

GENERAL MANAGER PROFILE: BLOWING ROCK COUNTRY CLUB BLOWING ROCK, NC

GENERAL MANAGER AT BLOWING ROCK COUNTRY CLUB

The General Manager (GM) position at Blowing Rock Country Club is an exceptional opportunity to succeed a highly successful, retiring leader and to join an organization with a strong history of stability, tradition, quality, and excellence. The GM will oversee a high-performing group of leaders and work closely with the Board of Governors to continue to evolve and enhance the Club, which is regarded as one of the top mountain Clubs and golf experiences in the Southeast. Blowing Rock Country Club proudly boasts the only Seth Raynor original designed golf course in the Carolinas.

This is a tremendous opportunity for someone who appreciates and functions well in a seasonal, mountain community and enjoys an active outdoor lifestyle. For a quintessential hospitality professional with impeccable leadership skills high touch, high-quality service and operations experience, and strong communication/interpersonal skills, this is one of the greatest opportunities of its kind in an extraordinarily beautiful and natural setting.

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

ABOUT BLOWING ROCK COUNTRY CLUB

Blowing Rock Country Club is one of North Carolina's premier private clubs, nestled in the scenic Blue Ridge Mountains within the resort town of Blowing Rock. Established in 1915 by residents on the site of the former Green Park Norwood Golf Course, the Club has a rich history. The Clubhouse, initially opened on July 4, 1941, remains a central venue for some of the Club's most celebrated events.

In 1973, Blowing Rock Country Club expanded and enhanced its facilities by purchasing the golf course, adding nine new holes, and renovating the existing nine. Despite a fire that destroyed the Clubhouse in 1974, it was swiftly rebuilt and reopened in June 1975. Since then, Blowing Rock Country Club has grown into one of the most elite private organizations in the Southeast.

The Club offers a first-class mountain golf experience on North Carolina's only Seth Raynor-designed course, known for its elevation changes, narrow fairways, and fast greens. Director of Golf Operations Andrew Glover and his team provide an outstanding golfing experience, with a calendar full of tournaments, special events, and social functions.

In addition to golf, Blowing Rock Country Club offers a variety of amenities and activities. The new state-of-the-art Fitness Center provides wellness programs, group exercise classes, personal training, yoga instruction, and massage therapy. The Club's recreation program includes tennis, croquet, and pickleball, with dedicated facilities and professional instruction available. The tennis program features four clay courts, while croquet enthusiasts enjoy King and Queen grass courts. The pickleball courts have quickly become a favorite among members.

Dining at Blowing Rock Country Club is exceptional, with Executive Chef Matt Rivers and Food and Beverage Manager Scott McFall curating menus that balance traditional club favorites with new culinary options. Members can enjoy meals at Markers Restaurant, the Turnhouse, and the open-air Lakehouse. The famous Sunday Brunch in the Clubhouse is a weekly highlight.

The Club also boasts a vibrant social calendar, with events ranging from casual family gatherings to black-tie affairs. Themed cocktail parties, holiday festivities, and various social functions ensure there is something for everyone.

BLOWING ROCK COUNTRY CLUB BY THE NUMBERS:

- 13,000 Rounds of Golf Annually Approximately
- \$75,000 Initiation fee
- \$13,075 Annual Dues
- \$1,500 Annual Capital Dues
- \$7.1M Approximate Gross Operational Revenue
- \$1.9M Approximate F&B volume
- 80% a la carte; 20% private parties
- \$1,800 Minimum Annual Charges per couple (food)
- 415 Members
- 25 Full-Time Year-Round Employees; 120 Full and Part-Time Employees during season (April-November)
- \$3.3M Approximate Gross Payroll
- 71 Average age of members
- 12 Board Members serving 3-year terms
- Club Accounting and POS Systems: Jonas

BLOWING ROCK COUNTRY CLUB WEBSITE: www.blowingrockcountryclub.com

GENERAL MANAGER – POSITION OVERVIEW

The General Manager provides visible, engaged, and authentic leadership and a positive, respectful, and energized image for Blowing Rock Country Club. This individual leads with the ultimate goal of providing members and guests with exceptional service in all club facilities, creative and quality dining, top-rated golf course conditions and playing experiences, outstanding fitness and wellness programs, racquet sports, and other recreational amenities, while also working closely with the Board of Governors and committees to perpetuate strong and consistent governing and leadership practices.

The new GM at Blowing Rock Country Club will be following a highly regarded, tenured predecessor and will continue to ensure the smooth, efficient daily operation of the Club to provide the members and guests with the environment for which the Club is renowned. This needs to be done in a continued highly respectful, visible, and engaging manner, recognizing the positive impact on the senior team and associates by doing so and setting the ‘tone at the top’ by your actions and demeanor.

Imperative to their success is the GM’s ability to equally engage members of all generations, ensuring the highest levels of member satisfaction. Being visibly and sincerely “present” throughout the operation and possessing an intuitive sense of seeing and being seen is a key aspect of this role. Innovative programming and a vision for the future direction of the Club while respecting long-standing traditions is also critical.

The GM will oversee all aspects of the operation and ensure all facilities are maintained at a pristine level. He/She should take the appropriate amount of time to listen, learn, observe, and absorb all of the systems and processes that are in place, and provide stability in leadership to maintain appropriate levels of success while making improvements over time.

The GM will ensure the leadership team is engaged and empowered to run their respective departments. He/She will also have clearly defined goals and objectives while being held accountable to achieve the desired results. In turn, the GM will ensure that the standards set in place cascade down throughout the organization, respecting the tenure and value of the team members in place and creating buy-in for all.

Importantly, the GM ensures that appropriate and necessary commitment is in place for the training, mentoring, and further development of all senior team members, department heads, and other personnel, recognizing that top-tier delivery and consistency of the member experience at Blowing Rock Country Club is paramount to meeting its ultimate ‘brand’ mission.

The GM is expected to attend and actively 'partner' in all meetings with the Board of Governors and those committees to which they are designated an ex-officio member or desired as a participant. They should possess an acute level of self-awareness, high emotional intelligence, and diplomacy in all interactions. They must earn and build the trust of the board and committee members to maintain the present standards to ensure overall partnership and effectiveness.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER OFFICER

- Get to know the members, their families, and the employees. Listen, learn, and observe to get a feel for the existing culture of the Club. Provide quality leadership while upholding a positive upbeat image for the Club and its amenities.
- Evaluate service standards, programs, offerings, and hours of operation throughout, specifically in food and beverage. Make changes as necessary to ensure operational consistency and a premier member experience.
- Assess and refine the member experience of Blowing Rock Country Club, establishing standards of excellence and creating expectations for the team to follow across departments as well as upholding a culture of accountability.
- Review the current organizational chart. Assess the operational needs and ensure that the appropriate resources are allocated in the right areas. Make recommendations to the Board for necessary changes.
- Work with the Board of Governors to create a plan for the Lakehouse and what is needed to evolve and enhance the building and member experience in this venue.

CANDIDATE QUALIFICATIONS

- A minimum of 5-7 years of verifiable, progressive leadership and management experience in an active, private club environment and/or luxury hospitality environment. NOTE: While having a preference for those who have experience in the General Manager or GM/COO role, those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, may be considered for this role.
- Strong general management skills with verifiable strengths in team development, financial stewardship, diverse recreational amenity management (golf, tennis, fitness, pickleball, family activities, and croquet), quality food and beverage programming (especially important), exceptional member/guest service programming, strategic planning, project management, and most importantly the ability to consistently define and achieve goals and objectives.
- A sincere understanding of Southern hospitality and connectivity to the South, either through work experience or family, is highly encouraged for ultimate success.
- Exceptionally strong communication and facilitation skills, both in writing and verbally, along with the appropriate personal presence, desire, and ability to interact effectively before diverse constituencies of members, staff, vendors, and other people who are part of the success of the Club.
- Someone who is equally at ease in developing relationships with all demographics of members -- long-tenured, newer-tenured, male, female, juniors, golfers, tennis players, social members, etc.
- Possessive of strong organizational skills, and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction, and outstanding member experiences.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- 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 Mr. John Orgain, Search Committee Chair, and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Blowing Rock Country Club and the Blowing Rock, NC area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Thursday, September 26, 2024. Candidate selections will occur in early October with the first Interviews expected in October 2024 and the second interviews a short time later. The new candidate should assume his/her role in December but should make plans to visit the Club during the week of Thanksgiving.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Blowing Rock”

(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

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