



Every Picture Tells a Story

A *techie's job is to make their boss look good!* Now let's try that again...a techie's job is to make their boss look good, completely satisfy the customers, diagnose and fix problems, have a fundamental understanding of any business' processes, and even attempt to teach a little about technology without the jargon getting in the way.

I've considered it my mission since my days as CMAA's IT director to bring club management-specific technologies into the 21st century. How? Through education of the club's decision makers, and fundamentally changing how club management communicates and views technological innovations.

The techies (and sometime their bosses) work behind the scenes to create and support what is arguably some of the most complex information gathering and reporting software on the planet.

BoardRoom magazine asked me to find the answers to questions about these systems I've heard repeatedly throughout my club career. I've known the leaders of club technology firms (and in a few cases the techies themselves) for years.

We've openly debated the pros and cons of differing software philosophies. Should it be open or integrated systems? SQL or some other database? Monolithic or Application Service Provider (ASP) model? Standards-based, and whose standards?

TECHNOLOGY LEADERS COVER STORY BY RON COMFORT



This One Tells Eleven...

On the flip side, we've all pondered clubs general reluctance to embrace any technology. This goes back, of course, to finding clubs without a fax machine in the mid-90s, to using POS and club management systems based on DOS even into 2007 – even though club executives agree technology is the most vital part of their business' infrastructure.

So we've searched for the right mix of technical and business information to give you...to get direct answers to questions that will broaden your understanding of these business-critical systems, and let you see a little of the philosophy that's coded into them.

In many cases the responses come from the chief executives instead of the "techies." This certainly proves that while club technology systems may be among the most complex information systems on the planet and almost impossible to explain in a non-technical way, it's still the force of personalities that drives this industry.

There's no doubt that all 11 of these firms, detailed on the following pages, do an outstanding job making you, the club management executive (and their boss), look good. I hope this information helps you move forward with your own club's technology innovations. Feel free to contact me for any details at: comfort@technologyassure.com.



BUTCH LESNIAK

ABACUS 21 HAS DEVELOPED AND IMPLEMENTED SYSTEMS FOR THE HOSPITALITY INDUSTRY FOR OVER 26 YEARS, FOCUSING ON CLUBS, RESORTS, AND HOMEOWNER ASSOCIATIONS.

Software application areas include membership and accounts receivable; food/beverage and retail point-of-sale; inventory-purchasing; menu-recipe costing; golf, tennis, spa, recreation activities; ski-marina operations; tee times; lift tickets; rentals; banquet-catering; event-party and dining reservations; gift certificates and cards; loyalty programs; credit book and prize winnings; room accommodations; scheduling-timekeeping; payroll, human resources; tournaments; work orders; concierge; member-guest tracking; photo ID cards and fingerprint identification; bar coding; general ledger; accounts payable; fixed assets; website development tools; access control, and document management.

BUTCH LESNIAK is the company's president (and founder). The company has more than 400 installations; 28 fulltime employees and dealers in South America and Australia. The company, a New York State C-Corporation with headquarters in Buffalo, New York is 100 percent owned by Lesniak. He can be reached at: Butch@Abacus21.com

What new equipment and/or services can your company provide to private clubs?

Abacus 21: Amongst our 'new-wave' of devices, Abacus has incorporated handhelds for POS and check-in (and, of course, for inventory physical counts, requisitioning, and ordering), signature capture for POS and various approval processes, photo ID and gift card systems and fingerprint and wristband identification for check-in, approval, POS, and timekeeping. On the software-services side, we are proud of our concierge module, which pulls all member-client reserva-



tions, check-in, POS, who's-in-house, access control, message-broadcasting, PDA, and phone system functionalities together. The company also has data analyzers (for ad-hoc slicing-and-dicing of data), our electronic document-report storage and indexed retrieval systems, online tutorials, and alternative support options.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

A21: Our handheld products, allows the club's personnel to be at the point-of-contact or point-of-activity – improving the efficiency of the operation or function. When coupled with our signature capture or ID card, fingerprint or wristband technologies, the security and integrity of the club's operations are enhanced. The concierge module has the capability of providing a 'panoramic' overview of the club's members (and family and guests) demographics, preferences, communications, histories, reservations, past-purchases, and 'dynamic' whereabouts. It can be a powerful tool for personifying the highest levels of member awareness and treatment.

How does your product/service contribute directly to a member's club experience?

A21: The underlying and pervasive premise of our entire application ensemble is its focus on the member-guest experience. Tools are available to collect, remember, and dynamically recall any pertinent information... all threaded throughout our applications to proactively assist the club and its staff in providing the 'ultimate experience' to its members and their guests. It effectively tracks the staff's performance effectiveness. Furthermore, since the system retains all of this, it allows the club (via an array of standard and ad-hoc tools) to analyze and assess 'what has transpired' and 'what should be anticipated' from an almost infinite number of perspectives.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

A21: We are sometimes asked to interact with third party systems instead of utilizing our own modules – most often because the client has already invested in a particular system, or, in some cases, has a particular preference. Examples include POS, PMS, tee times, payroll, accounting (but never receivables), websites, etc. So, yes, it is

SEE COVER STORY ABACUS - PAGE 134

Membership & Receivables

Golf-Spa-Fitness-Courts

Pro Shops

Marinas

Point-of-Sale

Golf Teetimes

Food & Beverage

Inventory-Purchasing

Banquet-Catering

Concierge

Recipes

Dining Reservations

Work Orders

Room-Accommodations

Website Interaction

Scheduling

Access Control

Timekeeping

Accounting

Bar Coding

Lockers

Gift Cards

Wireless

ABACUS 21



Club & Resort Management Software

2746 Delaware Avenue Buffalo, New York 14217-2702

Phone: 800-544-7310 Fax: 716-873-8415

Website: Abacus21.com Email: Sales@Abacus21.com



JOHN ULLRICH

ASPEN INFORMATION SYSTEMS, INC., HEAD-QUARTERED IN HOUSTON, TX, IS MANAGED BY EIGHT PROFESSIONALS EACH WITH OVER 20 YEARS OF EXPERIENCE IN CLUB MANAGEMENT SOFTWARE SOLUTIONS.

Created in 1995, Aspen's first U.S. installation was at a one million square foot multi-venue facility. Aspen Information Systems is a privately owned company and is approaching 500 installations around the globe. Aspen provides services to private clubs, large and small corporations, spas, hospitals, universities, hotels, churches, and other business venues with fitness centers, as well as health clubs and gym facilities. The owner **JOHN ULLRICH** can be reached at: jullrich@aspensoftware.com

What new equipment and/or services can your company provide to private clubs?

Aspen Information Systems: Aspen's diverse clientele has given our team the opportunity to develop a wide range of products including traditional services in order to better serve the private club marketplace. For example, Aspen offers club rewards, credit book, gift cards, fitness testing and prescription, exercise logging, scheduling, EFT, biometric scanning, and data mining.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

AIS: Aspen software products are easily customized to the specific needs and applications of the private club market. More specifically, the software provides tools to contact specific members that may be interested in club activities or private lessons. Our inventory monitoring system allows businesses to track all item sales and turnover as well as specific member purchase habits. Aspen software solutions are designed to increase efficiency of the staff and reduce management expenses by collecting data on peak member activity times in order to prioritize staffing.

How does your product/service contribute directly to a member's club experience?

AIS: Aspen software applications enhance the private club's ability to motivate, communicate and market to the member and their families. Our interactive software lets the members track their progress toward fitness goals, health statistics, spending habits, and overall club utilization. This ultimately increases participation in club events and encourages use of the club's amenities and programs, thus creating a positive experience for every family member.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

AIS: Aspen's open architecture and modular design allows for easy inter-



face and connectivity to other applications including member's first, retention management, gametime, Mercury payment systems, and other services offered to private clubs. This ability is absolutely necessary to manage with efficiency and effectiveness. We strive to provide the best product, support services, and the latest technologies in our applications to maintain a competitive edge in the market.

What is the most tangible take away a club gets from your product?

AIS: Ultimately, Aspen Information Systems, Inc. delivers a product that is easy to implement and maintain, is cost-effective, and make clubs more successful. We do this by providing a suite of applications that allows the business to make informed decisions about all aspects of their business. Aspen software helps clubs execute their business in the most efficient way.

Tangible takeaways from the club's point of view are: increased efficiency and profitability, customizable reports, remote access, club rewards or points, dash boards, fitness related testing, prescription, and logging or activities, email, email of state-

SEE COVER STORY ASPEN - PAGE 134

Go Green with Aspen Software

Create a user friendly environment with our complete suite of software solutions including:

- :: Member Management
- :: Accounting
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- :: Fitness
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For more information, call
800.414.0343 or visit us
online at aspensoftware.com.



Aspen Information Systems, Inc.
Phone: 800.414.0343 or 281.320.0343
Fax: 281.251.7271
Email: sales@aspensoftware.com
Web: www.aspensoftware.com



HOWARD STULBERG

BUZ SOFTWARE (MERITSOFT CORPORATION) HAS BEEN IN BUSINESS SINCE 1996. THE COMPANY DEVELOPS AND SELLS SOFTWARE FOR PRIVATE CLUBS INCLUDING TEE TIME, CLUB WEBSITE AND BACK OFFICE AND POS APPLICATIONS.

The company has installed 135 systems. There are 10 employees, and headquarters are in Toronto, Ont. Canada. Company president is **HOWARD STULBERG**. He can be reached at: hstulberg@buzsoftware.com



What new equipment and/or services can your company provide to private clubs?

Buz Software: Buz offers three new web based modules for the club industry, which are either new or significantly enhanced over traditional offerings. BuzERS is an online event registration system. It has a powerful rules engine, is flexible and customizable for any kind of event. Members can book reservations online or club receptionist can take reservations by phone. Automated reminders reduce no shows.

BuzCSM is an online customer service module, which receives and logs member issues, dispatches them to the appropriate departments and provides tools to manage issues from inception to resolution.

BuzCRM is a full-featured CRM, ideal for managing sales activities for new membership and banquet and catering. All modules offer powerful reporting capabilities.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

BS: Buz products benefit the club as a business 1) by making the job of the club staff faster, easier and less prone to error; 2) by improving operational controls (for instance, club rules with respect to access to the tee are enforced by Buz Tee Time system); 3) by providing management reporting which includes true data mining; 4) by providing tools such as broadcast email and interactive website, which improve member communication and 4) by providing online member services such as tee time booking, account statements and event registration, which improve member service and satisfaction.

The products reduce staff time, both clerically and in taking reservations as well as reducing costs for paper and postage. Tangible savings for paper and postage are measurable while staff savings are generally redeployed to other functions and services.

How does your product/service contribute directly to a member's club experience?

BS: Buz tee time event registration and website software and have become the primary means of communication and delivery of member reservation services. They are used by the members online. The club website has become an integral part of the club experience.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

BS: Clearly in the perfect world, interoperability of software based products and services would be ideal in that they would allow a club to select the best of breed solution. The challenges lie in setting standards and getting support from and cooperation amongst vendors in the industry

What is the most tangible takeaway a club gets from your product?

BS: With the exception of some administrative cost savings, the benefits relate to improved communications and improved member service, probably the two most important things a product can deliver to a club.

For private clubs, what separates you from your competitors?

BS: Buz has a number of competitive advantages: 1) high quality state of the art software 2) a commitment to and the delivery of exceptional customer service and 3) management's innate understanding of its customers and its industry because management have either worked in the club industry or have been members of private clubs for in aggregate of more than 100 years. **BR**

For further information, please contact Howard Stulberg via email: hstulberg@buzsoftware.com



-  Buz Member Manager
-  Buz Accounting
-  Buz F & B POS
-  Buz ProShop POS
-  Buz Rez
-  Buz Handicap & Tournament
-  Buz WebCommunicator

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MARK SCHLAKE

CLUBSOFT IS AN EMPLOYEE OWNED COMPANY BASED IN KANSAS CITY WITH 75-PLUS INSTALLATIONS. THE ENTIRE SUITE OF PRODUCTS HAVE BEEN DEVELOPED UTILIZING THE MICROSOFT DEVELOPMENT TOOLS OF .NET AND SQL.

There are 10 employees in Kansas City and another 15 in a dealer channel. ClubSoft CEO **MARK SCHLAKE** has been involved with club management software for

over 20 years. He can be reached at: mschlake@clubsoftinc.com

The ClubSoft team as a group has the combined experience of over 200 years and it is in that experience that our direction is driven. We have all seen the emergence of the Internet into all of our lives and it is the ClubSoft product that's helping tap into that technology to benefit clubs. ClubSoft is dedicated to enhancing the traditional accounting and POS systems with the emerging marketing and club intelligence capabilities.

What new equipment and/or services can your company provide to private clubs?

ClubSoft: ClubSoft is built upon the concept of Data = Power. The more information you know about your business, the better decisions that can be made. Since our system is built on a Microsoft SQL database you automatically have better and faster access to your club's data. But it is through our club intelligence module that data becomes your power source.

ClubSoft has developed a graphical interface that allows a club manager to keep his fingers on the pulse of the club's operation. This intelligence tool can help a club manager make quicker decisions on the proper club staffing, thereby saving labor dollars that eat into a club's profitability.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

CS: All businesses need sales and a club needs to look to existing members to get those sales. ClubSoft has integrated a member marketing tool into its solution so that a club can easily promote the club to its existing members. This marketing wizard automates the process of identifying spending habits (those who are using the club and those who are not) and allows the club to focus email marketing campaigns to help increase a member's spending at the club.

This automated marketing tool is directly integrated to the



ClubSoft event system so that one person can both manage the promotion of events and the reservations of the members to those same events. The marketing module increases sales by boosting attendance at your events and also saves labor because it is all automated through the members email accounts.

How does your product/service contribute directly to a member's club experience?

CS: From the very beginning ClubSoft has integrated its club management application with the Internet. Many, to most of a club's membership, have high-speed Internet access and almost all clubs have a website. It's through the ClubSoft member portal that members become acutely aware of the interaction they can have with their club.

The ClubSoft member portal allows members access to their monthly statements and also the ability to pay online. A member's roster information is viewable online thereby creating a member community. A member's current purchases and unspent minimum is available in real-time without any delays for moving data around or delayed postings. Club events are promoted and reservations are allowed through the member portal. Extending a club's reach into the member's home is at the heart of where club management applications are headed.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

CS: Yes, even though our product is very integrated in its solutions, it also remains very "open" by virtue of its Microsoft SQL tables. It's easy for us to work with other solutions, especially those in the Microsoft world. Data transfers such as XML are standards that

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- **Membership**
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- **Marketing**
- **Time Keeping**
- **Scheduling**
- **Web Portal**
- **Prospect System**
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- **Events**
- **Automated Back-ups**
- **E-mail Hosting**

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At ClubSoft, we knew we could do it better. And, we felt it was time Clubs experienced what software is supposed to be like.



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TERRY HACKETT

CLUB SOFTWARE INC. HAS BEEN PROVIDING SOFTWARE EXCLUSIVELY TO PRIVATE CLUBS SINCE 1985. FIFTY-FIVE SYSTEMS HAVE BEEN INSTALLED.

There are six employees of the company based in Atlanta, Georgia. **TERRY HACKETT** owns the company and is the company's president. He can be reached at: terry_hackett@clubsoftwareinc.com

What new equipment and/or services can your company provide to private clubs?

Club Software: We plan to focus our development resources in two areas over the next 12 months.

We are now scanning POS tickets using OCR technology that automatically checks totals and electronically files the scanned ticket images. These tickets are immediately available to our client's members online at their website.

AP invoices will be scanned next and attached to the invoice by years end. This will allow all department heads to reference invoices without calling accounting.

Continue to expand and enhance our Web software that allows our clients to do their own websites in house or a link their database through a web provider of their choice – all of the software to do this is provided by Club Software.

These enhancements also allow users to do more work from home.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

CS: As you can tell from our answer to the first question we are always trying to benefit our clubs by making their work easier and getting information to the members quicker.

We also offer an easy to use Club Software package that currently runs clubs from \$3 million to \$15 million a year in sales. We are always looking at making procedures simpler.

How does your product/service contribute directly to a member's club experience?

CS: Our POS system runs smoothly and quickly getting the members taken care of in an orderly fashion.

Employees are clocked in and scheduled and out on the floor with no hassle at the time clock or POS workstation.

Members can access the scanned or computer tickets, view their statements online without the office running any special uploads.



All this is accomplished with one integrated software package.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

CS: NO. We try to offer a wide variety of club software modules. Each module may not have all the bells and whistles that a specialty vendor would have, but that helps the club run their software with ease and eliminates finger pointing and duplicating of databases. It also reduces initial software purchases by thousands of dollars along with annual maintenance costs. If you can run one of our software packages, you are pretty much trained on them all, we keep it uniform.

What is the most tangible take away a club gets from your product?

CS: Ease of use.

For private clubs, what separates you from your competitors?

CS: We are a small company that enjoys working with clients that we all know on a first name basis.

For further information, please contact Terry Hackett via email: terry_hackett@clubsoftwareinc.com



It's easy to spot people who are confident
with their club software.

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Patrick Joyce, CCM
Dalton Golf and Country Club
Dalton, Georgia



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DONALD N. WILLIAMS

CLUBTEC IS CELEBRATING ITS 27TH ANNIVERSARY OF PROVIDING POWERFUL SOFTWARE SYSTEMS AND CUSTOMER FRIENDLY SERVICES TO THE PRIVATE CLUB INDUSTRY.

With ClubTec's full suite of Windows-based club management systems, all built on the powerful Microsoft SQL platform, the company ranks as one of the industry's leading software providers. The company has installed its software, as a full suite solution, in over 500 private clubs throughout the United States, and more than 1200 private and public clubs using one or more of its modules (accounting, F&B POS, retail POS, catering and event management, time keeping, room diagramming). The company employs 45 extremely talented people who serve its client base.

ClubTec is a Texas corporation with over 25 shareholders, many of whom are long-term employees of the company. The corporate headquarters are located in Dallas, Texas. **DONALD N. WILLIAMS** is CEO of ClubTec. He can be reached at: dwilliams@clubtec.com

What new equipment and/or services can your company provide to private clubs?

ClubTec: Our team of development personnel is working daily on enhancing the systems offered to the club industry. Additionally, new modules for specific management needs are being developed as needed and requested by the industry. This is a corporate initiative that never ends.

One of ClubTec's fastest growing products is its website package, known as WebTec. It's one of the industry's most advanced, user friendly and feature rich website products...not to mention affordable for any size club.

As for equipment, ClubTec systems are designed to run on the latest state-of-the-art networks. The company offers hardware solutions or can work with a network provider of the clubs choosing.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

CT: The business of clubs is "service" and technology has become one of the most important elements of providing members with quality services. From better back office management of invaluable data necessary to making critical decisions to front-line operations where member services are actually delivered, the



ClubTec Systems are extremely valuable to the end result. Making critical decisions about almost any business process in a club can save resources equating to dollars and cents. It's often very hard to measure the true economic value of a good decision...but extremely easy with a bad one.

How does your product/service contribute directly to a member's club experience?

CT: Again, measuring the direct effect that club software systems have on the "member experience" is very difficult. When all cylinders are hitting in harmony, the network is running soundly and the staff is properly trained, systems can greatly improve all aspects of a club's operations. This directly affects how the wait staff serves them, how the kitchen gets food prepared properly and timely, how the pro shop staff meets, greets and assists them, how the office staff manages their accounts and, if a great website is a part of the mix, how the member can better interact and communicate with their club and its members.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

CT: With respect to software, the term interoperability is used to describe the capability of different programs to exchange data via a common set of business procedures, and to read and write the same file formats and use the same protocols. The lack of interoperability strongly implies that the software product or products were not designed with standardization in mind. Indeed, interoperability should not be taken for granted by a private club.

As a Microsoft Certified Partner, ClubTec uses Microsoft compliant tools to develop and maintain our products. ClubTec maintains all data in an ODBC Compliant database structure to ensure that any appli-



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Buried under escalating support and enhancement fees?

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you need!***





NEAL TROGDON

CRESCENT SYSTEMS IS A PRIVATELY OWNED ILLINOIS "C" CORPORATION SOFTWARE PROVIDER NOW CELEBRATING ITS 10TH ANNIVERSARY SERVING SEVERAL HUNDRED CLIENTS IN 44 STATES, HAWAII AND GUAM.

Our parent company benefited the architecture and development of our software with 20 years experience as developer, owner and manager of clubs using inferior DOS software and support prior to installing Crescent Systems software in 1997. All our modules are proprietary and fully integrated. Employee count of 10 to 25 varies based on installation backlog and development schedule.

All our employees are shareholders.

The company, for the last 12 years, has been based in the Chicago suburbs, Libertyville, IL. **NEAL TROGDON** is president, CEO and majority shareholder (see website for list of strong minority base of shareholders list). Neal Trogdon can be reached via email at: neal@crescentsystems.com

What new equipment and/or services can your company provide to private clubs?

Crescent Systems: Our fully integrated club software, in both SQL and non-SQL versions, provides the most intuitive and complete fine dining, signature capture for member chits, handhelds for patio service, and a "drink builder" menu for staff. The member services module includes many options for credit card or each member bill processing along with WEB statement viewing. Retail POS/inventory control modules offer color touchscreens and bar code technology for golf, tennis, fitness, pool and other club areas. Also, there's Internet back up to secure critical data and redundant data warehousing. Finally, monthly Internet training on all modules open to all club personnel is posted annually in advance on our website.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

CS: Crescent technology, while providing full integration of all transaction processing, member billing and complete accounting and financial reporting modules, offers optional modules to improve club organization, communication, security and real-time reporting critical for budget control. Examples are: 1) Event manager for club-wide booking of all types of events, control and



distribution of duties along with deposit and billing features; 2) Time clock-time manager records club wide personnel hours, instant messages to personnel and personnel time logs are archived to provide critical data for state and federal legal matters when complaints are filed by former employees; and 3) club manager, which allows club managers to view club financial activities in "real-time" and reach budget goals by managers adjusting purchasing, inventories and critical staffing costs at-will hourly, daily or weekly. With full integration of all modules, Crescent Systems support is available with one phone call, one support person and no cumbersome interface software issues.

How does your product/service contribute directly to a member's club experience?

CS: By placing actionable, "real-time" member and other data empowering all club staff, clubs can better anticipate member needs, inquiries and almost limitless storage of member data.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

CS: Crescent Systems works with "best of breed" vendors such as Microsoft, Verifone, H-P, Dell, CDW, various WEB vendors, for example, bringing proven state-of-art performance to insure smooth, efficient, reliable and secure client experience. We are constantly aware of new technology, and once proven, aligning with those vendors to expand offerings to our clients.

What is the most tangible take away a club gets from your product?

CS: As the ONLY vendor to design its software from a club development, management, and ownership perspective with experience of 20 years, Crescent Systems software is the most stable, intuitive and easy to use product on the market.

SEE COVER STORY CRESCENT - PAGE 135

Is your club paying \$5,000 or more annually for club software support fees?

(If so, you are wasting money *and* may not even be getting responsive, professional support.)



You have unique needs. We understand that.

The Club Industry is all about service—so are we. Your complete satisfaction is our goal.

WHAT MAKES US DIFFERENT FROM THE REST?

Some software companies in the Club Industry believe “the bigger, the better”. We believe “the better, the better.” At Crescent Systems, our goal is not to have the largest number of clients, but to give unparalleled service and satisfaction to the ones we have. We know we have a top quality product and have structured our company efficiently to offer you the best value for your investment. We don't kid ourselves (or you) that salespeople have all the answers. Instead, we offer you the knowledge of the industry's best support and training personnel. Our long-term employee owners ensure you the consistent support you deserve and top-of-the-line training tools. How did we get so smart? **We've been doing this for 10 years, not many of our competitors can say that.** This milestone comes with new modules to our most popular club based software—SQL solutions, CITRIX solutions and of course the quality in conversion, installation, training and support that have kept our customers happy—every single one.

Sound refreshing? Call or visit our website today to achieve the ease, speed, power of integration and innovation of a software company that delivers real solutions enabling your club to see real benefits.





PAUL R. NEWELL

INTEGRATED BUSINESS SYSTEMS (IBS) WAS FOUNDED IN 1992 BY ANTHONY STRANGE AND WAS INITIALLY FOCUSED IN THE ACCOUNTING INDUSTRY. COMPANY OWNERS ARE ANTHONY N. STRANGE AND PAUL R. NEWELL.

Within the first few years of operation, however, IBS had the opportunity to develop point-of-sale systems for the club industry and golf and country clubs have been our primary focus ever since. **PAUL R. NEWELL** is vice president and chief operating officer. He can be reached at: PNewell@goibs.com

The company based in Richmond, VA currently has more than 1,200 clubs using the IBS club management system in North America and beyond. Approximately 70 percent of clubs using IBS are member-based clubs.

What new equipment and/or services can your company provide to private clubs?

IBS: has been serving the club industry for over 15 years by developing, installing and supporting powerful software designed specifically for the business of running a private club. We provide complete turnkey systems for busy club administrators, including all PCs, file servers, network configuration, and POS equipment. Our latest innovation involves the comprehensive re-engineering of our total suite of products onto the Microsoft SQL and Microsoft .NET infrastructure. What does this mean to a private club? The updated technology allows us to more easily customize features and add additional components including state-of-the-art Internet based features that address the ongoing needs of a member-based facility. Using Microsoft's industry leading platforms for software development assures our customers of the highest performing applications with the greatest overall return on their investment.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

IBS: Efficiency, accuracy, timesavings, labor-savings, etc... these are all important reasons to invest in a system like ours. IBS products allow employees at a club to spend more time focused on member service, and in many cases our software can allow larger clubs to reduce the number of staff needed to operate the business. For example, in a private club with 200 members, the IBS system can easily save the club over eight hours a week in manual labor related to member billing and statements. The automation of



Private Club Software

member billing and statement distribution helps the club to deliver accurate statements with reduced manual data entry. Those hours can then be focused directly on members and member service, assuring the experience at the club exceeds their expectations.

Our statistical package helps analyze purchasing trends, utilization rates, and revenue per round. Having this information helps you monitor spending and staffing levels and gives time to implement a proactive solution when needed. The time saved can be refocused towards providing the personal touch that today's members expect.

How does your product/service contribute directly to a member's club experience?

IBS: Service to the member is paramount and the tools offered by IBS allow for a dramatic increase in personal service to the member through the point of sale workstation. Using our member preferences feature, pro shop and restaurant staff can easily see that Mr. Smith's favorite ball to play is Srixon Trispeed or that his favorite beer is Becks. Being able to proactively suggest these items to the member can significantly improve their experience, just like knowing his or her name.

Self-service options such as online tee times reservations and online member statements also provide members with convenient access to the tee sheet and their statements at any time from any computer with Internet access. This flexibility is key in meeting the needs of members.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

IBS: While I don't see that it's important for our products to connect to other highly similar systems, it's important that we actively interface with other complimentary systems to provide a wider range of functionality and options for our customers. For instance, IBS accounting interfaces with more than 25 G/L and A/P packages. This allows the club to select the accounting package that works best for them, such as QuickBooks, Great Plains or Peachtree, and pass the transactional

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More than 1,200 clubs have chosen IBS...

Why I Chose IBS

IBS has many outstanding features and would be an excellent choice in software for any country club. They have hard working and educated people, they have dependability, and they give 110% in whatever they do. I certainly recommend IBS.

Dennis Sonnenburg, CCM, General Manager
Valley Hi Country Club, Elk Grove, California

Please call for a private appointment:

Brian Hall – West Coast: (530) 676-4649

Andrew Bulloch – Midwest/Canada: (888) 842-6737

Robb Smyth – Southeast: (772) 408-3374

Charles Sowers – Mid Atlantic: (804) 512-9404



Private Club Software

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JOHN BILLOWITS

JONAS PROVIDES A FULLY INTEGRATED SOFTWARE SOLUTION WITH AMPLE OPPORTUNITY FOR CUSTOMIZATION.

Every phase of your Jonas club operation is fully integrated, allowing you to handle your business information once, which adds efficiency, accuracy, and decreases redundant effort between point of sale, membership, banquet and catering, financials, billing, payroll, purchasing, inventory and online applications.

With over 3500 software installations in eight countries we are the largest and most chosen club software package in the world. Winner of the BoardRoom Magazines - 2006 Software Developer of the Year Award and proud sponsor of the CMAA, CSCM, HFTP and CMAE.

Constellation Software owns the company headquartered in Toronto, Ontario, Canada and Philadelphia, PA. There are 202 employees. Company president is **JOHN BILLOWITS**. He can be reached at: john.billowits@jonassoftware.com

What new equipment and/or services can your company provide to private clubs?

Jonas: In the past, only employees at the club used software. With the proliferation of high speed Internet many clubs are now extending their club services to their members through online portals. We have invested very heavily in this trend over the past three years and the adoption rate of these online offerings has been extremely high.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

Jonas: At Jonas we have a corporate mandate to create products that either increase member satisfaction or enhance club operations. A prime example of a product meeting both of these criteria would be our online statement and payment services. In years past, clubs would have to reconcile accounts, print statements, fold and stuff the statements in envelopes, mail and then wait for payment. Now with this Jonas offering the statements appear online automatically, securely allowing members to check their statements and pay them directly online. This reduces the need for traditional mailings and frees valuable employee resources to work on other projects. In addition to the employee resource and costs savings, many clubs also report their time to collection has drastically dropped.

How does your product/service contribute directly to a member's club experience?



Jonas: At the heart of our applications is the membership package. Our core application architecture has always enabled our users to provide an enhanced level of service to their membership. For example, membership demographics are displayed at the point of sale. This enables a server to know a member's favorite drink and suggest one for the night, or know their allergies and safely steer them away from a dish that may cause an issue. But this type of member relationship marketing is only at the club and is certainly not new (although with all the marketing buzz words for membership services you may think so). Features such as booking tee times, online statements and even hotel room reservations are now very common ways membership is interacting with the club and our software.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

Jonas: More clubs have chosen the Jonas product because we are an integrated solution. As you know a "best of breed" solution requires multiple interfaces, which ultimately cause reduced service times, increased failure points and total cost of ownership. That is not to say that we do not have interfaces to other companies but when possible most clients prefer a complete Jonas system. A simple illustration would be to assume that you had to fly from New York to California and could take a direct flight or a trip with four stops on four different airlines.

It would certainly be faster, easier and most likely cheaper to take the non-stop flight. Now imagine that when you arrived in California your luggage was missing. If you were on the direct (integrated) flight it would not be a problem but if you took the four-stop route (interfaced) I would be willing to bet there would be a lot of finger pointing between the carriers leaving you in the middle and helpless.

What is the most tangible take away a club gets from your product?

Jonas: We are the only software solution offering all the products a club needs to operate their facility efficiently and effectively. Our wide breadth of product offerings and advanced architecture enables us to offer



Spa Management

Simplify.

The Jonas Spa Management software system enables you to easily add integrated Spa Management functionality to your current software system. Whether your club is just beginning to offer spa services, or you are running a full service day spa, Jonas Spa Management will simplify your daily operations providing a more relaxing experience for your staff and clients alike.



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QUALITY INNOVATION STABILITY PARTNERSHIP



MARTIN IZZI

NORTHSTAR TECHNOLOGIES IS A LEADING PROVIDER OF INTEGRATED BUSINESS INTELLIGENCE SOFTWARE TO THE PRIVATE MEMBER CLUB INDUSTRY.

Since 2003, Northstar's suite of software has helped over 90 partner clubs implement an integrated and streamlined management business model. Approximately 60 employees worldwide contribute to Northstar's continual commitment to enhancing and delivering club management best practices through enterprise-class application software tools and services. The Northstar solution is unique in its design and integrated delivery concept – extending seamlessly from a club's back office and clubhouse services through to servicing members using online touch-points. Headquartered in Alpharetta, Georgia, Northstar Technologies is a privately owned company. Prasad Suryedevara is principal owner of Northstar Technologies, Inc. and Spectrum Technologies, Inc. – an IT consulting company specializing in SAP, CRM and enterprise solution deployment. **MARTIN IZZI** is the company's chief executive officer (since April 1st, 2007). He can be reached at martin@globalnorthstar.com

What new equipment and/or services can your company provide to private clubs?

Northstar Technologies: Northstar provides integrated, cross-functional software modules allowing club management and staff to efficiently manage the business while providing the club membership a better club experience. One new service, which is a big hit, is our intelligent database feature, which captures member preferences in real-time that help drive more personalized services. Just around the corner, we will be delivering additional business intelligence capability. This will allow more real-time, event-driven transactions to drive measurement and benchmarking of club business performance. Northstar is positioned to be at the forefront of providing private clubs with the business intelligence tools and framework they will need.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

NT: Measuring ROI benefits is sometimes more art than science – but it can be done and has been done with Northstar. One of our clients spotted a measurable business benefit early on during our pre-sales review and ultimately built their “buy Northstar” case in part because of the expected returns. Within



a few months of implementation, they refined a specific work process using Northstar, which allowed them to eliminate 20 hours of work per week – for one task! Northstar's tight system integration is a key factor in allowing data to flow seamlessly without additional labor or processes – that's a huge benefit.

How does your product/service contribute directly to a member's club experience?

NT: Northstar is a member-centric system. That is, the core design revolves around the service needs of the membership while providing the club staff with the management tools they require to run operations. So, for example, through Northstar's always-on data repository, members benefit by getting real-time web-access to their account information. Another example is the ability of the club staff to be more knowledgeable of the member's needs and wants through member interests stored in the system. At an aggregate level, Northstar provides invaluable feedback and insight on membership tendencies as a whole. This type of trending information can help the club's management and board see into the future and plan accordingly.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

NT: Absolutely. As much as we believe that our clients are looking for near-total solutions from their preferred suppliers, we know that system interoperability with best-of-breed products is in their best interest, as well as ours. No one company can provide it all and interoperability ensures that we unlock the full benefits of our technologies. At Northstar, we partner and work diligently with a variety of different products to deliver the best possible solution without constraint. The best-of-breed technology concept plays an important role in keeping the fires of innovation alive in all of us. In the end, the customer is the biggest beneficiary.

What is the most tangible takeaway a club gets from your product?

NT: The increased system reliability offered by a

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create
member satisfaction

The New Standard in Club Software

Club Management Benefits

One Integrated Software Solution
to let you work effortlessly

Member Relationship Management
to shape your club to your membership

Real Time POS Intelligence
to anticipate member preferences

Custom Reporting & Data Mining
to provide information and trends

Complete Club Management Solution
to distinguish your club's management



Your business is member satisfaction. Our business is to help improve your productivity and efficiency by providing innovative, intuitive software solutions.



Northstar's award-winning "next-Generation" Club Management System provides unique tools to better understand your members, target his needs and wishes, and ultimately convey a sense of identity in his second home...your club. We offer the power to help you consistently deliver significant levels of satisfaction to your members.

Member satisfaction is critical in the new economy. Ensure your success with the new standard in club software.

Call us today or visit our web site to set-up a Northstar demo.

globalnorthstar.com
info@globalnorthstar.com
678.389.4300

The Northstar suite includes modules for Membership, AR, AP, GL, POS, Pro Shop, Inventory, Banquet & Catering, Events, Tee Time, Marketing Campaigns, Property Management and more.



MICHAEL R. TALBOT

TAI CLUB MANAGEMENT (TAI) WAS FOUNDED IN 1997 BY A GROUP OF VETERAN CLUB PROFESSIONALS WHO WANTED TO FOCUS THEIR ABILITIES ON SERVICING THE NEEDS OF OUR CUSTOMERS AS OUR PRIMARY MISSION.

TAI is proud to continue the tradition, begun in the late 1970s, of developing, installing and supporting our club management system. Over the course of the past 30 years, the TAI Club Management System has enjoyed a high level of success. Currently over 230 clubs are utilizing both current and prior versions of the club management system.

Our client base is supported from our headquarters located in Bingham Farms, Michigan. TAI is a 10-person company with all of our professionals focused on support.

The company is owned by **MICHAEL R. TALBOT**; Michele Kandt; Linda Lavin. Michael R. Talbot is president and CEO. He can be reached at: mtalbot@taiconsulting.com

What new equipment and/or services can your company provide to private clubs?

TAI: Our application software covers the gamut of club automation. Accounting, membership management and receivables, banquets, fine dining point of sale, retail pro shop point of sale along with inventory, tee times, court times, lesson scheduling and other reservations. We provide lodging for city clubs and resorts, data mining, integration to Microsoft and other office automation products and web integration for membership and online tee times. We provide hardware when requested, and custom software enhancements. Finally, our accounting consultation services are beginning to grow. Small to medium size clubs that cannot find, hire or afford a full time controller can utilize our accounting consultation to fill that void.

How does your product/service benefit the club as a business? Does it save time, money and/or resources (people)? Can these be measured?

TAI: Having been in this industry for about 30 years and with our staff being arguably the most knowledgeable in the industry, we do not hesitate to share our experience when appropriate, with our customers. This gives us a proper and valuable perspective in assisting our customers during, and just as important, after the implementation. Time savings? Yes, I cannot not tell you how many times I have been told how simple to follow and easy, our system is to use. Resource savings is better measured by noting the increase in the existing staff's productivity and additional tasks that can now be performed.

How does your product/service contribute directly to a member's club experience?



TAI: Communication and information availability. Many of today's clubs are marketing to their members to encourage them to utilize the club as much as possible and that in turn grows the club's revenues. Going hand-in-hand, members need to know that the club is listening to their needs. Using our mass mailing, members can be kept up to date with club activities. Web integration allows members instant access to their current balances, chit detail and up to date minimum information.

By utilizing our technology in areas such as handheld POS, members can receive a higher quality of service – and, as we all know, that translates into a higher production of revenue for the club. The convenience of online tee times speaks for itself.

Do you feel the interoperability of your product/service with other, similar products/services is important? Why?

TAI: Absolutely! Our technology world is built on integration. Trying to be everything to everyone and failing to work with industry standard tools and services simply makes you less effective, especially as new technologies emerge. I also believe it is paramount to the long term success of a customer to make sure the customer is

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Every club is different and so are their needs for club management software.

The solution, **TAI Club Management Systems** *integrated software solutions* for membership, fine dining, retail point-of-sale, tee-time management, accounting, events, banquets and lodging.

TAI Club Management Systems.
Shaping the way clubs do business.

One Size Does Not Fit All

TAI Club Management provides all software and support for the clubs accounting, membership and point of sale systems. Having viewed other options, TAI's reputation for excellent support backed by a solid and feature rich software product made our selection of TAI an easy choice. I am also pleased that TAI enabled Warwick Hills to flawlessly operate all POS, both fine dining and merchandise for the PGA's Buick Open.

Rich Fairman, GM, Warwick Hills G&CC, home of the Buick Open.

Call today for your free consultation. Financing available.

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