



Top-Shelf Amenity

In a setting where many things catch the eye and no detail goes unnoticed, the lockers at Trump National Golf Club Bedminster fit right in.

By Joe Barks, Editor

After you've turned off the bucolic country road and passed through the gates of Trump National Golf Club (TNGC) in Bedminster, N.J., there are impressive sights to be taken in at every turn—from the two Fazio 18-hole courses carved out of the rolling farmland, to the array of classic and upscale cars parked around the fountain in the circular brick driveway in front of the stately clubhouse, to the resort-style

pool complex with a 25-meter heated pool and oversized hot tubs with infinity edge/waterfall design.

All of this is what you'd expect from a property that dates back to the 1600s, was once the estate of flamboyant auto executive John DeLorean, and now serves as the flagship site for The Trump Organization's burgeoning golf course portfolio—not to mention as a primary summer base for Donald Trump him-

self. And that means that all of what's seen by everyone who comes to TNGC Bedminster must first pass the scrutiny of the man who put his family name, and brand, on the place.

"Mr. Trump is very hands-on and puts his finger on everything, including decorating, carpeting, paintings, photos and many other details," says David Schutzenhofer, CCM, who has been TNGC Bedminster's only General

PHOTOS COURTESY TRUMP NATIONAL GOLF CLUB BEDMINSTER



TNGC Bedminster's new 14,000-sq. ft. multi-purpose men's facility (left), built over an existing cart barn, includes 600 lockers in addition to a lounge, bar, grill room with outdoor seating overlooking the golf course, and many other amenities.



Locker Room Manager Ray Looney (left) and General Manager David Schutzenhofer, CCM, see the men's locker facility as a strong example of the special touches that distinguish TNGC Bedminster.



Manager since it opened in 2004. "Some of his ideas and concepts might make you scratch your head a little at first, but when it's all said and done, you can always see how he was right—I've long since given up second-guessing him."

Important Showcase

As TNGC Bedminster has grown in its first 10 years to now have over 400 members, it has seen a steady expansion of its facilities, starting with an addition in 2007 to its clubhouse, an estate house that dates back to the 1930s. The clubhouse originally housed lockers as one of many functional areas, but as it was renovated and repurposed to become the club's main social and dining hub, it became clear that separate facilities were needed for both men's and women's locker rooms.

And these facilities would have to be special as well as separate, with the anticipation of major tournaments coming to Bedminster (the club will host the 2017 U.S. Women's Open and 2022 PGA Championship).

For the men's facility, a multi-story, 14,000-sq. ft. structure was built over the existing cart barn (see photo, bottom left, opposite page) that includes 600 full-length lockers, in addition to a lounge area, bar, grill room that includes outdoor seating overlooking TNGC Bedminster's original Old Course, and many other amenities.

Selected to provide the lockers for the new men's facility was Hollman, the Irving, Texas-based company. Hollman's presence in the club market includes many properties that have hosted major golf tournaments, and its relationship with Trump includes Trump National Doral, the Miami resort that The Trump Organization added to its portfolio in 2012, with plans to make \$250 million in capital improvements.

Not surprisingly, The Trump Organization has made special requirements of Hollman for its properties. "Lockers [for Trump properties] need to be built

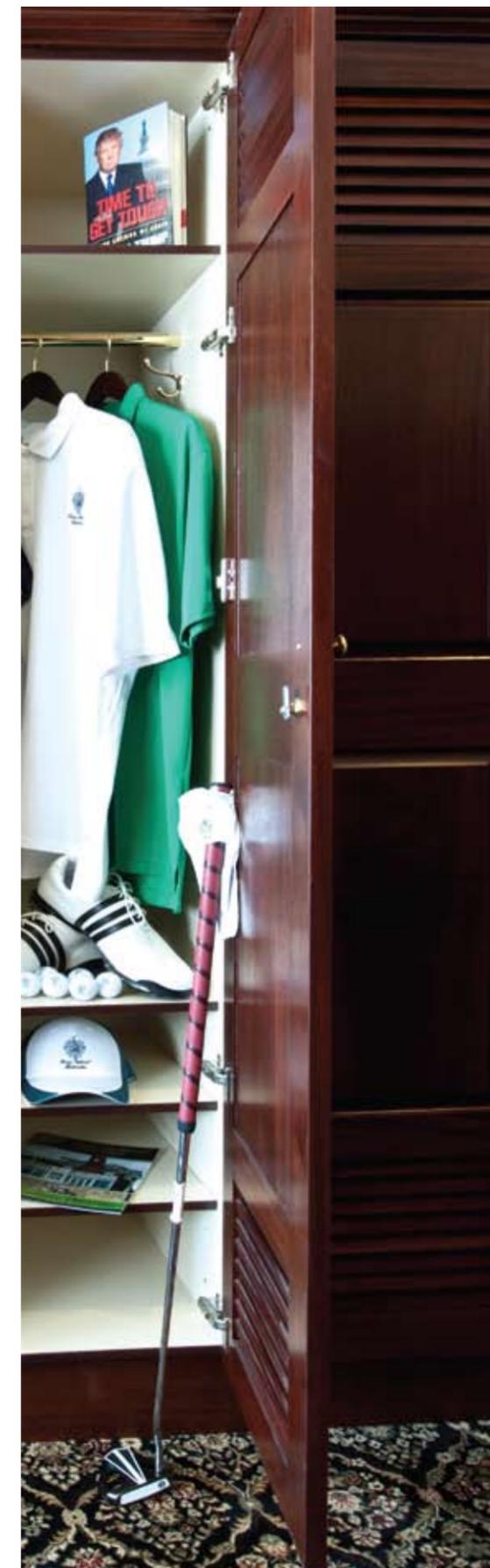
with one-inch-thick mahogany doors," says Travis Hollman, Vice President of the company's Locker Division. "Trump was our first client to use one-inch thick doors and it has become the standard for all of the lockers we build for them. The added door thickness gives the lockers a feeling of weight and luxury." In addition, at Doral the lockers needed to be installed in a curved layout, requiring additional installation expertise.

Other touches installed in the lockers at TNGC Bedminster include custom shelving and optional drawers for cigars and other purposes. "The members and guests really like them," says Locker Room Manager Ray Looney. "They love the layout of the locker room, with plenty of room in each row, good natural lighting and available outlets for their phones and other devices."

"And they like the full length of the lockers, to be able to keep everything they need in them in a well-organized way," Looney adds. "They really like the finish of the lockers, too."

Indeed, at that moment a TNGC regular walked through the gleaming row of lockers in the new men's facility, stretched out his arms and asked, "What could be better than this? It's like a 500-star hotel."

That's precisely the impression that the Trump Organization wants to make with all of the details it includes throughout its properties, says Schutzenhofer. TNGC Bedminster, he notes, has had strong financial success from the outset that has allowed it to make additional investments and improvements from its own cash flow. "We're happy to reinvest to provide the special touches in our facilities that will help us continue to grow through member references," he says. "Even in a non-equity club, we think those are the things that distinguish us and help keep our membership vested and eager to sponsor friends and family, so we can continue our progress towards a vibrant, full and family-oriented membership."



The full-length lockers used at TNGC Bedminster and other Trump properties feature one-inch-thick mahogany doors. C&RB