



EXECUTIVE SEARCH

EXECUTIVE SEARCH SERVICES FOR THE PRIVATE CLUB AND HOSPITALITY INDUSTRY

## Candidate Profile

General Manager  
Coleman Lake Club  
Goodman, Wisconsin

### Organization

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Founded in the 1880s, Coleman Lake Club is an exclusive private fishing and hunting club located in rural northern Wisconsin, approximately 90 minutes from Green Bay. The Club operates on a seasonal basis from May through October. Encompassing 10,000 acres of birch, oak, pine and aspen, the property features five ponds and five lakes with a variety of game fish including brown, rainbow and brook trout; smallmouth and largemouth bass; northern pike, bluegill, and crappie. The Pike River, which traverses the property, is a designated state of Wisconsin “Wild River.” Club waterways include other native trout streams, some of which have undergone extensive stream improvement projects over the past decade. In addition to the waterways, the Club maintains and operates three WDNR-regulated dams. The wildlife is spectacular: red fox, black bear, muskrat, otter, porcupine, beaver, whitetail deer, bald eagles, and sandhill cranes abound. The Club has a strong tradition of fly fishing along with grouse and woodcock hunting in the fall. The Club maintains over 350 miles of walking and game hunting trails, many of them seeded with clover. The vast woodlands on the property are enrolled in a state-approved timber management program. For habitat management purposes, the Club harvests approximately 300 acres of forest annually.

The Club’s 117 members are primarily from the Midwest and include many multi-generational legacy families. The culture of the Club is an active, family-friendly environment, and traditions are highly valued by members and their guests. With only two General Managers in the last 34 years, the Club prides itself on the long-term bonds developed between members and the Manager. Club facilities include a historic, lake view, 2-story lodge with 14 overnight rooms and a member area with an adjoining large-screened porch. Near the lodge is a building containing the main dining room, a family-style dining at set times daily in season. Other dining options include a remote dining facility and prepared carryout food and beverage for in-cabin meals, picnics, and barbecues. There are 14 “North Woods” style private and Club cabins of various sizes located throughout the property.

### Position Summary

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The members of Coleman Lake Club are seeking an experienced and engaging professional to lead a dedicated team of veteran employees and oversee initiatives approved by the Board of Directors. Potential candidates will have a record of success and possess the appropriate combination of professional demeanor and presence, management skills, leadership qualities, and a personality best suited to the culture of Coleman Lake. The General Manager will oversee all facets of the Club’s operations and be the visible and accessible leader to members, staff, and in community affairs. A friendly and outgoing personality is a must as well as a strong working knowledge of first-class service and personnel management, along with a respect and appreciation for Club tradition. The General Manager’s charge is to provide outstanding service on a consistent basis, taking care to ensure total member satisfaction. The General Manager must prioritize the care and maintenance of our historic cabins and clubhouse buildings and must be willing and able to learn the many facets of

managing an exclusive fishing and hunting club on a large property with an active logging operation. This position reports to the Club President and 15-member Board of Directors. The current GM will be retiring after a long and successful tenure. The ideal candidate will need to be very comfortable in a remote and outdoor setting.

## Staff Overview

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The total seasonal staff consists of 25 associates with an annual staff of 2 full-time employees. Staff positions include:

- Cooks
- Servers
- Maintenance, Grounds and Infrastructure
- Housekeeping
- Reservations
- Stream Workers and Fishing Guides

## Responsibilities

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- The timely and efficient management of all Club operations, working hand-in-hand with the staff as to daily operations in all areas with the goal of assuring the highest level of guest and member satisfaction.
- Interaction daily with members and their families to ensure consistent service with the innate ability to anticipate and solve member issues. Ability to be responsive when fielding member requests and diplomatic when enforcing Club rules.
- Management of the Food & Beverage program, including menu development and implementation, front-of-house service, purchasing and inventory controls.
- Acting as the primary contact for the Wisconsin Department of Health Services for annual inspections to maintain hotel and restaurant licenses. Keeping staff up to date with required food safety courses and other training.
- Managing an ongoing and proactive year-round maintenance program for buildings, roads, equipment, vehicles, fishing boats, mechanical systems and water management structures for both club facilities and private cabins.
- Monitoring the physical appearance of the property to ensure cleanliness and maintenance through routine inspections and preventive maintenance programs.
- Supervision of fisheries and habitat management efforts, including seasonal stream management work and consultant-based initiatives developed with the Board of Directors.
- Coordination of sustainable forestry operations under the Club's Managed Forest Law enrollment, working with the board's land management committee and contractors.
- Acting as the primary contact for all governmental agencies, including Wisconsin Department of Natural Resources (WDNR) for waterway and land management activities, OSHA and EEOC for employment activities, etc.
- Representing the Club in local community activities and affairs, and maintaining a positive relationship with the Town of Goodman, Marinette County, the WDNR, and other external stakeholders.
- Overseeing accommodation reservations forecasting, management and scheduling for members and guests and reporting all member and guest activities for billing by outside accounting firm.
- Development and active management of annual operating and capital budgets within the established financial goals of the Club, actively monitoring financial performance.
- Coordination with outside accounting firm for payroll related functions and expense reporting for preparation of monthly financial statements.
- Active engagement in employee recruitment, retention, training, oversight, and motivation, keeping in mind the seasonal nature of operations.
- Responsibility for creating a positive staff culture while ensuring accountability.
- Conducting meaningful employee reviews on a regular basis.

- Timely execution of all fishing and hunting related operations, including stocking and hatchery records and required WDNR permitting.
- Scheduling fishing guides for members and guests.
- Supervision of property security measures to prevent trespassing.
- Living on the property year-round for security and performance of ongoing duties, with paid vacation.
- Any other duties as requested by the Club President and Board of Directors.

## Competencies and Qualifications

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- An outgoing and adaptable personality; dedicated, patient and loyal.
- Current or prior hospitality experience in the Midwest preferred, including experience as a General Manager, Assistant General Manager or Director of Operations of an upscale club, resort/hotel or similar outdoor sporting club setting.
- Outstanding managerial and supervisory skills, with the ability both to work with longtime employees and to hire and train new staff.
- Excellent financial and budgeting skills; knowledge of QuickBooks preferred.
- Extensive and diverse Food & Beverage experience.
- A background that includes very proactive member and guest interaction.
- The ability to be a quick learner as to new responsibilities and duties.
- Highly energetic with a passion for service and problem solving.
- Willingness to work substantial and unpredictable hours during the season.
- Desire to live and work year-round in an isolated and rural environment.
- A passion for the outdoors and a great appreciation for the culture and traditions of a fishing and hunting club.
- Ability to work collaboratively with the President and Board of Directors on a variety of projects to maintain and enhance the Club experience for members.
- A career path marked with stability and tenure.
- Impeccable and verifiable references.

## Competitive Compensation & Benefits

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- A competitive base salary commensurate with prior experience.
- Annual bonus based on established performance metrics.
- Housing on property including utilities.
- An auto provided for Club-related use.
- Standard benefits to include individual medical insurance, 401(k) plan and paid vacations.
- Relocation assistance.

**Projected Start Date: March 1, 2023**

Professionals who meet or exceed the established criteria detailed in this position profile are encouraged to contact:

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