

# KOPPLIN KUEBLER & WALLACE

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## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: FRENCHMAN'S RESERVE COUNTRY CLUB PALM BEACH GARDENS, FL**

### **GENERAL MANAGER/CHIEF OPERATING OFFICER OPPORTUNITY AT FRENCHMAN'S RESERVE COUNTRY CLUB**

Frenchman's Reserve Country Club (FRCC) is a premier member-owned, private resort-style country club in prestigious Palm Beach Gardens, Florida. Palm Beach County is known as the nation's golf capital and is home to some of the most widely recognized names in golf courses and professional golfers. Frenchman's Reserve deserves to be included in those clubs recognized as 'top performers' in that market.

The General Manager/Chief Operating Officer (GM/COO) position at FRCC is a tremendous opportunity for an individual who is passionate about leadership, team development, enhancing the outstanding Frenchman's Reserve 'brand,' building strong and engaged relationships with members and staff, and seeing this dynamic, demographically diverse residential community club continue to enhance its relevancy and position in its members' lives.

With amenities already in place or planned for the near future, FRCC holds a unique position in a crowded club market—its smaller size allows for a highly personalized approach, while its amenity presentation rivals those of much larger, more expensive neighbors. FRCC offers one of the best overall 'values' for club memberships in the Palm Beaches and beyond, thanks to its wide array of exceptional amenities and services. The new GM/COO will be a person with natural gravitas, a thoughtful and proactive style, and the ability to act as an active partner with the Board as they work together to position Frenchman's Reserve as the top residential community club in the area.

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

### **FRENCHMAN'S RESERVE COUNTRY CLUB AND COMMUNITY**

Frenchman's Reserve Country Club is a prestigious and sophisticated golf course community located in Northern Palm Beach County, Florida, one of the most desirable locations in South Florida. Frenchman's Reserve has been recognized as a Platinum Club of America and rightly deserves that title.

The FRCC lifestyle ranks among the best in the nation. The amenities on the property include the Grande Clubhouse, the separate Parc Restaurant, an 18-hole golf course designed by legendary Arnold Palmer, a full-service spa and salon, a 12,000-square-foot state-of-the-art fitness facility, a racquets center, a multi-sport court, Kids' Korner facilities with a new playground, a large resort-style outdoor pool with a whirlpool, and six beautifully appointed guest suites for visitors and out-of-town guests.

The Grande Clubhouse features the Main Dining Room, which can seat up to 200 guests, as well as the Grille Room (65 guests), and Library (40 guests), and an outdoor verandah overlooking the 18th hole. The Parc Restaurant has become the hub of activity since its addition about six years ago and is the most heavily used F&B area in the Club.

The golf course at FRCC exemplifies the uncompromising standards set by Arnold Palmer in golf course design. With large, subtle greens and fairways lined with tall Florida pines and vibrant wildflowers, the course highlights the beauty of South Florida's lush landscape. Additional amenities include a chipping and putting green, a double-ended driving range, and a short game practice area with three approach greens.

Significant enhancements are scheduled in the next two to three years, including new grasses, irrigation, bunker renovations, and other minor redesigns. The Racquet Center features seven top-tier, lighted Hydro Grid tennis courts. Additional facilities include a multi-sport court for basketball and pickleball.

Kids' Korner at FRCC offers complimentary babysitting services while parents enjoy on-site amenities. It consists of two rooms filled with age-appropriate toys and games, with supervised activities. The exceptional resort-style pool area includes a zero-entry splash pad and ample, comfortable lounging and South Florida-style living spaces.

Membership is mandatory for residents within the Frenchman's Reserve community, and the POA operates independently from the Club. In recent years, new members and residents tend to be younger, thanks to proximity to highly rated private and public schools.

#### **FRENCHMAN'S RESERVE COUNTRY CLUB BY THE NUMBERS**

- At present, there are approximately 355 Full Members and 112 Social Members.
- Initiation Fee - Full Member: \$225,000
- Dues – Full Member: \$28,813 annually for Full Members
- 18 holes of an Arnold Palmer Signature Golf Course supports nearly 29,000 rounds of golf annually
- Overall operating budget is approximately \$20.0M
- F&B volume is approximately \$4.3M, with approximately 80% from ala carte dining
- Golf Shop is approximately 2,000 square feet and is owned by Frenchman's Reserve Country Club, and enjoys annual retail sales of approximately \$550,000
- Physical therapy and massage therapy services are offered as well, many in conjunction with Jupiter Medical Center
- The Club is organized as a not-for-profit corporation
- There are approximately 160 employees in the height of season, with approximately 40 being H2B or seasonal staff
- The average age of members is 67 years, 18% of the membership is made up of families with children 18 years old or younger
- There are 9 Board Members, each serving three-year terms, as well as a number of committees including: Audit, Building & Grounds/LRP, Family & Pool, Finance, Golf, Governance, Green, Grievance, House, Membership, Racquets and Spa & Fitness
- The Club uses JONAS for its accounting system, as well as Beanworks, Adaptive, and DiningEdge for robust reporting and tracking methods

**FRENCHMAN'S RESERVE COUNTRY CLUB WEB SITE:** [www.frenchmansreservecc.com](http://www.frenchmansreservecc.com)

#### **GENERAL MANAGER/CHIEF OPERATING OFFICER - POSITION OVERVIEW**

The GM/COO functions in a CEO-like capacity, working very closely with the Club's Board of Directors and leading an active number of committees. The GM/COO is clearly regarded as the face of Frenchman's Reserve Country Club and, in partnership with key volunteers, acts as a main visionary to ensure that FRCC consistently delivers an exceptionally high level of personalized service. This "lead by example" GM/COO will step into a role and Club that is not broken but will continue to seek ways to enhance and elevate the overall membership and staff experience, aiming to be an employer of choice within a highly competitive hospitality and club community.

A key to the new GM/COO's success is the ability to understand the unique nature of residential community clubs, likely through current or previous firsthand experience. Certainly, putting members first is essential, but equally important is recognizing that the foundation of staff support, mentorship, clear direction, and leading by example—being present and engaging—are critical. Building strong staff and member relationships through a natural and refined leadership style is vital.

Managing expectations through high-level, dynamic leadership and reasoning is crucial. Much of this is achieved simply by being present, approachable, accessible, diplomatic, and projecting the necessary gravitas to inspire confidence among all stakeholders. Possessing the intellectual capacity to stand your ground among highly successful members with lofty expectations is vital, and can be achieved through the right balance of sophistication. Paying close attention to details such as maintenance, SOPs, the overall member experience, staff culture, and other key success factors is essential. Additionally, possessing a high level of financial acumen and a strong focus on success metrics is necessary.

The significant capital investment, combined with a growing membership over the past few years, has helped shape the culture of Frenchman's Reserve Country Club, further establishing it as a premier, small, and personalized active lifestyle club and community in Palm Beach County. Helping to manage the changes associated with these improvements, evolving demographics and expectations since COVID, and integrating new members are critical success factors for the new GM/COO. Being a proactive, inspiring leader in this regard is extremely important.

**Key attributes, characteristics, experiences, and style of the successful new leader include:**

- Being a naturally positive, energized, aspirational leader who understands the dynamics of a family-oriented club, and who can and has effectively led diverse age demographics to harmonious and supportive enjoyment of their club.
- Possess a deep knowledge in active club operations, with especially strong financial and F & B skills, amongst many other key club leadership competencies.
- Active participation and thought-partnering with the Board, Committees, and contributors to FRCC's success. Ultimately, the goal is to allow members to be members, enjoy their time and volunteer contributions, and not make operating decisions but be policy makers and strategic partners.
- Naturally outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating members or staff while doing so. Being respectfully confident and connected to the membership and team is critical.
- Having experience and skills in creating and implementing strategic plans, 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, communities, real estate, and economic cycles.
- Possess a strong record of selecting and developing talent in club senior leadership roles
- Financially astute and able to effectively guide a \$20.0M+ operation.
- A track record of results in governance/leadership partnership with active Member Boards, and being able to effectively present in larger-scale member forums.
- Active involvement in CMAA or similar organizations where he/she has a strong network of peers, and can stay actively abreast of the industry, trends, and opportunities for FRCC to stay relevant and proactive for its members and staff.
- A record of success in a similar type of club that has a verifiable history of strong member satisfaction and support.

**INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER**

With the expectation that the new GM/COO will commence his/her role in the height of the season in Florida, the following priorities have been identified as recommended primary focus:

- Understand, embrace, and execute the Board's vision and strategy, with conviction, passion and energy in a manner that clearly conveys high value back to the membership. Work in clear partnership with the Board while doing, keeping them actively abreast of results. Getting to know each of them personally, as well as all other contributing volunteers to FRCC's success early in the position is a critical success factor.
- Meet and sincerely interact with and engage as many members as possible, "be present!" **Build trust** whenever and wherever possible, schedule interactive times and follow up on details.
- Spend time with the team, especially senior staff in all areas of operations, getting to know them, evaluating their abilities, and aspirations, ensuring that they and their respective teams have clear expectations and accountabilities in place.

- Work closely with the F&B team to ensure that an appropriate foundation of success is in place in this department, both in the culinary and service execution sides of the operation. F&B operations are of utmost importance to the membership and meeting a majority of members' expectations in this area is a critical success factor. With Parc being the most active F & B outlet, the primary focus is on ensuring this operation is in sync with the majority of member expectations. Additionally, evaluate the training of team members
- Learn the financial flow of the operation, how budgets are developed and monitored, and how operations are fiscally managed and controlled. Work closely with the Treasurer and CFO to understand operational and financial history, as well as immerse in capital projects on the drawing board.

#### **CANDIDATE QUALIFICATIONS**

- A minimum of 7 - 10 years of progressive leadership/management experience, preferably in a private member-owned country club residential community with multi-dimensional operations, or leading hospitality operations outside of the club industry in a similar hospitality operation. While Assistant General Managers will be considered, there is a preference for those who have verifiable success and time currently in the top role.
- A demonstrable record of personal success, an unimpeachable reputation, a hunger for "being the best," recognizable and naturally articulate, because of experience and success, in communicating how and why results were achieved.

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

A bachelor's degree from a four-year university or college, preferably in hospitality management, is highly desirable. Credentials from the hospitality industry that recognize ongoing involvement and commitment to lifelong personal and professional development are also desired.

#### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and complete the required employment eligibility verification form upon hire.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

#### **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to the **Frenchman's Reserve Country Club search committee/Ms. Judy Montgomery, President.** Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why FRCC and the Palm Beach Gardens area will benefit you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible, but no later than Tuesday, October 20, 2025. Candidate selections will occur early November, with the first Interviews expected mid-November and the second interviews a short time later, before Thanksgiving. The successful candidate should assume his/her role as soon as reasonably possible with notice to their current employer.**

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter - Frenchman's Reserve CC"

(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 Patty Sprankle: [patty@kkandw.com](mailto:patty@kkandw.com)

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