

## *Groundwork Carefully Laid Before Campaign Is Started*

# Eight Teams Sell New Club Look at Glen Flora

**G**len Flora CC in Waukegan, Ill., was started about 1910 when Waukegan was mainly distinguished by being the county seat of Lake county. Now industries in the community have grown large and have drawn and developed many progressing young executives. Excellent suburban housing has made Waukegan a city of attractive homes. General business advance in a city of 55,000 exhibits numerous prosperous industries and services established and operated by young men. The trading area of the city, which also can be considered Glen Flora membership area, has a population of about 100,000.

The club was having the usual experience of clubs of this age in communities of this size. It had continued to rebuild, repair and enlarge intermittently when depreciation and growing pains compelled the work.

### **New Club Look Needed**

In late 1961 the point was reached where a major rebuilding program was essential. The successful young businessmen who constitute most of the club's membership get around a great deal. As guests at fine clubs all over the country they see what they want for their families and themselves for personal and business use. These men, who handle corporate and personal business deals involving millions, want to reciprocate their business invitations at a club that has a bright atmosphere.

What young men of the Glen Flora membership type know from frequent experience is that one big order influenced at the country club far more than pays the cost of a year's dues and other expenses at the club. That is one of the facts of business life perhaps not considered in IRS regulations.

But there were hurdles to leap before the Glen Flora modernizing program

could be devised and launched. The first was to get a fairly general agreement on what was needed and wanted, and could be afforded. At the time the initial move was made, Fred Kirchmeyer was Glen Flora's president. Kirchmeyer is with Abbott Laboratories and he went at the club problem like the Abbott organization goes at its problems. After the preliminary investigations, Kirchmeyer's term as president ended. He was appointed by the new president, G. L. Simmons, to head a planning committee which included G. E. Batzel, T. S. Keirnan, E. J. Wightman, J. D. McNeill and D. W. Lingberg.

The job was carefully studied. The budget had to be set up. Contractors had to be consulted. Financing had to be planned. Then, older members who were content with things as they had been for years, and who had "perpetual" memberships bought for \$1000 early in the club's history, had to approve the new plan. Club by-laws called for club mortgages totaling \$75,000 or more being approved by perpetual members. There were 27 of these pioneers at the club when the clubhouse improvement and fairway watering selling campaign began.

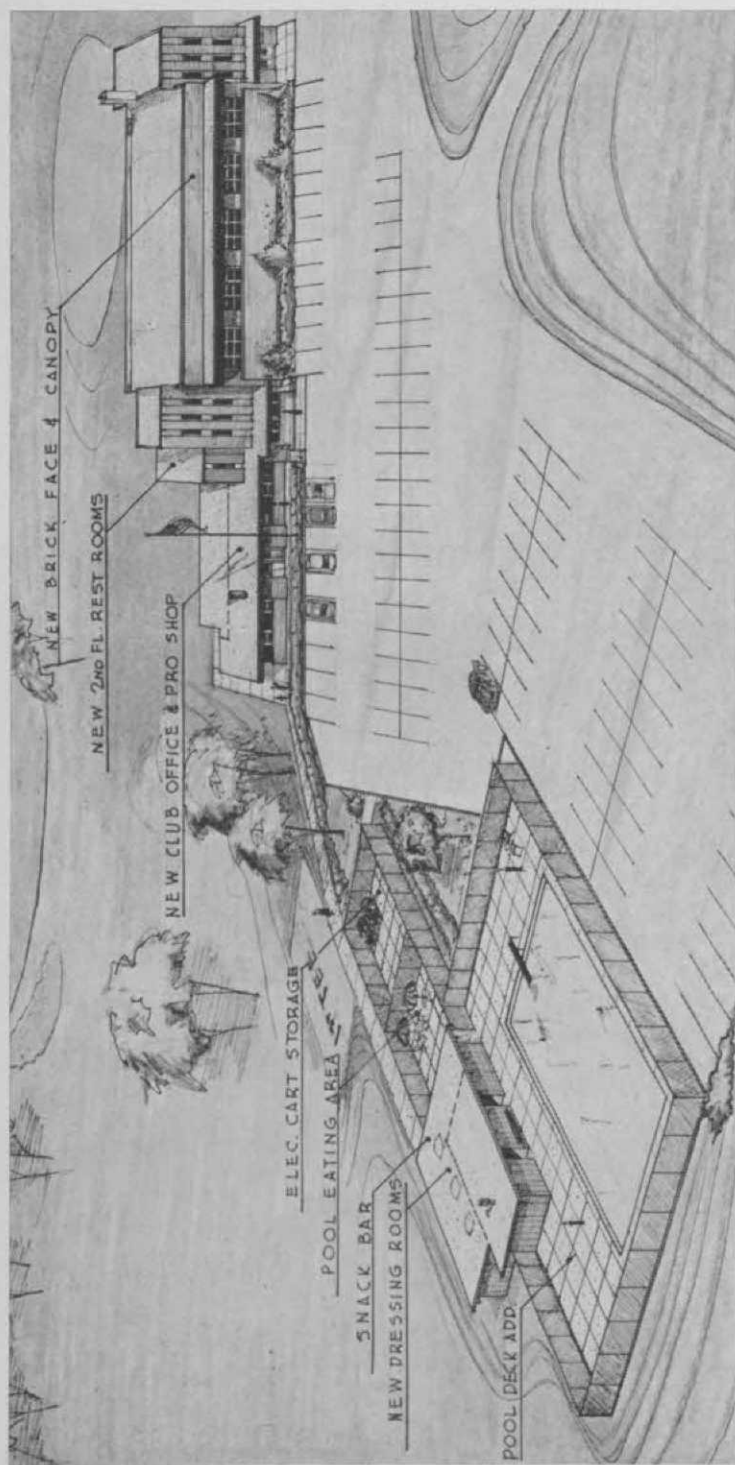
### **Selling Campaign Organized**

And, a first class selling campaign it was — something in line with the advertising and selling practices of the companies that employ the Glen Flora officials. Eight teams were appointed to see that every member of Glen Flora was fully informed of the plans and the reasons for all details — the enlarged and modernized pool area facilities for youngsters, the clubhouse facelifting, the clubhouse facilities needed for business conferences and parties at which members are hosts, the course fencing needed because of the roving multitude of children living in new homes bordering the course, the new pro shop needed to enable the club's widely known pro, Jerry Glynn, and his staff to bring their service to a more convenient location, space for golf cars (a point especially interesting to older members), and other details clear through to the bag storage facilities.

Very attractive colored drawings of the facilities and outlines of all phases of the program were contained in eight identical brochures. Each team got a copy of the brochure for its campaigning.

Team members were briefed by Kirch-

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**(See Architect's Sketch on page 34)**



*If there were any misgivings about spending \$138,000 to improve the Glen Flora club they were at least partly dispelled when the members saw these plans.*

meyer and his committee members; Don Lindberg, in charge of construction; Dr. Leo Janks, in charge of the fairway watering project; President Gordon Simmons, whose administration had the task of getting the long range program going; Treasurer Bob Geisler; Secretary Joe Staver; board members, Charles Whyte, A. A. Savel and other club committee members. Glynn as professional, Supt. Peter Bild and Al Imroth, manager, also supplied information in question and answer sessions so when the men and women of the sales groups set forth they knew answers to any question that could be asked and could take the initiative in explaining what the club improvements would mean to the members and the community.

Slides of the brochure, illustrations and plans were made to show groups of members.

### Breakdown of Costs

The long range plan involved refinancing the club's mortgage and paying for the following program:

Swimming pool improvements .....	\$ 16,600
Pro shop, air conditioning women's locker-room, club offices, club and cart storage rooms .....	40,000
Second floor men and women's laboratories, etc. ....	12,000
Bar and lounge alterations .....	5,000
Alteration to building facade .....	6,600
Caddiehouse improvement .....	1,800
Fairway watering .....	56,000
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	\$138,000

The cost estimates included architectural and engineering fees and a contingency fund. Extensive and expert discussion prior to awarding contracts kept the program on budget with only slight alterations in details. Refinancing of the old mortgage and the new program called for a new mortgage of \$180,000. The building program, of course, was free from federal tax. It calls for an average of \$72 a year special assessment per member for ten years. Glen Flora has about 320 members; A high percentage of the men and women are golfers as might be expected at a club with an average age of male members being 42 and of women members, 38.

After the information and selling campaign was conducted on the long term program, it was approved 119-19 by mem-

bers at a special meeting of the club in March, 1962. Fifty proxies for the program were held but not voted by the teams campaigning for the program. The special meeting drew twice as many as usually attend a Glen Flora annual meeting.

### "Let's Make It Unanimous"

The campaign was based on the "right to know" policy that avoided unpleasant controversy. Those who voted "no" added they wouldn't stand in the way of the others getting what the latter thought was good for the club. Perpetual members, who were expected to be strongly opposed to the modernization program and its cost, okayed the deal when they had an opportunity to study it in detail.

Now that the work has been done — and without dipping into the contingent fund — Glen Flora's members proudly present a beautiful clubhouse and course that are practically new.

"Any program that is good for a club can be approved if the construction and financing plans and the reasons for them are accurately presented to the membership by the same kind of a selling campaign employed by successful businesses," says Kirchmeyer. "Any club that proposes a building program must have, first, a planning committee of experienced men and almost as important, well organized effort in getting all the members acquainted with the details of planning and financing. When the golf club member knows what his money is being spent for, and why, he's going to take more interest in the club's successful operation."

### Award Evans Scholarships

Twenty-four Chicago area caddies, who were recently awarded Evans scholarships by the Western Golf Assn., were the first to get the 130 new education grants WGA will give out before the end of the summer. Each scholarship covers tuition and room rent and is renewable for four years. Its value ranges from \$2,500 to \$5,000. Approximately 430 boys attended college on Evans scholarships during 1962-63.

### For Frustrated Golfers

Frustrated golfers will be happy to know that Ashley Pond, III, Taos, N. M., has been granted a patent on a club that is made to break. The shaft is a two piece affair held together by a wooden pin. When the club is wrapped around a tree, only the pin is broken. It is replaceable.