GENERAL MANAGER PROFILE: ALPINE COUNTRY CLUB
DEMAREST, NJ

THE GENERAL MANAGER OPPORTUNITY at ALPINE COUNTRY CLUB

EXECUTIVE SUMMARY
- Exclusive private country club in Northern Bergen Country, New Jersey.
- Two-time Platinum Club of America.
- World class 18-Hole A.W. Tillinghast Golf Course.
- World class clubhouse facilities.
- Seeking a General Manager who demonstrates a leadership style promoting a culture that results in Member satisfaction and employee engagement while consistently meeting the annual and long-range financial and strategic goals of the club.

KEY ATTRIBUTES AND AREAS OF FOCUS
The successful General Manager will demonstrate:
- Passion for maintaining the highest levels of service for all club services and ensuring member satisfaction as the face of the club.
- Effective financial management skills through development and oversight of annual operating and capital budgets.
- Understands how to provide superb food and beverage experiences for the club members and guests.
- The ability and desire to engage sincerely and proactively with members and staff in a manner that drives high levels of engagement, excitement, and enthusiasm.
- Superior communication skills, exuding energy, creativity and transparency.
- A hospitality professional who has the ability to create an environment where the staff looks forward to coming to work every day because they are developed and respected.
- Process and metric driven leadership; setting standards of performance and execution and ensuring that they are consistently maintained is critical.
- Understands the club's marketplace, location and culture and works to position the club within the community as desirable and admired.

ALPINE COUNTRY CLUB & COMMUNITY

Alpine Country Club is an exclusive, private country club located in Bergen County, New Jersey, the most populous county of the state of New Jersey. Bergen County is part of the New York Metropolitan Area. In 2009, Bergen County ranked 16th among the highest income counties in the United States in terms of per-capita income. Bergen County has a rich history and was the location of several battles and troop movements during the Revolutionary War. Fort Lee’s location on the bluffs of the NJ Palisades made it a strategic position during the war, and the Battle of Fort Lee took place as part of the Continental Army’s attempts to keep British forces from sailing the Hudson River. Today the county is home to nearly 200 arts and history organizations, 9,000 acres of parkland, and a variety of shopping and entertainment destinations, making Bergen County a great place to live.
Alpine Country Club is situated on 196 gloriously verdant acres in Northern Bergen County. A two-time Platinum Club of America, Alpine offers its members a championship 18-Hole A.W. Tillinghast golf course.
course, five Har-Tru tennis courts, a resort-style pool facility, several gracious dining options -- both indoor and al fresco-- elegant, state-of-the-art locker rooms, children's playroom, golf simulator, and a well-equipped fitness facility. Alpine’s staff provides an outstanding level of service in a family oriented environment and a memorable experience enjoyed by spans of generations.

In 1928, at the behest of a group of civil leaders called “The Forty Millionaires,” prolific golf course architect A.W. Tillinghast designed and built the ‘Aldecress’ course on the site that is now Alpine Country Club. The original name was derived from the three towns to which the course is connected: Alpine, Demarest and Cresskill. This course turned out to be the most challenging for Tillinghast to build and is known as his “hidden gem.” Located on the Jersey Palisades, rock formations required blasting in order to shape the course to his perfection. In 1960, the course was sold to the membership and the name was changed.

In 2005, a long-range plan to restore the design and style of Tillinghast’s vision, as well as to preserve the landscape and improve turf quality, was implemented to ensure the enjoyment of generations to come. At that time, the 19th Hole Facility, now called the Golfhouse, was renovated and expanded and includes the Golfhouse Grille, top-notch Golf Pro Shop, and Locker Room Facilities. The Main Clubhouse was re-built and opened in May 2007.

Alpine’s amenities and services are designed with ‘family’ in mind. The newly renovated children's playroom, “The Chill Zone,” is a place where members’ children can have fun and be themselves. The resort-style pool area has adult and kiddie pools, a children’s playground, and a half basketball court. The “Paradise Pool” is popular among all ages for swimming, playing, socializing, or simply relaxing.

Alpine Country Club provides an exceptional dining experience with several gracious dining options. The Aldecress Room offers a venue for brunches and casual dining and can accommodate up to 100 people for small banquets. The Tillinghast Bar/Lounge offers a friendly, casual atmosphere for cocktails and dinner, or to watch a golf match or favorite sporting event. Lunch is also served in-season Tuesday thru Sunday. The Alpine’s main dining room, The Alpine Room, offers a la carte dining and family brunch and buffet dinners, accommodating up to 230 people for large banquets. The President’s Dining Room is perfect for intimate dinners and parties capable of entertaining up to 30 people. Peacock Alley is a scenic patio dining area which overlooks naturally landscaped ponds and the golf course and offers a relaxed option for lunch or dinner in the summer months. The Balcony, which overlooks the second and third holes, is an idyllic setting for cocktails, wine tastings and small, outdoor get-togethers.

ALPINE COUNTRY CLUB BY THE NUMBERS:

- 238 Members Golf; 47 Tennis, 26 House
- $65,000 initiation fee
- $19,202 annual dues
- $2,940 capital dues
- $10.9M Gross volume
- $3.7M Food & Beverage volume
- 130 employees (FTE) in-season; 20 off-season
- 15 Board members
- 55 Average age of members

ALPINE COUNTRY CLUB WEB SITE: www.alpinecc.org
GENERAL MANAGER JOB DESCRIPTION

Reporting to the President and Board of Governors, the General Manager (GM) is ultimately responsible for all aspects of Alpine Country Club operations. All department managers will report to the GM including the Controller, Membership Director/Administrator, Human Resources, Head Golf Professional, Golf Course Superintendent, and Executive Chef.

Successful administration of the “business” of Alpine Country Club while meeting annual strategic goals and expectations is critical, as is maintaining high member satisfaction levels in the course of doing so. Setting, evaluating and maintaining exceptional standards of protocol in all areas is especially important to the Board and membership at Alpine, as it is the key differentiator in a geographically competitive club market.

Of utmost importance will be the GM’s ability to lead and motivate the senior management team to establish and provide a consistently premiere experience for club members and their guests. Implementation and maintenance of the highest service standards, delivered in an unfailingly appropriate and professional manner is a critical success factor.

In addition to leading all management functions in the operation with gross revenues of $10.9M, food and beverage revenues of almost $3.7M, and a staff of 130 associates (in season), the club’s top executive will lead the preparation of annual operating and capital budgets in conjunction with the Controller and under the approval of the Board of Governors. The General Manager must be highly skilled in all matters pertaining to the financial management of a multimillion-dollar operating budget, as well as someone who is able to effectively “partner” with the Board to provide thoughtful, well-reasoned recommendations and be accountable for the results within his/her control. Additionally, the GM will need to be an effective, collaborative partner with the Board in developing strategic plans that will ensure that club keeps pace with changing demographics (getting younger members) and is viewed as a clear “Club of the Future” because of its relevant approach to services, programming, and overall “value” to its membership.

Food and beverage operations are a significant portion of the member experience at Alpine Country Club, and the General Manager must have significant and verifiable food and beverage expertise, as well as a history of hiring, training and supporting a strong, service-minded team in this and all other functioning areas. Focus on the food and beverage operations will be critical for short and long-term success at Alpine Country Club. Additionally, the new General Manager must be technologically savvy and comfortable with multimedia communication methods to ensure the club is on the cutting edge of member engagement, communications, and awareness, including contemporary website and other communication tools.

This is truly a role for a GM leader with contemporary ideas, strong “best practices” thinking coupled with execution ability. The new GM must have a desire to be part of a transitioning traditional club and be enthused about taking the club to the next level.

Critical success factors for the next General Manager of Alpine Country Club include possessing clear and verifiable competencies and “style” of high visibility and engagement (approachability) with members, guests and staff, an energy and passion for both the business and Alpine itself, and a clear “Executive Presence;” meaning a strong “gravitas” that combines a keen ability to be respected and respectful, strong communication skills, and the overall professionalism in both appearance and manner.

Additionally, being innovative, having a good knowledge of contemporary club-style marketing, a strong and intuitive orientation toward “process,” and an exceptional and unwavering eye for detail is critical. “Taking charge” and being ultimately accountable for the operation, including leading the departmental
managers (most of whom are long tenured) to “push the envelope” to meet today’s member expectations while balancing tradition and relevancy in all the club offers.

This is an exceptional opportunity at an exceptional club in a highly desirable part of the country, especially for a gifted, capable, and passionate professional.

KEY INITIAL PRIORITIES

- Recognizing that the next General Manager will likely begin sometime after peak season when activities are at their slowest, it would be expected that the new GM would take a strong approach to evaluating all aspects of the Alpine operation including personnel, physical plant, activities, offering, procedures and protocols. An overall assessment of each area within these disciplines, along with recommendations for enhancement would be part of a first 30-90 day “state of the club” report.
- The goal is to build a high performance, accountability driven, service oriented team consistent throughout each operating department of ACC. Ultimately, ACC should be recognized as a “preferred employer” in the greater Bergen County employment market, regardless of whether local or seasonal, H2B/J1 staff.
- The GM will be present and positively approachable where needed to develop strong member and staff trust and confidence; approachability, follow up, and candid, respectful interactions are key.
- Ensure that the financial and business plans of the club are reasonable, understood, and achievable, offering alternatives and reasoning if changes are recommended.

CANDIDATE QUALIFICATIONS

- 5 - 7 years of progressive management experience in a similar, private, member-owned premier club is desired. Experience in a predominately Jewish membership club is ideal, but not an absolute requirement.
- Additionally preferred are candidates who have consistently upward tracking leadership experience in a contemporary business model club or similar hospitality (hotel/resort or similar) operation, known for high service standards, are ideal. *The club will consider both current GMs, as well as those “rising stars” with the necessary potential, but who are currently in exceptional club environments as an Assistant General Manager, Club Manager, or having similar responsibilities.*
- Capable of a high degree of innovation, self-motivation, resourcefulness, and diplomacy.
- Sets a “lead by example” style with instinctive assertive hospitality, motivating those around him/her to perform in a similar manner.
- A verifiable record of working closely and successfully with member-owned club boards and active committees.
- Ability to assess, implement, and sustain a culture of quality service, and a verifiable history of doing so, as well as being proactive in both identifying and addressing issues of need or enhancement, and self-confident in offering solution options to the Board and being accountable for execution and results.
- Knowledgeable in “best practices” in top performing and high member satisfaction clubs. Having outstanding “transitional management” skills is highly desirable. Similarly, having a skillful approach to conflict management and resolution is ideal.
- Strong general management and leadership skills with verifiable strengths in financial performance, communication, recreational amenities, innovative programming and people skills. Especially strong credentials are preferred in quality food and beverage operations and exceptional member/guest service relations are critical.
• Verifiable ability to attract, hire, develop and lead a high performing team of professionals and support staff, while setting and maintaining standards of performance, implementing sustainable training protocols, and building a culture of ongoing accountability.
• Exceptionally strong communication and facilitation skills, both written and verbal, with the desire and ability to interact effectively before diverse member constituencies. *Having strong “Executive Presence” is critical!*

**EDUCATIONAL QUALIFICATIONS**

A college graduate with a Bachelor’s Degree in Business Administration, Finance, or Hospitality Management and with the CCM designation are preferred, but not absolute requirements.

**SALARY & 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.

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.

For directions on how to upload your resume and cover letter visit this page.

Click here to upload your resume and cover letter.

If you have any questions please email Nan Fisher: nan@kkandw.com

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