

CANDIDATE PROFILE

General Manager
Ekwanok Country Club
Manchester, VT 05254

www.ekwanok.com

Video Profile Feature



[Click here to watch](#)



Organization

Mission Statement

Consistently provide a world-class golf experience, exceptional facilities, and the highest quality services to our members and guests. Preserve the culture and camaraderie of the membership. Strive to make a positive contribution to our community.

Vision Statement

Endeavor to continue to be the premier golf club in New England.

Ekwanok Country Club ("Ekwanok") is a historic golf club located in picturesque Manchester, Vermont, and is known for its scenic beauty, historic charm, and vibrant cultural scene. It was founded in 1899 by a group of businessmen and golf enthusiasts, making it one of the oldest golf clubs in the United States. The Club's name, "Ekwanok," is derived from the Abenaki Native American language and means "at the mountain's foot," which is fitting given the Club's picturesque location at the base of the Green Mountains.

Ekwanok continues to operate primarily for the pleasure of the game, even as the membership embraces other sports and expands fine and casual dining. Named consistently by national magazines as the number-one golf course in the state of Vermont, a noted Walter Travis design, and among the top classic golf courses in the country, Ekwanok prides itself on excellence in the challenge of play and course maintenance.

Throughout its history, Ekwanok has hosted various prestigious golf tournaments and events including the U.S. Amateur, Vermont State Amateur, and U.S. Seniors Golf Association Invitational, attracting golfers from around the country. The Club has been recognized for its timeless design and challenging layout, often praised for its natural beauty and meticulous maintenance. Of special interest, Ekwanok is known as a walking course and is the last remaining course in Vermont with a caddy program. The caddy program promotes the engagement of many local youth, providing them with valuable experiences learning life skills, and developing relationships that will benefit them throughout their lifetime. In addition to the caddy program, the members of the Club support the Ekwanok Scholarship Trust which provides annual monetary grants to assist caddies and employees of the Club with post-secondary education tuition costs.

Ekwanok's historic clubhouse also adds to the charm and character of the Club, showcasing elements of New England architecture that complement the surrounding natural beauty of the Green Mountains. It serves as a central hub for members and guests providing amenities, and social spaces, and exudes an atmosphere of tradition reflecting the Club's long history and the sport of golf itself. There are plenty of showcase memorabilia historical photographs, and artifacts that pay homage to the Club's heritage.

Ekwanok provides its members, families, and their guests with a wide variety of dining and social events from May to October serving casual and fine dining in various locations inside and outside of the clubhouse. There are also venues for member-sponsored parties, banquets, cocktail receptions, and weddings.

Amenities also include four well-maintained green clay tennis courts. The tennis program is vibrant and growing. Additionally, since 2019 there is a regulation croquet court at the Club that is popular with the membership.

Ekwanok's gross dollar volume exceeds \$5m with dues of \$2.9m, and annual Food and Beverage volume of \$600,000. The Club hosts approximately 12,000 rounds of golf per year. There are currently 583 memberships (240 Golf, 154 Non-Resident, 84 Juniors) and the average age of the membership is 67 and trending lower.

The current full initiation fee is \$27,500. Full dues are \$8,200. There are 12 Board members, 11 Trustees, and 11 standing committees which include: Executive, Finance, Bridge, Croquet, Ekwanok Seniors Invitational, Golf, Greens, House, Library & Museum, Membership, and Tennis Committees. Ekwanok Country Club has 18 year-round staff members and employs about 80 in peak season. The Club is open 7 days a week from May to mid-October, and administrative services remain open year-round.

The General Manager's direct reports include the Ground's Superintendent, Head Tennis Professional, Head Golf Professional, Executive Chef, Business Manager, and Food and Beverage Managers.

Life in Vermont

The position provides the successful candidate and their family the opportunity to fully embrace the relaxed and multifaceted Vermont lifestyle including:

- A community with a shared appreciation for the environment, each other's well-being, and individual points of view on local, national, and global issues. This results in friendly and safe communities. Vermont is ranked as the 2nd safest state in the country.
- A world-class education at the primary, secondary, and post-secondary levels. Vermont has the highest annual per-pupil spending in the country and is considered the 4th most educated state.
- Year-round outdoor activities include hiking, biking, boating, fishing, and all forms of winter sports you can imagine.
- Farm-to-table food direct from local farms and accessible through local farmers' markets and CSSA (Community Supported Agriculture) arrangements.
- Access to an outstanding healthcare system. Vermont is ranked 4th in healthcare affordability and access.
- Access to major metropolitan areas such as New York (4 hours) and Boston (3 hours). Albany International Airport is just 90 minutes from Manchester.

[Please control click here for a short video.](#)

Position Overview

The successful General Manager will need to be a visible, hands-on, and accessible leader to both the members and staff alike. The General Manager will guide all operations with a focus on delivering exceptional member services in support of the priorities established by the Board of Governors.

The GM will report to the President of the Board of Governors and have responsibility for all day-to-day operations including coordination of staffing, amenities, and activities across golf, tennis, croquet, and other programs to ensure consistent service delivery. The GM will receive the support of active member committees in each of these primary areas. It will be essential to balance continued innovation in member services with the preservation of the club's beloved traditions.

The primary season of club operations runs from early May through to late October. The remaining months (the "off-season") allow for a more relaxed work schedule. During this time the GM and senior staff are able to make a focused and thoughtful review of the past season and plan and strategize for the upcoming year.

This position requires a high degree of grace, visibility, and a strong eye for personalized service, which is critical for all team members to emulate. The GM should sincerely engage with every generation of family members and their guests. The role requires a strong embrace of community values and enjoyment of a highly desirable community, where activities and relationships both in the Club and outside its confines are often linked.

The General Manager duties include but are not limited to:

- Provide proactive, high-quality leadership and a positive image for the Club and the community, facilities, and amenities to the membership. Ensure that members receive premier service and treatment in all activities.
- Coordinate with all department heads to optimize the member experience across all events.
- Work with committee chairs to ensure activities are coordinated across the entire club.
- The development and execution of all standards and operating policies, which will be the foundation of a member's first service culture. The Club believes that great service is in paying attention to the small details.
- Manage functions as needed and act as a facilitator for requests from committees and staff. Organize and manage the logistics and member experience at major events.
- Set the standard for effective management, maintaining a high level of ethics, prudence, creativity, and productivity, and demonstrating a concern for the supervision and development of the staff.
- Ability to establish and maintain effective working relationships with both seasonal and year-round staff.
- Recruit and hire staff, including seasonal staff, to support the ongoing operations.
- Coordinate with the Board and direct reports on matters of compensation, recruitment, development, benefits, and performance, including disciplinary and other significant personnel issues.
- Oversee the clubhouse staffing and scheduling. Enforce service standards, housekeeping standards, and dress codes, and evaluate house personnel.
- Collaborate with the business manager, treasurer, and committees to prepare the annual operating and capital, budgets and monthly forecasts.
- Direct the writing and distribution of the Club newsletter.
- Keep the Board of Governors informed of all significant matters.
- Maintain high-functioning management information systems, and work with staff to deliver robust reporting of relevant performance metrics.
- Negotiate and recommend contracts for Board approval, seeking competitive bids for larger projects.
- Become an adept user of Club management technology as well as website management and other appropriate social media to facilitate membership communication.
- Continuously strive to operate the Club within the guidelines set forth by the Board of Governors, and at the same time, please the membership.
- The active promotion and positive representation of the Club to the community, reciprocal network, and all members and their families.
- Oversee the maintenance of all facilities.

Attributes and Responsibilities

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's unique culture and traditions.
- Highly energetic; a self-starter with a "hands-on" approach to management.
- Excellent communication skills at all levels.
- The ability to function in a committee-oriented environment.
- "Set the pace" for all employees and actively promote a positive and safe work environment where teamwork and cooperation are emphasized.

- The active promotion of the Club to all members and their families and interact with members daily.
- Remains calm under pressure, executes events smoothly, and resolves conflicts or complaints.
- Possesses a good sense of humor and an ability to have fun.
- Has strong organizational and time management skills.
- Has a professional appearance and demeanor and expects the same from his or her staff.
- Actively and appropriately delegates tasks to staff to maximize the effectiveness of the GM role.
- Is a hands-on leader who will get things done quietly while engaging with all constituencies.
- Highly motivated professional who is passionate and who enjoys full member engagement.

Requirements

- Bachelor's Degree in Hotel/Restaurant Management, business, or a related field and experience that provides the required skills and knowledge preferred.
- Five-year minimum experience as General Manager in a similar position at a private club or within a hospitality environment.
- A Certified Club Manager (CCM) designation is preferred.
- A career path marked with stability and professional achievement.
- A person of exceptional character; motivated, energetic, friendly, and dedicated to the profession.
- A friendly and outgoing personality with strong communication skills and high visibility.
- The professional will be a lifelong learner continuing research and understanding industry trends.
- The ability to operate a computer to enter, retrieve or modify data utilizing Jonas, Microsoft Word, Excel, Outlook, PowerPoint, email, Paychex, Internet, and other software programs at a high level of proficiency.
- Impeccable and verifiable references. All candidates will be subject to a thorough background check.

Competitive Compensation & Benefits

- Competitive compensation/salary and an annual performance bonus
- Healthcare coverage, disability, and paid time off.
- Participation in the Club's contribution and savings plan
- Professional dues, educational allowance, and other expenses in accordance with the annual budget
- Relocation assistance (if from outside the area)


To be considered for this outstanding opportunity all cover letters and resumes should be received as quickly as possible but no later than September 18, 2023. All information received will be kept in the strictness of confidence.

Professionals who meet or exceed the established criteria are encouraged to send a compelling cover letter addressed to Mr. Mark Reffner, President, outlining their qualifications, experience, interests, and why Ekwanok Country Club and the Manchester, Vermont lifestyle will be beneficial for you, your family, and your career along with their resume to:



Manny Gugliuzza, CCM, CCE
Principal and Search Consultant

 mannyg@gsiexecutivesearch.com

 732-618-8665

GSI Executive Search has been serving the private club industry for over twenty years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 70 GM searches around the US in the last two years.