

Please join us in welcoming

Joe Kurth

the new Chief Operations Officer
of the Milwaukee Athletic Club



We are excited to announce that after a thorough search process, we've selected Joe to spearhead the 'MAC Reimagined' project. Joe has an impressive background of leading premier hospitality operations to excellence in the Midwest, including Notre Dame's Morris Inn, The Pfister Hotel, and Kohler's American Club. He is thrilled to be a part of the MAC, supporting the current and future members of the MAC in Milwaukee with an exciting new product and an elevated spirit of service for members and team members alike.

Joe is relocating from northern Indiana, where he served as the Senior Director at the University of Notre Dame for the Morris Inn and Notre Dame Conference Center for the past seven years. Under Joe's leadership, the Morris Inn was recognized by TripAdvisor as the #1 hotel in the US for service in 2020! Joe brought a \$45 million Morris Inn renovation project to life with a new brand, complete collateral package and sales effort while ensuring constant communication and buy-in from leadership and multiple stakeholders. Prior to joining Notre Dame, Joe was the General Manager of Milwaukee's iconic Pfister Hotel for six years working in our very own downtown neighborhood. His ability to balance the needs of budget and operations while respecting the input of many that feel a strong ownership of the legacy brand will serve him well at the MAC.

In addition to elevating and expanding the Morris Inn property, Joe hired new staff and merged them with the existing team for the campus centered hotel as a member of the Historic Hotels of America. This blending of new and existing staff is a daunting task, but one Joe is very familiar with. He will bring his strengths of hiring, training, development and visibility to the MAC as he leverages his ability to develop teams focused on a strong culture and delivering consistent excellence.

Joe describes his strengths as collaboration, listening, flexibility and spirit to serve. He plans to focus on the individual member experience, programming, athletics, wellness, social, family, and incorporating co-ed spaces to create an inclusive environment at the MAC. He is excited to be a part of the MAC renovation project as he partners with the development team to bring the new Club to life. Joe says we'll feel the true magic of the MAC on opening day and for years to come, as the MAC experience is brought to life with every member touchpoint.

Joe has worked in Wisconsin hospitality for many years in AAA Four and Five Diamond properties. He and his wife Andrea are looking forward to celebrating 25 years of marriage later this year after meeting locally in Milwaukee, and both are excited to return back to their Wisconsin roots. Having grown up as the son of a pastor and missionary father, Joe was fortunate to live in Malawi, Africa as a child during his father's service there and says he is looking forward to working with a place that has an elephant bar as he has an excellent "being chased by an elephant" story that he looks forward to sharing with members at the bar.

Please join us as we welcome Joe to lead the MAC team. His first 90 days will be spent with laser-focus on the project and ensuring the thousands of necessary details get taken care of, always with the member experience top-of-mind. Joe is driven to make the MAC a place where members will be proud to share with others.

You can expect communication from Joe and the Club to ramp up significantly as the excitement continues to build this summer, and Joe looks forward to meeting many of you at our all-member meeting in June!

PERSONAL MISSION STATEMENT



FAITH



FAMILY



FOCUS



FUN

