

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

DIRECTOR OF GOLF (DoG) PROFILE: EMERALD DUNES CLUB WEST PALM BEACH, FL

THE DIRECTOR OF GOLF (DoG) OPPORTUNITY AT EMERALD DUNES CLUB

The Director of Golf role at Emerald Dunes Club is a very unique opportunity to be part of an extraordinary club based on relaxed elegance and centered around a member-centric golf environment with the best of everything---a superb golf course with an extensive redesign personally supervised by Tom Fazio, tremendous playing conditions, state of the art practice areas, a beautifully appointed clubhouse and exterior viewing areas, and excellent culinary and overall member services. Emerald Dunes is intended to be a special refuge for world class golf; the new Director of Golf will be someone with a unique ability to lead and manage golf operations in a seamless, exceptionally detailed and personalized manner, but in a casually elegant and comfortable fashion supporting the Owner's vision.

EMERALD DUNES CLUB

Emerald Dunes Club Mission Statement

"Emerald Dunes Club is a casually elegant, world class Golf Club whose commitment is to provide a low density, first class golf experience for its members by providing the highest quality playing conditions, practice facilities, and club services for enjoyment at all levels."

Emerald Dunes was originally opened in 1990 and was designed by Palm Beach County resident, Tom Fazio. The complex encompasses 188 acres and is centrally located and easily accessible from Palm Beach and its extraordinary surrounding areas, the Palm Beach County airport, and other iconic local landmarks. In 2011 Fazio returned to personally supervise an extensive master plan renovation that increased the level of play and enjoyment at this already exceptional facility. This course is unique to the area and features five sets of tees nestled in the natural dunes style of the architecture. By design, its difficult to imagine that you're within a busy economic zone location as there are no homes or commercial buildings in view from anywhere on the property.

In addition to the 18 holes of golf, the club boasts a 1,500-square foot, indoor state-of-the-art teaching facility with two teaching bays and video and computer training tools. This teaching facility is enhanced by the addition of the exceptional practice amenities that include:

- A dedicated world-class Tom Fazio Short Game area including a 135-yard par 3, 19th hole, two target greens, a chipping green and an additional 9,500 square foot putting green, all built to USGA specifications, six practice bunkers and a grass pot bunker.
- There is also a separate eight-acre, 310-yard double-sided driving range which includes more than 28,000 square feet of tee surface, five target greens, framed with shallow sand bunkers, four mini chipping greens and a 3,116 square foot USGA regulation putting green.

There are no tennis courts, pool or other “country club” amenities; Emerald Dunes is designed as a golf club and has laser focus on a member-centric, both male and female, commitment to golf and its enjoyment. The Team is clearly in sync and focused on personalizing every aspect of the experience and doing whatever is reasonably necessary to allow for members’ recreational and social relaxation and enjoyment.

EMERALD DUNES CLUB BY THE NUMBERS:

- At present, there are approximately 270 members with a healthy list of those ‘in waiting’
- Initiation Fee - \$150,000
- Dues: Golf Member - \$23,500 and covers essentially all of a member’s basic needs annually including breakfast, lunch, carts and most other fees typically charged on an ala carte basis at most clubs
- Approximately 14,000 rounds annually, with the Club closed for the months of July, August and part of September each year
- The Golf Shop is approximately 2,000 square feet, is owned by Emerald Dunes Club and enjoys approximately \$500,000 in annual soft and hard goods sales.
- The Club enjoys a vibrant and first class professional caddie program with upwards of 45 caddies, and has approximately 15 FTE staff members in the height of season
- The Director of Golf is a full time, year round role

EMERALD DUNES CLUB WEB SITE: www.emeralddunesclub.com

DIRECTOR OF GOLF POSITION OVERVIEW

The DoG at Emerald Dunes is expected to be the consummate professional, never losing sight of the primary objective of providing an exceptional golf experience for the Club’s members. Amongst many key competencies, the following are absolute keys to success and being an ideal “fit” for the role:

- Possessing outstanding managerial and leadership abilities; being a mentor for his/her staff, and being an outstanding ‘team player’ with the existing group of exceptional department leaders is critical. Emerald Dunes is looking for a “one club, one team” intuitive style and approach from their new DoG. Creating a pipeline of key assistants and staff who exemplify the best in the industry, and who want to be afforded an opportunity to learn from the best is the expectation from the leader of golf operations.
- Being an exceptional teaching professional for players of all skill levels. The Club has a significant and growing lesson interest and tremendous practice facilities that members will take advantage of while at the Club. At the same time, the successful DoG will appropriate ‘balance’ of lessons with being the visible and energetic “face” of golf at Emerald Dunes.
- Exceptional and highly refined, but “not stiff” diplomatic and personal communication skills. Members and guests at Emerald Dunes represent many of the top golf and business leaders in the world; being able to effectively and comfortably communicate with them, as well as entry level positions on the staff, is a critical success factor. They’re looking for someone who is able to say no, but do so in an approach that never alienates because of the respectful, kind manner in which it is delivered.
- Having excellent playing skills is also highly desirable and important, but not more so than the above noted attributes. Members enjoy playing with their DoG and having someone who proudly represents the Club with his/her game skills and accomplishments. Notably and of even greater importance is effectively leading and managing the golf operation and being an outstanding “Ambassador” of golf for Emerald Dunes.

- A golf professional who recognizing what “a member experience 2nd to none” means, and is able to continually evaluate, enhance, and direct others to achieve that vision in a positive, energized and intuitive manner.
- Ultimately, a hard working, “lead by example” professional who sets clear accountabilities, provides thoughtful and regular feedback to staff members, and who is comfortable and embracing of reporting lines directly to the Owner and tangentially to the General Manager of Emerald Dunes.

KEY PRIORITIES FOR SUCCESSFUL TRANSITIONING

Anticipating first year transitioning success, the new DoG will need to focus on and recognize the following expectations for positive achievement and personal attainment or focus:

- Quickly coming to know the Members, Staff and Owner and their key expectations, continued aspirations and opportunities
- Ensure that scheduled events are well planned, properly and effectively communicated and coordinated with all necessary constituencies
- Focus on significant engagement opportunities in the shop, on the practice areas, in the clubhouse and as often as possible
- Play golf, at least nine holes, a couple of times a week with various levels of skilled players to further engage and become familiar with them and their expectations
- Be an active and positive contributor to the EVP/GM and other key senior staff relative to innovations, member experience enhancements and the overall member and guest enjoyment of Emerald Dunes, even in areas beyond golf
- Meet with every member of the golf staff to both “listen” to their desires and expectations, and to provide clear direction and understanding of accountabilities and expectations of them; evaluate the talent within and begin to outline for the future a pipeline of talent recruitment and retention as needed
- Work closely with the course superintendent in coordinating planned closures for events and scheduled maintenance, demonstrating a strong “team player” leadership role
- Review and understand the full scope of merchandising and its opportunities in both hard and soft goods areas, working closely with the Shop Merchandiser
- Oversee and become involved in the instructional program, and learn from the existing golf staff, all of whom are well regarded by the membership
- Work closely with the Controller and EVP/GM to understand the fiscal responsibilities for all golf areas including planning, budgeting, monitoring and corrective management

CANDIDATE QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty. The requirements listed above are representative of the knowledge, skills, and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

Preferably, a college degree, and hold a minimum of a “Class A” card and be a registered member of the PGA. Further, a verifiable commitment to continuing education within both the PGA and potentially CMAA, as there is a strong desire in place for candidates with leadership skills beyond golf operations.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The Club, along with the typical senior staff 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, clearly articulating your “fit” with the profile and the above noted expectations and requirements is necessary. Your letter should be addressed to the Emerald Dunes Club Search Committee, and clearly articulate why you want to be considered for this position at this stage of your career and why Emerald Dunes Club and the West Palm Beach area will be beneficial to both you and the Club if selected.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(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.

For directions on how to upload your resume and cover letter [visit this page](#).

[Click here](#) to upload your resume and cover letter.

If you have any questions please email Patty Sprankle: patty@kkandw.com

Search Executive:

Kurt D. Kuebler, CCM

Partner, KOPPLIN KUEBLER & WALLACE

561-747-5213 – Jupiter, FL

Kurt@kkandw.com

www.kkandw.com