

Clubs Really Do Require a Super Chef!

TODAY'S CLUB CHEF POSITION IS MORE CHALLENGING AND DEMANDING THAN EVER BEFORE SO EVEN THE MOST ACCOMPLISHED CHEF MUST BECOME A "SUPER CHEF."

The general public's growing awareness of quality cuisine, which in no small part can be attributed to The Food Channel, and the heightened restaurant experience that we enjoy today, make the task of retaining members for dinner after a day at the club increasingly more difficult. Gone are the loyal days of tradition that kept the family for the "club dinner" every Sunday. This is why today's club chef must be a "super chef."

When analyzing how to determine whether a chef is a "super chef" there is one question in particular and that's whether or not the chef would be accepted for club membership. They must be held to the same standards of education and background as the membership. This is a key factor in the success of a club chef, because if the members see the chef as an equal, then they will have the respect and good will to take chances, push the envelope and even make mistakes.

There are three distinct qualities a "super chef" must possess: hospitality personality, widespread technology, and outreach ability.

Hospitality personality: A super chef will be outgoing, have a passion

for all levels of cuisine, cultivate an open kitchen within the membership and put the members' needs first no matter what the circumstances. They will seek out conversations with members. They will spend as much time perfecting the healthy yet tasty kids' buffet as they do on their latest gastronomic prix fixe menu. They will cook a complete meal for the member that came in off the paddle tennis courts for dinner 45 minutes after closing and the kitchen crew is almost out the door. These are the hospitality qualities of a "super chef."

Technology: This is why a club chef has one of the most difficult and demanding roles a chef can assume. A club chef must deliver all aspects of cuisine as perfectly as all areas of the competition, your members' favorite local eateries. The club chef must have great French cuisine, as well as a perfect steak and fries, as well as the best pot roast, as well as the best fusion Bass dish, as well as a perfect kid's burger.

So the club chef must "do" Italian as good or better than Giorgio's up the street, they must do Pad Thai as good as Tommy Tang's, they must duplicate the perfect "In & Out" Animal Burger and this must all be accomplished with the built-in inefficiencies that face a private club, and all within the club's budget constraints. That's why they are a "super chef."

Outreach ability: The outreach separates into two categories: mem-



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ber outreach and community outreach. Member outreach is defined by how pro-active the chef is in interacting with the membership. How many calls to members regarding an issue the night before with the delay in service or requests for menu items has your chef made this month? How often do they have members in the kitchen to see a new creation or smell a rising Yorkshire?

Once your "super chef" is in place they will have issues arise during their day-to-day activities and member interactions. This includes issues such as the growing dynamics of family with kids, committee meals and how they can hurt or help the chef, the "foodie," and the best ways of keeping the "foodie-know-it-alls" happy, keeping the bridge players "buzzed" about the food five days a week and much more. **BR**

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