



# EDUCATION MEETING

## THE SECRET SAUCE TO MAKING YOUR FOOD AND BEVERAGE DEPARTMENT MORE PROFITABLE

*Presented by Ryan Doerr  
Owner of Strategic Club Solutions*

**Thursday March 21, 2019**



**Echo Lake Country Club  
515 Springfield Avenue  
Westfield, NJ 07090**

**Host Manager: John Gomez, CCM**

Registration: 2:30 pm  
Program: 3:00 pm -5:00 pm  
Networking Reception to follow  
2 Education Credits

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Mail form and check payable for \$50.00 per person to Echo Lake Country Club to:  
John Gomez, CCM, Echo Lake Country Club, 515 Springfield Avenue, Westfield, NJ 07090

NAME \_\_\_\_\_

CLUB \_\_\_\_\_

GUESTS \_\_\_\_\_

Number of People : \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

### CORPORATE PARTNERS

### PLATINUM



### GOLD



### SILVER



### BRONZE

- Allied Beverage Group LLC
- Ecker Brothers
- Driscoll Foods
- Entegra
- Jackson Family Wines
- Jonas
- MembersFirst
- MJ Frank
- M Tucker/Springer
- Tree Tech
- Victory Pest Solutions

# RYAN DOERR



**27 years in the hospitality business, 21 in Club Management. Accomplished consultant, facilitator, advisor, coach and entrepreneur**

Ryan Doerr is the Owner and President of Strategic Club Solutions and founder of Club Masterminds, an exclusive collaboration program for Club professionals. With 27 years engaged in many diverse aspects of the Club and Hospitality industry, his expertise crosses a range of subject matter from business strategy to Club turnaround and process improvement. Clients appreciate his extensive knowledge, enthusiasm and intuitive ability to find opportunities for increasing profits, cash flow and productivity.

Ryan began his career working for several well-known hospitality companies including ClubCorp and Walt Disney. He credits his time with Disney as his introduction to the standard of exemplary customer service and satisfaction. Adopting many of their central lessons, Ryan developed his own set of guiding principles around member engagement and spent the next 12 years learning the Club and hospitality industry from the ground up. A little-known fact about Ryan is that in his first Club position, he and two other department managers were given 90 days to completely turn around the Club's service and operations procedures, or the Club would go out of business immediately. They were successful and this experience marked the first step in establishing Ryan's interest in Club turnaround and improvement.

After many successful years working in Clubs across the country, Ryan found he was receiving an increasing number of referrals requesting him to lend his strategic skills to Clubs experiencing lagging membership and revenue numbers. He found he particularly enjoyed applying his business savvy to help struggling Clubs regain and eventually exceed profitability. For example, in 2008, Ryan led a turnaround at a member-owned Wisconsin country club that resulted in \$750K in EBITDA improvements and enrollment of 120 new golf members in under 10 months.

After multiple successes, Ryan decided to form his own business services firm, Strategic Club Solutions (SCS). Ryan and his team now deliver successful solutions to Clubs through strategic planning, member surveys and focus groups, operational analysis and improvement, food and beverage operations, event sales, membership growth, programing, engagement and retention, organizational effectiveness, staff training and development, recruiting, and executive search. A notable fact about Ryan is that nearly every client he has helped has in turn recommended him to a colleague, who Ryan has also helped. In terms of social proof, this record of referrals and successfully completed projects is quite impressive.

At present, Ryan continues to travel to Clubs, sharing his insights and strategies, and has added professional speaking as a way to reach a larger audience. His presentations are highly interactive and packed with actionable strategies, earning him excellent reviews from attendees. Ryan also facilitates Club Masterminds sessions, guiding managers and owners through its collaborative process. His role with Club Masterminds has given him unique access to understanding the top challenges faced by Club managers, as they vet ideas and work through the issues they're currently facing. This insider viewpoint lends his presentations a relevance and timeliness not equaled by other presenters.

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