



## Tradition Golf Club – La Quinta, California

### Chief Executive Officer

#### About the Club

Founded in 1996, Tradition Golf Club, a Platinum Golf Club, is situated on 229 acres in historic La Quinta, California surrounded by beautiful flora and majestic date palms, an ode to the estate's former station as a date plantation. Tradition Golf Club is a golf oriented and member-owned Club boasting an excellent reputation as one of the best and most intimate golf communities in the Coachella Valley, featuring fine dining along with a notable golf course designed by patriarch Arnold Palmer. Historically known as Arnold Palmer's West Coast home, Tradition Golf Club's history is intertwined with Presidents such as Dwight D. Eisenhower and John F. Kennedy, and has hosted Hollywood's famous actors and actresses in the home of the former owners the Rosecrans family of Los Angeles. The Eisenhower Cottage hosts small events and card playing while the Hacienda offers meeting rooms and a private dining room.

The clubhouse is presently under a \$6.5 million renovation and is expected to reopen in November of 2020. This project added a new casual Tavern with spacious exterior patios as an après golf gathering spot and created a new golf shop and retail experience. In addition, the dining room is being remodeled and an updated ladies' and men's locker room will greet members upon reopening this November. The two recently added bocce courts add a fun dimension for casual mingling. The Coyote café offers an upscale on-course dining experience.

Tradition Golf Club offers a championship golf course (#21 in 2019 ranking of California's *Best in State* by Golf Digest) and a practice course with distinctly different playing experiences, a top-flight caddie program, teaching clinics and programs, driving range and short game areas. From Golf Digest: "Tradition Golf Club was intended to be Palmer Course Design's answer to the most opulent private courses in greater Palm Springs. Built on the old Hacienda del Gato Ranch, the front nine is routed over rolling desert and through a flood-control basin, while most of the back nine is tucked at the base of the rocky slopes of the Santa Rosa Mountains, with three holes (15th through 17th) curving around a 90-degree bend dubbed the "Coyote Canyon."

The official season is November through May. Club administration is open year-round. The golf course is closed from September 25-November 10<sup>th</sup> for overseeding. The Clubhouse and dining are closed in the off-season with the exception of Fitness which is open year round.

#### About the Position

The Chief Executive Officer (CEO) will report to the President and the seven member Board of Directors and will lead the committed management team that includes the Chief Financial Officer, Food and Beverage Director, Director of Golf, Superintendent of Grounds, Director of Membership, and a Director of Fitness. The CEO will have full P&L responsibility and will drive all Club operations in pursuit of excellence. The CEO will oversee completion of the Clubhouse renovation and ensure a well-prepared transition to open this fall. Outside of this project, the CEO will evaluate current operations and the organization's structure to meet high expectations delivering a premier member experience, further refine all elements of the strategic plan and/or develop standards and procedures across all departments, improve and promote cross departmental communication and spearhead the future course of the Club to continue its reputation as the best golf club and community in the Coachella Valley.

Compensation: The Club will offer a competitive compensation plan, along with standard benefits.

#### About the Ideal Candidate

The CEO of Tradition Golf Club will have prior CEO or General Manager/ COO experience leading a highly acclaimed membership and club as well as having project management experience, long term capital planning and experience with Community based clubs. Ideal candidates will have strong overall financial acumen, excellent communication and marketing skills and can create and prosecute a strategic vision that brings Tradition Golf Club into a world class membership experience. Candidates will be excellent operators and will have led successful multiple outlet food and beverage operations in a five plus-star facility and in an active golf focused environment including building and retaining a member focused staff and developing strong communications with members, staff and with the community as a whole.

This traditional style of golf club will require an energetic and straightforward CEO who genuinely enjoys building club appropriate relationships and has a humanistic management approach to lead, motivate and hold accountable the management team.

#### Apply for This Position

Interested candidates should complete the online candidate profile form and submit a compelling cover letter and resume for consideration to DENEHY Club Thinking Partners at <http://denehyctp.com/apply-for-a-position/>. If you have any questions or to recommend a candidate, please contact CTP Senior Consultants, Kirk Reese or Karen Alexander at 203.319.8228 or by email [kirk@denehyctp.com](mailto:kirk@denehyctp.com) or [karen@denehyctp.com](mailto:karen@denehyctp.com).

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