

**BRUCE BARILLA**

Bruce Barilla has consulted at over 60 clubs. As a courtesy, he provides many complimentary teaching tools for a better locker room at: www.lrcgolf.com

Do Not Neglect the Women's Locker Room!

Of all the clubs I have been to, I am very impressed that Liberty National Golf Club, in Jersey City, NJ, is the only one I know that provides the same amenities for women as for men, such as full-size lockers, steam, sauna, whirlpool and massage. Forgetting budget and space limitations, here are some thoughtful suggestions for a better women's locker room.

Heated Bath Towels

The first amenity I recommend adding is heated bath towels. The Cres Cor Sport Spa Series bath towel warming cabinet is available from Duffy's Tri-C Club Supply and Fore Supply. Heated towel racks are also an option.

Showerheads

Like for the men, showerheads for women need to be full, thick, wide spray patterns with no hollow spots. I have changed or recommended different showerheads at the majority of clubs I have consulted.

Heated Floors

I do not know of any clubs with such amenities, but heated floors in the shower and sink areas will take the country club experience to the next level of luxury.

Hair and Manicure Salon

Barbershops for men are not uncommon; the opposite is true with hair and manicure salons for women. Offering rental space to local salons will make the club unique among others in the area and elsewhere.

Women Only Café

The women's TV lounge, featuring new, comfortable couches and new tables and chairs, can also serve as a café, offering classic comfort and calorie-conscious food and beverage selections.

Variety of Locker Sizes

Full-size lockers are important for hanging dresses so they don't touch the bottom and wrinkle. For ladies who simply want a place to store their golf shoes and a few small items, offer ample triple-stack or quad-stack lockers, each with an adjustable shelf. A few "day only" full-size lockers will come in handy.

Makeup and Hairstyling

I suggest private rooms for makeup application and hairstyling, or use divider walls to redesign the usual large mirror above a long counter with chairs.

Shower Suites

For the ultimate in privacy, a shower suite is a separate room with a shower, a sink with after-shower amenities and a toilet.

Private Water Closets

These separate rooms, which allow for floor-to-ceiling privacy, are in addition to the shower suites.

Spa

Women's locker rooms should follow Liberty National's example and feature a steam, sauna, whirlpool and massage room. The massage room at Kenwood Country Club, in Cincinnati, OH, is efficiently located between the men's and women's locker rooms to service both.

Fresh Flowers

No more dusty artificial plants and artificial flowers, but only live plants and fresh flowers. The flowers do not have to be huge arrangements; a simple carnation, rose or daisy in a small vase is classy.

Chocolates

Separately wrapped candy from Astor Chocolate with the club's logo adds a nice touch that the women will enjoy.

Upscale Amenities

Million-dollar locker rooms should not feature dollar store amenities. There are top-shelf choices from Caswell-Massey, Essential Amenities, Gilchrist & Soames, Hunter Amenities, Molton Brown and Ready Care. It is possible to have matching scents for shower gel, shampoo, conditioner, lotion, liquid hand soap and bars of soap.

Robes

Whether robes are supplied and laundered by the club, provided as a gift from the club or made available for sale in the pro shop, they allow for comfort, modesty and a sense of belonging. You can take this amenity to the next level by offering heated robes and robes with personal custom monogramming.

A la Carte Amenities

Not everyone likes the same brand and scent, so ask each female member for her preferences. If there is an annual locker fee, it can go toward purchasing personally requested products. Each lady can keep them in her locker if she chooses.

I believe that women are God's special creation, so treat them as such, not just at home but at the club, too. After all, they are our better half, or in some cases, our better three-quarters. **BR**