

DIRECTOR OF GOLF PROFILE: DALLAS NATIONAL GOLF CLUB DALLAS, TX

Vision Statement

The vision of Dallas National Golf Club is to provide the ultimate golfing experience at a nationally ranked golf club, creating an environment of camaraderie and fellowship for members and guests while protecting the traditions and values of our club and the integrity of the game.

Mission Statement

The mission of Dallas National Golf Club is to provide a nationally ranked, premier golf club offering a superior experience with best-in-class services from the time members and guests enter the grounds until they leave. This experience will be supported and achieved through the dedicated leadership of the Board, a diverse and active membership, our associates' passion for service excellence, and the club's commitment to continuous improvement to the golf course and facilities.

Combining the natural beauty of the country, the close proximity to one of the nation's top business centers, and a layout capable of hosting a major championship, Dallas National Golf Club offers its distinguished Members the ultimate golf experience. Dallas National Golf Club is a Member-owned, golf-only facility, with 325 Local and 75 National individual men and women members.

Tom Fazio boasts fifteen course designs in *Golf Digest's* Top 100, tying for the most among living architects, and has overseen renovations of perennial leaders Augusta National, Pine Valley, Oakmont, Winged Foot and Merion. Dallas National was created in a similar mold. Fazio calls it "the best piece of land left in America close to a major city."

Dallas National's uniqueness and quest for excellence separate it from other high-end clubs. There are no distractions such as busy roadways or residential developments in this golf-only environment.

Every detail was created for the golf purist: A 130-yard wide practice range with tees on both ends and eight bunkered target greens, and a short-game practice area with the six bent grass greens secluded in a grove of towering trees.

From the Texas tees, Dallas National can play as tough as any course, measuring 7,326 yards. However, Fazio was careful to ensure playability for Members. With five sets of tees, the course offers unique challenges to players of varying levels.

Course Features

7,300-plus yards; Crenshaw/L-93 Bentgrass greens; three large plateaus, with 160-foot elevation changes; eight bridges; 12 holes atop or on the edge of plateaus; holes 9-14 cut through limestone canyons; two streams running through the canyons; views of downtown Dallas, and Las Colinas.

Additional Amenities

130-yard-wide driving range; state-of-the-art teaching facility: separate warm up tee; world-class short-game practice area with seven Bentgrass greens; two putting areas; 20,000-square-foot clubhouse, with men's and women's locker rooms; no residential development on course; Professional caddies

Awards

Ranked #1 in Texas by *Golf Digest's* Top 100 Courses (2007, 2009, 2011, 2013, 2014, 2015), #1 in *Dallas Morning News* (2015), top 61 in U.S. in *Golf Digest's* Top 100 Courses (2007, 2009, 2011, 2013, 2015, 2017), top 37 in *Golf Week's* Top 100 Modern Courses (2010, 2011, 2012, 2013, 2014, 2015, 2016)

"If Dallas National were the only course I ever designed, I feel I would have had a great career."

- Tom Fazio

Please visit the website at: www.dallasnationalgolfclub.com

Director of Golf Position Description

Manages, supervises and oversees the club's entire golf operation to provide the highest standards of excellence for member and guest enjoyment. Plans and coordinates a golf program which is respected and enjoyed by the membership. The Director of Golf manages the Golf Pro Shop and related services to meet the needs of the members in a manner consistent with club's vision and philosophy. Ensures proper communication between departments; maintains excellent relationships with suppliers and keeps members satisfied and well-informed. The Director of Golf reports to the General Manager.

The Director of Golf has clear "ownership" for day-to-day golf operations of Dallas National Golf Club (DNGC). He/She is responsible to ensure that these operations are consistently managed and run with an especially strong member and guest focus, and to be highly visible and interactive, leading this operation with enthusiasm and engagement commensurate with the strong golf centric culture at DNGC. This includes all member 'touch point' areas of outside operations, range and practice areas, caddy services, shop services and tournament and activity play, among others, as well as being sincerely cooperative and interactive with the clubhouse operation and golf course maintenance, with whom he/she regularly interacts. The Director of Golf is expected to provide motivated and passionate leadership to his/her team, and fellow management team members, relative to key golf events and activities programming. The Director of Golf will recognize the need to lead in balancing multiple member inputs, personal interests and levels of golf ability, and the Club's business and financial objectives. Keeping the golf program "fresh," "innovative" and "relevant" are critical expectations of the new Director of Golf. The need to ensure that all elements of the golf experience are "fun" and "organized" is critical, as is the need for someone to ensure that all members are enthused about the program and their involvement.

The Director of Golf is the 'face' of golf at DNGC. While being an excellent instructor and a good player is important, being the proactive ambassador of hospitality, committed to service excellence for both members and guests, and ensuring that his/her team---from bag drop to shop to assistant professionals---consistently understands and delivers this commitment, is most important to long term success. The golf experience is the strongest element of member retention and satisfaction at Dallas National Golf Club, and as such needs a Director of Golf who is highly visible and approachable; understanding and communicating expectations to necessary constituencies (staff, members, etc.) as well as overseeing proper execution.

Priorities:

- Demonstrate warm, welcoming hospitality to members and guests as an ambassador of the club and the game
- Execute golf events with excellence and create a level of excitement which results in high levels of member engagement and satisfaction
- Develop and train a high performance golf staff; collaborate well with the golf staff, club staff, vendors, etc.
- Merchandize the pro shop in a manner which is desirable to members with pricing that balances good value to members while achieving club financial performance targets
- Actively participate in networking opportunities, developing the club's reputation as a facility that consistently delivers a high end golf experience

- Play golf with members of all skill-levels as an opportunity to get to know them and generate enthusiasm in the golf program.

Candidate Qualifications

- A Team Builder who has a history of attracting, developing and retaining a high performance golf staff, and ensuring that they consistently meet well defined service standards.
- A minimum of 5 years of experience in a similar, private, well-respected, member-owned club with a verifiably great reputation in golf operations. Experience as a Head Professional/Director of Golf would be very desirable. Alternatively, a candidate may be an experienced assistant ready to step up. In any event, this person must have a record of working closely and successfully with club senior management, and a career track that demonstrates a record of tenure as well as a commitment to a career in golf management.
- An intuitive, personable style resulting in a sincere and visibly engaged presence with members, guests and staff.
- Knowledgeable in “best practices” in top performing and high member satisfaction golf operations around the country.
- Able to develop a training and ‘on-boarding’ plan for new and existing staff members so that everyone clearly knows what is expected of them and how to deliver upon that goal.
- The ability to quickly engage members, generating enthusiasm for golf, and providing relevant, fresh and desirable programs for club members.
- Good communication skills are a must both as an instructor and golf operations manager to promote the game to all constituencies of the club.
- Personal presence and verbal skills must be appropriate for a discerning membership.
- A confident, diplomatic and competent professional who is a ‘doer’ and take-charge person, who also recognizes the importance of accountability.
- A proven leader with a diverse skills and competencies base, encompassing a multitude of critical areas necessary for success, including but not limited to: staff development, organizational skills, management and coaching, merchandising expertise, vendor relationships, caddy programs, strong written and verbal communication skills, interpersonal skills, drive, integrity and respectful diplomacy.
- A golf professional 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 consummately professional in all interpersonal dealings.
- A good player who appropriately represents the club in day-to-day member play.
- An excellent golf instructor, who desires to help members regularly improve their play and further enjoy the game
- A creative innovator of new or improved member events and activities who is further able to effectively convey those ideas to others for support, and work with the senior management team and club leaders to ensure successful execution of these events and activities.
- An individual with strong ethics and professional integrity.

Education & Certification:

Preferably, a college graduate with a Bachelor’s Degree in Business Administration or Golf Management. A PGA Class “A” Certification status is highly desirable.

Salary:

Salary is open and commensurate with qualifications and experience. The club, along with the typical PGA benefits, offers an excellent bonus and benefit package.

Application

We prefer to have you upload your resume and cover letter (in that order) to our resume service. Please note that you should have your documents fully prepared to be attached when prompted for them.

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

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(These documents should be in Word or PDF format)

Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter visit this page [here](#).

[Click here](#) to upload your resume and cover letter.

If you have any questions please email Nan Fisher: nan@kkandw.com

Lead Partner on this search is:

Richard Kopplin

Partner

KOPPLIN KUEBLER & WALLACE

480-443-9102

dick@kkandw.com