

# KOPPLIN KUEBLER & WALLACE

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## **ASSISTANT GENERAL MANAGER PROFILE: CASCADE HILLS COUNTRY CLUB GRAND RAPIDS, MI**

### **ASSISTANT GENERAL MANAGER AT CASCADE HILLS COUNTRY CLUB**

Cascade Hills Country Club (CHCC) in Grand Rapids, Michigan, is seeking a highly qualified individual to serve as the Assistant General Manager. The successful candidate will have a strong background in food and beverage operations and a clear understanding of how each role within the clubhouse contributes to overall member satisfaction. This role offers a unique opportunity for those aspiring to become a General Manager by providing significant exposure to club committees and boards, as well as the chance to work alongside a well-regarded General Manager who offers vision and direction while empowering department heads to lead their teams.

The ideal candidate will demonstrate strong leadership skills, the ability to guide both department heads and staff and possess a solid foundation in food and beverage management. Excellent verbal and written communication skills are essential for effective engagement with members and employees. A hands-on approach to leadership is required, along with the willingness to learn and understand all aspects of the clubhouse. The candidate should be committed to first embracing the culture of CHCC before implementing any changes and have the vision to contribute to a high-performing club.

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

### **ABOUT CASCADE HILLS COUNTRY CLUB**

Cascade Hills Country Club, located in Grand Rapids, Michigan, is a premier private club that offers an exceptional blend of recreational and social amenities in a stunning natural setting. Established in 1921, the Club is celebrated for its rich history and its dedication to providing a high-quality experience for its members.

The heart of Cascade Hills is its beautifully designed golf course, considered one of the finest in the region. The course offers challenges for golfers of all skill levels with its varied terrain, all set against a backdrop of breathtaking scenery. Members also enjoy access to exceptional practice facilities, including a driving range & short game areas, a year-round Golf Performance Center with 6 heated hitting bays and an instructional bay a practice green, and a nine-hole par-3 golf course, which is a fantastic hub for family golfing experiences.

Beyond golf, Cascade Hills offers a wide range of sports and recreational activities. The Club boasts exceptional tennis, pickleball, and platform tennis) facilities, including outdoor courts with professional staff fostering a love for the game among members of all ages. Recently, the Club opened 'The Cove,' a new family-friendly space that includes an outdoor pool, children's activity area, and a brand-new casual dining center, which serves as an additional dining venue in summer and offers a cozy spot for members in the fall

The Clubhouse at Cascade Hills serves as a vibrant community hub, offering elegant dining options that cater to diverse tastes. With an emphasis on high-quality cuisine and outstanding service, members can enjoy everything from casual dining to formal events and themed gatherings throughout the year. The versatile event spaces at the Club can accommodate both intimate get-togethers and large celebrations.

Cascade Hills is dedicated to fostering a family-friendly environment through a variety of activities and programs. Members have countless opportunities to connect and create lasting memories through social events, holiday celebrations, and educational programs. With so much to offer, there's always something happening at Cascade Hills, reinforcing the strong sense of community that defines the Club.

### **CASCADE HILLS COUNTRY CLUB BY THE NUMBERS**

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

- The Club enjoys an annual operating budget of approximately \$14M
- There are approximately 19,000 rounds played annually
- There are 725 members Initiation fees are \$30,000 with dues of \$9,880 annually
- There is an annual capital assessment of \$2,000
- F&B operations revenues are approximately \$4.8M annually - 70% a la carte and 30% catering
- The average age of members is approximately 56
- There is a total of 9 Board Members, each serving three-year terms.
- The Club uses Jonas for its POS and Club Accounting Systems

**CASCADE HILLS COUNTRY CLUB WEBSITE:** [www.cascadehillsccl.com](http://www.cascadehillsccl.com)

### **ASSISTANT GENERAL MANAGER – POSITION OVERVIEW**

The Assistant General Manager (AGM) at Cascade Hills Country Club will report directly to the General Manager and oversee daily clubhouse operations. This role requires an approachable leader committed to service excellence and fostering strong relationships. CHCC members and staff take pride in their high standards and attention to detail, and the AGM will guide a talented team of management and service personnel with respect and professionalism. Key responsibilities include:

- Ensuring consistent, sincere, and significant engagement with members, maintaining a visible presence to both members and staff.
- Providing strong, positive leadership that demonstrates honesty and integrity while fostering a welcoming and upbeat environment for members, guests, and staff. Leading by example is essential.
- Planning and executing employee training and development programs, promoting a team-player culture among all staff members. Coaching, counseling, and evaluating departmental staff are key functions.
- Creating a stable, healthy work environment built on honesty, trust, and fairness.
- Acting as the administrative and communication link between departments, under the General Manager's direction.
- Ensuring that all clubhouse employees are regularly trained and certified in safety protocols to protect the well-being of members, guests, and staff.
- Promoting a team-oriented atmosphere that upholds high moral, ethical standards, and resource efficiency, positioning CHCC as a preferred employer in the community.
- The AGM will share responsibility with the General Manager for preparing, managing, and controlling the annual operating and capital budgets for all departmental operations, ensuring performance aligns with established metrics. Additional duties include:
  - Assisting the General Manager in developing and implementing long-range strategic plans, as well as annual business plans, operating reports, forecasts, and budgets.
  - Monitoring all budgets and directing corrective actions to meet performance metrics.
  - Providing input to departmental staff on annual budgets, capital spending, fiscal controls, and operational guidelines.
  - Overseeing labor costs within budgetary constraints, coordinating with the General Manager and Controller for approval on expenditures.
  - Supervising the purchasing, receiving, safekeeping, and distribution of supplies and equipment to maximize quality and profitability.

The AGM must also be comfortable introducing innovative technologies and ideas that will benefit both the service staff and the membership. Responsibilities also include:

- Researching new products, services, and vendors, and conducting a thorough cost/benefit analysis.
- Effectively disseminating information and coordinating activities between departments.
- Keeping the General Manager informed of any potential problems or activities related to smooth operations.
- Demonstrating a keen eye for detail in overall operations management.

## **INITIAL PRIORITIES OF THE NEW ASSISTANT GENERAL MANAGER**

In their first year, the new Assistant General Manager (AGM) at Cascade Hills Country Club should proactively immerse themselves in understanding both the Grand Rapids community and the Club's culture. Grand Rapids offers a wealth of historical and cultural attractions, from the Gerald R. Ford Presidential Museum to the Fredrick Meijer Gardens & Sculpture Park, and the Grand Rapids Art Museum. Culturally, the city is vibrant, featuring notable events such as ArtPrize and Restaurant Week, and is recognized as one of the most outdoor-friendly cities in America. A deep understanding of the community will help the AGM connect the club with the broader region.

Equally important is gaining a strong understanding of Cascade Hills Country Club's culture. This is a well-established club that values consistency and does not require major changes. Therefore, the new AGM's role is to listen, observe, and make adjustments when necessary. The AGM will ensure that both the food and beverage department and overall Club operations meet their goals through proactive leadership and comprehensive management, all while paying attention to the finer details. A combination of these key attributes, along with an intuitive leadership style, will be crucial to the AGM's success.

Under the direction of the General Manager, the AGM's primary focus is on enhancing the overall member and guest experience. Success in this role requires a forward-thinking approach to planning and organization, as well as the ability to build and lead successful teams. Additionally, it's essential for the AGM to embrace the importance of being visible and highly interactive with both members and staff. Leadership in this area is driven by effective communication, approachability, and accessibility.

## **CANDIDATE QUALIFICATIONS**

- Is a passionate leader with strong credentials and work ethic, a proven track record of providing premier-level hospitality services.
- Has a personality that is commensurately appropriate for CHCC culture and will invest in staff and member relationships in a genuine and meaningful way.
- Is a proven leader who can manage their time and establish and manage priorities.
- Has a verifiable track record of successfully leading and growing a dynamic program and departmental operation including building revenues, controlling costs, and meeting or exceeding planned and budgeted bottom-line goals and objectives.
- Believes relationships are of great importance and is successful at finding solutions for all sides.
- Is a person who can motivate, develop, and share credit with their staff.
- Has a positive attitude; is professional in nature with a high degree of integrity; has a strong work ethic, and can handle a fast-paced, high-energy environment among membership and staff.
- Has an intuitive style resulting in a sincere and visibly engaged presence with members, guests, and staff, be truly engaging when interacting with people.
- A professional career track record in related fields; stability, and experience in high-volume, highly respected clubs, resorts, or hotels.
- Sufficient financial acumen and demonstrates the ability to lead in the budgeting process.
- Strong verbal and written communication skills. Comfortable speaking in front of a wide variety of groups including staff and board committees.
- Polished communication skills among Members and guests and visibility among Members and guests.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience will be considered in lieu of the degree.
- Industry certifications such as CCM are encouraged but not required

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

## **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

## **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 **General Manager/COO, Mr. Ryan Wells, CCM**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why CHCC and the Grand Rapids, MI area will benefit you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Friday, December 13, 2024. Candidate selections will occur in late December, with the first Interviews expected in January 2025 and the second interviews a short time later. The new candidate should assume his/her role on March 1, 2024.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Cascade Hills”

(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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

### **Lead Search Executive:**

Michael G. Smith, CCM, CCE, ECM

Search Executive

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