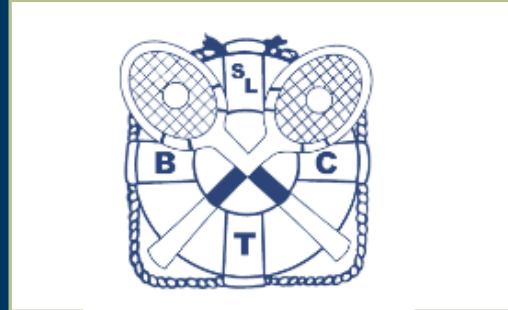


CANDIDATE PROFILE

General Manager
Spring Lake Bath & Tennis Club
Spring Lake, NJ

www.springlakebtc.com



[Please click here to watch a short video.](#)

Organization

The Spring Lake Bath & Tennis Club (B&T) is located in picturesque Spring Lake, New Jersey about a 90-minute drive away from NYC and Philadelphia. Situated adjacent to the beautiful Spring Lake beach and boardwalk, the club is one of the most unique venues of its kind. The B&T is a distinguished private club that has been in operation since 1898 (recently celebrating its 125th Anniversary) and provides exceptional services to members, their families, and guests. It is a true hidden gem on the Jersey Shore.

The Club boasts spectacular recreational facilities including private underground access to Spring Lake's pristine beach, ten Har-Tru tennis courts, a large saltwater swimming pool, a small freshwater pool, a children's pool, and a hot tub along with Cabanas and locker room facilities. Clubhouse facilities include a ballroom, grill room, poolside dining, snack bar, and several outdoor decks and bar areas providing excellent views. The Club is enriched by its history and traditions yet has a casual and relaxed atmosphere.

The social atmosphere at B&T is lively. Members' friendships are enriched through special dining events, and youth and family activities. The active social and entertainment season at the Spring Lake Bath & Tennis Club is complete with weekend dinner dances, poolside music, and deck parties. The sports season is complete with professional swim and tennis instruction. There are essentially four seasons at the B&T. The summer season is the busiest with member usage for roughly 10 weeks, two shoulder seasons are used primarily for limited services and events (private parties, weddings) select member events, and the winter months are reserved for planning, preventive Club maintenance, and capital projects. While this is a year-round position, the Club is closed from January–March, with limited services for the membership. The Club is open 7 days per week in season from Memorial Day to Labor Day and on a limited schedule during the off months with several traditional member events, weddings, and banquets. During the off-peak season, the GM and senior staff can make a focused and thoughtful review of the past season and plan and strategize for the upcoming year.

Spring Lake Bath & Tennis Club's gross dollar volume exceeds \$6.1m with dues of \$2.5m, and annual Food and Beverage volume of \$2.3m. There are currently 390 memberships and a healthy waiting list.

The average age of the membership is 55 and trending lower. The current full initiation fee is \$125,000 and full dues are \$6,000. There are nine Board members and 11 standing committees which include: House, Membership, Finance, Nominating, Pool & Beach, Entertainment, Youth Activities, Tennis, By-Laws, Buildings & Grounds, and Long Range Planning.

The General Manager's direct reports include the Assistant General Manager, Controller, Membership, Director of Hospitality, Bar Manager, Café Manager, Director of Youth & Aquatics, Pool & Beach Operations, Director of Facilities, Tennis Shop Manager, and the Tennis Pro.

Mission Statement

The Spring Lake Bath & Tennis Club is an invitation-only private club with a long-standing history. Our mission is to curate a private, family-oriented sanctuary that offers our members an unparalleled seasonal experience that celebrates traditions, community, excellence, and enjoyment.

Vision Statement

Through unwavering dedication to our club, we seek to inspire future generations to partake in the treasured traditions that have defined us for over a century. Together, we forge a path forward that continues the legacy of the Spring Lake Bath & Tennis Club.

Core Values

- **Rich Heritage:** Anchored by our history, we honor and preserve cherished traditions while embracing innovation to enrich our membership experience.
- **Community-Minded:** We are committed to creating a warm, welcoming community for our members, guests, management team, and staff. Inspired by a service-first mindset, we treat each other respectfully and make each other feel heard and valued. We embrace decisions, practices, and policies that serve our entire community's best interests.
- **Bath & Tennis Excellence:** Guided by our passion for promoting skill development and spirited competition among tennis and swim enthusiasts, we provide 10 Har-Tru tennis courts, an ocean-fed saltwater pool, and underground beach access.
- **Seasonal Splendor:** Our fine dining options and full social calendar create memorable experiences for members and guests alike.

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 Trustees.

The GM will report to the President and have responsibility for all day-to-day operations including coordination of staffing, amenities, activities of all amenities and programs to ensure consistent service delivery. The GM will receive the support of active member committees in key areas. It will be essential to balance continued innovation in member services with the preservation of the Club's beloved traditions.

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 must 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:

- The development and execution of all standards and operating policies will be the foundation of a member's first service culture. Great service is in the attention to the small details and consistency across amenities and departments.
- Manage functions and act as a facilitator for requests from the Board, committees, and staff.
- Create a vision of the overall membership experience and organize and manage the logistics to execute services, programs, and activities that support the complete member experience.
- Set the standard for effective management, maintaining a high level of ethics, prudence, creativity, and productivity, leading by example, and actively supervising and developing the seasonal 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, 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, while evaluating and coaching personnel.
- Collaborate with the controller, treasurer, committees, and department heads to prepare the annual operating and capital, budgets and monthly forecasts. The GM needs to “know” the numbers.
- Direct the writing and distribution of the Club newsletter as well as develop regular communications and updates from the General Manager..
- Develop and 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 projects.
- Be an adept user of Club management technology as well as website management and other channels to facilitate membership communication.
- Continuously strive to operate the Club within the guidelines set forth by the Board of Trustees, and at the same time, please the membership.
- Actively promote and positively represent the Club to all members and their families, the community, and the local club network.
- Oversee the maintenance of all facilities.

Responsibilities

- Provide proactive, high-quality leadership and a positive image for B&T, its facilities, and its amenities to the membership. Ensure that members receive premier service and treatment in all undertakings.
- Develop and manage day-to-day activities and strategic programs for the Club and on behalf of the Board.
- Coordinate with the department heads and staff to optimize the member experience across all initiatives and programs.
- Work with chairs of key member committees to ensure activities are coordinated across the entire Club.
- Proactively communicate with the Executive Board, Executive Committee, and appropriate committee chairs regarding all significant developments and challenges.
- Provide a hands-on, visible presence, and operational leadership across all Club departments and among the entire staff.
- Foster the development of new and entrepreneurial concepts and activities for revenue generation and member enjoyment.
- 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.

- 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.

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 and a respected leader who can inspire, motivate, and unify a diverse team.
- A service-first mindset, along with proven staff development and training skills and experience in enhancing the culture of the club, as well as team morale.
- The active promotion of the Club (ex, events, tennis activities, pool & Beach offerings) to all members and their families. The General Manager is expected to interact with members daily; actively soliciting member's opinions and input as to the Club's facilities and service.
- Collaboration – Regularly works with other departments and department heads or teams across multiple projects. Provides advice, information, and direction to support the achievement of team and /or department goals. Encourages partnership across departments and committees. Serves as a thought partner and advisor to the Board and Committees.
- Decision Making – Resolves common problems and challenges regularly with ethical and unbiased judgment. Looks at problems from many angles and proactively develops solutions that benefit the widest majority of members and staff.
- 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.
- Coach – Establishes career training/development plans and provides continuous guidance to staff.
- Strategic Thinking – Understands all the key departments and functions and how they work collectively to achieve larger goals. Recommends optimal approaches to address critical issues in the immediate and medium-term. Thinks about long-term opportunities and challenges and actively works with the Board and staff to address them.
- 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, listens to members' inputs and feedback, and provides prompt and responsive follow-through. Proactively asks questions to identify members' needs and/or expectations and acts on such information. 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 enhance the overall member experience.

Requirements

- Bachelor's degree in Hotel/Restaurant Management, Business, or a related field and experience that provides the required skills and knowledge. In place of a degree, substantial private club or

hospitality experience will be considered.

- Ten years minimum experience as General Manager or in a similar position at a club or hospitality-related field.
- 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 and who leads by example.
- An outgoing personality with strong communication skills and high visibility.
- Data-driven and highly analytical.
- Proficiency in Club Essential computer software and Paylocity for payroll 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.
- 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
- Paid time off and work/life balance
- 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 November 5, 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 Mrs. Katy Fitzpatrick, Search Chair outlining their qualifications, experience, interests, and why Spring Lake Bath & Tennis Club and the Monmouth County, Jersey Shore area of NJ will be beneficial for you, your family and your career along with their resume to:



Manny Gugliuzza, CCM, CCE

Principal



mannyg@gsiexecutivesearch.com



731-618-8665

GSI Executive Search has been serving the private club industry for nearly thirty 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 100 GM searches around the US in the last two years.

