



BRUCE BARILLA

Bruce Barilla is a locker room consultant providing ideas, suggestions and staff training for amenities, layout and service. [www.lrcgolf.com](http://www.lrcgolf.com)

## An Open Letter From Your Locker Room Manager

Dear Board of Directors,

Thank you that we can staff the locker room from before the first golfer arrives until after the last golfer is off the course. I am trying to make the locker room service the best it can be. However, I need your help, please.

I am asking for and need the same level of authority as other department managers. Honestly, I am a manager by title only. I cannot order supplies without getting permission, which is frustrating. I can make many decisions regarding amenities, layout and service standards.

Although you may not hear complaints, it does not mean that the state of the locker room cannot be better. For example, I recently took the "Does Your Locker Room Make the Grade?" test. Our score was a dismal 45 percent. Articles in *BoardRoom*, such as "Checklist for A Better Locker Room" and "Golf Locker Room Attendant Standard Operating Procedures Checklist," have motivated me even more to excel in my profession.

I politely request that the upcoming renovations to the clubhouse include input from staff from each department. Doing so will dramatically increase the long-term employee morale and admiration for each of you.

We are concerned because the firm hired has no one with hands-on experience working at a golf or country club. As a team, we have years of experience and know what changes will improve the layout design. We have listened to comments from members and guests.

However, simply giving our input is not enough. Renovations were completed at the club across town without the architect and interior designer including employee input. Members are unhappy with the results, employees have switched clubs and the board fired the general manager, as if to blame him.

I noticed that the club's website states we have the finest of amenities. Yes, it is true that the men's and women's locker rooms are impressive and have amenities that many clubs do not.

However, after visiting some of the locker rooms at other clubs in our area, I report that we do not offer chilled bath

towels by the steam, sauna and whirlpool. One club features heated bath towels by the showers along with heated robes. I was also impressed seeing a barbershop for men and a hair/nail salon for women.

Truthfully, members here have told me they would like a licensed massage therapist on duty with regular hours. Our shower heads need to be replaced with full wide thick sprays with no hollow spots. Doing so will be a dramatic and instantly noticeable improvement because our water volume and pressure are excellent. I have compared showerhead performance and recommend that the water limiters be removed.

With younger new members, we need up-to-date hair care and shaving products while keeping the standards many older members prefer. The members deserve their money's worth. The club down the street has all of these amenities, along with many others, such as high-end shower liquids, hot lather machines and a walk-in shoe-drying closet in the shoeshine area.

I have prepared a lengthy list of improvements. Some improvements are simple and inexpensive; others are more costly and time-consuming. Either way, the locker room is a major reason why members join a club. It is also a source of income because of the annual locker fee and the potential for new members. I did my own survey and found that the better the locker room, the greater chance of a waiting list to join.

Please accept this letter with all sincerity. I look forward to hearing back from you. I want to present a better locker room. Would you let me attend monthly board meetings?

Respectfully,

Your LRM