

# KOPPLIN KUEBLER & WALLACE

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## **GENERAL MANAGER PROFILE: MINNESOTA VALLEY COUNTRY CLUB BLOOMINGTON, MN**

### **GENERAL MANAGER AT MINNESOTA VALLEY COUNTRY CLUB**

Minnesota Valley Country Club seeks a highly engaged, strategic, and relationship-driven General Manager to lead the Club into its next chapter of success. A visible, approachable, and authentic leadership style is essential, along with the ability to connect genuinely with members and staff across all constituencies. The successful candidate will empower a talented management team, foster a positive and collaborative culture rooted in accountability, and promote a high standard of service excellence throughout the Club.

Minnesota Valley welcomes not only experienced leaders but also rising stars in the private club industry—an innovative, energetic, and forward-thinking professional who is eager to grow alongside the Club's continued success. The next General Manager must embrace Minnesota Valley's dynamic, welcoming culture, preserving the Club's reputation as a fun, inclusive, and member-focused community. A passion for the game of golf, strong communication skills, financial acumen, and a strategic mindset will be critical to advancing the Club's mission, enhancing the member experience, and supporting the execution of the strategic plan. This is an outstanding opportunity for a visionary and service-oriented leader to make a lasting impact at one of the Upper Midwest's most respected and vibrant private clubs.

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

### **ABOUT MINNESOTA VALLEY COUNTRY CLUB**

Minnesota Valley Country Club (MVCC), located in Bloomington, Minnesota, is a historic and welcoming private golf club that combines timeless tradition with modern amenities. Established in 1923 and designed by renowned golf course architect Seth Raynor, the course remains true to its original layout, offering a strategic, walkable, and scenic challenge across 147 acres of gently rolling terrain above the Minnesota River Valley.

The 18-hole, par-73 course recently underwent a full restoration, enhancing infrastructure, bunkers, and fairway widths, while accentuating Raynor's iconic greens and classic template hole designs. Five tee boxes on every hole now ensure a playable and enjoyable experience for golfers of all skill levels and families alike. MVCC is also proud to be Minnesota's first fully certified Audubon Cooperative Sanctuary golf course, reflecting its strong commitment to environmental stewardship and habitat conservation.

Complementing its exceptional course are state-of-the-art practice facilities, including a short game area, expansive putting green, a two-sided driving range, and indoor golf simulators for year-round play. The club's professional staff hosts a full calendar of leagues, tournaments, and events to foster camaraderie and competition, and MVCC's robust caddie program promotes youth development and exceptional on-course service.

The newly renovated clubhouse, completed in 2024, offers members and guests a variety of dining and social experiences. The lower-level Valley Pub and patio provide a lively, casual setting with stunning views, while the upstairs Seth Raynor Grill offers scenic dining and a cozy fireside atmosphere. Both locations feature an extensive menu, daily specials, full bar service, and are perfect for gatherings, both casual and formal.

MVCC also serves as a premier venue for weddings, receptions, and events, offering panoramic views, flexible private rooms, and attentive service for up to 300 guests. Social events throughout the year, such as trivia nights, wine dinners, car shows, and family-friendly activities like Kids Community Night, foster a close-knit and inclusive community.

### **MINNESOTA VALLEY COUNTRY CLUB BY THE NUMBERS**

- Approximately 29,000 annual rounds of golf
- \$35,000 Initiation fee (Full Member)
- \$9120 Approximate Annual dues (Full Member)/ \$3000 Annual Capital Fee
- 542 Members, all categories
- \$7.7M Approximate gross volume
- \$2.4M Approximate annual dues volume
- \$2.7 Approximate F&B volume, 60% a la carte / 40% banquet and special events
- 32 Full-time employees; 83 part-time seasonal employees
- 9 Board members serving three-year terms
- 5 standing committees and ad-hoc committees as needed
- POS and Accounting system are NorthStar

**MINNESOTA VALLEY COUNTRY CLUB WEBSITE:** [www.mvccgolf.com](http://www.mvccgolf.com)

### **GENERAL MANAGER – POSITION OVERVIEW**

The General Manager (GM) will have full responsibility for all day-to-day operations at Minnesota Valley Country Club, ensuring the effective management of resources, member satisfaction, and staff engagement. Reporting to the Board of Directors through the Club President, the GM is expected to embody and champion an exceptional, member-centric experience. Leading a talented senior leadership team, the GM will model a contemporary, metric-driven leadership style while fostering an engaging, high-performing, and service-oriented culture across all operations. Direct reports include the Controller/HR Manager, Golf Course Superintendent, Head Golf Professional/Merchandiser, and Clubhouse Manager, with overall leadership extending to the entire Club staff.

The GM will serve as an active and strategic thought partner to the Board and Committees, contributing insight and leadership as the Club navigates meeting the evolving needs of a growing membership. A visible, approachable, and highly professional presence is essential, with a leadership style grounded in “Management by Walking Around” and maintaining a strategic, hands-on presence across all areas of the Club. Engaging with members and staff alike, the GM will ensure operational excellence, high standards of care for the facilities, and a culture of continuous improvement and innovation.

Key competencies include the ability to assess, measure, and enhance satisfaction among both members and employees, the strategic foresight to adapt to changing dynamics, and the leadership strength to cultivate a positive, forward-focused culture. Minnesota Valley Country Club offers a unique and exciting opportunity for a leader who is passionate about service, committed to innovation, and energized by the chance to make a lasting impact at a vibrant, welcoming, and unassuming club community.

### **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER**

- Listen, learn, and observe. Become familiar with the culture and history of the Club. Cultivate relationships with members, their families, and team members.
- Review and evaluate the current organizational chart; make recommendations to the Board for any changes. The first critical hire will be a Director of Membership and Communications. Recruiting and developing talent for this position will be a critical success factor, as well as a seamless onboarding and introduction to the Club.
- Collaborate with the Board and Membership Committee to expand and grow the social membership category; accordingly, engage and effectively manage the golf membership waiting list.
- Evaluate and assess the Minnesota Valley member experience; define standards, goals and objectives to continue to enhance the overall member and employee experience.

- Create opportunities to promote and grow banquet revenues, as well as take a fresh look at programming and member engagement initiatives.
- Come up to speed with the conceptual design for the driving range, locker room, and simulator room renovation project. Partner with the Committee and Board to help drive a successful result.
- Examine the Club's financial standing, showcasing responsible fiscal management and accountability across both operating and capital budgets.
- Become familiar with the strategic plan along with the strategic initiatives. Partner with the Board to continue to achieve objectives already in progress.
- 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**

- Significant progressive management experience in a well-regarded private club or similar hospitality environment, preferably with at least 3-5 years in the GM or AGM roles. The Club prefers a GM who wishes to grow with the Club, and "rising stars" in the industry will be heavily considered.
- The ability to provide leadership and direction to department heads and employees is of utmost importance, as well as fostering a fun, inclusive, family culture and creating an environment of accountability.
- Visibility to the membership and staff should be second nature to the ideal candidate.
- Especially strong financial acumen, budgeting, and presentation skills, along with an intuitive "ROI" mindset, and being able to effectively communicate the vision behind the numbers.
- Exceptional communication skills in both verbal and written form, as well as in listening.
- A commitment to ongoing professional development for the GM, leadership team, department managers, and key staff, and a clear understanding of both trends and benchmarks in the club industry, as well as a strong professional "network."
- A verifiable history of success in working in a volunteer, member-owned organization, appreciating the need to gain consensus and "buy in" to well-conceived, majority interest objectives, benefitting the long-term well-being of the organization. Having proven and demonstrable success in a strong committee culture is necessary.
- Strong and polished personal presence with an intuitive desire to meet, interact with, and build strong relationships amongst all constituents.

## **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, CCE, CMC, or PGA 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. *Salary Range: \$180,000 - \$225,000.*

## **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. Dennis Anderson, 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 MVCC and the Bloomington, MN 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 June 3, 2025. Candidate selections will occur mid-June, with the first interviews expected in June and the second interviews a short time later. The successful candidate should assume his/her role in the Fall.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - MVCC”

(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)

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