

CANDIDATE PROFILE

General Manager/COO

Alto Lakes Golf and Country Club
Alto, New Mexico



www.altolakesgolf.com

The Organization

Nestled in the picturesque mountains of southern New Mexico, Alto Lakes Golf & Country Club was founded in 1967 and has since evolved into one of the region's premier private residential communities. Originally developed as a mountain retreat, the Club has grown alongside the Alto Lakes community, blending the charm of its rustic roots with modern amenities and world-class service. Over the decades, it has become a treasured destination for members seeking the perfect balance of recreation, relaxation and community.

The Club boasts three 18-hole golf courses, each offering distinct playing experiences and scenic views of the surrounding Lincoln National Forest. In addition to its golf amenities, Alto Lakes features a newly expanded and renovated clubhouse, multiple dining venues, a vibrant social calendar, tennis and pickleball courts, fitness facilities and a commitment to excellence in member service. Today, Alto Lakes Golf & Country Club is home to more than 1,200 memberships and serves as a hub of lifestyle, connection and mountain elegance for its members and their families.

ALTO LAKES GOLF & COUNTRY CLUB DETAILS:

- Annual Revenues: \$19.5M
- F&B Volume: \$4 M
- Membership: 2264
- Initiation Fee: Transfer Fee \$25,000
- Annual Dues: \$5,200
- Food Cost Percentage: 47-50%
- Food and Beverage Outlets: 3 Clubhouses
- Full-time F&B Employees in Season: 225
- Full-time F&B Employees Off-Season: 75
- Club POS and Accounting Systems: Jonas

Position Overview

The General Manager serves as the Chief Operating Officer of the Club. The General Manager/COO manages all aspects of the Club including its activities and the relationships between the Club and the Board of Directors, members, guests, employees, community, government and industry.

The GM/COO will coordinate and administer the Club's policies as defined by the Board of Directors and develop operating policies and procedures and direct the work of all department managers. He or she will implement and monitor the budget, monitor the quality of the Club's products and services and ensure maximum member and guest satisfaction. The GM/COO will also secure and protect the Club's assets, including the golf course, facilities and equipment and be tasked with driving and participating in the annual long-range planning and strategic planning process. The GM/COO is responsible for rendering professional advice, assistance and services to the Club's Board of Directors and various committees.

Responsibilities

- Lead the vision, mission and corporate culture of the Club.
- Lead in the implementation and administration of policies. Provide guidelines for administrative and operational planning. These actions shall include the management and administration of the Club and its operation in conformity with the policies established by the Board of Directors, By-Laws, and personnel policies.
- In conjunction with the activities of the Board of Directors, develop short and long-range plans for the Club. Establish objectives and define strategies for meeting Club goals, including annual goals for each key operational department.
- Develop, maintain and administer a sound organizational plan to meet those objectives, and initiate improvements as necessary.
- Provide a monthly detailed written report of the Club's activities at each Board meeting and provide timely communication to the Board about all relevant issues or activities involving the Club.
- Coordinate development of operating and capital budgets according to the budget calendar. Review all monthly financials and coordinate the preparation of variance analysis and commentary on the Club's financial position and recommend corrective actions as appropriate.
- Review and sign official and legal documents and contracts.
- Responsible for the hiring, training, supervision, and termination of personnel, including areas where responsibility is delegated to department heads. Establish a basic personnel policy; initiate and monitor policies relating to personnel actions and training and professional development programs. Functions as the mentor to all staff instilling a "yes" culture attitude throughout the staff. Establishes and ensures policies and procedures are in place in each operational area and ensure accountability for same.
- Create a working relationship pattern within the Club that will maintain a high level of employee morale.
- Effectively manage direct reports and delegate authority and responsibility to managerial staff and ensure their involvement with management is continually developed so qualified successors are available when necessary. Ensure that skilled staff are adequately cross trained to meet a dynamic environment and internal needs and establish an environment of motivation and innovation that optimizes performance. Delegate responsibility and authority to

the lowest organizational level where a decision can be made effectively with full accountability.

- Coordinate and serve as an ex-officio member of appropriate Club committees.
- Coordinate the marketing and membership relations programs to promote the Club's services and facilities to potential and present members. Welcome new members and "meet and greet" all members as practical during their visits to the Club.
- Recommend appropriate wage and salary structures and competitive insurance programs designed to attract, retain and motivate employees.
- Review and recommend Board approval of all capital expenditures. Provide advice and recommendations to the Board President and committees about construction, alterations, maintenance, materials, supplies, equipment, and services not provided in approved plans and/or budgets.
- Ensure that the Club structure is organizationally sound and departmental units are developed and maintained in an efficient manner.
- Keep abreast of laws, regulations and compliance areas, which affect personnel and employment relations and the Club environment, with an emphasis on best practices for private Club policies and operations. Maintain membership with the Club Managers Association of America and other professional associations. Attend conferences, workshops and meetings to keep abreast of current information and developments in the field. Assure that the Club is operated in accordance with all applicable local, state and federal laws.
- Review and initiate programs to provide members with a variety of events.
- Represent the Club to the community, with a high level of integrity and professionalism.
- Adhere to Club policies and support Board decisions and goals in a positive, professional manner.

Qualifications

- Proven leadership experience in private clubs, resort or high-end hospitality operations, with emphasis on F&B and facilities.
- Strong financial acumen and ability to manage budgets effectively.
- Excellent interpersonal and communication skills with a member-first mindset.
- Demonstrated success in team leadership, training and service improvement.
- Bachelor's degree in Hospitality Management, Business or related field preferred; industry certifications (e.g., CCM) a plus.

Competitive Compensation

A generous compensation package is offered including:

- Base compensation of \$240,000–\$280,000 depending on experience and qualifications
- Medical, Dental, Vision, Life and Disability insurance
- 401(k) retirement plan
- Continuing education opportunities
- Bonus potential

To be Considered

A full background check and behavioral analysis will be conducted on selected candidates. Professionals who meet or exceed the established criteria are encouraged to send current resume and cover letter addressed to:



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