



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS

"In an industry where actions speak louder than words, Whitney Reid is an extraordinary professional whose integrity and commitment shine through in consistent daily operations where managers are held accountable for all details of their departments, from employee relations to budgets.

If you are looking for results this is the person you want. I highly recommend Whitney Reid and Reid Consulting Services."

Leayne Trubell,
Human Resources
Hokuli'a

ENGAGING. INTERACTIVE. COMPREHENSIVE.

CURRENT INDUSTRY TRENDS

for supervisors and mid-level managers

MEMBERSHIP RETENTION AND GROWTH

Today's golf and country club members have higher expectations and different needs from their counterparts from the past. Demographic and lifestyle changes, and increased competition for recreation and leisure dollars has changed the world of private clubs forever.

Long-term viability demands that clubs look deeper into the relationship they have with the new generation of members and to make sure that their management practices are up to the challenge.

This training session helps you learn key ways to remaining true to your brand and maintain priceless traditions, while recruiting and retaining an evolving audience of members and customers.

PARTICIPANTS WILL:

- Learn the top four challenges in the industry
- Gain a greater understanding of demographic needs
- Explore the top three mistakes clubs make in member retention and referrals
- Learn how to calculate membership lifetime value
- Learn how to create member demand both for retention and new memberships

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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