



Fenway Golf Club
General Manager
Scarsdale, New York

Fenway Golf Club (FGC) seeks a visionary leader as its next General Manger to provide dynamic, visible and hands-on leadership to guide the Club. Established in 1924, FGC boasts an impressive history and is a forward thinking evolving Club. This is an extraordinary opportunity at an exceptional club in a highly desirable part of the country.

HISTORY

In 1920 an aspiring group of businessmen chose the 40-acre Scarsdale estate of publishing baron Eugene Reynal as the anchor for a new golf course. Reynal's mansion would later be utilized as the Clubhouse. Having begun this new venture almost 100 years to the day after James Fenimore Cooper, the American author of *The Last of the Mohicans*, settled in Scarsdale, they chose to name their new club after him. By the spring of 1921, members of Fenimore had acquired enough land to build a full 18-hole course as well as a nine-hole companion track.

During its first decade, Fenimore's reputation grew as it became one of the first clubs in the country to employ a playing Tour professional and a standard club professional. Leo Diegel, who won back-to-back PGA championships in 1927 and 1928, was among the club's notable playing pros. Both Diegel and Fenway tour pro "Wild Bill" Melhourn were members of the original Ryder Cup team and are enshrined in the PGA Hall of Fame. Fenimore and its members found themselves struggling to survive as the club's 10th anniversary approached, a victim of the Great Depression. The club reorganized in 1936 and adopted a new name, Fenway, which gave them a fresh start and recognition to their history.

Two years after its rebirth in 1936, Fenway hosted the biggest tournament in the club's history; the Westchester 108 which offered the PGA Tour's richest purse at the time (\$13,500) and drew a field full of legends. A young Sam Snead, had to scramble to take home the \$5,000 first prize, shooting a humbling 10- over par.

A P R O F E S S I O N A L C O N S U L T A N C Y

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The Club's Golf professionals themselves have a reputation for long tenure and awards. Throughout the Club's history, these individuals have won numerous tournaments, been MGA "Player of the Year" and established themselves as some of the finest Club professionals on both the local and national circuits.

GOLF, AMENITIES & SERVICES

Fenway's stature as one of the pre-eminent golf clubs in Westchester results from time tested greatness of its golf course and the rich history of its golf professionals. The course was designed in 1924 by A.W. Tillinghast, one of America's greatest golf course architects. It continues today to be one of his most highly regarded works. Fenway possesses design elements found in other nearby Tillinghast courses from the same era, such as Winged Foot and Quaker Ridge. For more than 25 years, Fenway has been included on Golfweek Magazine's list of America's Top 100 Classic Courses. Noted golf architect Gil Hanse has been working with Fenway for more than 20 years and has just completed a multi-year restoration and redesign of the course to maintain the integrity of Tillinghast's vision. Fenway has just completed a replacement of the irrigation system. For more than 35 years, the course has been cared for by members of the Alonzi family of superintendents.

In addition to being the home of the annual Mittelmark Invitational, Fenway has hosted the Met Amateur (1953), the MGA Senior Open (2000), the IKE Championship (2007) and the Met Open (1955 and 1969). The Club hosted the Metropolitan PGA championship in 2015. In 2023, Fenway along with Sleepy Hollow will host the 43rd Annual U.S. Mid-Amateur tournament bringing the storied tournament, for the first time to Westchester County.

Fenway's multi story Clubhouse includes a bar room with casual dining for 90 members and guests, a formal dining room (ballroom) seating 220 and a tented outdoor patio seating 125. The new resort style aquatic facility is home to the Pool Terrace with 90 seats and fire pit. The large clubhouse supports an active event and member activities schedule including traditional events and special occasions like bar mitzvahs, bat mitzvahs, weddings and similar distinctive get-togethers. While the vast majority of activity at Fenway occurs during the summer months, Fenway is open approximately 10 months a year.

Fenway boasts an active tennis program featuring 8 Har Tru courts. Members have access to a variety of clinics, tournaments and youth programs throughout the season. The Club's Head Tennis Professional has been with the Club for more than 20 years.

The Club utilizes H2B and J-1 seasonal staff and provides housing on the second and third floors of the clubhouse.

RESPONSIBILITIES

The General Manager (GM) will serve as Chief Operating Officer of the Club managing all aspects of the operation. He or she will be hired by the Board of Governors and report to the President and Board of Governors. He or she will be responsible for carrying out the Board's policies and held accountable for all areas of the Club. The GM must ensure the synergism of all Club activities. He or She will be the Board's bridge to the staff and will report back on the effectiveness of policies, operations and programming.

The GM will work with the Board of Governors, Club Committees and staff to develop and implement operating plans to ensure the Club achieves measurable goals for member and guest satisfaction, member enrollment, retention, and revenue growth while achieving budgetary expectations.

The GM will lead and direct the management team. The candidate selected will need to be a strong leader and build a culture of forward and visionary thinking. The new GM must have exceptional interpersonal skills, integrity and a will to succeed. Strong communications with the membership and staff must be a hallmark for the new GM. All department managers will report to the GM including the Assistant General Manager, Controller, Executive Chef, Head Golf Professional, Golf Course Superintendent, and Head Tennis Professional.

The GM will develop operating policies and procedures and direct the work of all department managers. He or she will implement and monitor the budget, the quality of the Club's products and services and ensure maximum member and guest satisfaction. The GM will secure and protect the Club's assets, including facilities and equipment.

In addition to leading all management functions in the operation with gross revenues exceeding \$8.3M, food and beverage revenues in excess of \$1.9M, and a staff of over 100 associates (in season), the GM will lead the preparation of operating and capital budgets in conjunction with the Controller and with approval of the Board of Governors. The General Manager must have strong financial acumen, as well as, work with the Board to provide thoughtful, well-reasoned recommendations and be accountable for results within his/her control. The selected candidate must have the ability to manage within budgetary restraints while developing and implementing programs to increase revenues and control expenses, particularly paramount in the Covid-19 era.

Food and beverage operations are a significant portion of the member experience at Fenway. The General Manager must have significant food and beverage expertise as well as a history of hiring, training and supporting a service-minded team. A continued focus on the F&B operations will be critical for success at Fenway. The GM will be responsible for the management of service in the manner most pleasing to members and their guests while assuring the highest standard of appearance, hospitality and service.

The new General Manager must be technologically savvy and comfortable with communication methodologies to ensure the club is on the cutting edge of member engagement, communications, and awareness.

This is a unique opportunity for a new leader with vision, fresh thinking, along with the ability to produce. The new GM must have a desire to be part of an evolving Club and be excited about taking the Fenway to the next level.

CLUB FACTS

- The initiation fees for a Regular (Full) Member is \$50,000.
- There are approximately 300 members in all categories at present.
- Members and their guests play approximately 13,000 rounds of golf each year.
- The Club has an annual F&B minimum of \$1,500 and an annual capital charge of \$1,500.
- There are 21 elected Board Members and an active committee structure.
- Average age of members is 52 years. This represents a change from 59 just 6 years ago.
- Future capital projects being considered include a new golf teaching facility.

QUALITIES & BEHAVIORS

1. The General Manager must manage the Club while working to enhance member satisfaction and enthusiasm of each staff member. He or she must be a listener and a problem solver.
2. The General Manager must be a strategic planner and a visionary to ensure the Club grows as the demographics of the Club change.
3. The General Manager must be a proven trainer and developer of staff. Through innovative training programs, staff motivation, personnel policy development and consistent implementation of these policies, the GM will bring member service to new heights.
4. The GM must show a high level of enthusiasm in all he or she does. The GM should be a presence throughout the Club, maintaining standards and preventing them from slipping at any time. The GM will be constantly seen in the front of the house, welcoming members and guests to the Club and above all promoting the Club.
5. The GM is the Chief Operating Officer. He or she should be attuned to the needs of members as a group and as individuals. The GM should instill confidence in and generate respect from the membership.

PREREQUISITES

Education College Graduate, Hospitality Degree preferred. Must have consummate interpersonal skills. CCM Designation preferred.

Experience Knowledge of the hospitality industry, generally involving a minimum of ten (10) years in the industry in positions involving both the front and back-of-the house operations.

Candidates looking for their first General Manager's position who have a record of advancement and growth will be considered. Candidates with Club experience are preferred but not required.

COMPENSATION

The Club will offer an attractive and competitive compensation and benefits package to include:

- A base salary and bonus potential.
- Professional dues and education expenses with emphasis on continuing education.
- Full Benefits including medical, dental, and 401 (k).

RESUME SUBMISSION

Please submit resumes, **salary history** and a **strong cover letter** to:

Charles D. Dorn, CCM
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All resumes should be submitted in WORD format. Please indicate “FGC – General Manager” in the subject. PDF files will not be accepted.

NO PHONE CALLS PLEASE