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GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: WILLOW CREEK COUNTRY CLUB SANDY, UT

GENERAL MANAGER/CHIEF OPERATING OFFICER AT WILLOW CREEK COUNTRY CLUB

Willow Creek Country Club is seeking a General Manager/Chief Operating Officer (GM/COO) who will replace the current GM/COO who is retiring after 28-plus years. This individual will partner with the club's Board of Directors to deliver a consistently premier experience in every aspect of the Club and its amenities. The new GM/COO will be responsible for leading all Club operations including its activities and the relationships between the Club and its Board of Directors, members, guests, employees, and the community. The ideal candidate will possess exceptional leadership skills and strong financial acumen with an ability to engage members and employees at the highest level.

Located in Sandy, Utah, the club is an excellent opportunity for that hospitality leader who loves the outdoors and all that the greater Salt Lake City area has to offer. This will be an exceptional opportunity for a club/hospitality professional who is committed to partnering with the Board of Directors to continue to raise the member experience for all to enjoy and be a thought partner in deciding the strategic direction of the Club.

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

ABOUT WILLOW CREEK COUNTRY CLUB

Willow Creek Country Club, located in Sandy, Utah, is nestled against the dramatic backdrop of the Wasatch Mountains, just 30 minutes from downtown Salt Lake City. The club features a meticulously maintained 150-acre, 18-hole golf course, offering members stunning mountain views while they play on a challenging yet enjoyable course.

The golf course underwent significant renovations in 2004, which included the addition of major water features and the transformation of a straight irrigation ditch into an undulating canyon stream that mimics the natural creeks found in the nearby Cottonwood canyons. In 2016, the course was further enhanced by reversing the nines and adding three new water features on the 17th and 18th holes to complement the new clubhouse. Also of note, the club hosted the Utah Championship from 1999 – 2014, an event on what is now known as the Korn Ferry Tour.

Members of Willow Creek Country Club can relax with a casual lunch in the Pub or on the patio after a round of golf. Dining options for lunch and dinner are available in the glass-banked Willow Room and the "Over 21 Pub." The club also boasts a large, sparkling swimming pool where children and grandchildren can learn swimming and diving from professional instructors.

The clubhouse at Willow Creek is comfortable and cozy, fostering a relaxed and unpretentious environment. Members, who represent a diverse array of professions and age groups, enjoy world-class amenities such as golf, swimming, dining, and banquet facilities, all set against the beautiful Wasatch Mountains.

Willow Creek Country Club is also honored to host a limited number of weddings each year. With sweeping views of the mountains and golf course, the club provides a stunning backdrop for these special events. The catering team works closely with couples to create custom-tailored menus and can arrange everything from flowers and entertainment to limousine service and parting gifts for guests, ensuring that every wedding dream can be realized.

WILLOW CREEK COUNTRY CLUB BY THE NUMBERS

- Gross Volume: \$7.5M
- Annual Dues Volume: \$4.2M
- Number of Members: 535 All Categories
- Initiation Fee: \$82,500
- Monthly Dues: \$ 971 (\$75 for Capital)
- F&B Volume: \$1.9M (65% a la carte, 30% catering)
- Average Age of Member: 60
- Number of Employees: 65 Full Time, 80 Seasonal
- Gross Payroll: \$3.6M
- Annual Rounds: 35,000
- Taxable Status: Federal -For-Profit, Utah Not-For-Profit
- POS System: Northstar
- Board: 9 members, 3-year terms

Willow Creek Country Club Website: www.willowcreekcc.com

GENERAL MANAGER/CHIEF OPERATING OFFICER POSITION OVERVIEW

The General Manager/Chief Operating Officer (GM/COO) has operational management authority over the daily operations of the club, as well as establishing short- and long-term organizational goals, objectives, plans, and policies subject to approval of the Board of Directors.

He/she is responsible for the financial and operational stability of the club and other external activities. Duties include delivering on the vision of the Board of Directors, hiring, training, and retaining the management team and staff, and being responsible for all workforce issues as directed by the Board including the focus on maintaining quality facilities, safety, services, and programs throughout all social and recreational offerings.

KEY PRIORITIES

- Ensure adherence to all relevant state and federal regulations governing private clubs.
- Maintain the club's reputation as a first-class organization for all stakeholders, including the Board of Directors, current membership, and employees.
- Act as the intermediary between the Board of Directors and the club staff.
- Allow the Board to focus on long-term strategic issues while managing short-term operational issues.
- Enhance and sustain the club's spirit and culture.
- Foster a welcoming and inclusive environment for members and staff.
- Be a visible, warm, and welcoming presence.
- Actively engage in front-of-house activities, setting the tone and training employees.
- Be personally present at both major and minor events.
- Manage all club department heads, including the Director of Golf, Golf Course Superintendent, Assistant General Manager, Pool Director, Controller, Membership Director, and Executive Chef.

CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of progressive leadership/management experience in an active family-oriented, private member-owned club environment is required.
- A dedicated team leader who will provide leadership and guidance to the department heads and employees.
- In-depth knowledge of the development, tracking, and meeting of capital and operating budgets in revenue enterprises with similar degrees of complexity in terms of budget scope, detail, and accuracy. Demonstrated success in managing finances of the overall operations to remain within budget, while also ensuring overall levels of satisfaction in terms of service.

- Dignity, confidence, soundness of judgment, and the ability to achieve and maintain credibility and trust with the Board, committees, members, and staff.
- Experience in traditional, distinguished, well-established club cultures will be viewed positively.
- Enjoyment of the forward-facing aspect of leading a highly active club. An understanding of how to be in front of the membership at the right times.
- Pleasant, professional, and personable demeanor exhibiting an outgoing and genuine personality. Possessing a degree of humility necessary to keep the interests of the Club and its members first.
- An organizationally focused individual who recognizes details and consistency of delivery at a high level resulting in overall outstanding member experience. Keen understanding of quality in all aspects of club operations (F&B, recreational amenities, maintenance, programming, etc.), and demonstrable success in leading clubs to continued relevancy while successfully managing evolving membership demographics.
- Strategic planning skills and experience overseeing capital projects is highly desired.
- A demonstrable record of personal success, unimpeachable reputation, a hunger for “being the best,” naturally articulate, and able to communicate how and why results were achieved.
- A Team Builder. A person who embodies the persona of ultimate coach and motivator, bringing out the best in others by setting clear goals and expectations, providing consistent feedback and support, and treating others with respect and professionalism.
- Experience in planning and administering training and professional development programs for himself/herself and club personnel.
- Experience in developing/implementing long-range (strategic) and annual (business) plans, operating reports, forecasts, and budgets, with a strong understanding of hospitality and service balanced against financial efficiencies.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, 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.

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 Willow Creek Country Club search committee/ Tom Etzel, Board President, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career, and why WCCC and the Sandy, UT area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Monday, July 19, 2024. Candidate selections will occur in late July with first Interviews expected in August 2024 and second interviews a short time later. The new candidate should assume his/her role in October 2024.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Willow Creek”
(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 Bethany Taylor: bethany@kkandw.com

Search Executive:

Paul K. Levy, PGA

Search & Consulting Executive

760-417-9048 (M) – Pinetop, AZ

paul@kkandw.com