

CANDIDATE PROFILE

General Manager
Lewes Yacht Club
Lewes, Delaware

www.lewesyachtclub.com



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Organization

Lewes Yacht Club (LYC) was founded in 1932. The idea for a “sailing association” was proposed to Marjorie Virden by George Davisson. Major George Edwards Davisson originated the idea of a sailing club, and together with 16 other full-time and part-time Lewes residents, they formed the Lewes Yacht Club.

The town of Lewes donated some little-used waterfront property which developed into the Lewes Yacht Club. The first clubhouse was built with donated materials for \$5,000. It was a lonely little building secluded near the inlet. The clubhouse today is a modern two-story building with a restaurant, marina, sailing rental hut, and pool.

The historic town of Lewes, Delaware, founded in 1631, is situated where the Delaware Bay and Atlantic Ocean meet at Cape Henlopen. The preserved land of Cape Henlopen State Park has miles of beautiful beaches, nature trails, and bird sanctuaries. Lewes proudly claims to be “The first town in the first state.” Within a half-square mile in Lewes are the Historic district, museums, many inns, bed and breakfasts, fine restaurants, and a variety of fine shops. Lewes serves as a vacation and resort spot popular with residents of the Washington, DC Metro area.

Lewes Yacht Club is a private, highly-regarded sailing club with a rich history. LYC is completing a \$7.5 million expansion and enhancement project that is due for completion in the spring of 2024. LYC memberships are in high demand. Currently, the Club has a waitlist of over 500. There is an outstanding marina, upgraded pool area, and superb sailing on Delaware Bay, with the most beautiful sunset views in the Mid-Atlantic. LYC was founded to encourage water sports, boating, and casual sailing and to promote racing competitions. The Club is enriched by its history and traditions yet has a casual and relaxed atmosphere.

When the two-story clubhouse expansion and enhancement is completed in spring of 2024, there will be a welcoming, casual bar and dining room on the first floor along with a multipurpose room used for sailing during the summer season. There will be two large dining rooms on the second floor with sensational bay and inlet sunset views. The dining rooms are available to members and their guests for casually elegant dinners, lunches, and special events. The Grille next to the pool serves family favorites. The outdoor deck, used for dining and music, will be expanded to include a screened-in area.

The social atmosphere at LYC is lively. Members' friendships are enriched through special dining events, youth and family activities, swim teams, water aerobics, and a variety of sailing venues from lessons and racing to sailboat rentals. Most years, the Club hosts national and international regattas. The state-of-the-art marina with a launch ramp is open to members from early spring to late fall. LYC continues to encourage generations to appreciate Delaware Bay and the love of sailing, boating, fishing, general water sports, and relaxing on the beach.

Lewes Yacht Club's gross dollar volume exceeds \$3.7m with dues of \$1.6m, and annual Food and Beverage volume of \$1.1m and is expected to substantially grow once the new renovations are completed. There are currently 822 memberships and an astonishing waitlist of 500. The average age of the membership is 61 and trending lower. The current full initiation fee is \$7,500 and full dues are \$2,100. There are 15 Board members and 11 standing committees which include: Executive, Bylaws & Governance, Finance, House, Leadership Development, Marina, Membership, Pool, Sailing, Strategic Planning, and Youth Activities.

Lewes Yacht Club has 85 staff members in season. The Club is open 7 days per week in Season and on a limited schedule during the off months, 12 months per year.

The General Manager's direct reports include Pool Manager, Head Dockmaster, Restaurant Manager, Executive Chef, Member Services Coordinator, Sailing Director, and Administration/Accounting.

Mission Statement

The mission of the Lewes Yacht Club is to serve our members in a welcoming atmosphere by fostering sailing, boating, swimming, and social activities centered on the Delaware Bay.

Vision Statement

Members enhancing their lives through friendship and participation in a first-class yacht club.

Core Values

- We believe in respecting our club's history.
- We believe respect, honesty, and integrity are essential.
- We believe in fostering fellowship and involvement of all members.
- We believe in volunteering time and personal skills for the operation and maintenance of the Club.
- We believe in managing the Club in a prudent manner, keeping fees appropriate to accomplish our vision and mission.
- We believe in providing opportunities for members and their families in a safe and wholesome environment.

The highly respected General Manager will be retiring later in the year once renovations are completed. The successful General Manager (GM) at Lewes Yacht Club will need to be an approachable, visible, hands-on, and accessible leader to both the members and staff alike. The GM will guide all Club operations with a focus on delivering exceptional member services in support of the priorities established by the Club's Board of Directors and committees. The GM is a partner with the Board in achieving the Club's mission and discusses issues confronting the Club with the Board. He or she also assists the Board in developing a format for assessing the progress of the Club and reviews any issues of concern with the Board.

The Board is desirous of attracting a relevant professional who understands current industry trends and can deliver on high standards of all operational aspects, therefore enabling the Board of Directors to be more strategically focused in their capacity. As an advisor to the Board, the GM will make meaningful recommendations backed by sound arguments and facts. A new GM must be a capable advisor and fully engaged in the Club's operations.

The GM at Lewes Yacht Club will report to the commodore and coordinate with the directors and committee chairs. The GM has responsibility for all day-to-day operations of the Club, including coordination of staffing, amenities, and activities across all programs to ensure consistent service delivery to the membership and their guests. 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 continually improving the member experience.

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 all members and their guests. The role of GM at Lewes Yacht Club requires a strong embrace of the Lewes community values and taking pride in the historic heritage that is cherished by the membership.

Responsibilities

- Provide proactive, high-quality leadership, and a positive image for LYC, its facilities, and its amenities to the membership. Ensure that members receive premier service and treatment in all undertakings.
- Coordinate with the department heads to optimize the member experience across all events.
- Work with chairs of key member committees 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 true service culture. The Club believes that great service is in paying attention to the small details.
- 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.
- Establish and maintain effective working relationships with all staff.
- Coordinate with the Executive Committee of the Board and direct reports on matters of compensation, recruitment, 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 department heads and committees to prepare the annual operating, capital, and dues budgets and forecasts.
- Keep the Executive Committee and appropriate committee chairs informed of all significant matters and problems.
- Manage and report on all operations and key projects to the Executive Committee and Board of Directors. Coordinate with committee chairs in conjunction with department heads to develop and manage budgets for individual programs and events.
- 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.
- Provide a hands-on, visible presence, and operational leadership throughout all Club departments.
- Foster the development of new and entrepreneurial concepts and activities for revenue generation and member enjoyment.
- 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 Directors, and at the same time, please the membership.
- The active promotion and positive representation of the Club to the community and all members and their families.
- Initiate directly and through department managers the emphasis on a member-first service culture that ensures, tradition, and member patronage and maximizes the use of the Club's facilities.

Attributes

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's unique culture.
- Highly energetic; a self-starter with a “hands-on” approach to management.
- A strong sense of service with proven staff development and training skills.
- The active promotion of the Club to all members and their families. The General Manager is expected to interact with members daily; actively soliciting members' opinions and input as to the Club's facilities and service.
- Collaboration – Regularly works with other departments or projects.
- Decision Making – Resolves common problems and challenges regularly with high judgment. Looks at problems from many angles.
- Achieving Goals – Determines the best method to achieve goals and maintains the flexibility to ensure effective delivery of work. Continuously delivers high-quality results and is resilient in the face of obstacles.
- Teamwork – Fosters a collaborative team spirit. Actively helps and supports others. Deals with conflict in a positive manner.
- Strategic Thinking – Understands all the key departments and functions and how they work collectively to achieve larger goals. Provides advice, information, and direction to others to support the achievement of team and/or department goals. Recommends optimal approaches to address critical issues in the immediate and medium-term.
- An intelligent and articulate individual who can relate to people at all levels of an organization and possesses excellent written and oral communication skills. Must be able to communicate policies, procedures, regulations, reports, etc., to staff, members, and guests.

- Provides exceptional member service and uses prompt and responsive follow-through. Ask questions to identify members' needs and/or expectations. Ability to respond effectively to the most sensitive inquiries or complaints.
- Able to work in a rapidly changing work environment. Must be able to adapt to changes, manage competing demands, and deal with frequent changes, delays, or unexpected events.
- Remain open to others' ideas and exhibit a willingness to try new things.
- Ability to envision the Club's future and continually come up with ways to improve the entire member experience.
- Possesses a good sense of humor and the ability to have fun.

Requirements

- Bachelor's degree in Hotel/Restaurant Management, business, or a related field and experience that provides the required skills and knowledge. In lieu of a degree, substantial private club or hospitality experience will be considered.
- Seven to ten years minimum experience as General Manager or in a similar position at a club or hospitality-related field. An exceptional Assistant General Manager "rising star" with the proper training and mentorship would be considered.
- A Certified Club Manager (CCM) designation and a Certified Chief Executive (CCE) or working towards would be considered a plus.
- 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.
- Proficiency in Jonas computer software or similar is preferred but not required.
- The professional will be a lifelong learner continuing to research and understand industry trends.
- Excellent verbal and written skills.
- The ability to operate a computer to enter, retrieve, or modify data utilizing Microsoft Word, Excel, Outlook, PowerPoint, email, 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

- Competitive compensation/salary and an annual performance bonus
- Great Healthcare, Medical, Dental, and Life Insurance
- Long Term Disability – Employee paid
- Paid time off and work/life balance
- Participation in the Club's SEPP/IRA 401k after one year of employment.
- Professional dues, educational allowance expenses, 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 March 29, 2024. 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. Thomas Ferry, Commodore outlining their qualifications, experience, interests, and why Lewes Yacht Club and the Lewes area of Delaware will be beneficial for you, your family, and your career along with their resume to:



Manny Gugliuzza, CCM, CCE

Principal



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GSI Executive Search has been serving the private club industry for over twenty-five 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.