



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS:

"I have sat through many programs on food and beverage and rarely have I felt that the presenter impressed me with their practical understanding of how a club really works on such a wide range of club practices, and with a lightness of tone that maintains an audience's attention as you did.

I do not often write kudos, especially with consultants, but felt that you should know that I felt your job was well done."

*J. Walker Taylor,
Clubhouse Manager
Lake Toxaway Country Club*

CREATING A STRONG SERVICE CULTURE

for supervisors and mid-level managers

Discover how your club's service culture can help you retain members, improve employee morale, and improve service. With the natural, constant turnover of staff and managers, maintaining a consistently excellent service orientation can be a major challenge. It takes constant attention to hiring the right people, training them well, a commitment to daily coaching, and soliciting--and learning from--constant member feedback.

Cultural identifiers are all around and can be seen in operational aspects as diverse as signage, employee behavior, the way service people speak with members and visitors, and the physical condition of facilities. This training helps you assess the plusses and minuses of your current culture, determine the appropriate culture for your club, and then move all elements of your operation in a direction that meets strategic goals.

PARTICIPANTS WILL:

- Understand the effects of the delicate balance between human psychology and people's actions on your club culture
- Learn the single best way to identify your club's culture
- Receive three training tips for employee orientation
- Learn the seven principles of club culture that must be embedded in your team
- Understand the importance of critical service standards
- Learn the importance of membership feedback and intra-departmental teamwork

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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