General Manager (GM) Search Profile

The Ledges, Huntsville, Alabama

The view from The Ledges stretches from the U.S. Space and Rocket Center in the far western section of Huntsville, Alabama to the countryside surrounding the Hampton Cove area to the east. The rock formations and rolling plateau atop the mountain provide eye-catching features for both the residential neighborhood and the nationally recognized golf course designed by Hurdzan/Fry.

The developers of The Ledges originally set out to develop a golf course, but realized that they had a unique opportunity to create something special by adding a uniquely designed neighborhood that would offer upscale living. The goal all along has been to preserve the mountain's natural beauty while creating a traditional, upscale neighborhood with a world-class golf course, clubhouse and other amenities.

Of the 750 acres set for development, 450 acres were set aside as a natural green belt that rings the mountain to ensure its undisturbed natural beauty, protecting it from future development. Two hundred fifty acres of the land are now a nationally recognized golf course, while 150 acres are being used in the mountain’s residential development. In harmony with golf, The Ledges land planners took the architectural styles of downtown historical Huntsville and married them to the mountain. The Ledges now has the largest contingency of authentic new-southern, historically correct homes in the region and possibly the entire south.

The Club has a very active social calendar including speaker nights, movie nights, and a dog show, as well as a number of unique 'social clubs' within the club including bridge, book clubs, model shipbuilding and more.

Club Facts

Gross Dollar Volume: $6.2M, with annual Dues revenue of $2.6M.
Food & Beverage Revenue: Food - $1.3M, Beverage - $516,000
Initiation Fee: $40,000 for Golf Members with dues of $520/month

The Club has approximately 310 Golf Members with approximately 15 Junior Golf, 125 Sports and 380 Social Members. Approximately 18,000 rounds of golf are played annually.

The Ledges has approximately 60 FTE employees and is a year round operation. There is no minimum charge for members and the Club is ‘for profit’.

Amenities

Clubhouse
The Clubhouse is an architectural masterpiece perched on the westernmost point of Huntsville Mountain, overlooking southeast Huntsville. An English Tudor Manor house measuring over 36,000 square feet, it is situated between the No. 1 and No. 18 fairways. The
clubhouse encompasses a grand hall, private men’s’ and ladies’ lounges, bars, two dining rooms, a ballroom, private meeting rooms, and a well-appointed Pro Shop. The upper and lower levels have verandas for members to enjoy outside dining and sunsets overlooking the formal gardens. Downstairs, there is ample space for future expansion, which may include an additional private dining/meeting room and a wine cellar, among other desired uses.

Golf
The 18-hole "Ledges" course at the The Ledges Country Club facility in Huntsville, Alabama features 7,159 yards of golf from the longest tees for a par of 71. The course rating is 75.3 and it has a slope rating of 136 on Zoysia grass fairways and bent grass greens. Designed by Hurdzan/Fry GCD, Inc., the Ledges golf course opened in 2000 and features dramatic views from nearly every hole.

A large practice range is located part way down the mountain and features double ended teeing space and shorter game target greens. Consideration is being given to building a state of the art learning center and affiliating with a Top 100 instructor for added member benefit and promotional exposure.

Fitness Center and Pool Complex
The Club has a well-equipped fitness center, open to members on a 24/7 using key pad access for convenience. The center is located on the second floor of the pool complex building, which also has a convenient snack bar operation with two windows, one for pool users and one for those at the turn playing the course. There is also a nicely appointed room with a fireplace in the building that is used by both pool goers and those stopping at the turn for a quick bit. This multi-purposed room is used for family activities, birthday parties and other events and opens onto a nice grassy area overlooking the pool complex.

Special Events
The Ledges is the premier location for many of Huntsville and North Alabama’s most significant events. The Club hosts a number of weddings, corporate events, and specially designed member activities and events, and has a significant social activities calendar year round. With a young average age membership, The Ledges has an active calendar of family-centric activities and children’s programs, and is the venue of choice for many of the local Huntsville community’s foremost occasions.

The Role

General Manager (GM) Position Description
A primary objective is for the GM to be the ‘face’ and ambassador of The Ledges, and to ensure that its goals and objectives are defined, understood, evaluated and enhanced on a continuous basis, to meet the expectations of the membership as defined by the Owners in partnership with the GM. In essence, the GM at The Ledges is a small company CEO.

It is intended that the GM provides continuity for the Club and exhibits strong executive leadership to all areas of the operation, including working very closely with the Owners to appropriately market the Club, and to enhance its reputation, both locally and nationally.

The GM role is clearly the most significant of any staff function in The Ledges organization. He/She is fully responsible and accountable (with the support of the Owners) to consider and
effectively deal with all matters of significance or potential significance to the Club, keeping the Owners informed on a regular basis. The critical need and desire for the person in this position is to essentially ‘partner’ with the Owners of the Club to determine the “strategic road map to reaching the Club’s goals and objectives”, and to find a regular and on-going means of measuring and evaluating its success in doing so.

*The GM is the ‘face’ of The Ledges* and is expected to ensure that the best interests of the Owners, membership and community are maintained and enhanced through his/her leadership. Of great importance is the development of an effective and dedicated team of professionals and professional ‘infrastructure’, consistent operating standards and guidelines and execution thereof, as well as overall respectful leadership within the organization.

With the Club being a ‘for profit’ organization, an entrepreneurial oriented GM, focused on top line growth, is of utmost importance. This includes a strong recognition of the importance of quality and necessary clear communications, development of effective marketing programs for both membership and events/outings at the Club, as well as an active involvement in the local Huntsville community in order to support these efforts.

**Direct reports to the GM in this role include:**
Director of Golf
Golf Course Superintendent
Executive Chef
Controller
Director of Food & Beverage
Membership Director (currently an ‘open’ position)
Facilities Manager

*Leading with integrity and building the trust and confidence of each constituency---Members, Staff, and the Owners---is of critical importance.*

**Candidate Qualifications & Experience**
- The successful candidate will be a proven businessperson with exceptional financial and budgeting skills that have yielded verifiable results. In particular, the candidate must enjoy and embrace the challenge of strong fiscal management, especially during these economic times, while at the same time delivering the quality and range of services and innovative activities to enable the Club to continue to attract and retain members.
- The ideal candidate will possess a minimum of 5 to 7 years of progressively more responsible club management positions, preferably in the top executive position. The Owners will consider a highly regarding current AGM who has had outstanding mentorship and quality club exposure.
- Preferably, the successful candidate will have had exposure to a residential club community management and the unique, and more significant relationship resident members have with their club in such environments.
- The prospective general manager must be a charismatic, passionate professional and have outstanding and verifiable membership relations and communication skills, both written and verbal.
• Is someone who clearly understands and promotes an environment of “Trust and Respect”, but who recognizes that such trust and respect is earned over and with a series of well-conceived, thoughtful decisions and consummately appropriate interactive skills and relations.
• He/She must have a proven record of strong operational management skills and will have a logical career path ensuring the highest standards of operation and attention to detail. The ideal candidate will have strong food and beverage experience in addition to good knowledge of other areas of club operations.
• The club is looking for a “visionary, take-charge type” person who is also especially diplomatic and highly approachable. The general manager will exhibit creativity in providing programs for the membership to enjoy and will take a sincere interest in member and guest satisfaction, as well as effectively helping to create and oversee an effective membership marketing and retention program.
• The new general manager will enjoy inspiring department managers and employees and must demonstrate proven leadership skills in team building, employee motivation and service training. The ability to gain the trust and respect of the management team, as is a strong ability to work with the Owners to further establish and memorialize clear roles, responsibilities and overall metrics for sustainable success.
• He/She will be confident, creative, enthusiastic, energetic, engaging and a highly visible manager to the staff and membership.
• He/She should have good skills utilizing current technology in the club industry, and be knowledgeable as to coming trends in this area, as well as the best use of such resources in communicating with members, prospective and staff. Staying “engaged and connected” with members is of critical importance, and directing the use and design of the Club’s website and related digital technologies is critically important.
• Strategic planning skills, and the ability to vision and articulate goals and objectives to each constituency, are considered very valuable.
• He/She must be capable of a high degree of initiative, innovation and resourcefulness in directing the activities of a very busy family oriented club; able to present a consummately professional image to the staff, membership, and the general public at all times.
• He/She must have verifiably strong organizational skills, and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction and outstanding member experiences.
• A strong commitment to, and proven record of consistent focus on personal professional development. Continuing education, as reflects in one’s resume of accomplishments, is important.

A college degree and the CCM are preferred. This position is available immediately, and interviews will likely occur in late September.

Please visit the website at: www.theledges.com

Salary: Open and commensurate with qualifications and experience. The Club, along with the typical CMAA benefits, offers competitive bonus and benefits package.
For more information or inquiries, or to make your interest known to the firm, please present your credentials along with a cover letter detailing your interest as well as your alignment with the above noted qualifications and expectations to:

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