

CTP COVID-19 Center



“Think of your plan as being like a movie script in that you visualize who will do what through time.” Principle 170, Ray Dalio

Dear Friends,

The two big strategic concepts for our industry today:

Given the velocity of change, don't plan more than a week out. Create a plan, consider all options and subroutines and live that plan for the week. Reset.

Make decisions that ultimately keep the club relevant to your members and their families and trust the rest will follow. Without this guiding principle, many clubs will run out of members.

This Week's Top 10

Some of the more compelling concepts from this week's research:

1. Shorehaven Golf Club in CT and Ridgewood Country Club in NJ are raising cups slightly above the putting surface and deeming any putt to hit the cup as holed to eliminate the need to touch the cup or flagstick. And don't forget to remove the rack.
2. Culinary teams are providing video cooking classes for members who may not be facile with their kitchens or knives.
3. Clubs are creating microsites on their club websites to retail a limited number of main stream, soft and hard good options.
4. Golf professionals are providing custom videos to members to practice putting at home. Members then video their own "practice facilities" and share those videos with other members via the website.
5. Clubs should lead with a multifaceted humanistic management approach – begin the structuring of an Employee Assistance Fund. Create the guiding principles, even if it doesn't get actualized.
6. Where permitted, sell bottled wine at cost with a members take out dinner that can be picked up curbside.
7. Create online gaming for members – social gaming facilitated by the club such as bridge and mahjong to keep those usual groups connected virtually.
8. Appropriate in certain clubs, create a "private pantry," a limited grocery store offering access to those items that are in limited supply: toilet paper, hand sanitizer, etc. Thank you Bill Griffin from Spring Island.
9. Curbside pickup or home delivery are great, but engineer the menu to be more family style which is easier to manage, increases the check average and helps shape inventories. If the purchase is over a certain amount, include a free role of toilet paper.
10. Review every policy in the book. Every SINGLE one. Then the club's customs. Determine which ones you need to remain steadfast with and which can be modified.

Your Thinking Partner,
Dan Denehy

How to manage the COVID-19 impact: Tips & Recommendations from 10 Hospitality Experts

A curated list of the most read articles to help you navigate the coronavirus disruption.

[Read More Here](#)

Time To Hit Pause: What Employers Need To Know About Yesterday's Families First Coronavirus Response Act

For those employers desperately contemplating permanent reductions in force as a last resort to maintain financial viability, please pause and reflect upon the final version of the Act passed and signed by the President.

[Read More Here](#)

CORONAVIRUS HEADLINES

[NCA: Your Club Is Closing, Now What?](#)

[Restaurants: The latest updates on COVID-19 for restaurants, operators and the food service industry](#)

[NY Restaurants Allowed To Offer Takeout Alcohol](#)

Check out our **CTP Covid-19 Center** for more articles, resources and news.

[CTP Covid-19 Center](#)

[What do you need to know? Let Us Know!](#)

Note From Our Office:

The State of Connecticut has directed all non-essential businesses and not-for-profit entities to prohibit all in-person functions, effective Monday, March 23, 2020 at 8:00 p.m. In compliance with this directive, Club Thinking Partners' Connecticut physical office will be closed, but our team is actively working remotely. We look forward to continue serving our clients during this challenging time and partnering with our colleagues and peers to help clubs with their immediate and long term needs as a result of the Coronavirus.

Stay healthy and safe everyone...we will get through this. Together!

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DENEHY Club Thinking Partners Team:



Alison Savona
Senior Consultant



Kirk Reese
Executive VP



Barbara McAuliffe
Senior Consultant



Dan Denehy
President



Karen Alexander
Senior Consultant



Robert James
Vice President



Erin Redgate
Marketing Associate

DENEHY Club Thinking Partners

Fairfield, CT | Jackson Hole, WY | Los Angeles, CA

203.319.8228 | denehyctp.com