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Checklist for A Better Locker Room

Check off the suggestions of your choice. The changes will be easily noticed and result in a more satisfying locker room experience for the members and guests, and they'll boost staff morale.

- ☐ Have a prompt on the main phone line for both the men's and women's locker rooms with voice mail greeting recorded by the locker room manager.
- ☐ Provide business cards for the locker room manager with their business cell phone number and email address.
- ☐ Hang photos of each locker room staffer with name and year when hired.
- ☐ Have an open greeting counter as part of the shoe shine room.
- ☐ Install three flat screen TVs near the greeting counter with channels on the weather, stock market and sports.
- ☐ Make available a small glass door refrigerator for chilled, damp, scented face towels with a disposal can nearby.
- ☐ Offer clear drawstring type shoe bags with club logo to easily recognize shoes and solid color for laundry.
- ☐ Provide daily newspapers and magazines.
- ☐ Locate conveniently a computer internet work station.
- ☐ Engrave the first and last initial of each member on their locker knob.
- ☐ Personalize locker name plates for club champions and board members.
- ☐ Have guest only lockers near the shoe shine room with name plates.
- ☐ Make available both terry cloth and quality c-fold paper towels by the sinks.
- ☐ Install an amenity shelf above the sinks the width of the counter, plus shelves between the mirrors and on any side walls.
- ☐ Have separate drop holes in the counter for cloth and trash.
- ☐ Purchase a hot lather machine.
- ☐ Eliminate Barbicide only and have separate containers for clean dry combs and used.
- ☐ Encourage the attendant to ask the members their amenity brand preferences.
- ☐ Add an amenity shelf to dressing mirrors for grooming stations along with towel stations.
- ☐ Adjust lighting for ambience.
- ☐ Have a dozen or more colognes in a recessed shelf unit.
- ☐ Do a member survey and follow up their ideas, suggestions, likes and dislikes.
- ☐ Celebrate member birthdays with a gift from the locker room staff.
- ☐ Purchase a large glass door refrigerator to be located by the steam/sauna/whirlpool for chilled dry bath towels.
- ☐ Place a plastic spray pump bottle with eucalyptus oil in the steam room.
- ☐ Install an ice maker with cups and water near the steam/sauna/whirlpool.
- ☐ Introduce a beverage treat unique to the club such as Green River floats.
- ☐ Try an honor bar for soft drinks and sport drinks in plastic bottles.
- ☐ Provide coffee, juice and sweet rolls on busy days.
- ☐ Remove water limiters from showerheads or replace old clogged showerheads with new ones having a full thick wide spray pattern.
- ☐ Be sure showers in women's locker room have a leg shaving amenities shelf.
- ☐ Update shower amenities to American Crew, Jack Black, Tresemme, Gilchrist & Soames or Essential Amenities.
- ☐ Have matching scent hand soap and lotion like that of the shampoo, conditioner and body wash.
- ☐ Consider installing custom three-unit logo pump bottles from Ready Care in each shower.
- ☐ Provide wash cloths and matching scent single use bars of soap.
- ☐ Photograph each amenity setup as a reminder for new staff and housekeeping.
- ☐ Offer logo robes for sale with monogramming available and rubber shower slippers.
- ☐ Sell the shower and sink amenities in the pro shop.
- ☐ Introduce a welcome gift program for guests featuring travel size amenities with club logo.
- ☐ Meet informally with the locker room team weekly to ask their thoughts and concerns.
- ☐ Install no-touch hand sanitizers, Freshends and automatic air fresheners in each water closet.
- ☐ Schedule staff so at least one attendant is on duty throughout the day.
- ☐ Conduct continuing education programs and have staff visit other locker rooms in the area.
- ☐ Include a barber shop, salon, massage room and fitness area in long range renovation plans.
- ☐ Be prepared with loaner shirts and loaner golf shoes.
- ☐ Show the history of the club with display cases and photographs on empty wall space. BR