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DIRECTOR OF GOLF PROFILE: LA CUMBRE COUNTRY CLUB SANTA BARBARA, CA

DIRECTOR OF GOLF AT LA CUMBRE COUNTRY CLUB

La Cumbre Country Club is seeking a Director of Golf (DOG) who demonstrates impeccable leadership skills, is a natural leader, promotes team member growth and engagement, and consistently delivers an exceptional Member experience. The DOG will be a high-energy individual who embraces the latest technology and advances in the club industry today to elevate the entire golf program of La Cumbre Country Club to be a club that is recognized as being one of the top golf environments for a high-end club in California. This professional will create a golf-centric culture seen as being the best in class amongst golf clubs in the country today, including being on the cutting edge of what best practices and best amenities are offered in golf today. This individual will oversee the performance of all golf operations and related services at the member-owned La Cumbre Country Club. The position will promote an exceptional "golf experience" and provide excellent services, tournaments, merchandising, and programs for all members, their families, and guests. Additionally, the Director of Golf will pride themselves on developing and mentoring future leaders in the golf industry.

[Click here to view a brief video about this opportunity.](#)

LA CUMBRE COUNTRY CLUB

La Cumbre Country Club, nestled in Santa Barbara's Hope Ranch area, traces its roots to early Spanish settlers who named the region "La Cumbre," meaning high place or summit. La Cumbre began its golf legacy in the early 20th century as visionary enthusiasts brought the sport to California's Riviera. Renowned architects crafted a private country club that now offers a variety of social activities, from casual games to themed events, along with picturesque indoor-outdoor dining. The club hosts year-round golf, tennis, aquatics, and fitness classes. The golf course, framed by ocean breezes and mountain vistas, provides a timeless member club golf experience. La Cumbre's commitment to sustainability enhances its allure, making it a haven for those seeking both natural beauty, golden age course architecture, and a rich array of recreational and social offerings.

The original members had a vision and this dedicated group hired George Thomas and William Bell, two legendary architects, to fashion a private country club with a classically designed 18 holes of golf. Additional attributes include six tennis courts and a fitness center that offers daily classes including yoga, tai chi, strength, and balance training.

The classic Spanish Colonial Revival clubhouse will undergo renovations soon to restore it to its original beauty and it houses social activities ranging from summer BBQs to themed parties and events. The club offers lunch, dinner, and numerous special events and members enjoy indoor-outdoor dining with picturesque views of both mountains and centuries-old oak trees overlooking the historic golf course.

The club is currently embarking on a major capital program investing \$15 million into the course and \$18 million into the clubhouse. This investment is in addition to the \$2.5 million being invested into the Patio Bar and Grill kitchen and bar, and another \$1 million into the racquets facility. The campus investments aim to elevate the member experience to bring it to current-day standards.

LA CUMBRE COUNTRY CLUB BY THE NUMBERS

- Approximately 825 Members [450 primary Golf Members]
- Minimum Equity Initiation fee \$225,000.

- Annual Dues – Full Member: \$16,000.
- Annual gross volume is approximately \$13.6M
- 18 holes of golf support approximately 30,000 - 34,000 rounds of golf annually
- Hard Good/Soft Good Volume 2023: \$223k/\$213k
- Total Instruction Volume: \$95k
- Club is a 501 (C)(7) organization.
- 9 Board Members, each serving three-year terms.
- Club uses the NorthStar system for POS and accounting operations.
- Approximately 70 year-round employees with another 60+ seasonally
- Architect & Masterplan – Todd Eckenrode's plan based on George Thomas and Billy Belly, Jr.'s original design
- Course Maintenance Budget - \$3M
- Cart Rounds – 19,500
- Average age of members is 64
- Average handicap, men (17) and women (23)

LA CUMBRE COUNTRY CLUB WEB SITE: www.lacumbrecc.org

DIRECTOR OF GOLF – POSITION OVERVIEW

The Director of Golf at La Cumbre is the “golf ambassador” of the Club. They must embody the highest levels of integrity, professionalism, and diplomacy, and be a highly active, engaged, and visible presence with both members and staff. They will be a “go-to” individual who takes ownership and control of the golf experience. The ideal candidate will be a visionary for LCCC’s golf operations and beyond. The new DOG will be asked to evaluate staffing levels, professional standards, and all golf operations policies and procedures for consistency with today’s “best of the best” clubs, bringing energy and creativity while respecting the existing traditions and major golf events. While building relationships with every constituency within the La Cumbre membership, the DOG is someone who needs to be everything golf at LCCC and have his or her finger on the pulse of all operations besides golf.

The DOG must be an exceptional leader, motivator, and mentor of their team who recognizes and respects the contributions of volunteer members and staff of all levels. They will be a person known for their intellect, vision, planning, and knowledge of the game and business including strong business acumen, as well as personally setting the standard for behavior, assertive hospitality, and daily performance. They will directly lead areas of the golf operation and work closely with the Director of Grounds and other department heads while reporting to the General Manager/COO. The position will promote an exceptional golf experience for all members and guests and provide creative services and programs to enhance and improve the existing golf program. The DOG is expected to be a strategic leader of the golf experience at La Cumbre and therefore a person of intellect, vision, planning, business acumen, and tact, all while being able to laugh a little.

The new DOG will be expected to inject focus and innovation into the golf program and create an enhanced culture of professionalism and service at LCCC. Instituting programs that get the professional staff actively involved in working with and playing with members regularly, thus enhancing their connectivity and skills as professionals must be prioritized in the DOG’s focus and overall mentoring role.

While the Club is looking for the “consummate golf professional” in all aspects of competencies and experiences, the successful next DOG will be a “generalist,” excelling as a player, coach, instructor, merchandiser, innovator, tournament host, and marketer, but above all, a great communicator!

He/She directly supervises all inside and outside Professional Staff, and recruits, hires, trains, and supervises all Professional Staff to ensure that a high level of service is consistently received by the membership. Special emphasis is placed on member relations and the ability to interact with members genuinely, properly, and regularly, and truly enjoy doing this daily.

INITIAL PRIORITIES OF THE NEW DIRECTOR OF GOLF

- Secure high levels of membership satisfaction with a positive, respectful, inclusive, interactive, and highly visible presence.
- Develop and build a golf operations team with a strong focus on mentorship and growth of the individual team members.
- Be consistently innovative and visible. Ensure the same level of engagement from the team, especially when absent, setting performance management standards/expectations and executing at a high level.
- Ensure the Club maintains an active Coaching and Teaching program to provide extended value to the golf membership through various offerings. This is of particular importance.
- Keep a close working relationship with the Director of Grounds, focusing on member-guest experiences, playing conditions, pin locations, pace of play, rules and hazards issues, and partnering on tournaments to ensure course setup and playability, including communicating expectations are properly planned for.
- Fully engage with the Club's Management Software system to analyze sales trends, golf rounds, and member demographic utilization of golf operations.
- Ultimate ownership of all independent golf groups: men's, women's, juniors', and couples-related golf.
- Full ownership of all golf events including marketing, tee prizes, billing, and partnering with food and beverage leadership to ensure successful execution.
- Assure all standard operating procedures for sales and cost controls are in place and consistently followed.
- Ensure labor standards are set to the desired business volumes and within the budgeted parameters.
- Ownership of the Golf Operations budget which includes all tournaments and golf-related events.
- Full responsibility for the Golf Shop inventory and success of the merchandising program to elevate the member experience.
- Work closely with the Controller to ensure financial procedures are maintained in accordance with the established guidelines of the Controller and GM.
- Supervise, coach, and counsel staff per the La Cumbre Country Club employee manual and code of conduct.
- Recruit, conduct interviews, hire, and train needed staff. Work with Human Resources Manager to ensure proper hiring and termination procedures are followed.
- Conduct annual reviews with the assistance of the Human Resources Manager and under the approval of the General Manager for all golf department personnel.

CANDIDATE QUALIFICATIONS

- A strong accomplished PGA professional with "gravitas" and a proven track record of providing premier services in a dynamic, exclusive membership environment.
- A proven track record in Coaching and Teaching – experience directing an entire club's instructional program is an advantage – working with all levels of playing abilities and diverse skill levels to grow the game.
- A strong team leader focused on two-way communication with all team members.
- A highly visible and interactive individual committed to engaging members at every opportunity to develop high levels of member satisfaction.
- A team builder who has a history of attracting, developing, motivating, and retaining a high-performance team of professionals to propel the operation forward.
- A verifiable record of working closely and successfully in a private club with an active Board and committees, while providing visionary leadership and partnership to the General Manager.
- Financially astute with fiscal operations and budget development.
- Ability to elevate and sustain a culture of quality service.
- A strong golf community network and knowledge of best practices of top-performing and high member satisfaction operations across the country
- Exceptionally strong communication skills with members and staff, creating an open exchange environment where genuine input is welcome to move the golf operations forward positively and passionately.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- Preferred Bachelor's Degree in Business Administration or Golf Management, but not required.
- In lieu of the degree, substantial golf professional and private club experience will be considered.

- A PGA/LPGA member in good standing with a minimum of 5 years of Head Professional or Director of Golf experience in a like or similar type of facility is required.
- NOTE: Those current 1st or Lead Assistant Professionals, or Head Golf Professionals under a Director of Golf at well-recognized clubs with a strong history of excellent mentorship of the professionals that have worked there along with verifiable records of achievement will be considered for this role.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership. Salary Range: \$300,000 - \$350,000 + additional bonuses and compensation incentives.

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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to La Cumbre CC Director of Golf search committee/Attention Adam Zubek, GM/CEO, and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career, and why LCCC and the Santa Barbara, CA area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Friday, June 14, 2024. Candidate selections will occur late June with first Interviews expected in July 2024 and second interviews a short time later. The new candidate should assume his/her role in late August.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – La Cumbre”

(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.

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

If you have any questions, please email Bethany Taylor: bethany@kkandw.com

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