

# CARL S. SIEGEL

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## GENERAL MANAGER / CHIEF OPERATING OFFICER

**SLASH EXPENSES ▪ INCREASE REVENUE ▪ CREATE WINNING TEAMS ▪ ENHANCE MEMBER SATISFACTION**

*Always honest, loyal, and operate with integrity.*

Charismatic leader with strong communication skills and ability to collaborate well with Boards and standing committees. Demonstrated success building member-focused cultures recognized for providing exemplary service. Exceptional skill in assessing a facility's challenges and partnering with leadership to create profitable solutions quickly and cost-effectively. Empowering as a team lead and mentor; consistently challenging staff to strive for excellence and provide positive member experiences. Motivated and successful in creating family environments and communities.

### KEY AREAS OF EXPERTISE

- |  |   |                                       |
|--|---|---------------------------------------|
| ▪ Club House Management                      | ▪ Financial Planning & Cost Controls              | ▪ Mentoring                           |
| ▪ Food & Beverage Operations                 | ▪ Business Development & Strategy                 | ▪ Team Leadership & Motivation        |
| ▪ Multi-unit Restaurants                     | ▪ Change & Performance Management / Restructuring | ▪ Membership Development              |
| ▪ Menu Planning / Catering                   | ▪ Talent Acquisition & Training                   | ▪ Facility Enhancements & Renovations |
| ▪ Event Planning / Family & Youth Activities |   | ▪ Capital Projects                    |

### PROFESSIONAL EXPERIENCE

#### **Cantor Golf and Country Club | Metuchen, NJ | 2007 to Present**

*The Club consists of 104 acres, including a well-manicured 18-hole golf course, heated pool, wading pool, and two tennis courts. The Clubhouse consists of a clubroom, banquet room, formal dining room, full bar, locker rooms, and golf shop. Additional services include full-time kids' day camp.*

**Members: 380**

**Membership Annual Revenue: \$1.2M**

**Food & Beverage Sales: \$425K**

#### **GENERAL MANAGER**

Multi-faceted leadership position overseeing all aspects of club including financials, golf course, golf operations, golf shop, pool, food and beverage, office, and land development. Full P&L accountability. Brought on board and challenged to turn around underperforming food and beverage department in 2007 and subsequently promoted to General Manager in 2008. Maintain extensive membership interaction, sit on 10 committees, and serve as acting Food and Beverage Director, Banquet Manager, Membership Director, and IT Tech in addition to full GM/COO responsibilities. Report to Board of Directors and supervise cross-functional staff of 100 individuals.

#### **Key achievements:**

- Slashed overall budget by more than \$500,000 and reduced long term debt by 30%.
- Spearheaded profitable improvement projects including: installation of \$14,000 outdoor cookery, expansion of patio with fire pit, \$1M pool, new pool side snack bar, pond expansion, 2 full locker room remodels, building of permanent cart path, extensive tree planting, and new grounds department equipment. Accomplished all on a continuously declining budget.
- Implemented day camp program for children of members ages 4 and up. (Monday -Friday, 8 a.m. to 5 p.m.) Program has grown 400% in 4 years.

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### *Cantor Golf and Country Club Continued...*

- Pioneered successful efforts to improve employee morale and create a positive team environment; promoted and achieved employee retention and loyalty.
- As Food and Beverage Director, rescued and turned around faltering F&B Operation so it achieved recognition as a well-organized and profitable component of Cantor Golf and Country Club. Turned expected \$50,000 loss in F&B into a \$35,000 profit.
- Analyzed full sales and costs quarterly; increased banquet sales up to 40%.

### **Stratton's Café and Catering Co. | Freehold, NJ | 2003 to 2007**

*Old fashioned Café seating approximately 100 patrons. (Casual dining, casual and formal catering.) Offered catering services for groups of 50 to 1000 people. **Food & Beverage Sales: \$500K***

#### **OWNER/OPERATOR**

Controlled all operations pertaining to both companies. Supervised a cross-functional staff of 30 individuals including servers, cooks, dishwashers, and catering professionals. Managed accounts payable, accounts receivable, scheduling, directing, staff training, restaurant marketing, event planning, and event orchestration.

#### **Key achievements:**

- Rose to the challenge of marketing The Café that was located in a national historic site within a very small town; successfully filled The Café with patrons through positive word-of-mouth, a reputation for exceptional food quality, and by creating an enjoyable atmosphere for staff and guests.
- Attracted a steady flow of regular clientele, many of whom travelled for their favorite "home-cooked" meals. (All meals were made from scratch daily.)
- Repaid start-up loan of \$50,000 within 3 years; maintained annual increases in bottom line profit and revenue.

### **EARLIER CAREER**

**Summerville Restaurant Group – GENERAL MANAGER**

**Patsy's Bistro – OWNER/OPERATOR**

### **EDUCATION, PROFESSIONAL DEVELOPMENT, AND COMMUNITY**

**Coursework:** Psychology & Public Relations Brookdale Community College, Long Branch, NJ

**Member,** Club Managers Association of America

**Cantor Chamber of Commerce** (6 years)

**Cantor Historical Society** (3 years)