

The Hospitality Forum

For the Private Club, Hotel/Resort, Food, and Service Industries

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Special points of interest:

- Harlingen Country Club chooses HRG to conduct membership survey and long-range strategic plan
- New free-pour beverage inventory system helps clients save
- How to purchase a new Club computer system
- Visit our new website
- Thinking of renovations?

Harlingen Country Club Chooses HRG

The Harlingen Country Club in Harlingen, Texas, has chosen The Hospitality Resource Group to conduct a comprehensive membership survey and provide assistance in the development of a long-range strategic plan for its club.

In today's challenging and changing private club environment, initiating a thorough survey of the membership is the first tool leading to the development of a long-range strategic plan. This is an absolute necessity in determining the future success of any organization. First, understand the desires of your member/customer, then act upon them.

Terry Kreider, General Manager of the Harlingen Country Club is

relatively new in his position.

He is General Manager at a club where the average age is 68 and is seeking ways to help direct the club's future growth

"With a very diverse membership, it is critical to know what the desires of the membership are, so that the Club can develop a plan for the future", said Kreider

In addition to the membership survey and strategic plan, HRG will be providing the board of Harlingen Country Club with a presentation on trends in the club industry and a new board member orientation manual. These tools will assist the board and General Manager in working together to accomplish the



goals of the club

Harlingen Country Club chose HRG because of its comprehensive diversity of services. Clients benefit through services provided directly by HRG and also its network of affiliates who are recognized experts in the hospitality industry.

To view our complete list of services, please visit our website at www.hrg-consulting.com

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New Beverage Inventory System Helps Clients Save \$

One of The Hospitality Resource Group's affiliates is now distributing a wireless, free-pour beverage inventory system. This product does the job better, quicker and more accurately, than anything else out on the market. It is truly revolutionary and many establishments are

seeing a return on investment of less than a month.

Every club, hotel, resort, or restaurant that has a bar operation will benefit from this new system.

As a client of The Hospitality Resource Group, you can, and

will, realize substantial savings from this new innovative system.

To learn more, contact The Hospitality Resource Group at 800-249-9973

“It doesn't matter how great a system you have, if you do not know how to use it”

How to Purchase a new Club Computer System

The advantages of implementing a point of sale system are well known and generally accepted throughout the hospitality industry. The plethora of point of sale systems currently available has become, at least on the surface, fairly homogeneous with regards to features. One would be hard pressed to find a system that does not utilize Windows or Touch screen technology. Likewise, bells and whistles like drag and drop menu programming, custom color scheme, automatic menu

changes, select item-re-ordering and the like are generally available in any system worthy of consideration. As a club management professional, what then, are the features you should be looking for? In addition to standard tasks like recording an accurate transaction, remotely printing an order to the kitchen and tracking sales history, a Club relies on its point of sale system for many other critical functions. Clubs have unique specific requirements of their system including

personalized information, integration with other systems and extensive customization needs.

In selecting any system for your Club, never underestimate the value of a proven professional training group and support staff. It does not matter how great a system you have if you do not know how to use it.

To see the full text of this article, visit our website at www.hrg-consulting.com under the featured articles section.

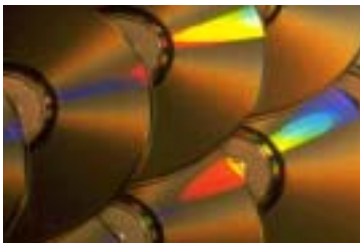
New HRG Website

The Hospitality Resource Group is proud to announce its new web site located at www.hrg-consulting.com. We urge you to visit our site to learn about the vast array of services HRG offers its clients, learn about timely issues in our featured articles section, and how clients can benefit through our affiliations with other industry experts. If you like our site, our site designer can also assist

you in your website design at a very substantial savings. We hope you will visit our site often and tell your peers where to find us.

Most of our clients, like those of other consultants, come to us through referrals. It is because of this assistance that we always pass savings we are able to obtain through our affiliates, directly to you, our clients. If

you have any suggestions, would like to inquire about how you could join our growing affiliates group, or would like to write an article for consideration in our “featured articles” section, please contact us at our corporate offices by calling (800) 249-9973



www.hrg-consulting.com

Thinking of Renovations?

There are fewer more emotionally charged or hotly debated issues, in the club industry, than to renovate or remodel a clubhouse, and yet, once completed, it can be a popular and gratifying undertaking. A comprehensive Membership survey will identify what the member's wishes are and, if they support renovations, further identify how they would be willing to pay for them. This process insures that the board knows how the

Members are thinking.

Next, a strategic long-range plan is developed to determine how the Club will accomplish this. Once the plan is completed, the Members vote their priorities and preferences.

Other challenges and issues facing clubs have to do with selecting a project manager and architect. Common mistakes are selecting an architect that has never designed a club

before and having the Club's General Manager serve as the project manager. More often than not, if something goes wrong, and ultimately it will, the General Manager will be blamed. Select your project manager and architect with care. These are the most important decisions you will make.

See our website, www.hrg-consulting.com. For a full length article on renovations



Organization

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