

Desperate times don't call for desperate measures

Okay, a little dramatic....or is it? We live in competitive times where capital spending must be cautious, calculated and wise. Band-aid solutions, quick fixes, and the decision to cut back on maintenance will almost always result in unnecessary, costly, and sometimes dangerous mistakes. So why would you not hire a professional clubhouse designer to protect your assets? Learn more.....

Too many needs and too few dollars can trigger the temptation to cut corners. The use of products that are not designed for club use – compounded by years of deferred maintenance can set you on a downward spiral that is often difficult to overcome.

What you don't know really can hurt you

Recent inspections in clubs around the country have revealed some alarming practices that will have long-term and sometimes irrevocable consequences.

Most notably, the risky use of residential designers for club design has produced spaces with a primary focus for visual appeal - rather than for the rigorous day-to-day demands of your club.

Beautiful design is not just about how something looks, but also about how it works. And how long it will last. Clubhouse designers are trained to recommend creative solutions for club specific problems. Everything that "touches" the member or guest either adds to - or subtracts from - their overall experience.

Protect your investment and avoid the primary pitfall of improper specification of materials. **Inferior products mean premature wear and will result in early and unnecessary replacements.** Common mistakes are as follows:

- Carpet not certified for club environments;
 - Clubhouse designers give special consideration to the yarn systems used regarding colorfastness, pile height retention, and wear resistancy for best performance.
- Dining chairs not suited for hospitality environments;
 - Clubhouse designers give special consideration to stretchers for dimensional stability and crumb rails for cleanliness.
- Service credenzas not designed for heavy use;
 - Clubhouse designers give special consideration to storage requirements, water resistancy, and durability in both finishes and hardware for long-term use.
- Window treatments not designed for flexibility;
 - Clubhouse designers give special consideration to sun control needs, blackout requirements for AV presentations and safety requirements for flame retardancy.

We all want the same thing. Beautiful environments where people want to be. Careful planning that provides inspiring design and eliminates wasteful spending

makes good business sense. Working with a club designer insures that these decisions – although often times intangible to the member – will result in long-term, tangible savings. Ultimately, this means that every dollar spent wisely today is an investment in the overall success of tomorrow.

Surround yourself with clubhouse experts. The competitive edge is then gained not only upon first impressions – but on the smart use of quality materials and careful maintenance to increase the overall experience to the member.

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