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GENERAL MANAGER PROFILE:

BENT CREEK COUNTRY CLUB

LITITZ, PA

GENERAL MANAGER OPPORTUNITY AT BENT CREEK COUNTRY CLUB

Bent Creek Country Club, a member-owned, full-service, family-focused club in Lititz, Pennsylvania, just outside of Lancaster, is seeking an accomplished and energetic General Manager to lead its vibrant community. This is an exceptional opportunity for a confident and approachable executive with proven success at a highly regarded private club. The ideal candidate will bring strong executive presence, financial and operational expertise, and the ability to balance tradition with innovation. A visible and engaging leader, the GM will enjoy building authentic member relationships while guiding the Board, Committees, and staff with professionalism, diplomacy, and the judgment to respectfully push back when necessary to protect the Club's best interests.

The next General Manager will shape and execute a clear strategic vision for Bent Creek's future, implementing best practices, strong processes, and effective procedures that support excellence across all operations. This role offers the chance to mentor and inspire a talented team, foster a culture of accountability and service, and elevate the overall member experience across golf, racquets, aquatics, dining, and social activities. With the full support of a committed membership and Board, the GM will have the opportunity to make a lasting impact, ensuring Bent Creek Country Club continues to thrive as a premier private club and a welcoming, family-oriented community.

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

ABOUT BENT CREEK COUNTRY CLUB

Nestled in the suburbs of Lancaster County, this premier private club has quietly built a reputation for its understated elegance, its breadth of amenities, and its broad appeal to families of all ages. The Club is dedicated to promoting an active lifestyle and an elevated member experience. The signature Jay Morrish Championship-designed golf course was cited by the USGA as "a benchmark for golf courses in the Mid-Atlantic region" and was recently reimagined by award-winning golf course architect Andrew Green. The Club's year-round racquets facility features dedicated tennis and pickleball courts, and the pool facility provides activities for the entire family. There is also a year-round fitness facility with a professional trainer on-site.

Bent Creek members recently made \$15 million of capital improvements to the property, including a comprehensive golf course renovation under Andrew Green as noted above, pool refresh, and a conversion to year-round and expanded tennis/pickleball facility and enhanced clubhouse amenities. The Club continues to grow and thrive, offering an outstanding experience to its members and guests, all of which must be supported by an outstanding General Manager.

Dining options for Bent Creek members include the new Tavern at the Turn, where members enjoy an outdoor setting with golf course views, TVs, high-top bar seating, and low-top tables, an outdoor pizza oven, quick bites when making the turn on the golf course, or a relaxing space after a round of golf or for family dinner. The Club offers year-round dining inside at its Creek Grill facility as well as barroom dining with seasonal terrace options overlooking the golf course. The Club also offers multiple private event space options for groups of 10-250.

BENT CREEK COUNTRY CLUB BY THE NUMBERS

- 508 Total Members, 333 Full Golf Equivalent
- Approximately \$7M Gross volume

- Approximately \$2.9M Annual dues volume
- Approximately \$1.8M F&B volume
- \$16,000 Initiation fee
- 155 Employees in season
- 14 Board members, 3-year terms
- Large group of Young Executive Golf Members

BENT CREEK COUNTRY CLUB WEBSITE: www.bentcreekcc.com

GENERAL MANAGER – POSITION OVERVIEW

The General Manager (GM) has responsibility for all day-to-day operations of Bent Creek Country Club (BCCC). S/he directs and administers all aspects of the operations, including oversight of amenities, staff, and all programs and activities to ensure outstanding service and member and guest engagement and satisfaction. The key drivers of success for this position will be revenue growth, operational efficiency, and organizational effectiveness, based on the foundational skills of strategic planning, financial management, and relationship management.

The General Manager of Bent Creek Country Club will be a visible, hands-on leader responsible for guiding all aspects of the Club's operations and long-term success. In partnership with the Board, the GM will develop and implement a multi-year strategic plan that ensures the Club's vitality, sustained membership growth, and reputation for excellence. Serving as a trusted advisor, the GM will balance tradition with innovation, keeping Bent Creek at the forefront of private club excellence by anticipating trends, opportunities, and challenges while maintaining the culture and brand that define the Club.

The GM will provide strong financial and operational leadership, directing the preparation and management of operating and capital budgets, safeguarding assets, and aligning resources with strategic priorities. Equally important will be fostering strong relationships with members, the Board, and committees by being a consistent presence, engaging at marquee events, and ensuring clear, proactive communication. The GM will serve as the primary conduit for information exchange, supporting transparency and alignment across the Club.

As a servant leader, the GM will inspire and hold accountable a high-performing staff team. Oversight includes all key areas of operations, including golf, racquets, aquatics, dining, and grounds, with particular emphasis on maintaining consistently exceptional food and beverage experiences. The GM will mentor department heads, ensure onboarding and training programs are in place, and create a positive, professional culture where staff are valued, supported, and focused on delivering outstanding member service.

Ultimately, the successful candidate will be a strategic thinker, proven operator, and engaging communicator who combines vision with hands-on leadership. The General Manager will ensure Bent Creek Country Club continues to thrive as a welcoming, family-oriented community and a premier private club.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

- Spend considerable time with the Board, Members, and Staff to listen and understand the culture and history of Bent Creek Country Club before making any significant changes. Be highly visible, hands-on, approachable, and available.
- Review and evaluate the current organizational chart; make a recommendation to the Board for any changes needed.
- Review current practices for staff recruitment, retention, and overall development/training/performance evaluation strategies, and work with the Team to develop a plan for enhancement in each area as appropriate.
- Evaluate and enhance the overall Bent Creek Country Club member experience, particularly within food and beverage operations, by re-establishing standards of operation, setting clear expectations for the team, and fostering a culture of accountability, while collaborating with staff to implement a focused action plan for timely and meaningful improvements.

- Work collaboratively with the Board and management team to establish mutually agreed-upon key performance indicators, along with the essential data and metrics required to support informed strategic planning and effective operational oversight.
- Examine the Club's financial standing, showcasing responsible fiscal management and accountability across both operating and capital budgets.
- Create a “State of the Club” report to the Board after ninety days of evaluation and observation, providing keen insights and recommendations for procedures, staffing, programming, and other key processes within the Club.

CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of progressive leadership/management experience characterized by a steady upward trajectory with expanding leadership experience in a club or similar hospitality operation known for high service standards. The Club prefers a current GM but will consider “rising stars” with the necessary potential, who are currently in exceptional club environments as an Assistant General Manager, Chief Operating Officer, Club Manager, or similar role.
- Demonstrated track record of attracting, developing, and retaining high-caliber talent.
- Strong management skills with verifiable strengths in team growth and development, financial performance, diverse recreational amenity management, quality food & beverage programming, exceptional member/guest service programming, strategic planning, renovations, and project management.
- The ability to consistently define and achieve goals and objectives.
- Proven and verifiable leadership qualities with demonstrated ability to direct, coordinate, and control all facets of a full-service country club with a \$7M operating budget.
- A network of professionals in a wide range of functional skills and disciplines within the hospitality industry that might benefit BCCC.
- Strength in member recruitment strategies and fostering a healthy and strong F&B culture to promote BCCC in the community at large.
- A Team Builder. A person who embodies the persona of ultimate coach, motivator, and builder of leaders, bringing out the best in others by setting clear goals and expectations, providing consistent feedback and support, and treating others with respect and professionalism.
- A confident, diplomatic, and competent professional who is a take-charge person who recognizes the importance of accountability. A creative problem solver who commands respect through professional interactions and integrity.
- Possesses strong organizational skills and an obsession with details necessary to achieve high levels of quality, satisfaction, and outstanding member experiences.
- A charismatic individual with an operating style that is commensurate with the culture and expectations of a friendly, fun, and supportive membership and team of associates.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM, CCE, or CMC are encouraged but not required.

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 **Bent Creek Country Club Search Committee**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why BCCC and the Lancaster 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 Friday, November 7, 2025. Candidate selections will occur mid-November, with the first Interviews expected in December 2025 and the second interviews a short time later. The successful candidate should assume his/her role as soon as possible.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Bent Creek 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 Alice Stevens: alice@kkandw.com

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