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Think Your Locker Rooms Are Fine? You Do Not Know What You Are Missing!

I enjoy doing locker room consultations. I have even done a few as a courtesy or traded for golf so not to miss an opportunity to help a club improve its locker room operation. Interestingly, my offers to do so for free were not always accepted, the clubs thinking all is good.

It is times like this I want to politely say, "You do not know what you are missing!" Having been to 143 locker rooms, I have yet to see one that could not be improved in a number of ways. Some a lot more than others. At the same time, I am glad to say I always learn something new from each visit.

NO COMPLAINTS DOES NOT MEAN EVERYONE IS HAPPY

Not hearing complaints from members and guests is not an indication that everything is alright. It depends upon what the members are used to, which clubs they have been to as a guest, their standard of measure and whether they are asked for ideas and suggestions that are put into effect. I also believe it best to ask the locker room staff what they need to make their job the best it can be for members and guests and more satisfying and efficient for them.

Is refusing free advice a sincere reply or a personal thing? I can understand a GM wanting to be nice and not cause me an expense, so he or she politely says thanks but no thanks. On the other hand, is the refusal a result of a personality trait? Being on a winning team is more important than making the winning shot. One thing I always try to emphasize when invited to a club is that I want the locker room staff to know that I am not going to be critical. I am one of them and want to make things better for all.

QUICK FIXES

Easily noticeable changes for the better will result in instant member satisfaction and gratification. For example, checking the showerheads should be first on the quick-fix list. I recommend the Grohe Euphoria Cosmopolitan 2.5 gpm model No. 28233000 for a fixed-type showerhead. Removing the screen and water limiter before installing the showerhead significantly improves and increases the flow, providing the water volume and pressure are good or excellent. If not, increasing each is just as important.

Having a large glass-door refrigerator for chilled bath towels near the steam, sauna and whirlpool will put you in a separate class, as I have never seen a club that has one, even though many claim to have the finest amenities. A Spa Series heated bath towel warmer from Cres Cor Sport provides after-showering country club "ahhh" comfort and will double the "wow" factor when used to warm robes. Guests will wish they were members.

Does the men's locker room feature a Wahl hot lather machine? A locker room manager in Pennsylvania says members like it. A barber friend of mine, who also does hot lather shaves, told me recently it is the best one made.

Other fixes are logo pump bottle dispensers from Ready Care for shower liquids, washcloths for shower gel along with single-use bars of soap, matching brand amenities, Freshends, clothes hooks on locker end panels, sanitary no-touch snack dispensers, cloth and paper hand towels, a QuikDry4P shoe dryer, ice water station, cologne unit, shower towels by each locker cove along with disposal bins, fully stocked grooming stations, barbershop, women's hair salon, massage therapist, display cases for historical items plus golf course photos on walls.

Please go to www.lrcgolf.com, where I provide, as a courtesy, the "does your locker room make the grade?" test, a comp for a better locker room online guide and PowerPoint plus the free tip of the week. I also recommend searching the Locker Room Managers Association website at www.yourl-rma.com to view the many resources available.

Respectfully, doing so will help you determine what you and the locker rooms are missing. **BR**