

# KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

## **GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: HALLBROOK COUNTRY CLUB LEAWOOD, KS**

### **GENERAL MANAGER/CHIEF OPERATING OFFICER AT HALLBROOK COUNTRY CLUB**

Hallbrook Country Club, a premier private club in the heart of Leawood, Kansas, a suburb of Kansas City, is seeking a dynamic and inspiring General Manager/Chief Operating Officer to lead the Club into its next era of excellence. The ideal candidate will be a highly visible and engaging presence who builds meaningful relationships across all levels of the Club. With a member-focused mindset and a knack for balancing tradition and innovation, this individual will champion an exceptional experience for members and staff alike, upholding a culture rooted in service, respect, and continuous improvement. A strong foundational knowledge of food and beverage operations is essential, as this leader will be instrumental in elevating and ensuring excellence across all hospitality touchpoints.

He or she will embody the highest standards of financial stewardship and strategic thinking, ensuring the Club's long-term vitality while delivering immediate, measurable impact. A proven diplomat and collaborator, this leader will bring people together with authenticity and purpose, fostering unity and alignment among members, staff, and the Board. Hallbrook's next GM/COO will be entrusted with honoring the Club's proud legacy while embracing the opportunities of the future with vision, confidence, and care.

Kansas City and Johnson County offer an exceptional quality of life, blending vibrant cultural amenities, top-ranked schools, a strong sense of community, and affordable living, making the area an increasingly attractive place to live and raise a family.

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

### **ABOUT HALLBROOK COUNTRY CLUB**

Nestled in the southern suburbs of Kansas City, Hallbrook Country Club was established in 1988 on the former family farm of Joyce Hall, the founder of Hallmark Cards. From its inception, Hallbrook has embodied a commitment to excellence, offering an unmatched private club experience rooted in tradition, hospitality, and community.

Hallbrook is renowned for its premier golf, dining, and social experiences, consistently delivering memorable moments for members, their families, and guests. The Club's Tom Fazio-designed 18-hole course features Bentgrass greens, Zoysia fairways, and Bluegrass rough, framed by native tall Fescue grasses and the natural beauty of rolling hills, creeks, and ponds. Hallbrook has been consistently ranked in the top 5 in the state of Kansas by industry-leading publications, Golf Digest and Golfweek. This past year Ingram's ranked Hallbrook as the best golf course in Kansas City. Throughout the Club's history, Hallbrook has hosted multiple high-level Amateur and Professional events including Kansas Amateur, Missouri Amateur, and The Watson Challenge.

Inside the elegant clubhouse, members enjoy fine cuisine, an extensive wine selection, and warm, inviting décor that provides the perfect backdrop for any occasion. The personalized, attentive service delivered by Hallbrook's dedicated staff ensures members and their guests always feel at home.

The Racquets and Fitness/Pool Pavilion serves as a year-round hub for health and recreation. With six outdoor lighted courts, one stadium court, and four new pickleball courts—four covered tennis and one covered pickleball court in winter—racquets thrive in all seasons.

The adjacent fitness center is outfitted with state-of-the-art equipment, which is soon to be upgraded, group classes, personal training sessions, locker rooms, and a bistro with panoramic golf course views. A resort-style outdoor pool and courtside fireplace enhance the experience for both adults and children.

For social gatherings and special events, Hallbrook offers multiple beautifully appointed banquet rooms and a scenic golf patio, all featuring stunning views. Dining options include a lively bar, family-friendly spaces, an adult dining room, and the Fazio Grill, catering to every occasion and preference.

Most recently, the Club completed a transformative \$22 million renovation focused on enhancing the clubhouse experience. Looking ahead, a highly anticipated pool replacement and renovation is underway, with a targeted completion date of May 2026—further testament to Hallbrook’s ongoing commitment to excellence and continuous improvement.

## **HALLBROOK COUNTRY CLUB BY THE NUMBERS**

- Approximately 652 members in all categories
- \$75,000 Initiation fee
- \$1,400 Monthly dues
- \$15M Projected 2025 Gross Volume
- \$7.4M Approximate Annual Dues Volume
- \$3.9M Projected 2025 F&B Volume
- 27,000 Approximate Annual Rounds of Golf
- 175 Employees (FTE); 120 Seasonal
- 10 Board Members
- 56 Average age of members
- Club operates as a 501c (7)
- Club Accounting and POS systems are Clubessential

**HALLBROOK COUNTRY CLUB WEBSITE:** [www.hallbrookcc.org](http://www.hallbrookcc.org)

## **GENERAL MANAGER/CHIEF OPERATING OFFICER – POSITION OVERVIEW**

The GM/COO has responsibility for all day-to-day operations of HCC. They direct and administer all aspects of the Club operations—the amenities, finances, project development, staff, all programs, and activities, including each operating entity of golf, tennis, pool, fitness, and food/beverage operations, to ensure consistent, outstanding service delivery to the membership and their guests. At HCC, this position requires exceptional diplomatic graciousness with a high degree of visibility, a strong ‘personalized service’ perspective, and a personification that is critical for all team members to emulate. Critical to the new GM/COO’s success is the intuitive sense to be present and to sincerely engage with every generation of family members and their guests.

The GM/COO is responsible for the creation, implementation, and consistent maintenance of all service standards and processes while providing vibrant, innovative, relevant, and respectful leadership for key managers and staff at HCC. A primary objective is for the GM/COO to be the highly visible and interactive ‘face’ of the Club and to ensure that goals and objectives are defined, understood, evaluated, and enhanced continuously. Most important to one’s success will be to meet the expectations of the membership, as defined by the Board.

The role of GM/COO at HCC requires strong financial skills, an understanding of cash flow requirements, and the ability to balance the annual budget while keeping current with the long-term financial plan of the Club.

Additionally, the role requires a strong embrace of community values and enjoyment of a highly desirable city environment like Kansas City, where activities and relationships, both at the Club and outside of its confines, are linked.

The new GM/COO will recognize that golf is a primary 'driver' of the Club, but that aquatics, tennis, fitness, family activities, and especially quality food and beverage services are all integral parts of the amenities package of HCC and, as such, need to be commensurate with member expectations. Junior programs are also a key 'driver' and must be consistently innovative, vibrant, and led in a creative, energized manner, in all appropriate amenity areas within the Club.

Outstanding communication skills are necessary for this role. As the primary communicator of much information at the Club, proven outstanding verbal and written skills are critical, as is a keen ability to listen, engage, build trust, and be highly approachable by both membership and staff.

#### **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER/CHIEF OPERATING OFFICER**

- Listen, learn, and observe. Become familiar with the culture and history of the Club. Cultivate relationships with members, their families, and team members.
- Implement innovative programs to further the Club's vision of being a family-oriented club with premier golf and country club experiences.
- Partner with the Board to fine-tune the Strategic Plan and set the direction and vision for the team to execute. Formalize the capital plan and forecast for coming years.
- Assess and refine the HCC member experience, establishing standards of excellence and creating expectations for the team to follow as well as upholding a culture of accountability.
- Become familiar with the pool renovation project; become acclimated with construction partners and work with Committees to deliver the project on time and on budget.
- Work with the Board to further streamline the structure and framework of the Club governance structure, both Board and Committees.
- Create synergy amongst the membership; work to engage various demographics of the membership and evaluate their needs, wants, programming, etc.
- Create a "State of the Club" report to the Board after ninety days of evaluation and observation, providing keen insights and recommendations for procedures, staffing, programming, and other key processes within the Club.

#### **CANDIDATE QUALIFICATIONS**

- A minimum of 5 - 7 years of verifiable, progressive leadership and management experience in an active, private member-focused club environment. NOTE: While having a strong preference for those who have experience in the GM/COO role, those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, may be considered for this role.
- Strong general management skills with verifiable strengths in team development, financial stewardship, diverse recreational amenity management (golf, racquets, fitness, aquatics, family activities, and others are especially desirable), quality food and beverage programming (especially important), exceptional member/guest service programming, strategic planning, project management, and most importantly the ability to consistently define and achieve goals and objectives.
- Exhibit financial and budgeting acumen with prior significant P&L responsibility, as well as a true understanding of the balance sheet, member equity, capital reserve strategies, and cash flow.
- Exceptionally strong communication and facilitation skills, both in writing and verbally. Communication with members and staff, and 'sincere and engaged' personal visibility are of immense importance at HCC.
- Prior experience in coordinating and overseeing major club improvement projects, especially as these relate to construction and renovation projects, similar in size and scope to which HCC has undertaken over the past few years and will continue to invest in improved amenities.
- An absolute "Team Builder." A person who embodies the persona of ultimate coach and motivator who exemplifies a team spirit attitude; someone who brings out the very best in those around him/her by setting clear goals and expectations, providing consistent feedback and support, and who is respectful and professional in all interpersonal dealings.
- A confident, diplomatic, and competent professional who is a 'doer' and take-charge person and who recognizes the importance of accountability.

- Someone who is at ease in developing relationships with all demographics of members – long-tenured, newer-tenured, male, female, juniors, golfers, tennis players, social members, etc. -- without favoritism and by using strongly developed listening skills.
- A person who understands and effectively functions in a non-profit, volunteer Board and Committee environment. Someone who is a strong consensus builder, and who embodies the behavior and skills one needs to be successful in this type of governance model.
- Possessive of strong organizational skills, and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction, and outstanding member experiences.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

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

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and 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.

## **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **Mr. Mike Upchurch, Search Committee Chair**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why HCC and the Leawood, KS area will benefit 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, May 16, 2025. Candidate selections will occur in late May, with the first interviews expected in June and the second interviews a short time later. The successful candidate should assume his/her role as soon as possible.**

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

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter - HALLBROOK"

(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](mailto:alice@kkandw.com)

### **Lead Search Executives:**

Marcie Mills, CCM, Search & Consulting Executive ▪ 484-577-6762 (M) - Scottsdale, AZ ▪ [marcie@kkandw.com](mailto:marcie@kkandw.com)

Thomas B. Wallace III, CCM, CCE, ECM, Partner ▪ 412-670-2021 (M) – Cleveland, OH ▪ [tom@kkandw.com](mailto:tom@kkandw.com)