



## **General Manager Profile: The Beverly Country Club Chicago, IL**

### **The Club**

Established in 1908, The Beverly Country Club is a mainstay in the Chicagoland golf community. From its inception, Beverly was recognized as a championship course, a distinction that still resonates almost one century later. George O'Neil, the club's first golf professional, is credited with laying out Beverly's original golf course, reportedly with the assistance of well-known golf course architect Tom Bendelow. Beverly's mark on American golf was firmly made when club officials decided to ask legendary architect Donald Ross to create a master plan to renovate the course and bring it back to major championship standards. Over the course of nearly a decade, the entire Ross plan was adopted, again putting Beverly among the finest golf courses in the country.

Over the years, Beverly has been the host of four Western Open championships (1910, 1963, 1967 and 1970) and one National Amateur championship (1931). If one can correlate the strength of a course's champions to the strength to the course, Beverly is a true test of golf. Its champions include legends like Arnold Palmer, Jack Nicklaus, Francis Ouimet and Chick Evans. Beverly also holds the distinction of hosting three Women's Western Open championships (1937, 1960 and 1965). The women's course record is 69 by Susie Maxwell, and previous holders of the record included Patty Berg and Babe Didrikson.

Beverly also hosted the 1943 Chicago Victory National Open Championship, a wartime substitute for the National Open. Championship golf returned to Beverly in 1999 when the rejuvenated Chicago Open came to the South Side for a three-year run, with PGA Tour star Luke Donald winning in 2000. The competitive course record is 64, set by Tom Weiskopf in 1967, breaking Tommy Armour's 65 which had stood since 1928. A new course record was established in 2014 during the Western Amateur by Doug Ghim from Arlington Heights.

In 2002, the Members of The Beverly Country Club adopted a master plan to completely restore and rejuvenate the golf course, under the expert guidance of nationally known golf course architect, Ron Prichard. With its spectacular golf

course stretching beyond 7,000 yards, Beverly has resumed its rightful position as one of America's great championship tests. Beverly is now honored as being one of Golfweek's Top 100 Classic Golf courses in the United States.



The Beverly Country Club also has a long and storied relationship with the Western Golf Association and the Evans Scholars Foundation. Beverly proudly boasts the most Evans Scholars recipients in America.

The golf course is the primary asset of Beverly and most members join because of the quality of the course and because of its proximity to the Chicago CBD. The Board has traditionally invested funds to maintain the golf course and this will continue.

While golf is clearly the primary physical asset of the Club, the Beverly clubhouse is a 52,000 sq.ft. structure that allows for multiple dining and significant special function activities to occur, to support the overall prime objective of a first class golf experience. A number of capital projects have been undertaken in the past few years, with several more expected to be initiated in conjunction with a new General Manager coming on board, and an updated strategic initiative being created for the Club's long term well-being.

#### **Club Facts:**

- The Club has approximately 243 golf members at present.
- Initiation fees for a full golf member are \$25,000, with monthly dues of \$700.
- The Club has a \$1,700 annual minimum charge.
- Approximately 15,000 rounds of golf are played annually.
- Food and Beverage revenues at Beverly are approximately \$1,150,000 with 40% ala Carte and 60% of that amount derived from catering and banquet activities.
- The Club is organized as a 501C7, not for profit, tax exempt corporation.
- The Club has very little long-term debt at the present time, and has been historically conservative in its financial obligations and approach.
- There are approximately 140 FT employees at the Club in the height of season.

**Please visit the website at: [www.beverlycc.org](http://www.beverlycc.org)**

#### **Position Overview:**

The Club desires a true club professional to “run the show,” and oversee an operation of accountability, responsibility, consistency and professionalism throughout a cohesive and support management staff and team. Further, the Board is looking for a leader who can ensure clarity of a member-centric, mutually supportive and interdependent team ‘mission’ for all departments.

The General Manager will have full responsibility for all aspects of club operations, reporting to the Club President and nine people Board of Directors, who will also be serving as the Search Committee. The new General Manager must demonstrate the ability to successfully navigate Board and committee relationships and overall

governance; communicating candidly, directly and effectively, as well as proactively providing thoughtful solutions, options and professional guidance while building trust and establishing needed standard of operation during the transition. Having perseverance, patience, diplomatic but firm and fair skill sets, as well as a laser focused drive for success are critical competencies in the new General Manager.

Working with the Membership Committee, the General Manager will develop and oversee a robust and effective membership marketing strategy for member recruitment that further represents the strong golf-centric brand of the Club and its position as a top golf destination club in the greater Chicago area.

He/she will supervise the management team that includes long tenured and newer senior staff: Controller, Executive Chef, Head Golf Professional, Golf Course Superintendent, Dining and Catering Managers, Aquatics Supervisor and Locker Room Manager. The General Manager will also indirectly supervise all employees of the Club, and is expected to exemplify a “walk the talk” leadership role.

The General Manager will be the ‘face’ and overall ‘ambassador’ of The Beverly Country Club, supporting the goals and strategic plans he/she works with the Board to identify and implement.

With full P&L responsibility, the position requires a skillful food and beverage foundation, along with a successful track record and verifiable success in presenting innovative solutions to invigorate overall club member support, as well as driving banquet and catering business to support that area of the operation.

Candidates must possess strong communication skills, both written and verbal, excellent financial acumen and highly functional business planning and budgeting skills, and demonstrate the ability to advocate for and execute initiatives and club projects successfully with Board support and approval. Additionally, have strong golf knowledge and appreciation is preferred, as it is the foundation all members of Beverly enjoy.

Beverly has a diverse and demographically changing (getting younger) membership that will need a patient, respectful, but non-intimidated leader who can effectively interact on a high level with all constituencies.

## **Candidate Qualifications:**

### **The “Ideal ” Candidate is:**

- Preferably someone with local ties and experience, who understands and appreciates the unique and storied history of the Beverly, and who recognizes the need to be a strong local community supporter and presence.
- A true club professional with 3 – 5 years general management experience at a similar, member owned private club operation transitioning to its first time true General Manager role.
- The clubhouse building is very old and there has been some deferred maintenance; an analysis of the building by a structural engineer must take place and, ideally, the GM candidate would have experience supervising capital improvement projects as well as familiarity with a bidding process for contractual work. Beverly spent about \$1.2M over the last 24 months on capital improvements to the clubhouse facility.

- A strategic thinker, who can demonstrate such abilities and successes in current or past club roles, and who has the clear ability to “tell the Board what it needs to hear, not what it wants to hear!”
- Verifiably strong F & B skills, along with a solid foundation of staff recruitment, training and mentorship. Having a robust and exceptional service culture is the ultimate goal at Beverly; providing factual information to support the ability to do so is necessary.
- Having a strong, positive, enthusiastic presence with the ability to effectively communicate both verbally and in writing.
- Must be a person who understands and effectively functions in a non-profit, volunteer Board and Committee environment.
- A solid appreciation of golf and its history, as well as how to effectively position Beverly to advantage the Club from a membership recruitment perspective by capitalizing on its great golf reputation and past.
- A proven businessperson with strong financial and budgeting skills that have yielded verifiable results. A demonstrated record of success in this area is critical.
- Having good skills utilizing current technology in the club industry, and be knowledgeable as to future trends in this area, as well as the best use of such resources in communicating with members, prospective and staff, as well as using technology to improve the delivery of member services while continuing to be a ‘high touch’ service environment. Staying “engaged and connected” with members is of critical importance, and directing the use and design of the Club’s website and related digital technologies is critically important.
- A verifiable record of positive career movement.

### **Educational Qualifications:**

A college graduate with a Bachelor’s Degree in Business Administration, Finance or Hospitality Management and 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 competitive bonus and benefits package.

### **Application:**

We prefer to have you upload your resume and cover letter (in that order) to our resume service. Please note that you should have your documents fully prepared to be attached when prompted for them. Your interest in this position should be communicated no later than November 1<sup>st</sup>. First interviews are expected to occur in late November with the ultimately successful candidate starting after the first of the year.

**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)**

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 [here](#).

[Click here](#) to upload your resume and cover letter.

If you have any questions please email Nan Fisher: [nan@kopplinandkuebler.com](mailto:nan@kopplinandkuebler.com)

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