



*a new generation of
hospitality management*

WHAT THEY SAY ABOUT RCS

"I would have no hesitation whatsoever in recommending Whitney Reid to a conference or seminar organizer. Whitney has a wealth of knowledge gained from working at some of the most prestigious clubs in America and is able to get across her knowledge in a very easy style. Whether she has to speak for an hour or a whole day, her delivery and experience will not be lost to any delegate.

All in all, a must when looking to fill either a chapter or conference seminar for the club industry."

**Niall Flanagan,
Principal, Club Inc.**

ENGAGING. INTERACTIVE. COMPREHENSIVE.

PRIVATE CLUB 101

for supervisors, mid-level managers, and staff

The differences between a public facility and a member club are many and varied. This enormously popular program helps managers and employees understand the importance of member relations, expectations relating to dues and initiation deposits, and club governance decision-making.

Primary topics of discussion include understanding the need for proactive communication, consistency, personal service, and managing member feedback.

Through role-playing exercises participants will learn positive communication skills, while honing their ability to demonstrate support for the club and their team while also resolving common club situations.

PARTICIPANTS WILL:

- Better understand the relationship between a member's investment in the club and their expectations
- Learn how private clubs are governed and how to process member feedback to benefit the club broadly
- Understand the importance of using a member profile system
- Gain valuable knowledge about the club's most commonly asked questions regarding rules and regulations
- Realize the importance of consistency and familiarity with service, and will learn how not to cross the line to fraternization

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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