

KATHY O'NEAL

Club, Resort & Hospitality
Consulting LLC

ABOUT KATHY O'NEAL

Kathy's experience and accomplishments have included everything from organizing successful fundraising campaigns; designing programs that have increased member enrollments and improved member retention; and launching new development clubs beginning with board and committee formation. She has shared her knowledge and expertise by hosting workshops and webinars for club managers, department heads and golf professionals in more than 200 clubs, covering major topics critical to the success of private country and business clubs.



Boardroom Magazine named her to be among the “Most Prominent Women in the Club Industry”.

Kathy O'Neal spent more than twenty years as an executive within ClubCorp. She is proudest of her industry-wide recognitions and involvement. Beyond being Senior Vice President of Member Experience, she was the first woman invited to share her club membership expertise with the Chinese Club Managers Association, two years in a row. Boardroom Magazine named her to be among the “Most Prominent Women in the Club Industry” as they launched the awards of distinction in 2010 and once again in 2014.

Her passions include launching new clubs and re-energizing mature clubs. Her in-depth research methods include conducting surveys, focus groups, and one-on-one interviews, for analysis and recommendations for solutions.

CAREER HIGHLIGHTS

- Kathy was responsible for Board of Governor formation and ongoing Board revitalization for more than 75 clubs
- Author and speaker for national conferences hosted by Club Managers Association of America, National Golf Course Owners Association and Private Clubs Marketing Association
- Kathy has served on several boards including Executive Women's Golf Association, Executive Women's Round table of Dallas, The First Tee of Dallas and the Texas Association of Recreational Organizations
- Served as liaison for ClubCorp to bring back the LPGA Tour to Dallas in 2012
- Worked with the ClubCorp clubs in 2013 to raise over \$500,000 in support of The First Tee fundraising campaign
- Headed up the ClubCorp team to work with President George W. Bush in 2011 at the inaugural "Warrior Open" at Las Colinas Country Club which has subsequently hosted four Warrior Opens and over 80 wounded veterans

HOW CAN SHE HELP?

Kathy started her company to share her knowledge, expertise and passion with others looking for assistance with such things as membership and fundraising efforts, private club development, member experience enhancement and a host of other services she can provide.

- **Market research** that provides a detailed analysis of your club's membership history, market opportunities, competitive landscape, and interviews with current, prospective and resigned members.
- **Membership strategic planning** that includes realistic category and pricing recommendations, enrollment and attrition projections, a timeline and game plan for implementation.
- **Team building workshops and presentations** for Boards, committees or club staff to optimize their involvement in membership enrollment, communication and retention.
- **Focus groups and member surveys** to provide you with objective, quantifiable feedback and insights to help make major decisions on club improvements, expansions or overall member satisfaction.
- **Experienced club industry expert** in depositions and other litigation matters.

FEATURED IN CLUB DIRECTOR MAGAZINE



While there will always be niche interests, or ‘clubs within a club’ that may appeal more to one gender or another, overall women want the same social benefits as men do from their club experience.



- Kathy O’Neal



FEATURED IN BOARDROOM MAGAZINE

2009

2010



Women are naturally suited for the hospitality industry. The successful women I've known in the golf industry are entrepreneurial in nature and unflappable in their resolve to provide quality facilities, a good work environment for their employees, and a good club experience for their members.



- Kathy O'Neal

FEATURED IN BOARDROOM MAGAZINE

2011

2014



Getting members involved and supporting worthy causes in your club's community allows your club to go above and beyond serving the golf and social needs of your members. In effect, it reflects the same pride and commitment men and women veterans have made for us all.



- Kathy O'Neal





THANK YOU!

For more information about Club, Resort & Hospitality Consulting LLC
or to set up an appointment with Kathy, call or email:

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