

# The Hospitality Forum

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

Published by *The Hospitality Resource*

### Special points of interest:

- Diamond Club Services hires The Hospitality Resource Group to help introduce its innovative service to the private club industry
- HRG announces a new Executive Search Division. Robert Penland, on of the founding Principals has been named President of the new Division
- HRG launches the exciting cutting edge Chef Assist Program
- Visit our new website: [www.hrg-consulting.com](http://www.hrg-consulting.com)

## Diamond Club Services Hires HRG

Diamond Club Services of Washington, D.C. has hired The Hospitality Resource Group to assist it with introducing its new service concept to the Private Club Community.

Richard C. Day, Chairman & CEO of The Hospitality Resource Group and a former club General Manager, feels that the concept offered by Diamond Club Services is "here at the right time".

"Today, clubs are facing significant challenges and are offering increased services and value for being a club member."

Steve Edelman, one of the Managing Partners of Diamond Club Services explains that the concept involves introducing an

architecturally compatible, state of the art, touch-less car wash system with the technology and capability of washing in excess of 125 cars per day. An additional benefit is that clubs can also utilize the system to perform seasonal cleaning of their golf cart fleet..

Andy Krumholtz, Diamond Club Services other Managing Partner further explains that there are additional benefits that accrue to clubs and their Members. Rather than having a Club Member stand in line at an anonymous car wash facility, they can bring their car to the club, deliver it to a valet, and while they are playing golf or eating lunch, their car will be washed and returned when they are ready to

leave. In addition, they can charge it to their club bill and, best of all, the Club shares in the revenue. Therefore, they are contributing revenue to the Club to help offset operational or capital expenditures"

To learn more about this exciting concept, please call either:

Richard C. Day—Chairman & CEO –The Hospitality Resource Group 800-249-9973

Steve Edelman –Managing Partner– Diamond Club Services 703-506-1661

Andy Krumholtz-Managing Partner Diamond Club Services 703-759-7455

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## HRG Launches Executive Search Division

We are pleased to introduce the newest Division of The Hospitality Resource Group, our Executive Search Division. Robert Penland one of our founding Principals, will be President of this new Division. Over the past few years, we have recognized that clubs face significant

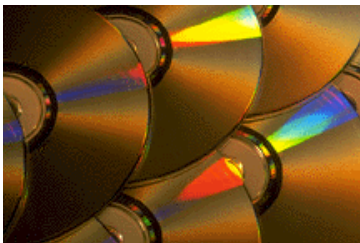
challenges with regard to hiring top quality senior level management.

Our company has outstanding contacts in the club industry allowing us to identify all levels of management personnel, including General Managers, Execu-

tive Chefs, and Food & Beverage Managers. Our research shows that 50% of hires are mis-hires. This is very costly to your club.

Call us today at 800-249-9973 or Robert Penland directly on his mobile number 843-3277-0953

*“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”*



[www.hrg-consulting.com](http://www.hrg-consulting.com)

## HRG announces new “Chef Assist” program

The Hospitality Resource Group is pleased to announce a new service called Chef Assist. Chef Assist was developed specifically for culinary professionals in the country club and hotel industries.

Through our many years of experience and research, we have learned that after many years of tenure a club or hotel chef may not still be exceeding the expectations of Members, Management and Guests, but a change of personnel is not specifically indicated. The question has been asked many times, “how can we put the fire back into our culinary team?” Chef Assist may be the answer you have been seeking.

Under the Chef Assist program, we will send a highly qualified Executive Chef who has distinguished himself or herself as a leader in the kitchen and culinary industry, into your club for three days

to mentor and motivate your current team and work on any specific issues which need to be addressed. Some of the areas of concentration are: menu development and standardization, food and labor costs, kitchen organization, and communication. The Chef Assist program is designed to be non-threatening and should be seen as a reward for your kitchen, not as a punishment. To enhance the experience even further, there will be ongoing support for your chef through continued contact with the Chef Assist affiliate through a web-based bulletin board. This ongoing support will help with new ideas, additional coaching, and a place for your chef to exchange views with others in the program.

In addition to a complete back of the house program, the Chef Assist service can also send in a front of the house professional at the same time,

to mentor and motivate the food and beverage staff and get both the front and back of the house “on the same page”.

Our Executive Chefs are all currently working at some of the finest and most widely respected dining establishments in the country.

Our front of the house professionals have been owners/operators at similarly distinguished facilities.

This new service is offered through our newest Division, headed by Robert Penland, President and assisted by Jo Lynne Lockley, Vice President.

Ms. Lockley has a distinguished 30 year career in Executive Chef recruitment and placement and brings a wealth of experience to the Chef Assist program

Call 800-249-9973 or Robert Penland on his mobile number 843-327-0953

## 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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