

## CANDIDATE PROFILE

**General Manager/COO**  
Naples Sailing and Yacht Club  
Naples, FL

[www.thensyc.com](http://www.thensyc.com)



[Please click here to watch a short video.](#)

### Organization

The Naples Sailing and Yacht Club (NSYC) is located on the northern shore of Naples Bay at marker #40, close to the mouth of the Gordon River. From sailing and boating, to dining and dancing with the finest view in Naples, there is something here for everyone. NSYC is a member-driven club where events and activities are planned and developed by members, for members. The clubs within the Club are organized in a friendly way that allows members to share their passions, participate and enjoy friendship by the water.

All members enjoy the most significant social and dining privileges at reciprocal clubs in Florida and throughout the United States. The Naples Sailing and Yacht Club is a member of the Florida Council of Yacht Clubs (FCYC) and the American Register of Yacht Clubs (ARYC). NSYC members may visit reciprocal clubs to enjoy boating and dining amenities.

The Club has 425 members and is growing. The Club operates with a defined Strategic Plan in place and the plan is reviewed annually. There is a 12-person Board of Directors. Total annual revenue is \$4,799,565. Annual dues revenue from members is \$1,900, 935 and annual Food & Beverage sales total \$1,935,234. The Club is open eleven months of the year and is closed in August.

### Position Summary

This position serves as Chief Operating Officer of Naples Sailing & Yacht Club providing direction and oversight to all aspects of the Club. The General Manager (GM) is hired by the Executive Board and reports to the Commodore. The GM has clear ownership for day-to-day operations of NSYC, while focused on the strategic plan and financial oversight, and all the necessary elements, activities and staff to support this focus.

Responsible for the execution of operating policies and procedures, coordinating and administering said policies as defined by the Executive Board. Directs the work of all direct reports to ensure an exceptional experience for members and their guests. The GM is responsible for managing the entire inventory of key assets (physical and staff) including Clubhouse, Docks and Marina, Food and Beverage and others.

The GM shall provide leadership to contributing constituencies (Executive Board, Board Committees, Members and Staff) relative to dining, events and activities at the Club, recognizing the need to lead in balancing multiple interests, perspectives and the corporation's business and financial objectives.

## Candidate Attributes & Criteria

In addition to strong business acumen and experience in a leadership role within a private club:

- **Visionary Leadership** - Ability to shape the Club's long-term vision, ensuring it remains competitive, exclusive and aligned with members' evolving needs. Open to modernizing services and embracing trends in boating, hospitality and member engagement.
- **Exceptional Communication** - Ability to effectively interact with members, staff and stakeholders, maintaining a calm, respectful demeanor. Open communication with the Board and members about Club operations, changes and the future is key to building trust.
- **Member-Centric Focus** - Ability to create a personalized experience for members, anticipating their preferences and delivering top-notch service, cultivating a welcoming and prestigious atmosphere.
- **Financial Acumen** - Strong skills in financial management, ensuring the Club remains fiscally sound and operations are efficient, capable of identifying new revenue streams (e.g., events, sponsorships) while maintaining exclusivity.
- **Operational Expertise** - Efficiently manage diverse areas including food and beverage services, marina operations and member events, ensuring every aspect of the Club, from grounds to service, meets the highest standards.
- **Adaptability & Problem Solving** - Ability to quickly resolve issues, whether they involve member disputes, operational challenges or unexpected events. Must adjust to changes in regulations, industry trends and member expectations, while maintaining the Club's prestige.
- **Leadership & Team Building** - Leads by example, motivating and developing staff to deliver superior service, empowering department heads while ensuring accountability for smooth day-to-day operations.
- **Emotional Intelligence** - High emotional intelligence is necessary to manage relationships, handle delicate situations and resolve conflicts with tact. Ability to remain calm and composed, especially when faced with challenging situations or demanding members.
- **Integrity & Professionalism** - Upholds the highest standards of ethics, ensuring the reputation of the yacht club remains untarnished. Ability to handle sensitive information with discretion, especially given the privacy expectations of a private member clientele.

## Responsibilities

### Fiduciary/Management Roles

- Manage the annual budget. Review income and cost relative to goals and recommend corrective action, implement controls to safeguard assets and funds.
- Manage the day-to-day operations of the Club, including administration, financial management, risk mitigation, membership and marketing, facilities operations and food and beverage operations.
- Administration and implementation of Club policies and duties as determined in conjunction with the Board, on a day-to-day basis.
- Ensuring all business, compliance, insurance and legislative requirements are met.
- Provide recommendations to the Bridge with respect to inclusion in the budget on needed equipment, services and maintenance.

- Review all contracts for compliance with agreed upon terms and conditions and completion.
- Provide direction to Facilities Management to ensure ongoing evaluation of the clubhouse and equipment, anticipating needs and oversight of capital projects.
- Execute the Club's strategic business plan.
- Maintaining a staffing level to ensure membership satisfaction and in meeting the operational needs of the Club.
- Ensure talent development and retention through the execution of performance management program including performance reviews, compensation management, performance improvement plans and training as appropriate in compliance with all federal and state laws.

### **Membership Satisfaction**

- Direct and support the marketing and membership programs to promote the Club's social opportunities, services and facilities to potential and current members.
- Assure a high level of member satisfaction ensuring inclusiveness for all members.
- Ensure the highest standards for food, beverage, entertainment and other Club services.
- Ensure member retention by supporting membership retention committees.
- Provide direction to the management and oversight of all member communications including, but not limited to, emails, the *Spinnaker*, annual reports, website, etc.
- Provide support as necessary to all committee chairs.

### **Additional Responsibilities**

- Maintain membership with the Club Manager's Association of America and other pertinent professional associations. Attend conferences, workshops and meetings to keep abreast of current trends and developments in best practices (i.e., governance, bylaws, member surveys, policies, and procedures).
- Serve as a source of continuity and professionalism in Club operations across changes in Flag and Board leadership.
- Serve as ex-officio member of appropriate Club committees.
- Serve as ex-officio member of the Club's Bridge and Executive Board.
- Participate in outside activities as appropriate and approved by the Executive Board to enhance the prestige of the Club; broaden the scope of the Club's operation and fulfilling the public obligations of the Club as a participating member of the community!
- This position directly supervises the following employees: Controller, Marketing & Membership Director, Food & Beverage Director, Facilities & Marina Operations Director, Executive Chef, Member Relations Manager, Events Manager.
- Implements general policies established by the BOG.
- Works with the BOG and appropriate committees; plans, and develops specific operational policies, programs, procedures, methods and regulations in concert with general policies.
- Establishes basic personnel policy; initiates and monitors policies relating to personnel actions and training and professional development programs.
- Maintains membership with CMAA and other professional associations. Attends conferences, workshops and meetings to keep abreast of current information and developments in the field.
- Coordinates the development of operating budget according to the applicable budget calendar, monitors monthly budget and other financials.
- Coordinates and serves as ex-officio member of appropriate Club committees.

- Welcomes new members. “Meet and greets” all members as practical during their visit to the Club.
- Consistently assures that the Club is operating in accordance with all applicable local, state and federal laws.
- Oversees the care and maintenance of all the Club’s physical assets and facilities.
- Ensures the highest standards for food, beverage and programming.
- Manages and monitors cash flow in conjunction with the Controller.
- Works with subordinate department managers to schedule, supervise and direct the work of all the Club employees; confers with them about personnel-related matters including compensation, job changes and performance evaluations.
- Attends the meetings of the Executive Committee and Board of Governors.
- Reports member infractions to the Board for necessary action.
- Effectively manages all aspects of the Club’s activities to ensure and maintain the quality of products and services provided by the Club.
- Serves as liaison between all management, staff and Board.
- Has ultimate authority over inter-departmental matters and implements policies concerning employee-employer relations.
- Must be proficient in Microsoft Suite and Club software.
- Prepares reports and other support material for committee and Board use.
- Provides for and manages use of the equipment, space and materials.
- Establishes and approves workloads, work methods and performance standards.
- Maintains relations with police, fire and other governmental agencies.
- Directs purchase, receiving, storage, issuing, preparation and control of all products, supplies and equipment.
- Ensures proper sanitation and cleanliness of all Club facilities and environments.
- Handles emergencies such as fires, accidents and breaches of security or house rules.
- Convenes and presides over meetings with departmental managers; conducts all -facility personnel meetings.
- Performs other duties as prescribed by the Commodore and Board of Governors.
- Shall be trained in how to use the AED and know the locations throughout the Club.

## **Qualifications & Requirements**

- A Bachelor’s degree in Hospitality, Business or Finance with a minimum of 5-7 years of progressive leadership/management experience in a private club or hospitality operation.
- In lieu of the degree, substantial private club or hospitality may be considered.
- Certified Club Manager (CCM) designation preferred.
- Strong financial acumen for hospitality trends and metrics, and able to fully comprehend and explain P/Ls, balance sheets cash flow and operating, capital and project management budgets.
- Strong leadership skills and the ability to effectively delegate.
- Proficient in using best practices and use of technology to improve service to members, as well as to more effectively manage and lead operations.

- Outstanding communication skills. As the primary communicator at the Club, proven outstanding verbal and written skills are critical.
- Ability to develop and deliver meaningful and well patronized activities, services and programs maximizing the use of the Club facilities in both peak and non-peak periods.
- Strong personal qualities of integrity, confidence and ethical standards
- Diplomatic professionalism recognizes the importance of accountability and with a strong history of success in working with members, boards and committees.

## Competitive Compensation

- The salary is open and commensurate with qualifications and experience for an executive position of this level and responsibility.
- The Club offers an excellent benefits and bonus package that includes meals, association dues, and other professional development assistance.
- Health, Dental, and Vision insurance and a Club-matched 401K program.

**Professionals who meet or exceed the established criteria are encouraged to create a focused cover letter, addressed to Ms. Carol Joseph, Commodore, along with a current an up-to- date resume, and send to:**



**Ned Welc**

**Principal**



[ned@gsiexecutivesearch.com](mailto:ned@gsiexecutivesearch.com)



440-796-7922

*GSI Executive Search has been serving the private club industry for nearly 30 years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 200 GM searches around the US in the last two years.*