is open 10 months out of the year and is closed in January and February. The Club is open on a limited basis in the off-season and six days per week in the season.

Position Overview

The highly respected General Manager will be retiring later in the year and will assist in the transition. The successful General Manager (GM) at Avalon Yacht Club will need to be an approachable, visible, hands-on, and accessible leader to both the members and staff alike. The GM will guide all Club operations with a focus on delivering exceptional member services in support of the priorities established by the Club's Board of Trustees and committees. The GM is a partner with the Board in achieving the Club's mission and discusses issues confronting the Club with the Board. He or she also assists the Board in developing a format for assessing the progress of the Club and reviews any issues of concern with the Board.

The Board is desirous of attracting a relevant professional who understands current industry trends and can deliver on high standards of all operational aspects, therefore enabling the Board of Trustees to be more strategically focused in their capacity. As an advisor to the Board, the GM will make meaningful recommendations backed by sound arguments and facts. A new GM must be a capable advisor and fully engaged in the Club's operations.

The GM at Avalon Yacht Club will report to the Commodore and coordinate with the directors and committee chairs. The GM has responsibility for all day-to-day operations of the Club, including coordination of staffing, amenities, and activities across all programs to ensure consistent service delivery to the membership and their guests. The GM will receive the support of active member committees in each of these primary areas. It will be essential to balance continued innovation in member services with continually improving the member experience.

This position requires a high degree of grace, visibility, and a strong eye for personalized service, which is critical for all team members to emulate. The GM should sincerely engage with all members and their guests. The role of GM at Avalon Yacht Club requires a strong embrace of the Avalon community values and taking pride in the historic heritage that is cherished by the membership.

Responsibilities

- Provide proactive, high-quality leadership, and a positive image for AYC, its facilities, and its amenities to the membership. Ensure that members receive premier service and treatment in all undertakings.
- Evaluate operating results in terms of costs, budgets, policies of operation, trends, and increased profit possibilities. Ensure that the Club abides by the Uniform System of Accounts for Country Clubs. The GM needs to "know" the numbers.
- Prepare budgets and financial forecasts in coordination with the various committees, departments, and GM. Analyze financial information monitors budgeted versus actual expenditures and advise management about variances and their potential causes.
- Educate the Board on current trends and best governance practices.
- Continuously strive to operate the Club within the guidelines set forth by the Board of Trustees, and at the same time, please the membership. The GM will be expected and encouraged to challenge the Board should certain Board decisions negatively affect member satisfaction or Club operations. The GM is considered a true partner and advisor to the Board.
- Coordinate with the department heads to optimize the member experience across all events.
- Work with chairs of key member committees to ensure activities are coordinated across the entire Club.
- The development and execution of all standards and operating policies, which will be the foundation of a true service culture. The Club believes that great service is in paying attention to the small details.
- Enumerate key aspects of the operation, including selling and managing high-quality events (such as weddings, and banquets), organizing fundraisers (such as fashion shows and similar events).
- Overseeing the "Ships Store" and administering sailing program enrollment, to set proper expectations.
- Set the standard for effective management, maintaining a high level of ethics, prudence, creativity, and productivity, and demonstrating a concern for the supervision and development of the staff.

- Coordinate with the Flag officers of the Board and direct reports on matters of compensation, recruitment, benefits, and performance, including disciplinary and other significant personnel issues.
- Oversee the Clubhouse staffing and scheduling. Enforce service standards, housekeeping standards, and dress codes, and evaluate house personnel.
- Collaborate with department heads and committees to prepare the annual operating, capital, and dues budgets and forecasts.
- Keep the Flag Officers and appropriate committee chairs informed of all significant matters and problems.
- Manage and report on all operations and key projects to the Board of Trustees. Coordinate with committee chairs in conjunction with department heads to develop and manage budgets for individual programs and events.
- Maintain high-functioning management information systems and work with staff to deliver robust reporting of relevant performance metrics.
- Negotiate and recommend contracts for Board approval, seeking competitive bids for larger projects.
- Provide a hands-on, visible presence, and operational leadership throughout all Club departments.
- Foster the development of new and entrepreneurial concepts and activities for revenue generation and member enjoyment.
- Become an adept user of Club management technology as well as website management and other appropriate social media to facilitate membership communication.
- Continuously strive to operate the Club within the guidelines set forth by the Board of Trustees, and at the same time, please the membership.
- The active promotion and positive representation of the Club to the Avalon community and all members and their families.
- Initiate directly and through department managers the emphasis on a member-first service culture that ensures, tradition, and member patronage and maximizes the use of the Club's facilities.

Attributes

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's unique culture.
- Highly energetic; a self-starter with a “hands-on” approach to management.
- A strong sense of service with proven staff development and training skills.
- The active promotion of the Club to all members and their families. The General Manager is expected to interact with members daily; actively soliciting members' opinions and input as to the Club's facilities and service.
- Collaboration – Regularly works with other departments or projects.
- Decision Making – Resolves common problems and challenges regularly with high judgment. Looks at problems from many angles.
- Achieving Goals – Determines the best method to achieve goals and maintains the flexibility to ensure effective delivery of work. Continuously delivers high-quality results and is resilient in the face of obstacles.
- Teamwork – Fosters a collaborative team spirit. Actively helps and supports others. Deals with conflict in a positive manner.
- Strategic Thinking – Understands all the key departments and functions and how they work collectively to achieve larger goals. Provides advice, information, and direction to others to

support the achievement of team and/or department goals. Recommends optimal approaches to address critical issues in the immediate and medium-term.

- Solutions Oriented – Focuses on identifying ways to achieve success rather than highlighting obstacles would be highly valued.
- An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent written and oral communication skills. Must be able to communicate policies, procedures, regulations, reports, etc., to staff, members, and guests.
- Provides exceptional member service and uses prompt and responsive follow-through. Ask questions to identify members' needs and/or expectations. Ability to respond effectively to the most sensitive inquiries or complaints.
- Able to work in a rapidly changing work environment. Must be able to adapt to changes, manage competing demands, and deal with frequent changes, delays, or unexpected events.
- Remain open to others' ideas and exhibit a willingness to try new things.
- Ability to envision the Club's future and continually come up with ways to improve the entire member experience.
- Possesses a good sense of humor and the ability to have fun.

Requirements

- Bachelor's degree in Hotel/Restaurant Management, Business, or a related field and experience that provides the required skills and knowledge. In place of a degree, substantial private club or hospitality experience will be considered.
- Seven to ten years minimum experience as General Manager or in a similar position at a club or hospitality-related field. An exceptional Assistant General Manager "rising star" with the proper training and mentorship would be considered.
- A Certified Club Manager (CCM) designation and a Certified Chief Executive (CCE) or working towards would be considered a plus.
- A career path marked with stability and professional achievement.
- A person of exceptional character; motivated, energetic, friendly, and dedicated to the profession.
- A friendly and outgoing personality with strong communication skills and high visibility.
- Proficiency in Northstar computer software or similar is preferred but not required.
- The professional will be a lifelong learner continuing to research and understand industry trends.
- Excellent verbal and written skills.
- The ability to operate a computer to enter, retrieve, or modify data utilizing Microsoft Word, Excel, Outlook, PowerPoint, email, internet, and other software programs at a high level of proficiency.
- Impeccable and verifiable references. All candidates will be subject to a thorough background check.

Competitive Compensation

- Competitive compensation/salary and an annual performance bonus
- Great Healthcare, Medical, Dental
- Long-Term Disability – Employee paid

- Paid time off and work/life balance
- Professional dues, educational allowance expenses, and other expenses per the annual budget
- Relocation assistance (if from outside the area)

To be considered for this outstanding opportunity all cover letters and resumes should be received as quickly as possible but no later than August 15, 2024. All information received will be kept in the strictness of confidence.

Professionals who meet or exceed the established criteria are encouraged to send a compelling cover letter addressed to Bryan Eshelman, Search Committee Chair outlining their qualifications, experience, interests, and why Avalon Yacht Club and the Jersey Shore area of New Jersey will be beneficial for you, your family, and your career along with their resume to:



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