

CANDIDATE PROFILE

General Manager
The Forest Lake Club
Hawley, PA

www.forestlakeclub.net



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Organization

Founded in 1882, The Forest Lake Club is a private membership club for outdoor enthusiasts located in the Poconos Mountains of Northeastern Pennsylvania. With 4,700 acres of forested land, three pristine glacial lakes, and two miles of stream, the Club is steeped in the tradition of land conservation and preservation.

Forest Lake Club is a place to step back, connect with family and friends, enjoy nature and make beautiful memories.

Outdoor Activities Include:

- **Fishing:** Stocked trout, bass and other gamefish, as well as two miles of a seasonally stocked trout stream.
- **Shooting Sports:** Five-stand, skeet and trap ranges. Rifle range
- **Racquet Sports:** Two clay tennis courts, paddle tennis and a hardcourt for tennis or pickleball.
- **Golf:** Nine-hole, 2,493-yard par-32, with no tee times
- **Hunting:** Whitetail Deer, black bear, wild turkey, upland birds and small game species
- **Boating, Hiking, Swimming, and more:** When the lakes freeze members ice fish, ice-skate and play hockey. There's cross-country skiing on the lakes and trails and sledding on the golf course.

Central to the culture and community of the Club is the Victorian clubhouse dating to the 1880's which fosters a family-friendly environment of camaraderie, fellowship and sportsmanship among its members. The Victorian-era clubhouse is a central gathering place for social events and dining. It offers seasonal and daily lodging accommodations along with a restaurant serving breakfast, lunch and dinner. The dining room, wrap-around porch and lawns are perfect for weddings and other special events. The kitchen staff will provide catering to the many picnic grounds around the lakes and on the trout stream for its members who can reserve.

The open season runs from May through October every year. The Clubhouse also offers daily lodging accommodations during the season to complement the cottage community comprised of member-owned homes on the property which are year-round residences for some members. Currently, there are approximately

100 members, typically represented by one person per household. Club operations continue during the off-season, using this time to plan for the upcoming season, handle maintenance projects and review operations.

The Forest Lake Club Details:

- Gross Dollar Volume: Over \$1.9M
- Dues: \$1.2M
- Annual Food and Beverage: \$250,000
- Memberships: 100 (in all categories which include homeowners and associates)
- Full Initiation Fee: \$25,000
- Full Dues: \$15,640.
- Board Members: 13
- Standing Committees: 21
- Year-round Staff Members: 10
- Peak Season Staff: 30

The open season runs from May through October every year. This is a year-round full-time position.

The General Manager's direct reports include: the Office Manager, Accountant, Member Sales, Facilities Operations Manager Executive Chef, and the Dining Manager. The position reports to the President and Board of Directors and will receive the support of active member committees.

Position Overview

The successful General Manager (GM) will play a pivotal role in the continued success and preservation of the Forest Lake Club, serving as a steward of the Club's history, traditions and a preservation-oriented mission while ensuring an exceptional experience for its members and guests. The General Manager will support the Club in serving and supporting the Forest Lake Club's Long-Range Plan in partnership with an active and involved membership.

The GM will provide visionary leadership to maintain and enhance the unique character and mission of The Forest Lake Club and foster a collaborative, service-oriented and professional team culture. The successful candidate will need to be a hands-on, visible and accessible leader to both the membership and staff and will guide all operations with a focus on delivering exceptional member services in support of the priorities established by the Board of Directors.

This position requires a high degree of grace, visibility and a strong eye for detail, which is critical for all team members to emulate. The role requires a deep commitment to communal values and stewardship, along with an appreciation for the close-knit, small-town community, where club activities and external relationships are closely intertwined.

Key Responsibilities

- Oversight of day-to-day operations to preserve the natural resources of The Forest Lake Club to include the lakes, streams, forest and land.
- Financial operations including budget preparation and management, sourcing and billing; managing and controlling fiscal operations in alignment with the budgets.
- Ability to establish and maintain effective working relationships with both seasonal and year-round staff. Recruit and hire staff, including seasonal staff, to support the ongoing operations with a strong emphasis on training.
- Participates in daily facility inspections throughout the Club to ensure cleanliness, maintenance, safety and other standards are consistently attained.
- Oversight of the cottage community and its daily operations as well as the oversight of maintenance of

- club property, equipment and assets, including the Victorian era clubhouse.
- Collaborate with the Finance Committee to prepare the annual operating and capital budgets and monthly forecasts. Analyzes financial information, monitors budgeted versus actual expenditures and advises the Board about variances and their potential causes; recommends corrective actions to help ensure that budget goals are met.
- Keep the Board of Directors informed of all significant matters.
- Uphold a strong commitment to land conservation and sustainable land management, working closely with state and regulatory agencies.
- The active promotion and positive representation of the Club to the community, reciprocal network and all members and their families. Act as a liaison with local communities and organizations to foster positive relationships and cooperation.

Attributes

- An outgoing and friendly personality with a high potential to identify with and embrace the Club's unique culture and traditions. A deep love and appreciation for the outdoors, and a strong commitment to member values and club tradition.
- Highly energetic; a self-starter with a “hands-on” approach to management. Excellent communication skills at all levels.
- The ability to function and participate in a committee-oriented environment is a critical attribute of the club’s governance structure and important to the membership since committees make recommendations to the Board.
- “Set the pace” for all employees and actively promote a positive and safe work environment where teamwork and cooperation are emphasized.
- The active promotion of the Club to all members and their families and interact with members daily. Remains calm under pressure, executes events smoothly, and possesses an easy sense of humor.
- Has strong organizational and time management skills.
- Actively and appropriately delegates tasks to staff to maximize the effectiveness of the GM role. Is a hands-on leader who will get things done quietly while engaging with all constituencies. Has a professional appearance and demeanor and expects the same from staff.
- Highly motivated professional who is passionate and who enjoys full member engagement.

Requirements

- Bachelor’s degree in Hotel/Restaurant Management, Business or a related field and experience that provides the required skills and knowledge. In place of a degree, substantial club or hospitality experience will be considered. HOA experience would be considered a plus.
- Five-year minimum experience as General Manager in a similar position at a private club or within a hospitality environment. An exceptional Assistant General Manager “rising star” with the proper training and mentorship would be considered.
- A career path marked with stability and professional achievement.
- A person of exceptional character; motivated, energetic, friendly and dedicated to the profession. A friendly and outgoing personality with strong communication skills and high visibility.
- The professional will be a lifelong learner continuing research and understanding industry trends.
- Strong knowledge of Food & Beverage, Banquet & Catering, Club events, etc.
- Strong organizational skills, paying attention to details and multitasking abilities.
- A career path marked with stability and professional achievement.
- Excellent verbal and written skills. Experience using various forms of social media as a marketing tool.
- Impeccable and verifiable references. All candidates will be subject to a thorough background check.

Competitive Compensation

- Competitive compensation/salary and an annual performance-based bonus.
- Healthcare, Medical, Disability, 401k (Please review and confirm)
- Paid time off and work/life balance
- Professional dues (CMAA), educational allowance expenses and other expenses per the annual budget
- Relocation assistance (if from outside the area)

To be considered for this outstanding opportunity all cover letters and resumes should be received as quickly as possible but no later than February 28, 2025. All information received will be kept in the strictness of confidence.

Professionals who meet or exceed the established criteria are encouraged to send a compelling cover letter addressed to Thomas Keffer, President outlining their qualifications, experience, interests, and why The Forest Lake Club and the Poconos area of PA will be beneficial for you, your family and your career along with their resume to:



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GSI Executive Search has been serving the private club industry for nearly 30 years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 100 GM searches around the US in the last three years.