

David Kettell

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Personal Summary

After vacationing in the area for 20 years, my wife Susan and I relocated here in May 2012. When I retired in March 2013 we joined the club. Since 2014 I have served on Club Committees and the Board. I also volunteer as Vice President of the Fairway Villas HOA.

Club Summary

2014 – 2015: Served on the Membership Committee.
2015 – 2017: Served as a member of the Board of Directors, 2017 as the Vice President.
2015 – 2017: Chairman of the Golf Committee: Supported 11 Member Events, 5 LGA Events and 11 Outside Tournaments that generated \$45,000 in 2017.

Professional Summary

Experienced Corporate Manager with 30 years of progressive responsibility at AT&T.

Skilled at Project Management of cross-functional teams. Supervised the implementation of large projects in the areas of operations, systems testing, sales force operations and new technology introduction.

A competent communicator with the ability to interface with all levels of corporate management.

Education

B.S. Business Management, Golden Gate University
A.S. Hotel and Restaurant Management, City College of San Francisco

Work History

AT&T

Sales Management, Product Management

January 1984 - March, 2013

Pacific Telephone and Telegraph

Communication Services Representative - Palo Alto, CA

July, 1981 - December, 1983

Stanford University

Food Service Director – Palo Alto, CA

July, 1976 – June, 1981

Lyon's Restaurant

Restaurant Assistant Manager – San Francisco, CA

August, 1972 – June, 1976

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Position Paper

I believe Club Corp and the entire staff is doing a tremendous job of managing Golf Operations and presenting a quality golf course. Membership continues to grow year over year. Operations at the Vue and Beach Club are continuing to improve.

Most importantly the overall Financial Management of the Club is being administered well. Having been on the Board for the past three years, I have seen first-hand, the work of the Finance Committee, in conjunction with the Board and Club Corp, to manage the finances, aggressively pay down debt and bring the Club to financial stability. We are now in a position to support the projects needed to improve the Club and are better prepared for future endeavors.

One area of improvement is to develop an identity for The Vue. The challenge is balancing the needs of the Members along with private events and daily food and beverage for non-members. Clearly, closing the Vue for Member Events and Private Events hinders access and perception of the public. I would suggest a cross functional team comprised of Board Members, Club Corp Management and Staff be formed to delve into this issue and make a recommendation to the Board. My corporate experience in Project Management of cross-functional teams would be a benefit to the project.

Another area of improvement would be to form a team to develop a recommendation to the Board for the future of the Club House. We currently have Club House renovations on the five year plan but have recognized that the options range from renovations to the existing structure to a complete rebuild. Given the size and scope of this project, I suggest a cross functional team comprised of Board Members, Club Corp Management and Staff be formed to delve into this issue and develop a recommendation for the Board and Membership to approve. My corporate experience in Project Management of cross-functional teams would be a benefit to the project.