

# The Hospitality Forum

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

Published by *The Hospitality Resource Group*

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Special points of interest:

- The New Seabury Properties located in prestigious Cape Cod, MA has chosen HRG to perform several services
- New Seabury Properties is owned by billionaire financier Carl Ichan and consists of a 2300 acre resort and club
- New Seabury is also home for many New Englander's who use New Seabury as their primary or secondary residence
- Visit our new website: [www.hrg-consulting.com](http://www.hrg-consulting.com)

## New Seabury Properties Has Chosen HRG

The New Seabury Properties located in prestigious Cape Cod, MA., has chosen The Hospitality Resource Group to conduct a food and beverage operational audit and a comprehensive membership survey and provide assistance in the development of a long-range strategic plan for its club.

New Seabury is a unique property comprised of 2300 acres. It has a new 25 million dollar clubhouse, two magnificent golf courses that are highly rated, a new fitness center, a comprehensive tennis complex, beach clubs and catering opportunities. It also has significant opportunities for current and future real estate development

Owned by Carl Ichan the well-known billionaire financier, the property is operated on site by Wayne Kapral, President and General Manager

There is a very demanding membership that necessitates management having the necessary feedback to make improvements where needed.

Being a corporate owned property, the membership is making its wishes known through the membership survey, yet realizes that any comments or suggestions are just that, that ownership can and will make decisions usually based on the corporate philosophy. This makes for unique communication to a corporate owned facility that,



should the club, at some point, elect to make a transition to a member owned club, those who run it will have a powerful management tool in developing their operations.

HRG and its network of affiliates are recognized experts in the hospitality industry.

To view our complete list of services, please visit our website at [www.hrg-consulting.com](http://www.hrg-consulting.com)

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## Additional Photos of New Seabury Properties



*“The Hospitality Business is not bricks and mortars, it’s the people business. Get good people and train them to be the best, and you will be successful”*

## HRG adds F & B Professional Jo Lynne Lockley

The Hospitality Resource Group is proud to announce that it has increased its capabilities, significantly, in providing food and beverage analysis and solutions

In addition to our already strong food and beverage group, we have added Ms. Jo Lynne Lockley, who, for many years, was the owner and President of the Chef’s Professional Agency.

Ms. Lockley, who spent 15

years working in Europe holds a Masters Degree from the University of California at Berkeley.

She was first involved in the firm as a contact and resource for European Chefs.

Ms Lockley returned to the United States in 1985 to run the Chef’s Professional Agency.

Through Ms. Lockley, we are now able to offer HRG clients

access to the finest chefs, food and beverage management professionals, including Sommeliers.

Ms Lockley is a member of the James Beard Foundation, the Slow Food Foundation, the San Francisco Professional Food Society and the Golden Gate Restaurant Association.

If you need any assistance with your F & B operation, please call 800-249-9973

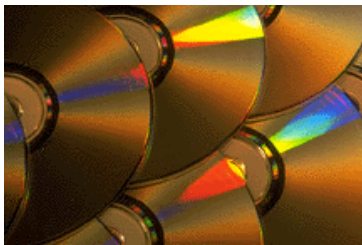
## New HRG Website

The Hospitality Resource Group is proud to announce its new web site located at [www.hrg-consulting.com](http://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



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## 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](http://www.hrg-consulting.com). For a full length article on renovations



# Organization

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