

How Short Hills Handles Its Members

Short Hills CC, located at East Moline, Ill., has developed a streamlined plan for handling member details which, all, or in part, might well serve as a model to many golf and country clubs.

The Short Hills' plan, as explained by their treasurer, H. G. Struck, not only eliminated considerable misunderstanding and office work but has facilitated each year's operating program by speeding up membership commitments, dues and locker payments, thus enabling the early, accurate planning of each season's budget. Here's how the plan works:

About December 15 of each year a bill covering the next year's dues and locker rental is mailed to each member. Short Hills does not have house accounts. Attached to the bill is a letter, an agreement blank and statement which each member is asked to promptly fill out and return.

This does not obligate members to make immediate payment, but the pressure is kept on them for the return of the forms and very seldom is a response received without a payment enclosed.

Short Hills' most recent membership letter, which was short, to the point and effective, read as follows:

Dear Member:

Of all sad words of tongue or pen the saddest are these—"IT'S TIME TO PAY DUES AGAIN".

So said some poet, but we know it won't be any sad news for you because Short Hills is a fine club to belong to and besides we let you make practically any kind of arrangements you want in making payments.

There are 4 ways you can do it.

1. If you're flush you can pay the whole thing now and have it off your mind.
2. Or if you would rather make it in two doses, pay half now and the other 4 months from now, or May 1st.
3. A more gradual way is to make it in 4 equal payments or one payment every 2 months. Now, March 1, May 1 and July 1.
4. The easiest way we can let you do it is to pay every month for 8 consecutive months, starting January 1st. A little more work for us but we will be glad to send the necessary notices.

The most important thing though, is to fill out the attached form and send it back right away. We use this information in making up the budget.

Cordially yours,

H. G. STRUCK, Treasurer.

P. S.: Include your locker rent in your first remittance, because lockers are in great demand and we have a long waiting list. We must know soon if you want to

Clubhouse of Short Hills CC, East Moline, Ill.



SHORT HILLS COUNTRY CLUB

EAST MOLINE, ILLINOIS

I HEREBY APPLY FOR MEMBERSHIP IN SHORT HILLS COUNTRY CLUB UNDER THE CLASSIFICATION OF _____
(See reverse side for list of classifications)

IF ELECTED AS A MEMBER, I AGREE TO PAY ANNUAL DUES IN THE SUM OF _____ DOLLARS, PLUS TAX, AND TO BE SUBJECT TO AND ABIDE BY ALL BY-LAWS, RULES AND REGULATIONS OF THE CLUB.
(See reverse side for rates)

IT IS UNDERSTOOD AND AGREED, GENERALLY, THAT I SHALL HAVE THE PRIVILEGES ACCORDED OTHER MEMBERS OF LIKE CLASSIFICATION, AND THAT THE FRANCHISES OF THE CLUB AND THE INTERESTS IN THE PHYSICAL PROPERTIES THEREOF, ARE RESERVED EXCLUSIVELY FOR HOLDERS OF CERTIFICATE MEMBERSHIPS.

I ENCLOSE REMITTANCE FOR \$ _____ IN PAYMENT OF Initiation Fee Club Dues
(Remittance for initiation fee and at least one-fourth of annual club dues must accompany application.)

DATE _____
(Signature of Applicant)

HOME ADDRESS _____ Street _____ City _____ State _____ PHONE _____ Designate Mail Address

BUSINESS ADDRESS _____ Street _____ City _____ State _____ PHONE _____ Address

DATE OF BIRTH _____ NAMES OF CHILDREN _____ BIRTH DATES _____

MARRIED SINGLE

NAME OF WIFE _____

NUMBER OF CHILDREN: BOYS _____ GIRLS _____

OTHER QUAD-CITY GOLF CLUB AFFILIATIONS _____

ALL QUESTIONS MUST BE ANSWERED

WE, THE UNDERSIGNED, ENDORSE THIS APPLICANT FOR MEMBERSHIP (One endorser must be a stockholder.):

SIGNATURE SIGNATURE

DO NOT WRITE IN THIS SPACE

APPLICATION FORWARDED _____ 19____

APPLICANT NOTIFIED OF ACCEPTANCE _____ 19____

APPROVED FOR MEMBERSHIP BY:	
CHAIRMAN MEMBERSHIP COMMITTEE _____	SECRETARY _____
PRESIDENT _____	TREASURER _____
VICE-PRESIDENT _____	DATE _____

(SEE OTHER SIDE)

keep your locker for 1945. H. G. S.
 The membership agreement enclosed with the letter is shown at top of page 14. By insisting that these agreements are

promptly returned it is possible to closely ascertain dues and locker receipts for the coming year and arrive at a safe basis for budgeting purposes. This also results in

"smoking out" traditional fence sitters.

Applications from new members must be accompanied by a check in full for the amount of the initiation fee and at least one quarter of their year's dues for their class of membership.

This results in getting new members educated to the financial details of the club right at the beginning.

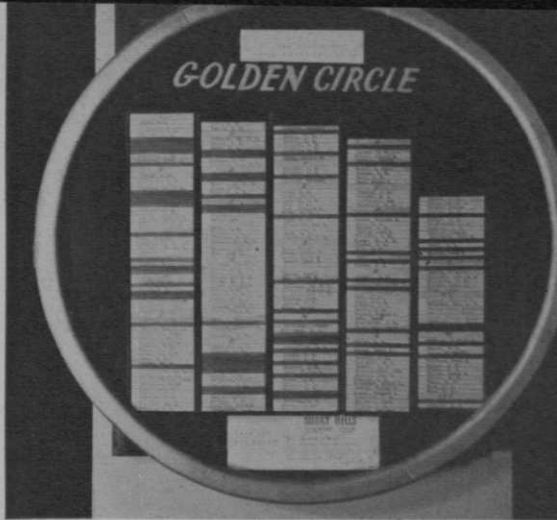
Full family participation is included in all classes of memberships. Dues for the various classes are: Senior (35 years or older) \$75; intermediate (30 to 35 years) \$40; junior (up to 30 years) \$30; service (military) \$25. Locker rentals—\$5; \$3 for juniors and those in the service.

None of the new membership applications are turned over to the membership committee for investigation until their initiation fee and at least one quarter of their annual dues are received. All applicants accepted between January 1 and June 30 are required to pay the full year's dues; those accepted between July 1 and December 30, pay one-half year's dues.

The agreement sheets are hole-punched and upon return are filed with the members' accounts receivable ledger sheets.

When dues payments are received they are acknowledged by sending the membership card (illustration below). This card provides for a series of small boxes, one for each month. Before the card is sent to the member the months for which the member still owes are punched out. This serves the member as a constant reminder of the standing of his account and also when his next payment is due. On his agreement blank the member is asked whether or not he wants to be notified of the dates on which any succeeding payments are due, so that there will be complete harmony on that score. If payment is received for the full year, there are no punch marks on the card and on the face of it is marked "Paid in full". When payments are received from members who have indicated their preference of a partial payment plan, a new membership card is issued with the months punched out in accordance with the amount received.

One of the most effective ideas, in Short



Golden Circle posts those in GOOD standing.

Hills' plan, for spurring prompt payments and eliminating delinquencies is the "Golden Circle", see illustration. This is a round gold frame under the glass of which is a Kardex visual file arranged in alphabetical order with a slip provided for each member's name. When the member pays his dues his name is typed on a strip and inserted in its alphabetical place in the "Golden Circle". The front of these slips, on which the members' names are typed are yellow and the back is red and left blank. When a member is in arrears his slip is reversed so that the red blank, instead of his name, shows up in the "Golden Circle".

This psychology is the reverse of that of posting the names of delinquent members. However, it has proved to be every bit as effective if not more so. When a member is in a delinquent status he, of course, is denied all club facilities. No notice is sent out to delinquents but they, and all of the other members, know about it.

As Mr. Struck says: "We know this works because we have had members telephone the afternoon of some party, advis-

Front and back of Short Hills membership card.

FRONT

SHORT HILLS
COUNTRY CLUB
EAST MOLINE, ILLINOIS

BACK

TO MEMBERS

The purpose of this card is to serve as a receipt for dues paid, a pass to the golf course and club house and identification as a member when visiting other clubs. It should be kept ready to show to the caddy master, golf pro, or manager, if requested. It is not transferable, and should it become lost notify the secretary at once.

Mr. _____ is a member in good standing for the period of _____

1945	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1945
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Your next payment is due _____ Per _____

Dues not paid are indicated by punch marks. When dues are paid a new card properly punched will be sent you.

PLEASE CHECK METHOD OF PAYMENT OF

SHORT HILLS COUNTRY CLUB DUES YOU PREFER AND RETURN

Enclosed is my check for \$ _____ in payment of my dues for 1945.

Enclosed is my check for \$ _____ on account. I will remit the balance in _____ equal payments (*) on _____.

Do you want us to notify you when your payments are due? Yes _____ No _____.

Remarks: _____

Signature _____

(*) The Club Treasurer will accept written proposals for the collection of dues ratably over a period of not longer than 8 months from January 1 in each year.

This is the agreement form which member fills-in. It is hole punched so that upon its return it can be filed with members account receivable ledger sheet.

ing that they had mailed their checks that day and asking if I wouldn't please instruct the office secretary to turn their names around so that their wives would not see there was a red blank instead of their names. And, not alone would their wives be able to see it, because the 'Golden Circle' is in the main lobby."

When a member becomes delinquent over thirty days he is formally notified and given a fifteen day grace period. At the end of this time, if no payment is received he is given final notice, which is sent out by registered mail with return receipt requested. This is attached to his ledger sheet. If no payment is received at the end of that period he is reported to the Board of Directors with a request that the member be dropped. We dropped four members last year out of a total membership of 290.

Short Hills issues a monthly bulletin entitled "Short Hills' Shots" which, in addition to a brief but lively serving of news about club and member activities, manages to carry an item to "tickle" those who might be inclined towards tardiness in meeting their dues payments.

This year, Short Hills had received 65% of their entire annual dues before February 10 and approximately 75% of their locker rental receipts. The current plan

of handling memberships was adopted in 1941 after having previously used the quarterly plan of dues collection which invariably resulted in trouble with fourth quarter dues collections and other difficulties. As Mr. Struck so aptly comments, "It's the chiselers who keep so many golf clubs on the brink of ruin, upset the budgets with resultant operating disturbances and create unrest among the members. The 'put-it-off'ers' cause almost as much general disturbance to operations."

Short Hills has worked out a plan that works; any club having difficulties in handling their members might well study its details for a possible solution to their own problems.

Incidentally, another feature that has contributed to the efficiency of their operations is that of making their manager "house chairmen", their professional "sports chairman" and their greenkeeper "green-chairman". Each month they attend the Directors' meeting and make their reports, suggestions, etc. This serves to eliminate coloring or magnification of complaints, petty or unreasonable demands from the members, it being understood by all members that any action taken is not up to these three but depends entirely on the action of the Board. And, this has worked out very well.

An inexpensive mimeographed monthly bulletin keeps members informed.

SHORT HILLS SHOTS

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ALL RIGHT, YOU MONDAY MORNING ARCHITECTS: YOUR BOARD OF DIRECTORS is wholly sold on winning the war first, before diverting even an ounce of victory-bound materials to peacetime civilian needs and wishes. But still, the directors believe some planning is not only desirable but necessary. For that reason, they have given attention to desirable postwar renovating and remodeling at Short Hills.

With this issue of SHOTS you will find floor plans of the building and adjacent grounds. The board has considered several possibilities for enlarging the locker rooms, relocating the bar and kitchen, building a swimming pool and out-