



Frederick J. Fletcher

Fred Fletcher is a seasoned professional club executive, currently serving as the COO/General Manager of the prestigious University Club of Milwaukee. He has over 20 years private club experience in management, food & beverage, membership sales, club renovation, board, committee and member relations and systems & procedures. Fred brings a high level of expertise in membership and private event sales strategy, branding and marketing, operations, team building, cash management, strategic planning, turnaround situations, CAPEX planning, and procurement and major renovations.

“It was a couple years ago that I first heard of Dan's dream and desire to get more involved,” Fred says. “To most, that would mean a financial contribution or the occasional afternoon volunteering at a soup kitchen. For Dan, that wasn't enough. He shared with me his vision and sparked my own desire to get involved. When Dan approached me about serving on the Board of Directors and utilizing my business experience to help guide the direction of the organization, I saw it as a perfect opportunity to help make a difference.”