

# KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

## GENERAL MANAGER POSITION PROFILE: THE HASENTREE CLUB WAKE FOREST, NC

### GENERAL MANAGER AT THE HASENTREE CLUB

The Hasentree Club includes a world-class Tom Fazio golf course, tennis and pickleball facilities, fitness facilities, and child development center, and indoor and outdoor dining options. It is one of the finer club experiences in the Raleigh-Durham area. Looking for a dynamic leader who understands how to deliver the member experience daily, is comfortable thriving in the world of for-profit hospitality and clubs and excels in strategy and decision-making. Excellent upward mobility options for successful candidates who become the General Manager and succeed in delivering on the Invited Vision for all clubs they own.

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

### THE HASENTREE CLUB AND COMMUNITY

Hasentree, the Triangle's resort-style community is located just north of Raleigh in Wake Forest, North Carolina, and offers an exceptional living experience with a strong focus on both leisure and active lifestyles. At the heart of Hasentree is the Tom Fazio-designed golf course, a 7,074-yard, par-71 layout that caters to golfers of all skill levels. The course, recently revitalized through a comprehensive bunker renovation, now boasts even greater appeal and playability, making it a delightful challenge for players while also offering picturesque views for non-golfers who enjoy the meticulously maintained grounds.

The Clubhouse at Hasentree is a bustling hub of activity, featuring a luxurious 16,500-square-foot space with stunning views of the golf course. The Clubhouse includes an expansive bar and grille room, a private dining room, and a covered outdoor dining area complete with a fire pit and a spectacular three-hole view of the course. The locker rooms are equally impressive, offering premium features such as flat-screen TVs and private shower suites. Dining at Hasentree is a highlight, with members enjoying Southern rustic cuisine at The Oak restaurant and its bar, Tavern at Oak. Whether it's lunch, dinner, or drinks with friends, the dining options provide a welcoming and sophisticated atmosphere.

Hasentree also places a strong emphasis on fitness and wellness, offering members access to top-of-the-line equipment, classes, and personal trainers. The cardio studio is equipped with the latest technology, ensuring that members have the best tools available to maintain or enhance their fitness levels. The tennis program is robust, with six lighted, year-round courts (four Har-Tru clay and two hard courts), which also include pickleball and QuickStart lines for junior players. Camps, clinics, training sessions, round robins, and social events ensure that members of all ages and abilities can enjoy the game and connect with fellow players.

For those who enjoy swimming, Hasentree offers three pools, including a six-lane, 25-yard competition pool, a zero-entry children's splash pool with interactive features, and the "Hasenator," a thrilling 90-foot, double-loop water slide. Young swimmers can also join the Hasentree Hammerheads swim team, which competes in the Tarheel Swimming Association, North Carolina's largest summer recreation youth swim league.

**Invited (formerly known as ClubCorp)** is a leading owner and operator of private clubs in the United States. With a portfolio that includes golf and country clubs, city clubs, and stadium clubs, Invited provides a wide range of premium amenities and services to its members. The organization focuses on creating exceptional experiences in golf, dining, fitness, and social activities, fostering community and connection among its members. Invited is known for its commitment to innovation, continuously enhancing its clubs to meet the evolving needs and preferences of its diverse membership base.

## **THE HASENTREE CLUB BY THE NUMBERS**

- Approximately 1475 Members
- Approximately 28,000 Annual rounds of golf
- Initiation Fee \$30,000
- Monthly Dues: Approximately \$800
- Gross Volume: Approximately \$10M
- Annual Dues Volume: Approximately \$6.2M
- F&B Volume: Approximately \$2.2M
- 92% a la carte / 8% catering
- Approximately 65 Full-Time Employees; 100 seasonal
- Gross Payroll: Approximately \$2.8M
- Club is a “For Profit” organization
- Club uses Micros for POS
- 9 Board Members – 3-year terms
- Average age of membership: 52

**THE HASENTREE CLUB WEBSITE:** [www.thehasentreeclub.com](http://www.thehasentreeclub.com)

## **GENERAL MANAGER POSITION OVERVIEW**

The General Manager is a strategic business leader responsible for managing the Club's daily operations. They will maintain a high standard of excellence while promoting a People First Culture. The GM is responsible for all day-to-day operations at Hasentree Club. Which include:

- Manages restaurant financial objectives by forecasting requirements, preparing annual budgets, scheduling expenditures, analyzing variances, and initiating corrective action plans.
- Maintains a safe, secure, and healthy environment by establishing, following, and enforcing sanitation standards and procedures, while complying with legal regulations.
- Trains and monitors employees while evaluating their performance and productivity.
- Actively markets club memberships and provides exceptional Member services.
- Recruits, selects, and develops talent while maintaining a positive and inclusive work environment.

He/She will direct and administer all aspects of the operations – the amenities, membership, staff, and all programs and activities including the operations of golf, tennis/pickleball, child development center, fitness, and all food/beverage operations, activities and programs. The goal is to ensure an outstanding service delivery to the membership and their guests. This position is an exclusive, full-time role. To be successful the GM must have a natural, intuitive style of sincere engagement. The GM is also viewed as an ‘ambassador’ for both prospective, new, and long-tenured members. Being assertively hospitable with an eminently approachable, visible, and engaging presence is critical.

He/She is fully responsible and accountable (with the support of the Owner, Board of Governors, Golf and Social Committees) to consider and effectively deal with all matters of significance or potential significance to Hasentree Club. The successful candidate will ensure that Hasentree Club is an environment that consistently strives to provide improved service, programs, and overall lifestyle enjoyment to its residents and members, which he/she is intimately familiar with and responsible for, within Hasentree Club’s financial parameters. Family activities and programming, critically important at Hasentree Club, have resulted in the continued attraction of new, demographically evolving younger members. There should be a continued focus and commitment to this aspect of the operation.

In addition to coordinating and supervising all of the management and administrative functions, the GM will oversee the preparation of annual operating and capital budgets, supporting the strategic and tactical initiatives and expectations that he/she has identified with the Owner and Advisory Board.

Ensuring that his/her leadership team is involved, and therefore accountable, for their respective departmental budget and outcomes. The GM will be the primary Club representative working with their SVP to ensure that significant capital/asset improvements are well conceived, thoroughly planned, and executed and that the status of such projects is consistently communicated to appropriate constituencies within Hasentree Club.

#### **KEY CHARACTERISTICS OF THE NEW GENERAL MANAGER**

- Adaptable to change – can solve problems through an open-minded and all-inclusive approach
- Comfortable in a fast-paced or high-pressure environment
- Effective conflict resolution and problem-solving skills
- He/She must have verifiably strong organizational skills and an obsession with covering the details necessary to consistently achieve high levels of quality, member satisfaction, and outstanding member experiences, while at the same time working with the Owner to determine appropriate and necessary developer goals and objectives.
- An “approachable, genuine and friendly” style, reflective of the style of Hasentree Club’s members, and recognizing the need to be ‘the ambassador of Hasentree Club’ as it relates to driving membership recruitment for both resident and non-resident memberships.
- Strong general management skills with verifiable strengths in quality food and beverage programming and delivery, team development, financial performance, diverse recreational amenity management (golf, tennis/pickleball, fitness/spa, aquatics, outdoor recreational sports, concierge, family activities and others are especially desirable), exceptional member/guest service programming, strategic planning, renovations, and project management, and most importantly, the ability to consistently define and achieve goals and objectives.
- Food and beverage will continue to be a key driver to member satisfaction and engagement, therefore it needs to be an area of leadership focus and presence.
- The new general manager will enjoy inspiring department managers and employees and must demonstrate proven leadership skills in team building, employee motivation, and service training. The ability to work well with the Advisory Board and Committees is essential, as is a strong ability to work with the Advisory Board to further establish and memorialize clear roles, responsibilities, and overall metrics for sustainable success.
- He/She will be confident, creative, enthusiastic, energetic, engaging, and a highly visible manager to the staff and membership.
- Exceptionally strong communication and facilitation skills, both written and verbal, with the appropriate personal presence, desire, and ability to interact effectively before diverse constituencies of members and residents, staff, vendors, and other people who are part of the success of Hasentree Club.
- Must possess the gravitas to be able to say no when appropriate in a diplomatic, respectful manner without alienating the recipient of such news.

#### **CANDIDATE QUALIFICATIONS**

- 5 + years in Club Management or related field
- Exceptional leadership skills - Self-motivated, strategic thinker, positive attitude
- Proficient with POS, Microsoft Office products, and social media
- A career track that demonstrates a record of tenure and commitment to previous employers, and wherein career moves were for enhancement of skills and experiences as opposed to ‘unplanned’ career changes.
- Preferably, the successful candidate will have had exposure to residential club community management and the unique, and more significant relationship resident members have with their Club in such environments where service and amenities have a direct impact on values. Being able to demonstrate one’s recognition of this unique feature will be necessary and important.

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

- A bachelor’s degree is preferred with a focus on Hospitality Management or Business Admin.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, PGA, or Food Management Professional are encouraged but not required.

#### **SALARY AND BENEFITS**

Salary and Benefits are commensurate with qualifications and experience. The Club, along with the typical CMAA benefits, offers an excellent bonus and benefits package.

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

Please upload your resume and cover letter in that order 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 **The Hasentree Club, with attention to Frank Merkel, SVP Invited.** Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why HC and the Wake Forest, NC area will benefit you, your family, your career, and the Club if selected.

**It is suggested that you apply for this role as soon as possible as the position is currently open and it is desired to fill it this fall. Candidate selections will occur in September, early October 2024 with first Interviews expected in that time frame and second interviews a short time later. The new candidate should assume his/her role sometime in November of 2024.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - Hasentree”

(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 Bethany Taylor: [bethany@kkandw.com](mailto:bethany@kkandw.com)

#### **Lead Search Executive:**

Paul K. Levy, PGA, CMAA

Search & Consulting Executive

760-417-9048 (M) – Pinetop, AZ

[paul@kkandw.com](mailto:paul@kkandw.com)

[www.kkandw.com](http://www.kkandw.com)