

## **CHIEF EXECUTIVE OFFICER PROFILE: COUNTRY CLUB OF LINCOLN LINCOLN, NE**

### **THE CHIEF EXECUTIVE OFFICER (CEO) OPPORTUNITY AT COUNTRY CLUB OF LINCOLN (CCL)**

The opportunity at Country Club of Lincoln is a special one! Not only does the Club enjoy a great position in the community, it has a wide array of amenities and it enjoys a history of stability and tenure amongst its management team and Board.

The Club is looking for an energized, approachable and sincerely engaged leader who ultimately “owns the operation,” “provides outstanding leadership to a long tenured highly regarded team,” and “who is the ‘face’ of the Club and provides thoughtful guidance and visible support. The Board is “not desirous of running the club” themselves, and therefore wants a leader who is “present” and “clearly owns the role and responsibility” associated with it.

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

### **COUNTRY CLUB OF LINCOLN (CCL)**

In the summer of 1903, a small group of businessmen joined to create what would become Lincoln’s original country club. The original property and clubhouse, the ex-Governors’ mansion, was located just south of downtown Lincoln. The Club was later moved to a new property further south of town in 1920. Course designers William H. Tucker and Gregor MacMillan developed a prairie style course with only one tree. With the newly designed course and freshly built clubhouse, the Club officially reopened in late 1922. Since then the Club has hosted many national events include the Men’s and Women’s Trans Miss along with being a twelve-time host of the Nebraska State Amateur Championship. The Country Club of Lincoln remains nestled inside the heart of the city that grew up around it. Sharing with that city an unmatched history of growth, revival, and success. And the brightest of futures.

The Country Club of Lincoln offers members the time, the place, the people, and the services to enrich and reward their lifestyles in a setting all its own. It is a woven tapestry of family, community, history, and elegance that is both the legacy and promise of the Country Club of Lincoln.

The Country Club of Lincoln’s 18-hole, 6,500-yard course has long been one of the most highly regarded in the state. Its mature trees and landscaping make it one of the most scenic as well as challenging. CCL also has an indoor golf performance center. In 2019, the Director of Golf and his team won the Merchandiser of the Year award in addition to the Golf Shop receiving the Association of Golf Maintenance Platinum Award five years in a row. Other club amenities include outdoor tennis courts, a full-service wellness facility with fitness classes and certified trainers. The swimming pool complex features a diving well, zero entry baby pool, and a water slide. The pool staff provides a full summer of fun for the entire family. In addition to coaching their swimming and diving teams, they offer lessons to children of all ages.

Dining options include poolside lunches from the Cabana, casual dinner in the 1903 Tap & Table or on the Patio, and fine dining in the banquet rooms inside the clubhouse. CCL offers members special gatherings such as Wine Dinners, Brunch, Holiday events, and Ladies’ Nights. The Club also provides an essential venue for business leaders to meet, network, and host clients in a prestigious, casually elegant atmosphere.

### **MISSION STATEMENT**

The Country Club of Lincoln’s mission is to establish and maintain an environment and atmosphere that provides all members with a quality country club experience by striving to enhance the lives of our members and their families with the best possible recreational, dining and social activities.

## VISION STATEMENT

To be recognized as the premier full-service golf and social club in the region.

## CORE VALUES

- Quality
- Friendly/Sociability/Welcoming
- Family focused
- Integrity
- Fiscal responsibility
- Value
- Tradition/History
- Mutual respect among members and staff
- Leadership

## COUNTRY CLUB OF LINCOLN BY THE NUMBERS

- At present, there are approximately 700 members in all categories
- \$20,000 Initiation fee
- \$6,566 Annual dues
- Approximately \$8.5M Gross revenues from all sources
- \$3.4M Dues volume
- \$3.9M F&B volume
- 250 Total Employees in season (60 year-round FTE)
- The Club plays approximately 17,200 rounds of golf annually
- 12 Board Members with 4-year terms
- Average age of Golf members is 56; Social members is 63

**COUNTRY CLUB OF LINCOLN WEB SITE:** [www.ccl.cc](http://www.ccl.cc)

## CEO POSITION OVERVIEW

The CEO has full responsibility for all aspects of operations at Country Club of Lincoln, effectively managing all resources and reporting to the Board of Directors and the President and is expected to be the embodiment of an “exceptional member-centric experience.” The CEO will lead the management team, many of whom have many years of tenure at the Club, be representative of modern management “best service” practices, and indirectly supervise all employees of the Club while intuitively promoting a positive, engaging and highly competent service culture in all operations.

He/she is expected to be an interactive “thought partner” with the Board and Committees, working closely with both groups as they collectively make decisions and set strategic direction for the long-term well-being of the membership. Like many clubs, CCL has many new, younger members with families and the balance of tradition with relevance to today’s member needs and expectations is a critical success factor. Supporting and effectively working with many committees, who are an important part of CCL’s long history and success, is a necessary and important skill set.

The successful new CEO will need to have especially strong skills in “mentoring” and “holding accountable” a senior staff and group of meaningfully engaged and well-regarded employees who are looking for that type of leadership as well. The Club membership has a high regard for its staff, but recognizes that the enhanced continuance of an energized, well-trained, committed team is critical for continued success. *A sincerely engaged, personally invested, instinctual style is particularly important for one’s success.*

The CEO at CCL supervises the Clubhouse Manager, Controller, Executive Chef, Golf Course Superintendent, Director of Golf, Director of Tennis/Fitness, Director of Membership/Communications, Director of Facility Engineering, Director of Aquatics, and the Executive/Events Assistant.

It is critical that the candidate understands the local market and economy and must be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest, retention and/or business opportunities, and is effective in orienting new members so their initial experience with CCL results in constant use of the Club.

The new CEO should have demonstrated experience of successfully and innovatively dealing with the deepening labor shortage in today's marketplace by positioning the club as an employer of choice and having an ability to maintain a fully staffed organization.

Additionally, the new CEO must be a professional and highly respectful in his/her personal style, demeanor and presence, and someone who recognizes and is comfortable interacting with all demographics of members, staff and other constituents who contribute to the success of the Club; name recognition is a basic foundation of such success and this attribute is a critical component of the top executive. He/she must be able to clearly and intuitively "walk the talk," exemplifying how to perpetuate a true premier "Member Experience" and "driving excellence" that is commensurate with one of the top family-oriented country clubs in the Midwest. Assisting the Board to reaffirm the "clarity of vision" for the Club and its future is also very important, as is working to "clearly define the levels of excellence desired in each area of the operation," and ensuring that they are consistently executed.

It is also critically important for the CEO to have especially strong and verifiable financial skills and acumen, proficiency in technology and to be able to communicate very effectively, both verbally and in writing as the primary communicator of important Club information. *Attention to detail and having necessary and appropriate follow-up skills are especially important personal characteristics.*

#### **INITIAL PRIORITIES OF THE NEW CEO**

- Listen and observe, a lot, while "learning and assessing" the operation.
- Get to know members and staff as quickly as possible, engaging them in an intuitively sincere and enthusiastic manner.
- Work closely with the Board, Committees, and senior management staff to ensure a full and complete understanding of CCL, its history, culture, and traditions before making any significant changes.
- Focus on the Food and Beverage operation, which is busy and ever evolving, recognizing that it is the 'heart' of the CCL experience, and the consistent delivery and execution of a positive, well-regarded product is a critical success factor.
- Understand the financial model, its history of operational results and the need for adherence by all departments and managers, and clearly understand how CCL formulates its financial projections.

#### **DESIRED CANDIDATE QUALIFICATIONS**

- Significant progressive management experience in a well-regarded private club or similar hospitality environment, preferably with at least five years in a top executive role. The Club will also consider well-regarded and mentored Assistant General Managers with strong and verifiable experience in leading a dynamic, progressive, "family-centric" club environment with significant recreational and social activities and amenities.
- The CEO should be a natural leader who is able to attract and develop a strong team surrounding him/her.
- Especially strong overall communications skills in both verbal and written form, as well as in listening. Further to this attribute is the ability to communicate in multiple media forms, and to recognize when and how such communication is most effective and presented.
- Must be a visionary and mission oriented; anticipating how the Club continues to evolve is important, as is being actively 'networked' in the industry to the point of being on the forefront of trends in clubs. He/She should be able to project and steer the club in appropriate and relevant directions for the benefit of the membership.
- Possessive of solid and verifiable successes in F & B operations, including the proven ability to inspire, train, and set standards; is creative and innovative, and generally regarded as having overseen a top tier F & B operation, as well as excellent working knowledge of all other key recreational, programming and activity amenities and their relevancy in the industry.
- A visible, hard-working leader that brings ideas to the table and who can express those ideas thoughtfully and easily to team members.

- The new CEO should be motivated and energetic and able to project that enthusiasm to management and staff; someone that is not afraid and provides an open line of communication and who supports his/her department heads, while also advocating for their success. He/She should be a masterful “conductor” when it comes to creating and executing a seamless and harmonious experience across all aspects of CCL.
- Especially strong financial acumen, budgeting, and presentation skills, along with an intuitive “ROI” mindset, being able to effectively communicate the vision behind the numbers.
- A true appreciation of golf, its history and how to deliver an exceptional “experience” to members and guests.
- A verifiable history of success in working in a volunteer, member owned organization, appreciating the need to gain consensus and “buy-in” to well-conceived, majority interest objectives benefiting the long-term well-being of the organization. Having proven and demonstrable success in a strong committee culture is necessary.
- A history of “mentoring” others to both develop their skills and to benefit the organization.

The Club is strongly interested in the best candidates, regardless of where they currently live, so long as they are a “good fit for a wonderful mid-western club and community.” The key attributes, as outlined above, include the proven ability to continue to elevate services, programming, and execution of a well-defined “mission.”

The role of CEO at Country Club of Lincoln should be attractive to those qualified candidates seeking a stable, long-term commitment in a community with outstanding schools and quality of life. For the right individual with passion, enthusiasm, and consistently enhanced skill sets, CCL can be a “pinnacle of one’s career!”

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A Bachelor’s Degree from a four-year university or college, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be fairly considered.
- Certified Club Manager (CCM) designation preferred.

#### **SALARY & BENEFITS**

Salary is open and commensurate with qualifications and experience befitting a club the stature and significance of Country Club of Lincoln. The club, along with the typical CMAA benefits, offers an excellent benefit and bonus 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.

**Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary.** Your letter should be addressed to Daniel Klaus, Search Chair and clearly articulate why you want to be considered for this position at this stage of your career and why CCL and the Lincoln area will be beneficial to both you and the Club if selected.

**Expressions of interest in this manner should be conveyed to our Firm no later than Monday, June 1, 2020. Interviews will occur in late June with the successfully selected candidate starting around Labor Day 2020.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter”

(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 at: [holly@kkandw.com](mailto:holly@kkandw.com)

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