



RCS Hospitality Group
a new generation of hospitality management
6412 Brandon Ave. #339 Springfield, VA 22150
www.consultingRCS.com
623.322.0773

SPEAKER BIO: Whitney Reid Pennell

Whitney Reid Pennell (pronounced Pen–ehl) is owner and President of the award-winning consulting company, RCS Hospitality Group, which she founded in 2000 after a successful hotel and club management career.

RCS have worked with hundreds of clubs with strategic planning to recruiting to new club openings. RCS continuously provides new solutions and training programs to clubs world-wide and has been recognized as staff training company of the year three times by BoardRoom Magazine, bringing their total Excellence in Achievement awards to eleven. She is the creator of the wildly popular Food and Beverage Boot Camp™ training series and over 30 hours of virtual and onsite education for staff and managers. Her virtual programs are available with the NGCOA hospitality center, CMAA's Club Resource Center, and RCS's own RCS University.

Whitney was recognized as a top female club influencer in 2014, a top club influencer in 2019 and Gary Player Educator of the Year in 2018. She is a contributing author to many industry publications and is a frequent invited speaker by CMAA chapters, the NGCOA, and Golf Inc. Recognized as an expert in Club Management with a sharp focus on club operations, Whitney has been an educator at BMI International at St. Andrews, BMI Food and Beverage, Club Managers Association of Europe, the PGA Merchandise Show and at the World Conference on Club Management.