

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: GENESEE VALLEY CLUB ROCHESTER, NY

GENERAL MANAGER/CHIEF OPERATING OFFICER AT GENESEE VALLEY CLUB

The General Manager/Chief Operating Officer (GM/COO) of the Genesee Valley Club (GVC) is responsible for providing strategic direction to achieve the Club's vision and brand promise as established by the Board of Governors. This includes overseeing all club activities related to the Board of Governors, members, guests, and employees. The GM/COO is accountable for developing and implementing service standards and processes, while also providing leadership to managers and staff at GVC. Additionally, this role involves the preparation and management of annual operating and capital budgets in support of strategic initiatives and expectations set with the Board.

The GM/COO serves as the primary representative of the Club in all member, staff, and board interactions. The successful candidate will play a central role in managing staff leadership to deliver memorable events and activities, high standards of service, and exceptional food & beverage. The GM/COO will ensure that major capital improvements and overall maintenance of the Clubhouse and grounds are properly planned and executed. The GM/COO should possess strong financial acumen, as well as the ability to recruit, develop, and retain talented staff.

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

ABOUT GENESEE VALLEY CLUB

Genesee Valley Club is a prestigious and historic private social club located in Rochester, New York. This is a unique city club in a country setting, known for its elegant facilities, social activities, and its role in the community. The Genesee Valley Club was established as a social and recreational club in 1885. It was initially located in downtown Rochester but moved to its current location on East Avenue in the early 1900s.

Genesee Valley Club is situated in a picturesque area of Rochester, in the historic East Avenue neighborhood. It offers a beautiful setting for its members to enjoy various activities and social gatherings. Formal and informal dining opportunities are provided by the elegant Genaro's Green Porch, historic Red Grill, Armstrong Grill, Armstrong Grill Pub, and seasonal terraces for both fine and casual dining. The terraces and grounds around the Club provide cocktail receptions under sunny skies, and the formal and casual styles found throughout the interior of the Clubhouse make the perfect atmosphere for any event, large or small.

As a designated Platinum Club of America for many years and Platinum Club of the World Honorary Mention this year, the Club has an unmatched reputation for quality of food and service. Members look to the Club for camaraderie fostered by the over 50 club events that are put on each year, from a traditional father-daughter dinner dance in February to the renowned Clambake in September. The Club is equipped with numerous fitness and sports opportunities including a swimming pool, indoor tennis court, singles and doubles indoor squash courts, four outdoor Har-Tru tennis courts, two heated, outdoor paddle tennis courts, and a state-of-the-art fitness center.

This is a very special city club with a resort-like feel from the meticulously maintained grounds to the exceptional indoor and outdoor amenities laid across the 5-acre property.

Genesee Valley Club also has reciprocal affiliations with 168 private clubs throughout the world. Whether our members are traveling for business or pleasure, these clubs are a wonderful resource, and many offer overnight accommodations.

Mission Statement

The Genesee Valley Club is committed to providing its members, their families, and guests an inviting and rewarding membership experience through its fine programs and environment for social and business dining, private functions, racquet sports, fitness, and other athletic activities. Membership is by invitation to men and women of affability, good character, and reputation who are deemed acceptable on their individual merits.

GENESEE VALLEY CLUB BY THE NUMBERS

- Approximate number of members: 580
- Gross Volume approximately \$6.4M
- Annual Dues Volume approximately 2.6M
- F&B Volume approximately \$3.1M
- 15 Board Members with varying terms
- Committees include Finance & Audit, Membership, Admissions, House, Sports & Wellness, Nominating, DEI, Dining & Hospitality, Activities
- Initiation Fee: \$9,500
- Annual Dues: \$9,072
- Average Age of members is 58

GENESEE VALLEY CLUB WEBSITE: www.gvalleyclub.org

GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW

The Genesee Valley Club General Manager/Chief Operating Officer (GM/COO) manages all aspects of Club operations to ensure maximum membership satisfaction and is responsible for the efficient and effective management of the Club's activities consistent with its policies and objectives. This is done in accordance with the rules and regulations established by the Board and within an annual budget authorized for Club operations. The GM/COO is also responsible for cooperating with and assisting officers of the Club and committee chairs as described by the bylaws and policies.

The GM/COO must have the ability to understand and embrace the unique culture of the Club based on its values while balancing the business side of operations---F&B, rooms, programming, member services and amenities, HR, staff development, etc.

He/she must possess strong operational and financial skills with proficiency in technology, organizational metrics, and accountabilities, as well as sincere member engagement to drive overall club member participation and satisfaction. Critical to this role is the ability to define and consistently execute a quality food, dining, and events operation; a strong understanding of operational financials, proven success with revenue growth, and cost management; and the ability to manage a team to deliver best-in-class member amenities, including sports and wellness facilities and programming. Additionally, of critical importance is the ability to set standards of excellence for staff, operational efficiency, and asset maintenance and to model ethical, passionate, and professional behavior. A commitment to personal and professional development for the candidate and club staff is a must.

The GM/COO must have strong communication and people skills, with a commitment to excellence on all levels and the ability to convey and encourage a strong service culture throughout this city club. Visibility and sincere engagement with members and guests of the Club is of utmost importance; this is not a role for a leader with a default for the administrative side of the business.

The GM/COO will enforce club rules in a professional and diplomatic manner with the support of the Board, know the difference in having a “light touch or a strong hand” when doing so, and must have a strong record of results in his/her current and past positions.

Additionally, he/she must have the knowledge and interpersonal skills to respectfully, diplomatically, and effectively engage with a wide range of constituencies—boards, committees, members, senior staff, line staff, vendors, city officials, and others with whom the Club relies upon for its overall success.

Another key driver of success will be a clear understanding of exceptional standards of service and quality, combined with an eye for detail in all areas of service, décor, and housekeeping, and working closely with senior management and staff to ensure these standards.

Preferred candidates will be private club or related hospitality industry professionals who understand how to develop initiatives and solutions relevant in the Club world, technology trends, and best practices, balanced with maintaining the elegant and desired traditions of one of the most distinctive clubs in the country. Ideal candidates will have an in-depth knowledge of food and service operations and dining programming. Also desired is experience with the maintenance of historic structures and working in a multicultural environment.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER

- Develop the trust and confidence of club staff and members through thoughtful, candid, proactive, and collaborative information gathering and collaboration.
- Understand and identify with the culture of the Club, embrace its values, and lead it to success as a distinct and important institution in the heart of the city of Rochester.
- Review of staff hiring and onboarding process to ensure that the attraction, retention, and continual development of staff members is robust, vibrant, and relevant to today’s club service expectations.
- Ensuring that the overall financials, reports, and processes are in place and followed in coordination with staff leadership and the Club Finance Committee. Review and develop KPIs to inform decision-making.
- Proactively engage with staff to become familiar with them, their teams, and key procedures; identify areas of opportunity for growth and development.
- Evaluate the overall member service experience and establish plans for ongoing training and improvement.
- Work with the hospitality team to ensure success for the overall F & B operation, its consistency of execution, and standards.
- Establish goals and accountability for the delivery of exceptional sports & wellness programming, events, and amenities that add value to membership.
- Meet with key member leaders, committees, and volunteers to gather feedback and identify challenges and opportunities.

CANDIDATE QUALIFICATIONS

- A minimum of 4-8 years of progressive leadership/management experience, preferably in a General Manager or other Leadership role in a private member-owned city club of like stature is preferred, but not required. We will consider qualified candidates with experience in other areas of the hospitality industry. True ‘rising stars’ from the Club industry who have been verifiably well-mentored and who possess outstanding relationship skills will also be considered.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM or CCE are encouraged but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States, and to complete the required employment eligibility verification form upon hire.

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: \$200,000 - \$250,000

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 Genesee Valley Club - Club President, Tom Hildebrandt 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 GVC and the Rochester, NY 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 20, 2025. Candidate selections as well as first and second interviews will occur in July 2025. The new candidate should assume his/her role in mid-August 2025.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Genesee Valley”

(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 Alice Stevens: alice@kkandw.com

Lead Search Executives:

Michael G. Smith, CCM, CCE, ECM

Search Executive

O: (833) KKW-HIRE, ext. 719

M: (585) 794-6150

michael@kkandw.com

Kurt D. Kuebler, CCM

Partner

O: (833) KKW-HIRE, ext. 701

M: (407) 864-6798

kurt@kkandw.com