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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: THE CLUB AT MORNINGSIDE RANCHO MIRAGE, CA

GENERAL MANAGER/CHIEF OPERATING OFFICER AT THE CLUB AT MORNINGSIDE

Located in the heart of Rancho Mirage, The Club at Morningside, one of Southern California's most exclusive and boutique private clubs, offers an extraordinary opportunity for an exceptional leader to assume the role of General Manager/Chief Operating Officer.

The ideal candidate will be a warm, engaging, and visionary leader with superior communication skills, a strong background in food and beverage, and a proven record of operational excellence. He or she will excel at building meaningful relationships with members and staff, enhancing the overall member and employee experience, and fostering an inclusive and welcoming culture. A key focus will be on attracting and retaining members by delivering exceptional value and upholding the Club's stellar reputation.

By building on The Club at Morningside's solid foundation and embracing innovation, this leader will preserve its legacy as a cherished retreat for generations to come, continuing and enhancing the high standards set by the retiring GM/COO.

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

ABOUT THE CLUB AT MORNINGSIDE

The Club at Morningside, located in the Coachella Valley between the San Jacinto and Santa Rosa Mountains, offers a comprehensive array of amenities designed to provide members with a high-quality lifestyle. The Club is set on 165 acres of meticulously landscaped grounds and features stunning panoramic views of the surrounding mountains and desert landscape. The Jack Nicklaus Signature Golf Course offers 18 holes of challenging play and is notable for its scenic lakes and double green, shared by the 12th and 18th holes. Members enjoy the benefits of, golf lessons, clinics, and a full-service pro shop for golf equipment and apparel.

The centerpiece of The Club at Morningside is its recently renovated 51,000-square-foot clubhouse, recognized for its architectural beauty and its function as a central hub for club activities. The Clubhouse serves as a gathering space for both formal and informal social events and multiple dining venues. The M-Side Café provides a full breakfast menu, including specialty coffee drinks, smoothies, and fresh-pressed juices. The Lounge and Wraparound Deck offer both fine and casual dining with indoor and outdoor seating and a seasonal menu. For larger events or private gatherings, the Main Dining Room and Terrace Deck accommodate up to 350 guests and include an elevated dance floor for live entertainment. Meanwhile, the Morningside Wine Room provides an exclusive setting for up to 16 people. The Club organizes a variety of social events, including weekly live music, wine dinners, holiday celebrations, educational enrichment nights, and more

The 5,500-square-foot Fitness Center includes an open floor plan with state-of-the-art equipment, two exercise studios, and five private treatment rooms. It is designed to accommodate members of all fitness levels, with personal training services and fitness classes available. Additionally, the Morningside Spa & Wellness Center provides a range of services, including massages, facials, and body treatments from trained professionals.

Racquet sports are another prominent feature at Morningside. The Tennis & Pickleball Center offers eight dedicated Pickleball courts with views of the San Jacinto Mountains, along with a variety of tennis courts (hard and clay).

The Club hosts tennis lessons, clinics, and league play for players of all abilities, and the facility includes a pro shop and automated ball machines for practice.

THE CLUB AT MORNINGSID BY THE NUMBERS

- Approximately 320 members in all categories
- Approximately 14,000 rounds of golf annually
- \$100,000 Initiation fee
- \$34,600 Annual dues
- \$11.3M Approximate gross Volume
- \$7.7M Approximate annual dues volume
- \$2.3M Approximate F&B Volume
- \$5.9M Approximate gross payroll
- 45 Full time employees – 110 Seasonal employees
- 9 Board members with 3-year rotating terms
- 71 Average age of members
- Northstar for POS System

THE CLUB AT MORNINGSID WEBSITE: www.clubatmorningside.com

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The General Manager/Chief Operating Officer (GM/COO) is a highly visible and naturally engaged leader who is responsible for the effective and proactive management of all aspects of all club operations. The GM/COO will devote their full time and attention to providing maximum member and employee satisfaction, both short and long-term. The continuance and improvement of the quality of the Club's services, as well as the maintenance, security, and protection of the Club's assets and facilities, will also be fundamental duties.

The new GM/COO will have complete ownership of all club operations and will lead a capable and highly regarded group of senior managers. He or she will directly supervise the senior leadership team of the club including the Executive Chef, the Clubhouse Manager, the Controller and Human Resources Manager, the Director of Golf, the Golf Course Superintendent, the Director of Tennis and Pickleball, and the Fitness and Spa Director, as well as all administrative functions. A significant element of the GM/COO's role will be developing and mentoring direct reports and establishing training programs for all levels of employees. The GM/COO will report to the Club President and the Board of Directors.

The GM/COO will be responsible for the creation, implementation, and consistent maintenance of all service standards and processes while providing relevant, innovative, and respectful leadership for key managers and staff. Given the size and scope of offerings at the Club, a primary objective is for the GM/COO to be the highly visible and interactive 'face' of the Club to both staff and members.

The new GM/COO will demonstrate a history of success in building organizations that prioritize recognition, respect, and support the contributions of key managers and staff. Additionally, the GM/COO will create an empowered team with a culture of accountability. Being a consistent and positive leader is critically important, while further ensuring the team continues to work collaboratively and with mutual respect. Being a strong mentor, with a focus on continuous professional development, is a critical success factor. The new GM/COO will continue to build upon a culture that is exceedingly warm, unassuming, and comfortable and makes the members feel that the Club is truly "an extension of their homes."

Outstanding communication skills are necessary for this role. As the primary communicator of much information at the Club, proven outstanding verbal and written skills are critical, as is a keen ability to listen, engage, build trust, and be highly approachable.

The GM/COO will function as a strategic thought partner with the Board of Directors and participate on all Club Committees. He or she should be a strategic thinker, working with the Board to set the vision and creating the operating plan to support the vision.

Additionally, he or she should be well-equipped to support master planning initiatives and capital project execution as the Club looks toward future potential renovations.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Listen, interact, observe, evaluate, and spend time to understand what makes The Club at Morningside a special and unique place. Be a thoughtful, engaging, genuine, consummate professional and diplomatic leader who gets to know the team and members, their families, and their involvement as well as the Rancho Mirage community.
- Work with retiring GM/COO to ensure a seamless transition of leadership.
- Evaluate service standards, events, and programming throughout the operation, specifically in golf and food and beverage. Work with key leadership to innovate and/ or make changes as necessary to ensure a premier member experience and operational consistency.
- Assess and refine The Club at Morningside member experience, establishing standards of excellence and creating expectations for the team to follow as well as upholding a culture of accountability.
- Create and develop short- and long-term membership marketing and engagement strategies centered around membership attraction and growth, as well as the retention of existing members.
- Evaluate the existing organizational chart and conduct a full HR assessment; make suggestions for changes as needed. Prioritize the attraction, retention, engagement and development of all team members.
- Foster and strive to create synergy with the Homeowner's Association of The Club at Morningside Community leaders.
- Create a "State of the Club" report to the Board after ninety days of evaluation and observation, providing keen insights and recommendations for procedures, staffing, programming, and other key processes within the Club.

CANDIDATE QUALIFICATIONS

- Exceptional leadership skills with a proven track record of leading teams across a variety of functional areas.
- 5 years of experience as GM in a high-performing private club or boutique, luxury hospitality environment with excellent visionary and leadership skills and a deep understanding of club culture and member relations. Candidates who are "Rising Stars" in the industry with a track record of success will also be considered.
- Have a proven track record of strong general management skills with verifiable strengths in membership recruitment, team development, financial performance, diverse recreational amenity management (golf, tennis, fitness, etc.), quality food & beverage programming, exceptional member/guest service programming, strategic planning, renovations, and project management, along with the ability to consistently define and achieve goals and objectives.
- Experience and/or knowledge of working within a community club environment and/or with HOAs.
- Outstanding communication skills (verbal and written).
- Attract, hire, mentor, develop, and lead a high-performing team of professionals, while setting and maintaining standards of performance appropriate to perpetuating the Club's strategic vision with a strong focus on building and maintaining a strong "employer of choice" delivery in all areas.
- Be a highly engaged, visible, and dynamic leader with a passion for service excellence who can impart an appropriate culture of consistent, quality service and attention to detail. Someone who is "hands-on," but who works strategically and can clearly communicate strategy and expectations to the team they naturally mentor.
- A "consummate hospitality professional" with strong operational management skills, who, in collaboration with the Board, Member Committees, and Senior Staff can define and strategically execute plans to maintain a premier private family country club designation for The Club at Morningside.
- Exhibit financial and budgeting acumen with prior significant P&L responsibility, as well as a true understanding of the balance sheet, member equity, capital reserve strategies, and cash flow.
- Have had prior involvement in conceptualizing, developing, coordinating, and executing strategic and capital projects of some magnitude, including gaining member and staff support and understanding current trends and member/staff expectations. Staying relevant and ahead of changing demographic expectations as it relates to services, programming, and amenities will continue to be of high importance at The Club at Morningside.

- Be a creative problem solver who commands respect because of the way he/she interacts with others, lives up to his/her word, and confidently puts forth recommendations to the Board and Staff; a true “thought partner” with the Board and Committees to the long-term success of the Club.
- Well-regarded and active in the local and national CMAA community; ability to cultivate strong relationships with managers in the Coachella Valley.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, CMC, or PGA are encouraged but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership. *Salary Range: \$300,000 - 400,000.*

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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Mr. Dave Mullen, Search Committee Chairman**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why The Club at Morningside and the Rancho Mirage, CA area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Wednesday, February 5, 2025. Candidate selections will occur in mid-February, with the first Interviews expected in the first week of March and the second interviews a short time later. The new candidate should assume his/her role in May 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Morningside”

(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.

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

If you have any questions, please email Alice Stevens: alice@kkandw.com

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