

# KOPPLIN KUEBLER & WALLACE

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## **GENERAL MANAGER PROFILE: BRIGHT'S CREEK MILL SPRING, NC**

### **THE GENERAL MANAGER OPPORTUNITY AT BRIGHT'S CREEK**

Bright's Creek is seeking an energetic and highly capable professional who has strong leadership experience to be their General Manager. The candidate must be one who embodies and demonstrates a confident servant leadership style that promotes a positive culture with an emphasis on team development, organizational consistency, process and procedure development, and financial management skills while maintaining the highest levels of member satisfaction and retention. The ideal candidate will drive revenue through additional memberships, outings, and weddings, hospitality will be involved in resort hospitality through our Lodge rooms, condominium rentals, and cottage rentals.

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

### **BRIGHT'S CREEK**

Tucked away in the scenic rural foothills of the Blue Ridge Mountains in Western North Carolina, Bright's Creek is a 1700-acre residential, sports, and adventure haven with a bright future. Boasting top-notch amenities, including a Tom Fazio signature golf course, an equestrian center complete with turnout and boarding facilities, and a future gun club among others, this family-friendly community features many unique ridge line home sites, with elevations up to 3,200 feet, overlooking the championship course in its lush natural valley. Bright's Creek is under new ownership and management. It is ideally located in the thermal belt of the Blue Ridge Mountains providing a mild climate for year-round activity enjoyment. Bright's Creek residents and property owners enjoy its central location, between two dynamic cities; Asheville, North Carolina, and Greenville, South Carolina, and its proximity to three airports.

In 2020, the club began its newest chapter. A total reinvention where every inch of the club was examined and re-imagined– from the golf course layout to the dining experience and everything in between. Recent new additions include a saltwater-heated swimming pool, poolside grille, fitness center, indoor two-lane bowling alley, indoor bar, and social gathering area, community fire pit and pickleball. Members are thrilled with these additions as they have added to the dressed-down, high service attention elegance of Bright's Creek.

### **BRIGHT'S CREEK BY THE NUMBERS:**

#### **ALL NUMBERS BASED ON 2021 BUDGET**

- 139 Golf members, 13 Social Members, 4 Other
- 6,000 Rounds of golf
- \$40,000 Initiation fee
- \$2.4M Gross volume
- \$715K Annual dues volume
- \$300k F&B volume
- \$1.1M Gross payroll
- 20 off season employees, 25 in-season employees
- 60 Average age of members

## **GENERAL MANAGER JOB DESCRIPTION**

The General Manager (GM) is responsible for supporting the mission and vision of Bright's Creek ownership and has operational management authority over the daily operations of the club and serves the membership of Bright's Creek.

He/she is responsible for the operational stability of the club. Duties include direction setting, SOP development in identified areas, management of staff, and all workforce issues as directed by the Owners including the focus on maintaining quality facilities, safety, services, and programs throughout all dining, social and recreational offerings.

The GM is responsible for ensuring that the organization follows all state and federal regulations governing the operation of private clubs. The GM is expected to operate the Club as a first-class organization relative to all stakeholders, the current membership, and the employees. In addition, she/he is the Owner's liaison to the staff of the Club and, as such, allows the Owner to focus on longer-term strategic issues and avoid short-term operational issues, which are the staff's responsibility.

The GM will provide administrative and financial direction to the staff, will review adherence to operational goals, and the GM will be available for managerial counsel on all matters. The GM will work closely with the Owners and the various department heads to ensure that the primary goal, a high level of membership satisfaction among all constituencies, is achieved.

The GM is responsible for executing the Owner's vision for the club and communicates recommendations regarding club operations and policies. The GM informs the Owners about important matters by providing pertinent information and investigating more efficient operating procedures with new club activities. He/she will also complete all responsibilities and duties as prescribed in the club bylaws and will perform other duties as directed by the Owners.

The GM will play a critically important role in maintaining and enhancing the spirit and culture of the Club, its membership, and its employees. He/she will be a visible, warm, and welcoming person who will be personally involved, on a regular basis, in the front of the house; both in terms of setting the tone and the training of employees and in being personally present at events, both big and small.

### **PRIMARY RESPONSIBILITIES OF THE GM:**

- Establish a strong, collaborative relationship with the Owners, and staff that is built on trust and transparency along with open communications.
- In conjunction with the Owners, developing the strategy, objectives, and operating plans for the club.
- Planning, directing, coordinating, and evaluating all activities of the club in order to ensure that it effectively carries out the Owner's objectives in the areas of House, Golf, Finance, and Membership.
- Delivering first-class dining experiences. Ensuring the existence of high-quality cuisine, the offering of chef-driven foods and top-shelf wines, liquors, and spirits, while ensuring superior hospitality, ambiance, and service.
- Continuing and building upon the positive member experience, culture, philosophy, and programs to maintain Bright's Creek's growing national reputation.
- Must be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest and/or business opportunities and is effective in orienting new members so their initial experience with Bright's Creek results in constant use of the Club.
- Is a catalyst for identifying new programs/services and enhancing current ones for members and their guests to increase club usage, member satisfaction, and member retention.
- Ensuring appropriate executive management practices to maintain fiscal responsibility and stability for the club, which includes the design, implementation, and function of effective financial planning that includes the preparation of annual budgets and control procedures.
- Establish and monitor compliance with purchasing policies and procedures.
- Oversee the care and maintenance of all the Club's physical assets and facilities.

- Analyze financial statements, manage cash flow and establish controls to safeguard funds.
- Review income and costs relative to goals and take corrective action as necessary.
- Seeking and capitalizing on opportunities for improving the club's present services to its members and their guests as it relates to presenting them against the region's competitive marketplace.
- Directing, communicating and overseeing the growth and development of the staff and workforce in all departments, and maintaining a working knowledge and compliance of applicable federal, state and local laws and regulations, as well as other policies and procedures in order to ensure adherence in a manner that reflects honest, ethical, diverse, and professional behaviors.
- Maintaining disaster and emergency plans and systems and ensuring that club personnel are trained and rehearsed in correct disaster and emergency procedures.
- Be a "Visionary." Ensure Bright's Creek is constantly evolving, and the GM must have the ability to blend changes that are required by the progressing and balancing of needs of the new and younger members.
- Must possess excellent intuition and interpersonal skills and be confident in trusting their instincts

#### **KEY ATTRIBUTES, SKILLS AND AREAS OF FOCUS**

The successful General Manager will demonstrate:

- A natural leadership style that promotes staff and membership engagement.
- Ability to act as a "courageous thought partner" with the Owners. Ability to build strong relationships while working to create a strong bond and communication exchange of diplomatic openness.
- Superior communication skills, exuding energy and creativity. Capable of building meaningful relationships with the membership and staff.
- Strong understanding of superb dining features and other food and beverage experiences that can be presented for the club members and guests.
- Effective financial management skills through development and oversight of the annual operating budget.
- Continual visibility to members and staff as the face of the club.
- Strong leadership and strategic planning experience.
- Developing a strong team culture through good hiring, training and consistent communication.
- Charisma: possesses a seasoned, sound, savvy executive presence and magnetic leadership style.
- Action Oriented: enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; seizes more opportunities than others.
- Decision Quality: makes good timely decisions; based upon a mixture of analysis, wisdom and experience.
- Execution: continually achieves desired results; establishes clear goals, objectives and timelines for the team; holds self and team accountable; inspires a commitment to tasks and knows how to get things done; gets whole team aligned when necessary and knows how to "close the deal."
- Innovation and Creativity is good at bringing the creative ideas of others to market; has good judgment and insight about what new things and suggestions will work and can facilitate team brainstorming.
- Integrity: establishes and maintains the club's core values and guiding principles and is the consummate ambassador for the club in all settings.
- Listening: practices attentiveness and active listening; has the patience to hear people out; can accurately restate the opinions of others even when he/she disagrees.
- Member Focus: is dedicated to meeting the members and their guests' expectations and requirements.
- Patience: is tolerant with people and processes; listens and checks before acting; tries to understand the people and the data before making decisions.
- Time Management: uses his/her time effectively and efficiently; values time; concentrates his/her efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

#### **CANDIDATE QUALIFICATIONS**

- A minimum of 5 years of verifiable, progressive leadership and management experience in an active, private member-focused club environment. NOTE: Those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, will be considered for this role.

- A verifiable career track that demonstrates a record of tenure and commitment to previous employers, and that career moves were for enhancement of skills and experiences as opposed to ‘unplanned’ career changes.
- Strong general leadership skills with verifiable strengths in team development, financial performance, diverse recreational amenity management (golf, tennis, family activities and others are especially desirable), quality food and beverage programming, exceptional member/guest service programming, strategic planning, project management, and most importantly the ability to consistently define and achieve goals and objectives.

## **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.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

A college degree is preferred with a major in Hospitality and/or Business Management or an equivalent combination of related education and experience.

## **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

## **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.

**Prepare a thoughtful cover letter addressed to Bright’s Creek search committee/Ed Garcia – Owner** 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 BC and the Mill Spring 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, June 2, 2023. Candidate selections will occur in mid-June with first Interviews expected in late June 2023 and second interviews a short time later. The new candidate should assume his/her role in early August.***

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – “Bright’s 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 Katy Eliades: [katy@kkandw.com](mailto:katy@kkandw.com)

## **Lead Search Executives:**

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