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REID CONSULTING SERVICES, INC.
a new generation of club management



WHITNEY REID PENNELL

Whitney Pennell is the Founder and President of the award winning consulting company Reid Consulting Services (RCS). She is a contributing writer to BoardRoom Magazine and Golf Inc. Magazine highlighting ideas accumulated over three decades of hospitality management experience with private clubs, golf management companies, and hotel industry leaders. She held several top management positions prior to forming RCS with companies such as Marriott Management Services, The Desert Mountain Club, and Troon Golf.

Since founding RCS in 2000, Whitney and her team have worked with hundreds of clubs of varying types and sizes worldwide, assisting with everything from budget and service “troubleshooting”, new club openings and remodels, to the roll-out of strategic plans and the development of training programs for lasting improvement within an operation.

RCS has twice been awarded “Consultant of the Year” by Golf Inc. and was recognized as “Consulting Company of the Year” in 2011 and “Strategic Planning Company of the Year” in 2013 by BoardRoom Magazine. RCS is also the creator of the wildly popular service training series ‘Food and Beverage Boot Camp™’.

Recognized as an expert in Club Management with a sharp focus on club operations, Whitney has been invited to speak to managers around the world professing new concepts for the long-term operational success of private and country club communities. She has been an invited speaker at the World Conference on Club Management, the Club Managers Association of Europe, the Assistant Club Managers Conference, the Golf Inc. Conference and Strategy Summit, and at the Business Management Institute International, hosted by St. Andrews in Scotland. Whitney has also been an invited speaker/educator for numerous CMAA chapters throughout the country presenting varying programs about Club Management and Leadership. Whitney was honored by BoardRoom Magazine as one of the top female influencers in the Club Industry in 2014.