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GENERAL MANAGER/COO PROFILE: THE UNIVERSITY CLUB OF MILWAUKEE MILWAUKEE, WI

GENERAL MANAGER/COO (GM/COO) AT THE UNIVERSITY CLUB OF MILWAUKEE (UCM)

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

While their stories began so many years ago, a new chapter began when The University Club of Milwaukee and Tripoli Country Club merged in 2016. Today, there simply is no other club in the region that offers the same heritage, legacy of excellence and breadth of experiences as The University Club of Milwaukee.

Founded in 1898 by a group of 19 college alumni, The University Club's founding mission was to offer members a distinctive opportunity to network, share ideas, grow relationships and engage in the issues of the day. This was a time of great hope and promise, and of progress and innovation. Very similar to the Milwaukee of today!

Two decades later in 1921, entrepreneurial members of the Tripoli Temple in Milwaukee purchased land at what is now Good Hope Road and 43rd in Milwaukee and began a country club for the benefit of its members. Over the years, The University Club of Milwaukee and its championship caliber golf course attracted fine golfers such as Arnold Palmer, Billy Casper and Cary Middlecoff, while also serving as an oasis for members and their families.

Deeply rooted in the fabric of the broader community, both legacy clubs are now united by a common commitment to excellence, engagement, and a desire to positively impact the lives of our members, their families and future generations of leaders.

The University Club has recently completed master plans for both the Golf Course and Club Houses. The implementation of the golf course master plan started with the addition of the short range and short course practice facility and cost \$1.25M. It is now the best practice facility in Southeastern Wisconsin. The master plan was done by Andy Staples who recently designed the Residence at Olympia Fields in Chicago and one of the PGA National courses in West Palm Beach.

The Facilities master plan was done by Dan Nicholas with BSB Design. His team recently completed some spectacular work at the University Club of Chicago. The plans for both club houses are so exciting and will create further distinction for the University Club in the region. The Board looks forward to working with the new GM to frame the funding strategy and implementation plan for the Facilities master plan.

CITY CLUB

Located on the shores of Lake Michigan and steps from the heart of downtown Milwaukee, the City Club was designed by renowned architect John Russell Pope. Built in 1928, this landmark building is the second home to City Club since its founding in 1898. Take in the panoramic views of Lake Michigan's shoreline and the city of Milwaukee from the veranda or dine in one of the many dining and cocktail areas. The City Club offers a wide array of stimulating events throughout the year to keep members engaged and involved in the Club and the greater Milwaukee community. The 7 Pillars of learning bring focus to the Club's Enrichment Programming and events that encourage thought-provoking dialog and discussions on pertinent issues affecting the Milwaukee community:

- Arts/Culture
- Business/Economics
- Education
- Science/Medicine/Health

- Sports
- Food and Wine
- Issues of the Day

The City Club also offers a variety of meeting rooms to host business gatherings, private family dinners or community events. The grand ballroom has been the site of some of Milwaukee's premiere events, weddings and special gatherings for generations. The sixth floor of the City Club offers the finest views of Lake Michigan as well as the city for member dining and private events. There are 10 overnight guest rooms which include parking, and continental breakfast. Club Car service featuring a Mercedes Sprinter and GMC Denali are available for members and their guests to attend performing arts and sporting events. Members keep their golf games sharp at the indoor golf simulator. The simulator provides year-round entertainment and instructional opportunities.

COUNTRY CLUB

Set on the highest natural spot in Milwaukee county, the Main Clubhouse features beautiful views of the championship golf course and offers elegant yet comfortable surroundings.

The Country Club's crown jewel is The Tripoli Legacy Course, a classic, well-manicured and tree-lined layout. Designed in 1921 by Tom Bendelow, one of America's pioneer golf course architects, is considered as one of the premier golf courses in the state. The Club originated as a sister club to Medinah Country Club in Chicago. The Club has hosted numerous amateur and state opens as well as PGA Tour events such as the Miller Open and Greater Milwaukee Open. The Country Club is also home course of the Big East Champion Marquette University Golf Team.

Other amenities include the Pool & Tennis Clubhouse that houses a Snack Bar and Grill, Tennis Pro Shop, locker rooms with shower facilities, special changing area for small children, a television viewing area, and a lounge with a fireplace. It is the hub of activities for pool parties, tennis socials, and small indoor parties in the summer. In the winter, Members enjoying winter activities such as platform tennis, cross country skiing and sledding use this area to change out of snow gear and warm up by the fireplace.

The Country Club has five outdoor hard surface tennis courts and serves up a wide variety of tennis activities. The 25-meter Olympic lap pool with attached dive well is a refreshing way for members to beat the summer's heat and stay in shape. Lifeguards and certified instructors are an integral part of UCM's Aquatic programming. The Club's tennis and swim teams have a large number of participants and enjoy much success.

The dining facilities at the clubhouse include the Main Dining Room, The Windmill Tap, The Tripoli Room, The Patio, South Lounge, the Men's Locker Room Bar, and The Terrace. The gracious banquet space overlooking the golf course is flexible and divisible to accommodate small to large gatherings.

MILWAUKEE

Recently cited by Vogue magazine as the "Midwest's Coolest City and "an unexpected gem", Milwaukee sits on the southwestern shore of Lake Michigan. Known for its brewing traditions, Milwaukee is rich in historical and cultural attractions. Downtown economic development is creating positive momentum on many levels, from new housing, restaurants, shopping and more. From world class performing arts to major league sports teams including The Milwaukee Brewers and Milwaukee Bucks, to a rich array of educational institutions including 10 colleges and universities, Milwaukee has an energy and vitality that is hard to deny.

MISSION STATEMENT

The University Club of Milwaukee is a private club with a full continuum of offerings for every member of the family. From golf, tennis, swimming, dining and family recreation to professional networking and enrichment programming, The Club is committed to maintaining a high standard of quality in its services and experiences for all Members and their guests. Our treasured, historic, and beautiful surroundings provide the backdrop for a welcoming environment where camaraderie, friendship and the sharing of interesting and innovative ideas thrives.

CORE VALUES

At the University Club, our idea of excellence is creating an extraordinary member experience in every interaction. From golf and family recreation activities to professional networking and enrichment programming, our Club is the region's premier destination for personal and professional enrichment. To ensure a consistently exceptional Member experience, The University Club's Board drafted and unanimously approved the following set of core values. These values frame and define what we want to be known for:

- Passion for excellence
- Integrity and respect
- Consistent and transparent communication that builds trust and member engagement
- Sound governance and sacred stewardship of all club assets
- Vibrant spirit of camaraderie and friendship
- Dedication to our community and the arts through the seven pillars

These core values have and will continue to inform all policies around comportment, dress codes, phone policies, and more at The Club, and will provide staff and Members the basis for holding ourselves accountable to these expectations.

THE UNIVERSITY CLUB OF MILWAUKEE BY THE NUMBERS

- Rounds of Golf – 13,000 --- in 2020 – 18,000
- Gross Volume \$7.7M --- in 2020 - \$5.2M
- Annual Dues Volume \$3.5M --- in 2020 - \$3.3M
- F&B Volume \$3M --- in 2020 - \$1.27M; 40% a la carte 60% catering
- Food Cost – 35.9%, Beverage Cost – 39%
- 150 Employees (FTE in Season)
- Gross Payroll: \$3.1M
- 13 Board Members with 2-year terms; 9 Committees
- 593 Total Members
- Initiation Fee: \$6,000
- Annual Dues: \$10,600
- Average Age of members is 55
- Club POS and Accounting System is ForeTees

THE UNIVERSITY CLUB OF MILWAUKEE WEB SITE: www.uclubmke.com

GENERAL MANAGER/COO JOB DESCRIPTION

The General Manager/COO (GM/COO) has responsibility for all day-to-day operations of The University Club of Milwaukee (UCM). S/he directs and administers all aspects of the operations to include amenities, staff, and all programs and activities to ensure outstanding service and member and guest satisfaction.

BE A VISIONARY

- Must be a courageous thought partner for the Board, recognizing the importance of keeping UCM on the cutting edge of city and country club excellence by having a keen understanding of current and future trends, demographics, legislative, economic, and social issues. S/he should be decisive and set aggressive goals and objectives to ensure the Club's current and future success.

FINANCIAL MANAGEMENT

- Must have sound financial management skills including the ability to oversee the preparation and management of annual operating and multi-year capital budgets supporting the strategic and tactical initiatives and expectations that s/he has established with the Board.
- Is ultimately responsible to ensure that appropriate safeguards and controls are in place for all UCM's primary assets (membership, staff, amenities, etc.), whether it is for physical safety purposes or for the protection and long-term financial success of the Club.

MEMBER RETENTION AND RECRUITMENT

- Must lead UCM's membership recruitment and retention efforts. It is critical that s/he understands the local market and economy. The candidate has to be comfortable and competent being an integral and proactive part of developing relationships that lead to membership interest and/or business opportunities and is effective in orienting new members so that their initial experience with UCM results in constant use of the Club.
- Is a catalyst for identifying new programs/services and enhancing current ones for members and their guests to increase club usage, member satisfaction, and member retention.

STRATEGIC PLANNING/CAPITAL PROJECTS

- In partnership with the Board, the GM/COO must lead the development of a strategic plan/business road map for the current and future success of the Club.
- Must be able to identify issues, needs, goals, and objectives to help ensure the perpetuation and continued viability of the Club.
- Must be capable of leading significant capital projects.

MEMBER, BOARD, AND COMMITTEE RELATIONS

- Ensure that member satisfaction is always the first priority. Provide sincere and visibly engaged leadership and interaction with all facets of the membership and their guests. Be a consistent and positive force behind the creation and continuous enhancement of all aspects of UCM. Must be visible and available to his/her membership. Recognize that the *Member Experience* and meeting the expectations of UCM members is of critical importance to his/her long-term success.
- Active participant at Board and Club Committee meetings to set policies and strategies to achieve the Club's goals and objectives.

EMPLOYEE RELATIONS

- Recognize, respect, and support the contributions of key managers and staff. Ensure that appropriately skilled and competent departmental managers are in place for all key positions and that each of them does the same in their respective areas of responsibility. Set standards of performance for all departments, and hold them accountable for maintaining these standards within UCM, most especially in member service areas.
- Maintain an environment and overall atmosphere for management/staff that promotes and values appropriate and responsible contributions to the UCM's success. Ensure that all staff is focused on positive, supportive relationships amongst themselves and with the membership.

COMMUNICATION

- Will be a primary *two-way* conduit for information exchange, and must be consistent, positive, and able to *engage* in this process. S/he must be a true listener who places great importance on personal interactions with all constituencies of UCM.
- Experience in developing a communication platform using contemporary media (website, apps, social media, etc.) is desirable.
- Is the primary verbal and written communicator of important information to members and staff, and recognizes that the ability to convey information in an articulate, well-conceived and well-written manner is of utmost importance.
- Believes in the power of proactive communication (i.e. orienting and culture setting) of members, staff, and guests to ensure the core values of the Club are being recognized and achieved.

DESIRED CANDIDATE QUALIFICATIONS

- A minimum of 5 - 7 years of progressive leadership/management experience in (preferably) a private member-owned club, or leading hospitality operations outside of the club industry in a similar hospitality operation. True 'rising stars' from the club industry who have been verifiably well-mentored and who possess outstanding relationship skills will also be considered.

- Strong personal qualities of humility, integrity, confidence, credibility, energy, commitment, and humor along with exemplary ethics.
- Technologically proficient and recognizing best practices use of technology to improve 'high touch' service delivery to members, as well as to more effectively manage and lead operations.
- Someone who respects the history and traditions of the Club, while also being an innovator and a champion of new ideas and initiatives, looking to consistent improvement of member experiences and operational efficiency.
- A true, confident, diplomatic, and competent club industry professional with exceptional "executive presence," who recognizes the importance of accountability, and who has a strong history of success in working with member boards and committees.
- The ability to adapt and positively contribute to changing and evolving circumstances.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A degree preferably in Hospitality Management or Business Management is preferred but not a must.
- In lieu of the degree, substantial private club or hospitality experience will be strongly considered.
- Industry certifications preferred but not required, preferred designations: CCM, CCE, CMC, PGA

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience befitting a club the stature and significance of The University Club of Milwaukee. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

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.

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to Mr. Jim Caragher, Search Chairman and The University Club of Milwaukee Search Committee, and clearly articulate why you want to be considered for this position at this stage of your career and why The University Club of Milwaukee and the Milwaukee area will be beneficial to both you and the Club if selected.

You must apply for this role as soon as possible but no later than February 1, 2020. Candidate selections will occur early February with first Interviews expected in mid-February 2021 and second interviews a short time later. The new candidate should assume his/her role in mid-March 2021.

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter, The University Club of Milwaukee"

(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 Holly Weiss: holly@kkandw.com

Lead Search Executive:

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