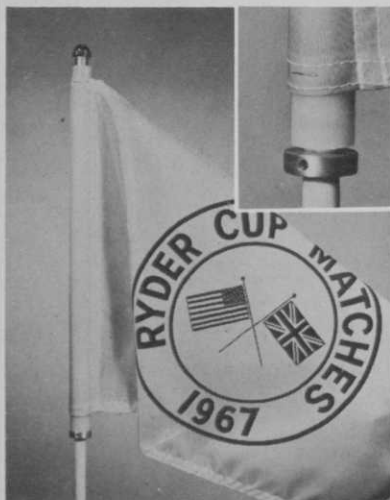


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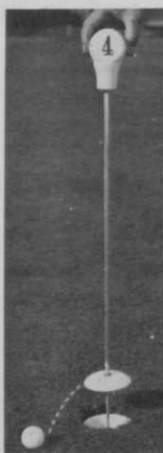
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# Year-round spring cleaning

*Year-round attention to upkeep can reduce the confusion and expense of this annual headache.*

by Howard Williams, A. I. D.

**S**pring may mean robins and crocuses to the general public, but it can bring headaches to the country club manager and the house committee. Nearly every club is faced with an annual springtime rehabilitation and spruce-up project for the clubhouse interior—at a time when there are also stringent budget demands for the reconditioning of the golf course, tennis courts, pool, and parking areas.

With wise planning and judicious use of funds the springtime interior rehabilitation confusion and expense can be reduced to a minimum, if the program is phased for general, year-round attention to the up-keep of facilities.

The importance of maintaining and redecorating the interior facilities of a club on a twelve-month basis cannot be too strongly stressed. Lounges, dining rooms, ballrooms, and cocktail areas, attractively decorated, not only serve the day-to-day needs of the membership, but offer inviting surroundings for large private parties, weddings, charity affairs, and similar income-producing functions, which are frequently the backbone of the clubhouse economy.

Increased general usage of all facilities by the members also will produce additional revenue. If card rooms, lounges and cocktail lounges are relaxing and hospitable in appearance, members are more likely

to consider the club as a social center during cold and rainy weather—not as just a place to go for out-of-door recreation.

Remember, a well-designed dining room will always out-draw a poorly designed one of equal service. Also, don't overlook ballrooms. They often are so dreary that prospective hostesses, knowing that a fortune in floral decoration would be required to create a pleasant atmosphere, will book their major receptions and parties into a local hotel. Well-maintained, tasteful, and well-planned areas for all-season activity will create a spiral of increased revenue, year after year.

Facilities for teenagers also tend to be neglected. Teen rooms should be seriously considered for an attractive treatment. All too often, these future adult members of the club are relegated to dingy basement areas, where there is an understandable lack of pride, among the users, in the decor or in careful treatment of the furnishings.

Built-in maintenance, and the top value of every dollar invested in club properties depend on a few basic considerations:

First, whether a club is considering new quarters, remodeling of existing quarters, or merely redecorating rooms, the services of experts in these fields are of prime importance. In any situation, de-

pending upon its complexity, the manager, the building or house committee, the architect, and the interior designer must work as a coordinated team for the best results in lasting appearance and operating economy. Careful analysis of every proposed or existing space must be studied for maximum use within the structure of the club's operation, at present and for the future.

New possibilities must be explored—some clubs have found that sauna, steam bath and barber shop facilities are very desirable. Other clubs have found that adding a few small guest suites or rooms are income-producing comforts to the members.

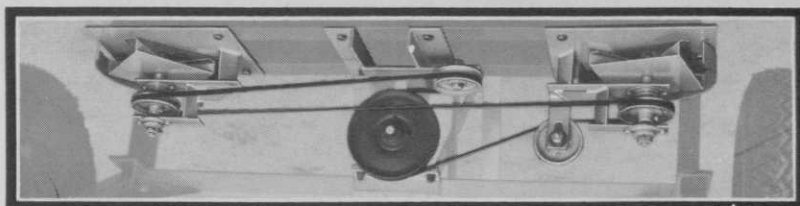
The qualified architect and interior designer should be as carefully selected as would a personal Physician. Once the services of these experts have been retained, listen to their recommendations. To disregard them is too much akin to a do-it-yourself appendectomy!

There are always charming lady members who are "very talented" and who have decorated their homes with style, but the successful design of club areas is a far cry from decorating a residence.

An experienced interior designer is capable of guidance and service in the following categories:

1. Basic space planning and layout, in conjunction with club requirements and architect's function;
2. Creation of interiors of lasting beauty and low maintenance, through his knowledge of the latest in paints, wall and floor materials, fabrics, and the like;
3. Obtaining furniture and furnishings of the most appropriate value at the most economical cost;
4. Coordinating all phases of the decorative work, so that interiors of continual charm and beauty will enhance not only the value of financial investment.

Continued on page 102



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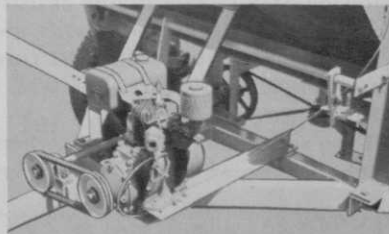
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you can imagine the bonanza. With the four-bagger, you will be able to operate with less cars, yet keep more of them rented at a higher rate per car. For the first time, you will be able to expand your market to include three-somes and four-somes, since these golfers will now be able to afford riding. So you'll have a lower initial investment for golf cars and higher potential revenues. Any way you look at it, Club Car has stacked the cards in your favor.

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ment but create surroundings of pride and pleasure for the club membership.

Quality is the watchword of sound investment and economy of upkeep, in club furnishings, just as it is in offices, hotels, and restaurant installations. If the initial allocation of funds is insufficient for an all-out accomplishment of a project, it is far better to phase the expenditure over a longer period of time, than to resort to cheap, "make-do" effects, in lieu of value purchases of materials and services.

Good design and good construction in carpets, furnishings, and fabrics will prove their values over the years. Rising labor costs surely indicate the folly of purchasing cheap drapery fabric, which may disintegrate before the second dry cleaning, or of locker room carpeting which must be replaced in two years.

**S**elective good taste is lasting, and its employment in every purchase will eliminate the pitfalls of "fad" effects. Excellent design and construction in furnishings, no matter what the "style" or "period" expressed, will give years of effective, attractive usefulness.

Quality is also the watchword of wise maintenance practices. In dry-cleaning, the use of harsh or stale fluids can ruin even the best of fabrics. It is clearly less costly to have any job of upkeep or repair done *one time* by a well-qualified firm than to have the same job done two or three times by an unknown "low-bidder."

Often the alertness of club personnel is an important factor in the preventing of major repair output. If a dining chair leg becomes loose, or if a seam is slightly split, *immediate* attention to the needed repair will save a great deal of money in the long run. Food and beverage stains should be noted and cleaned *at once*, for even the most imperious of our wonderful modern surfaces can be harmed by neglect.

Many club managers have found that having duplicate (or alternate) slipcovers and draperies for each area is an end-economy, as these

Continued on page 112

## Insurance

Continued from preceding page

cant or unoccupied. Therefore, it is important that country clubs which partially close have the seasonal vacancy and unoccupancy permit attached to all fire insurance policies.

There is no charge for the endorsement, and its attachment avoids any argument concerning unoccupancy of certain buildings beyond the time specified in the policy.

**F**requently, the question arises whether golf course greens and key trees may be insured. The cost to insure trees is very high. Consequently, many clubs equip valuable trees with lightning rods and take their chances against windstorm losses.

However, it is interesting to note that golf course greens can be reasonably insured for a limited amount per green against the perils of explosion, riot, civil commotion, vandalism and malicious mischief.

In most jurisdictions, the average 18-hole country club can insure each putting green, plus its practice greens, for \$1,000 each, subject to \$100 deductible, for a little more than \$100 a year.

For country clubs that have been plagued with many destructive vandalism losses, consideration of this additional protection is worthwhile.

The coverage on greens can be extended in certain areas to include the perils of aircraft and motor vehicle damage for an additional premium charge.

This article has explained the basic insurable perils, contained some ideas to broaden the policies, outlined the importance of having a certified appraisal to support the values of the real and personal property that has been insured, and has pointed out the common error made by many clubs in insuring insignificant structures while overlooking important ones.

In my next article, other important aspects of the standard fire insurance policy will be brought into focus, including the possibility

of an uninsured loss because of the nonconformity of the clubhouse to comply with the building code regulations for a public assembly occupancy building.

Many older country clubs that have been fully insured have suffered serious losses because of their failure to insure against this contingency. □

## Spring cleaning

Continued from page 102

items can go through periodic cleaning and repair at leisure, rather than being subjected to crash programs. And, the appearance of each area is unimpaired. This "rotation" policy is followed by many leading hotels in their public areas with very satisfactory results.

Often a room will lend itself to the use of area rugs, or accent rugs, that can be turned around from time to time to equalize wear in heavily travelled spots.

Whenever possible, preventive selections may effectively reduce



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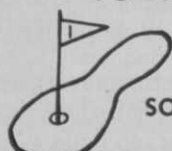


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maintenance and repair costs. An ash tray—no matter how beautiful—which permits a forgotten cigarette or cigar to fall out can expensively mutilate even the best melamine laminate top. A fireplace without adequate damper control or fire-screening can, in a matter of minutes, reduce a room to a smoke-filled disaster. Window or door drapery treatments which subject fabrics to weather exposure can be very costly to replace. A service area subject to heavy cart traffic may prove less expensive



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to maintain if ceramic tile wall surfaces or sturdy paint on hard plaster are employed, instead of a vinyl wallcovering, which may be easily torn.

Experience has broadly indicated that a careful consideration of all of these factors by club management is well worth the time and effort involved, and results in a valuable "package" of continuous value and enjoyment at least up-keep expense for almost every club membership. □

## be a pro

*Continued from page 76*

however, present a different problem of disposal. If not returnable for credit, as is most often the case, remaining soft goods can be offered to members on a quick sale and the balance liquidated with the pro and club sharing equally in the loss. Whatever conditions were agreed upon at the time of hiring should be shown under the "terms of concluding employment." □



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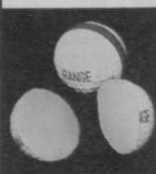
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