



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS

*"Thank you for everything you have
done for our club, staff, and
membership."*

*I have had so many staff members
express their enthusiasm for today's
experience. I hoped your guidance
would inject positive momentum
into the club's staff. I will say you
came through. Again, I appreciate all
you have done."*

James Nanson,
Clubhouse Manager,
Milburn Country Club

ENGAGING. INTERACTIVE. COMPREHENSIVE.

E.N.C.H.A.N.T.E.D. SERVICE

for food & beverage staff

Providing great service costs little or nothing, but is worth a fortune.

Through this highly regarded program, employees and associates will gain a better understanding of what customer service is and learn effective problem-solving techniques. The goal is to ensure your team exceeds member expectations by offering truly **E.N.C.H.A.N.T.E.D.** service!

Emphasize Teamwork
Name Recognition
Communication is Key
Have Fun
Attitude
No is the NOT the Answer
Total Team Effort
Empowerment
Details

PARTICIPANTS WILL:

- Learn how to understand the principles of customer service and the subtle differences inherent in serving a private club membership
- Learn appropriate positive and words and phrases to use in hospitality service
- Learn empowerment strategies for member service recovery opportunities
- Have a greater understanding of their role within the whole club experience

LET'S GET STARTED!



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The RCS Hospitality Group, three times honored by Boardroom Magazine for excellence, is the "go-to" group for private clubs seeking state-of-the-art management consulting and staff training services that combine 21st-century techniques with the timeless values of America's great golf and country club traditions.

RCS offers a wide array of tailor-made services that can be applied individually or in combination to meet your club's particular needs. Our goal is to prepare your club for the next generation of customers, members, and employees through insightful strategic planning; expert hospitality service training and staff development; inspired operations consulting; and expedient hiring of the most talented managers in the industry.

WHITNEY REID PENNELL

Whitney Reid Pennell is the founder and president of the award-winning RCS Hospitality Group. She is a published author and frequent lecturer with over 20 years of club operations management and consulting experience, specializing in innovative marketing concepts coupled with comprehensive alignment strategies and training programs. Ms. Pennell is nationally known for expertly facilitating management and staff workshops, and is internationally recognized as an expert in club management.



Strategic Planning

RCS provides a full array of award-winning strategic planning services, including club audits, competitive analysis, and membership surveys. We also have significant experience in planning for the expansion and development of club facilities.

Food & Beverage Boot Camp™

RCS has perfected staff food and beverage training with its signature, nationally renowned Food & Beverage Boot Camp™ sessions--a day of intensive (but fun) training that enhances member happiness, employee satisfaction and retention, and your bottom line.

Membership Services

RCS is renowned for its comprehensive approach to building membership recruitment & loyalty, including our signature facility audit. We can help your club enhance the member experience through tournament consulting and annual programming planning.

Food & Beverage Management

RCS offers some of the industry's most innovative and highly regarded food and beverage management services, including comprehensive f&b audits, menu development, and programs designed to enhance member satisfaction and financial success.

Staff Training & Development

RCS conducts some of the most innovative and effective leadership and staff training programs in the industry. Our programs are designed to enhance operational efficacy, member satisfaction, bottom-line requirements, and employee satisfaction.

Executive Search

Critical to a club's success is the quality of management, but discovering the right people is often a challenging task. RCS offers full executive recruitment services that begin with an understanding of your club's needs before identifying, screening, and hiring the best candidates.

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