

KOPPLIN KUEBLER & WALLACE

GENERAL MANAGER PROFILE: RIOMAR COUNTRY CLUB VERO BEACH, FL

THE GENERAL MANAGER OPPORTUNITY AT RIOMAR COUNTRY CLUB

The General Manager role at Riomar Country Club is an opportunity to be part of an 'old Florida' style club that has and is continuing its evolution of balancing great traditions with relevant updated amenities and processes. This oceanside club enjoys a strong waiting list, has recently updated its clubhouse and has a well-regarded course with supportive and socially active members.

Located in the quaint town of Vero Beach, Florida, Riomar is seeking a strong relationship builder who functions exceptionally well in a very family-oriented environment; Riomar Country Club is a small club where 'everyone knows everyone else', both members and staff. Having a 'can do' mindset, being an exceptional communicator and listener, with natural 'front facing' and hands-on skills and style, strengths in F & B and team building, and being financially astute are all keys to success in this friendly, quaint environment.

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

ABOUT RIOMAR COUNTRY CLUB AND COMMUNITY

Riomar Country Club (Riomar) is a private, by invitation only, member-owned club nestled between the Indian River and the Atlantic Ocean in Vero Beach, Florida and exists solely for the enjoyment of its members. Having been incorporated in 1919, Riomar is the oldest club in Indian River County and one of the oldest in the state.

At its heart, Riomar Country Club is still the neighborhood club it was founded to be, a place where the members all know each other, and the staff knows each of the members in a harmonious and understated atmosphere, and both the Club and neighborhood retain the 'old Florida' look and style with live oaks draped in hanging Spanish moss.

The pristine golf course encompasses approximately 100 acres and the front 9 stretches along 1500 feet of ocean, which is protected by a reef and boasts the most holes on the ocean in the state of Florida. Players navigate more than 3800 trees and Riomar is the only course on the Treasure Coast without tee times.

Members also enjoy two clubhouses which have been totally renovated within the past 8 years and both offer outstanding views of the course and/or ocean. The main clubhouse and a quaint, oceanside Beach Club both offer dining options where service is informal and familial and the Riomar staff is warm, patient and devoted and has served the club an average of 12 years. Member participation is high at Riomar, and members enjoy an active social calendar including bridge, various 'clubs within the club', an active croquet program and more.

Today, Riomar Country Club is a "hidden gem" along the coast in highly desirable Vero Beach, Florida. The understated elegance of the Club is a hallmark of its existence and its members.

RIOMAR COUNTRY CLUB BY THE NUMBERS:

- The Club has approximately 265 members over six membership categories
- The initiation fee is \$100,000
- Annual dues/fees regular members are \$12,490
- There is a pending assessment of \$5,000 for purchase of property adjacent to the Beach Club
- Gross revenues of the Club from all sources are approximately \$5.530M
- Dues revenue are approximately \$3.2M
- There were approximately 22,000 annual rounds of golf in 2021 (with no tee times)
- F&B Volume – approximately \$1.6M
- Employees: Approximately 45 FTYR with another 15 seasonal

- There are 9 Board members each serving three-year terms
- There are 11 committees including Employee Benefits and Insurance, House, Women's Association, Finance, Membership, Golf, Candidate Development, Summer Guest Program, Green & Grounds, Strategic Planning and Nominating
- The Club uses JONAS for its accounting and POS
- The Club is organized as a 501(c)(7)
- Average of the membership is approximately 77 years of age, trending much younger with new members the past few years

RIOMAR COUNTRY CLUB WEB SITE: www.riomarcountryclub.com

RIOMAR COUNTRY CLUB GENERAL MANAGER POSITION OVERVIEW

The General Manager (GM) will have responsibility for all day-to-day operations of Riomar Country Club. He/she will direct and administer all aspects of the operations to include amenities, staff, and all programs and activities to ensure outstanding service and member and guest satisfaction. While all typical competencies are important, our need is for a GM who enjoys being actively engaged, is proactive in new trends and innovations, who wants to be part of a relationship based, smaller club environment in a great community, and who has a passion for the industry. Additionally, he/she must be an individual who can recognize what is working well at present, and what needs enhancement. Riomar is a smaller club where the team all work together and the GM needs to be the epitome of a hands-on, actively present leader who sincerely appreciates being part of a supportive, friendly membership and staff.

KEY ATTRIBUTES AND INITIAL AREAS OF FOCUS ARE EXPECTED TO BE:

- Someone with an outgoing service-oriented personality with strong social and leadership skills and effective mentoring ability; someone who clearly leads by example and compels others to do so as well.
- A diplomatic, respectful style with a natural default to action.
- Being an innovative and excellent communicator who can effectively engage with staff, board, and members, as well as contributors outside of the club who contribute to its success is critical.
- Someone who is calming and can immediately establish credibility with the staff and can lead in all areas.
- Someone who is very professional but is also a doer – someone who is willing to roll up their sleeves and be “hands on” as needed.
- The ability to set goals and execute them successfully, as well as being able to initiate changes if and when needed, and who enjoys working closely and “partnering” with the Board, Committees and Senior Staff to identify and executive new opportunities of service enhancement, amenity improvement or programming changes. Possessing a natural process driven leadership style; setting standards of performance and execution and ensuring that they are consistently maintained is critical. Identifying and clarifying staff roles and duties to ultimately show clarity and consistency for ultimate accountability.
- Having financial and business acumen is a must, as is the ability to set and work within a budget is of critical importance, along with having effective financial management skills through oversight of development of annual operating and capital budgets.
- Establishing and maintaining a strong and highly collaborative team of department heads is critical. The team is well regarded at present but focus on increasing communications between the entire team and consistent protocols throughout the operation is necessary. Implementing an effective and consistent staff meeting plan and overall “team mission” focus will be important.
- Sincere and consistent member and staff engagement as the “face of the club.” Being highly visible, interactive, and engaging, and knowing how to balance administrative functions with key engagement opportunities is very important.

ADDITIONAL AND REITERATED CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of progressive leadership/management experience in an active, family-oriented, private, member-owned club environment is preferred. Non-current GM's will be considered, but only with verification of work experiences with a quality club and mentor.
- Exceptional F&B experience is a must.

- Strong general management skills with verifiable strengths in team development, financial performance, recreational amenity management, quality food & beverage programming, knowledge of golf and golf operations, exceptional member/guest service programming, strategic/capital planning, renovations and project management, and the ability to consistently define and achieve goals and objectives.
- Comfortable working in a casually elegant oceanside club environment, and able to ensure appropriate protocols for maintenance and housekeeping standards in such an environment is important.
- Being a humble, but confident “thought partner” with the Board, and able to make decisions and recommendations based on industry knowledge, experience, and confidence in his/her own ability to deliver.
- A Team Builder. A person who embodies the persona of ultimate coach and motivator, 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, respectful, and competent professional who is a doer and take-charge person and who recognizes the importance of accountability. A creative problem solver who commands respect through professional interactions and integrity.
- Developed ‘marketing’ skills; essentially able to create a spirit of participation by members in events and activities through various means.
- Passion for the role, with a positive, energized, thoughtful demeanor conducive to a fun, personalized member, and staff centric environment.
- A strong “bottom up” leader who recognizes and has verifiable demonstrations of his/her development of the team. Encouraging of personal growth to both personally, and professionally benefit Riomar Country Club.
- A person who can say “no” when necessary and appropriate, without alienating members or staff when doing so, but also offering ‘this is what we can do’ options.
- Possessive of strong organizational skills and an obsession with details necessary to achieve high levels of quality, satisfaction, and outstanding member experiences and high levels of staff satisfaction and member engagement.
- A charismatic individual with a sense of humor and style that is commensurate with the culture and expectations of a friendly, fun, and supportive membership and team of associates.
- Someone who enjoys small town life that is Vero Beach but is able to positively anticipate and embrace the seasonal variations in activity levels.

KEY PRIORITIES FOR SUCCESSFUL TRANSITIONING

The following priorities have been identified as recommended primary focus:

- 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. Being engaged and part of every operating department is critical, as is becoming the face of Riomar Country Club!
- Develop the President, Board and Committee relationship, working to create a strong bond and communication exchange of diplomatic openness.
- Immerse into the Club’s financial and business plans to fully understand the Club’s history and model for success.
- 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 great importance to the membership, and meeting members’ expectations in this area is a critical success factor. Work closely and engage significantly with the Club’s key and mostly tenured senior directors, all of whom are viewed as quality contributors to Riomar’s success.

CANDIDATE QUALIFICATIONS

Ideally, a minimum of 5 - 7 years of progressive leadership and management experience in (preferably) a private member-owned country club. Verifiable success in current and past roles is critical.

The Club will consider candidates from outside the club industry who possess verifiable relationship building, success metrics orientation and understanding of volunteer board and committee dynamics with the ability to effectively lead in this type of operation.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A minimum of two years of college with a focus on Hospitality Management is desirable, or a demonstrated history of continuing education and professional development in CMAA, PGA or similar association education networks. In lieu of a degree, substantial private club or hospitality industry experience will be considered.

CLUB COVID REQUIREMENTS

At present, the Club does not require staff to be fully vaccinated as a provision of employment.

SALARY AND BENEFITS

The Club offers an excellent bonus and benefit package, along with the typical CMAA benefits.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Wayne Randall and the GM Search Committee and clearly articulate why you want to be considered for this position at this stage of your career and why Riomar and the Vero Beach area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Monday, August 15th, 2022. Candidate selections will occur later that month with first Interviews around Labor Day. Ideally, the new GM will commence his/her role by Fall 2022.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Riomar CC”

(These documents MUST 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

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