

## **GENERAL MANAGER PROFILE: HIGHLAND WOODS GOLF & COUNTRY CLUB BONITA SPRINGS, FL**

### **THE GENERAL MANAGER OPPORTUNITY AT HIGHLAND WOODS GOLF & COUNTRY CLUB**

An exceptional opportunity exists in one of the most desirable locations in the country. The Highland Woods Golf and Country Club (HWGCC) is searching for a General Manager (GM). Highland Woods Golf and Country Club is a bundled community known for its special amenities that encompass all types of sports including golf, tennis, pickleball, pools, fitness, and bocce.

The Club is looking for an exceptional leader who is a true visionary and can earn and maintain the respect and confidence of the Club's membership and a highly regarded team of associates to serve as its new General Manager. The new GM will prioritize high member satisfaction in the operating details and work with the eighteen HOAs that make up the HWGCC community. Additionally, the successful candidate will launch the opening of all new amenity venues upon the completion of the club's Project 2022 initiative scheduled for completion this fall.

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

### **ABOUT HIGHLAND WOODS GOLF AND COUNTRY CLUB**

Highland Woods Golf & Country Club, Inc. is a bundled gated golf community in Bonita Springs and was established in 1995. A total of 799 residences were built, consisting of condominiums, terraces, verandas, villas, and single-family homes. The Club amenities include an 18-hole golf course with practice facilities, restaurant facilities including an outdoor patio, fitness center, tennis, bocce, and pools/spa. In 2016, the Club completed a \$6.5M renovation which included a total clubhouse interior renovation, a larger Grille Room kitchen, and new equipment for the Main Kitchen.

Since its opening in 1995, the course has undergone many improvements while maintaining the integrity of the original design. The most recent renovation was completed in late 2015 and included new grass on the fairways, tees, and greens. The course consists of Celebration and Bimini on the tees/fairways, TifEagle on the greens, and 419 Bermuda on the roughs. Course facilities include a large aqua driving range; a chipping/putting practice area with three bunkers; and an additional putting green.

The club is currently undergoing a \$9M building project (Project 2022) including a new Golf Shop, putting green, resort-style pool with spa, pool café, pickleball courts, and renovation of the tennis courts.

Highland Woods prides itself on being a friendly and welcoming community with people from all over the United States. The community is ideally located on Tamiami Trail, or Highway 41, near everything that Southwest Florida has to offer: beautiful beaches, excellent shopping, casual to gourmet restaurants, and many other activities. The airport is a mere 25 minutes away.

### **HIGHLAND WOODS GOLF AND COUNTRY CLUB BY THE NUMBERS:**

- Approximately \$8.3M Gross Volume
- Approximately \$5.8M Annual Dues Volume
- Approximately \$1.4M Food and Beverage revenue
- Approximately 40k – Rounds of Golf Annually
- POS – Northstar
- 9 Board Members each representing 2 HOAs, 3-year terms

**HIGHLAND WOODS GOLF AND COUNTRY CLUB WEB SITE: [www.hwgcc.com](http://www.hwgcc.com)**

## **GENERAL MANAGER POSITION OVERVIEW**

The General Manager (GM) of Highland Woods Golf and Country Club (HWGCC) reports directly to the Board of Trustee President and has accountabilities to all Board of Trustees. The GM manages all aspects of the club's operations. He/she coordinates and administers the club's policies as defined by the Board of Trustees, develops operating policies and procedures, and directs the day-to-day work of all departments including golf operations, course maintenance, HOA/POA operations, food and beverage, fitness and aquatics, security, accounting/budgeting, human resources, social & entertainment, and CAM responsibilities. Specific emphasis should be on delivering the highest quality standards to enhance the experience for members and their guests.

The GM is expected to be a consummate and respectful professional in terms of transparency, honesty, straightforwardness, integrity, accountability, leadership, and dedication. He/She must demonstrate leadership, mentorship, create a culture of accountability, continuous improvement, and be able to inspire and motivate a strong team at HWGCC and earn the respect of the members and employees as well as the community at large. Understanding how to gain and maintain the trust and confidence of these constituencies is a critical success factor as well.

Highland Woods Golf and Country Club is a busy and multi-faceted operation that requires significant administrative and organizational skills and possessing strong financial acuity is important, as is the ability to analyze and convey important financial information and expectations to various Committees, the Board, and the leadership team succinctly and concisely.

Communication, while clearly important at all clubs, is of utmost importance at HWGCC. The GM must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with outside vendors and community leaders, and in both one-on-one and large group settings. Exceptional personal presentation and writing skills are critical in this role as is a sincere and natural front-facing, approachable style. Collaborating with the Board, Committees, and Senior Staff, the GM must be focused on ensuring that the Club's vision is relevant, topical, and well-constructed, and that all involved know their accountabilities.

## **CANDIDATE QUALIFICATIONS**

- An engaged and visible individual with a proven track record as a GM and a passion for service excellence in all facets of club operations providing innovative leadership and sound guidance to club membership and staff.
- A good listener who intuitively knows how to process member feedback and respond in a timely and appropriate fashion.
- A proactive candidate with the ability to appropriately delegate, focus on continuous improvement, operational effectiveness, efficiency, and set goals with measurable results.
- A candidate committed to team development, continuing education, and maintaining peer group networking to stay current with industry trends and best practices.
- A candidate with developed interpersonal and written communication skills who has a proven track record of effective communication with all club property constituents.
- A minimum of 5-7 years of progressive leadership/management experience in a private member-owned club, high-end resort operation, or residential club, preferably those with member boards and committee involvement.
- Strong history of success and keen understanding of quality Food and Beverage operations, including revenue growth, training, innovation, and creativity, and strong service culture and team development.
- Proven and verifiable leadership qualities with a demonstrated ability to direct, coordinate, and control all aspects of a full-service club and community.
- Demonstrated ability to attract, hire, develop, and engage a high-performing cross-functional team, all focused on a "continuous evolution to excellence" in all that they do.

- Strong history of success and keen understanding of golf facilities to ensure the course is maintained to the best possible standards, with capital resources appropriately designated to provide for long-term sustainability and playability of the course while providing a world-class golf experience for members.
- One who recognizes 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 to gain trust, buy-in, and support from both members and staff. The GM will seek continuous, thoughtful evaluation of enhancements or innovations of activities, programs, and experiences as a natural part of the GM's operating style.
- An organizationally focused individual who recognizes that an "obsessive focus on details and consistency of delivery at a high-level result in high member satisfaction, high levels of quality and an overall exceptional member experience."
- Financial and budgeting acumen with prior P&L responsibility, as well as a true understanding of the balance sheet, cash flow, having a good understanding of Florida statutes 718 and 720 and financial requirements related to those statutes.
- Critically important and essential is a leader with "true gravitas" who can diplomatically and effectively convey his/her beliefs with confidence, back them up with reasoned support, and stand firm where necessary because of a strong belief in the overall betterment of the Highland Woods community as a whole. Epitomizes the concept of being a "true thought partner" with the Board and "taking ownership" of the role is critical.

#### **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 preferred.

#### **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**

Base salary and performance bonus potential is open and commensurate with qualifications and experience. The club offers standard executive benefits, a full CMAA package to include dues and educational expenses to be determined in each year's operating budget.

#### **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 Mrs. Ginny Lazar, Search Chairwoman and the Highland Woods Golf and Country Club search committee**, 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 HWGCC and the Bonita Springs, FL 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 Friday, August 2, 2024. Candidate selections will occur in mid-August with the first Interviews expected at the end of August, with the second interviews a short time later. The new candidate should assume his/her role in September/October 2024.**

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Highland Woods Golf and Country Club"

(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 Holly Weiss: [holly@kkandw.com](mailto:holly@kkandw.com)

**Search Executives:**

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