

# KOPPLIN KUEBLER & WALLACE

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## **EXECUTIVE CHEF PROFILE: CRYSTAL DOWNS COUNTRY CLUB FRANKFORT, MI**

### **EXECUTIVE CHEF OPPORTUNITY AT CRYSTAL DOWNS COUNTRY CLUB**

Crystal Downs Country Club is seeking a new Executive Chef ready to take the next meaningful step in their leadership journey. This role is well-suited for a chef who has built a strong foundation in quality, seasonality, and team leadership and is now prepared to step into a top position within a storied, tradition-rich club environment. Set along the shores of Lake Michigan, the opportunity offers mentorship, collaboration with engaged club leadership, and the chance to lead a culinary program where consistency, simplicity, and member connection are valued.

### **ABOUT CRYSTAL DOWNS COUNTRY CLUB**

Perched atop the breathtaking bluffs of Benzie County, Michigan, Crystal Downs Country Club offers an unparalleled experience where tradition meets timeless beauty. Since 1927, this private, member-owned retreat has embraced families and friends, fostering a unique community spirit across generations. With its world-renowned Alister MacKenzie-designed 18-hole links course, players are invited to test their skills against nature's backdrop of rolling dunes, pristine fairways, and sweeping views of both Lake Michigan and Crystal Lake.

The English cottage-style clubhouse, designed by Alexander McColl, complements the club's natural surroundings, offering a perfect setting for social gatherings, relaxation, and panoramic lake views. The golf course and clubhouse are situated on a narrow strip of sandy, rolling land between the big lake and inland Crystal Lake, affording expansive views of both lakes, ever-differing sunrises and sunsets, and fairly constant, invigorating winds. Some commentators have expressed that the land itself exudes energy.

More than just a golf destination, Crystal Downs is a family-centric community that cherishes meaningful relationships and local involvement. Whether enjoying the invigorating winds across the course or a sunset over the lake, every moment here is filled with the serenity and charm of Northern Michigan. At Crystal Downs, tradition thrives, and memories are made.

### **CRYSTAL DOWNS COUNTRY CLUB BY THE NUMBERS:**

- Approximately 469 Members
- Membership Average Age – 66
- Total Gross Volume Approximately \$5.5M
- Annual Food Revenue – \$520k
- Annual Beverage Revenue - \$207k
- Dining Ratio - a la Carte 58% - catering 42%
- Annual Dining Covers – 8,000
- POS System – ClubEssential
- Food Cost – 35%
- Kitchen FTE – 20 | Club FTE - 143
- Average Labor Cost – 31%
- Kitchen Leadership – (Sous Chef, Golf Shop Grill Supervisor)
- 2 Kitchens (Main Clubhouse, ProShop)
- Average Weddings – 3 (member or sponsored)
- Club is open May – October
- Clubhouse is closed on Mondays

**CRYSTAL DOWNS COUNTRY CLUB WEBSITE:** [www.crystaldowns.org](http://www.crystaldowns.org)

## **CRYSTAL DOWNS COUNTRY CLUB FOOD & BEVERAGE PROGRAM:**

The Club offers a variety of outlets designed to serve members across different moments of their day and diverse dining and social needs. The club is highly seasonal, with peak season from mid-May to mid-October. The Clubhouse serves as the central hub, providing welcoming indoor dining and gathering spaces for everyday use and special occasions. The Patio offers an inviting outdoor setting, ideal for relaxed dining, social connection, and seasonal enjoyment. The Grill at the Golf Shop operates as a grab-and-go area for golfers and quick bites. Banquets support private events, celebrations, and Club functions, delivering flexible spaces and service designed to accommodate everything from intimate gatherings to larger, formal events. The largest events of the year are picnics and outdoor barbeques in July and August that see 350 attendees.

## **EXECUTIVE CHEF – POSITION OVERVIEW**

### **Leadership**

- Take full ownership of the culinary team; build trust with them by engaging, observing, learning, and listening.
- Earn members' trust by instilling confidence through continued enhanced operations, interaction, and visibility.
- Create a fun, collaborative work environment while being "hands-on" and engaged in the operations.
- Involve associates in the decision-making process of how "work gets done" and create a work environment of mutual respect in which people want to come to and participate every day.
- Be a focused and consistent evaluator of personnel, ensuring that standards of conduct and delivery are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of the kitchen facilities.
- Be an active and dynamic recruiter of team members and someone who inherently enjoys developing and building his/her team and leading them to significant, positive membership satisfaction outcomes.
- Establish and consistently enhance operating standards for personnel in areas of responsibility and consistently evaluate knowledge, understanding, and execution of these high standards.
- Work closely with the front-of-house food and beverage managers to ensure a cohesive experience that consistently exceeds the expectations of members and guests.
- Hold daily/weekly staff briefings and line-ups with direct reports to keep them informed of necessary and relevant activities and expectations at the club. Assist in planning and be responsible for ensuring special club events are well-conceived and executed.

### **Operations**

- Oversees Clubhouse & Golf Shop Grill menu development that changes seasonally, ensuring a diverse and high-quality menu that is responsive to the desires of the Clubhouse Manager and House Committee and reflects membership preferences.
- Instructs and supervises dishwashers in the details of using the dish machine to ensure high quality of sanitation standards.
- Interacts directly with and develops a sound working rapport with the Club members during daily operations to plan special events; coordinates with the F&B leadership to produce accurate and complete event sheets.
- Works with the leadership team to develop Clubhouse regular dining, Grill dining, and private events, and assists in menu development in all food service-related areas.
- Develop and maintain standard recipes and techniques for food preparation and presentation that help to assure consistent, high-quality food and minimize food costs.
- Ensure that high sanitation standards, cleanliness, and safety are always maintained throughout all kitchen areas. Establish controls to minimize food and supply waste and theft.
- Safeguard all food-preparation employees by implementing training to increase their knowledge about safety, sanitation, and accident prevention principles.
- Maintain safety training programs. Manages OSHA-related aspects of kitchen safety and maintains MSDSs in an easily accessible location.

## **Financial**

- Maintains an ordering and receiving program to ensure proper quality and price on all purchases and received shipments.
- Maintains responsibility for sales, expenses, and financial goals as outlined in the operating & capital budget/plan.
- Plan and assist with pricing of menus for all food outlets in the club and for special occasions and events. Schedule and coordinate the work of chefs, cooks, and other kitchen employees to ensure that food preparation is economical and technically correct, and within budgeted labor cost goals.
- Consistently monitor payroll and labor resource allocations to ensure they are in line with financial forecasting and goals.
- Prepare necessary data for applicable parts of the budget; project annual food, labor, and other costs and monitor actual financial results; take corrective action as necessary to help ensure that financial goals are met.
- Maintain strong relationships with local vendors and identify new vendors to ensure the best prices for the best quality products.

## **INITIAL PRIORITIES**

- Be visible with the membership, engaging and acting as the face of Food & Beverage, actively building relationships with Members.
- Evaluate and set appropriate and necessary standards of operation, execution, and delivery within the culinary operation, taking ownership of the entire experience from production to final delivery of the product, while working closely with the FOH leadership team.
- Establish a leadership and mentoring role in the kitchen, and develop young talent, while exposing the team to new ideas and techniques.
- Create an innovative, relevant, consistently interesting à la carte menu that provides Members with competitively priced and desirable options that are reflective of most Members' interests and tastes.
- Continue to raise the bar with Member events by infusing creativity and variety into club favorites.

## **CANDIDATE QUALIFICATIONS**

- Five years' experience in a similar role, exposure to seasonal operations preferred but not required
- Degree in culinary arts and/or other hospitality management focus.
- Has ten years of food production and management experience.
- Is a dynamic, creative, empathetic, and caring individual who communicates well with staff and Members.
- Is experienced with technology, including POS, and Microsoft Suite
- Has achieved or is working towards Certified Executive Chef (CEC) certification through the American Culinary Federation (ACF) or Pro Chef II certification through the Culinary Institute of America, preferred.
- Food Safety Certified

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to 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 **Mr. Ray Geffre, General Manager, Crystal Downs Country Club**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why CDCC and the Frankfort, MI 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, March 6th. Candidate selections will occur the following week, with the first Interviews expected in mid-March and the second interviews a short time later. The successful candidate should assume his/her role in mid-Late April.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Crystal Downs CC”

(These documents should be in Word or PDF format.)

Note: Once you complete the application process, 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 Bethany Taylor: [bethany@kkandw.com](mailto:bethany@kkandw.com)

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