TECHNOLOGY
PRIVATE CLUB INNOVATORS & LEADERS

Debate the pros and cons of differing technology philosophies if you wish, but undoubtedly the answers for private clubs come in how technology impacts their business, their members and their club's future.

What's happening in private club management technology today? Where is it headed? Is it club-friendly…member-friendly and if so, who benefits?

Club decision makers (the volunteer board of directors and paid management) are seeking greater education and absorbing much more knowledge today about technological and its impact on the private club industry. To be sure, technology is fundamentally changing how club management and members communicate, and how private club businesses function.

Unquestionably clubs are embracing technological innovations more so today than any time in our past.

They're embracing significant change because of the enduring requirement to recruit, retain and encourage club members to use their facilities. Technology enhances member communication and activity all while enhancing the business side of the operation. It is the future.

This on-going change of course, goes back, to the time when clubs functioned without a fax machine in the mid-90s, to using POS and club management systems based on DOS even in this day and age. But increasingly club executives agree technology is the most vital part of their business' infrastructure. It's the way of doing business.

On the following pages, the industry's leaders and innovators do just that – business to business. They lay down their facts of how clubs benefits as a business and how members benefit from the club experience. And today in the private club industry that's what it's all about!

It's information that will help your club move forward with its own technical innovations. And when considering your club's specific requirements talk with any one of these technology leaders – they're the private club world's best.

Who Done It???

IN THE BOARD GAME 'CLUE', THE VICTIM GETS "TERMINATED" IN THE OPENING MOMENTS, WITH THE REMAINDER OF THE GAME DEVOTED TO THE PLAYERS TRYING TO CLEVERLY DETERMINE "WHO DONE IT?" AND HOW THE CULPRIT MANAGED TO DO IT. IN THE END, ONE PLAYER EMERGES VICTORIOUS...HAVING SOLVED THE CASE.

Well… somewhat akin to the 'mystery' of this – but in a more realistic and hopefully positive vein – lies the goal of the "players" in the club-resort business…where management's game is to pamper and please their members and guests – doing it in the most clever, ingenious, and inconspicuous (or shall we say 'clandestine') ways. Yes, 'killing them' with attention.

Consider the following nefarious case…

The club's sales manager, Valerie, sends an email blast to all members who haven't been at the club in the last six months. How did she know? Her email overture offers an incentive (free accompanied guest visits etc.) to anyone who responds back.

One of those long-lost 'culprits', Mr. Jack Webb, calls the club…dialing the general phone number. The phone system detects who the member is (how did it know?), knows that the call is intended for Valerie (how did it know?), routes it to Valerie's extension…and recognizes that Valerie isn't picking up (she's sick that day) and automatically routes the call to a designated staff person, Alice, who's covering for Valerie. How did it know?

The phone rings on Alice's desk… and, as it is still ringing, Mr. Webb's name and membership type are "on the phone display"… along with any personal or club messages pertaining to Mr. Webb that may be pertinent.

Alice sees on the phone display that Valerie has made a note that Mr. Webb was on the "missing member" campaign list. Alice's phone is still on its second ring. Alice picks up the phone.

Alice (speaking first): "Hello Mr. Webb (how did she know?)… and thank you for calling in regarding Valerie's communiqué. We were wondering why you might not have been at the club recently… and would like to encourage you to join us for our Octoberfest Dinner by automatically giving you three fee Guest-Visits. So bring your friends, and we'll give you an added bonus of $50 of club script… and a club holiday gift card worth $75."

Mr. Webb: "Sounds Great"… book my wife and me, along with our guests Elliott and Carol Ness. (Before Alice had even picked up the phone, Mr. Webb's information – including info on his wife and kids – had automatically popped up on her adjacent PC screen, and she directly booked the dinner reservation.)

Alice: "Would your wife Kathy like her favorite bottle of Merlot for that evening as well? (How did she know? …and why not German Beer??)

Mr. Webb: "That was kind of you to ask, yes. Could you possibly find out about a questionable restaurant charge on my statement from four months ago?"

Alice: "Sure, let's see, it was from June 25th in the Sunrise Room and the cheeseburger, fries, and milkshake were charged by your daughter Mary at 4:52pm. Would you like me to email you an electronic copy of the guest check, inclusive of your daughter's signature?" (How did she do it?)

The plot thickens…

**BUTCH LESNIAK
FOUNDER & PRESIDENT
ABACUS 21**

SYSTEMS INSTALLED: APPROX. 400
YEARS IN BUSINESS: 27+
FULL TIME EMPLOYEES: 25

Mr. Webb and party arrive at Octoberfest… and club GM, Mr. Cranston, sees his cellphone has an auto-alert that the infamous Mr. Webb has just re-appeared at the club. Mr. Cranston studies his phone-screen worth of 'knowledge' and approaches the Webb table.

Mr. Cranston: So nice to see you back at the Club… and you too Kathy… and these must be your guests, Elliott and Carol, and Happy Anniversary to you this coming Monday…your 10th I believe. May I buy you and Kathy a bottle of Merlot?

Mr. Webb: We are so grateful to be back at the club. You and your staff are certainly accommodating. Thank You. We don't know how you do it.
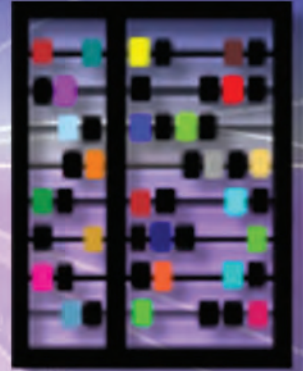
Who Done It? Well, Abacus 21's System 'Done It'. Call us for clues on how we can get 'It Done' for you.

Names have been changed to protect the innocent. The facts ma'am, just the facts… **BR**

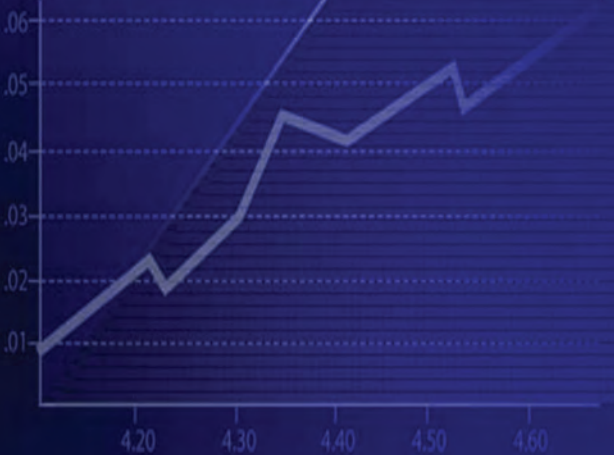# Club & Resort Management Software

ABACUS 21

2746 Delaware Avenue   Buffalo, New York 14217-2702
Phone: 800-544-7310   Fax: 716-873-8415
Website: Abacus21.com   Email: Sales@Abacus21.com

Club Computing in the 21st Century

CLUB COMPUTING HAS COME A LONG WAY FROM THE MINI-COMPUTER BASED SYSTEMS OF THE 70S AND EARLY 80S TO THE DOS SYSTEMS OF THE MID-80S AND 90S AND, FINALLY, THE MICROSOFT WINDOWS-BASED SYSTEMS OF TODAY.

Currently, a variety of systems exist in the market place, but not all of them use mainstream technology, and the underlying philosophy of the various systems further differentiates the offerings of the club software vendors.
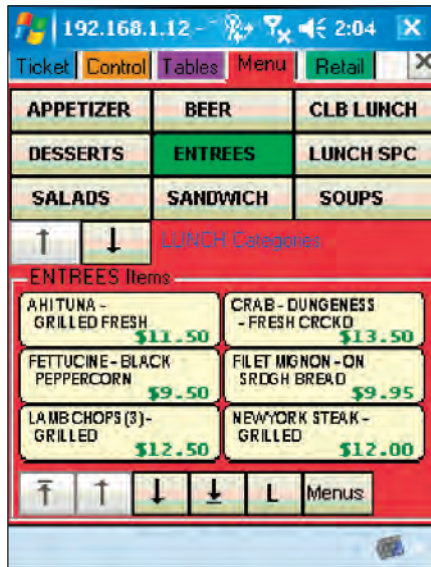
ABC Solutions, LLC develops integrated software solutions for the club and resort industries, including membership management, complete accounting, purchasing and inventory control, reservations, catering/events, lodging, web portals, as well as restaurant and retail point-of-sale systems.

ABC's software runs in Windows XP/Pro™ and VISTA/Business™ environments and has been certified by Microsoft. Databases are Xbase and Microsoft SQL, providing for built-in compatibility with all Microsoft compliant database report writers, word processors and electronic spreadsheets.

"Club Management from A-Z. As easy as A-B-C!" has always been ABC's approach to club software design. System stability, ease of operation and core functionality with emphasis on flexibility without "featuritis" (the open-ended adding of tangential and obscure features) are the core of our design(s).

We assert that **ABC is the easiest to use club software – Period!** In addition, we take pride in our competent first call support at low service fees. To illustrate this point we would like to invoke the testimonial of one of our clients (Meadowbrook Golf Club in Redding, MA) whom we converted from another high-end integrated club system:

ABC's system is based on a rock solid accounting package that is absolutely stable and allows for very flexible reporting and seamlessly interfaces with membership data, workstations for F&B and the Pro Shop. ABC uses no third party software for any of the modules, thus ensuring the same look and feel throughout and trouble free use.

Tired of cumbersome report acquisition, inventory and menu control, Meadow Brook Golf Club inquired about ABC's software. After a demonstration of ABC's simplicity of operation and thorough reporting on the general ledger, membership and inventory control side, we were convinced it was the software for us. Seeing the POS module, with its ease of use and flexibility, partic-

ularly with distributed order printing and splitting checks (so common in the Club industry), was the clincher for the purchase. Amazingly, ABC accomplished the complete conversion from our previous system in less than 10 days.

MB has used the software for three seasons and management has been entirely satisfied. This past spring we added a new deck outside our 19th Hole. We called ABC regarding a solution for a remote workstation and they had the answer; a handheld wireless PDA with the ABC F&B module installed. Now the servers enter the items at the table as the members order them and send them to their respective printers just as they would at a conventional workstation. What a service improvement and timesaver!! It worked so well that we purchased a second one and use it in the 19th Hole instead of the regular workstation. We feel this is the direction POS technology is going.

ABC's service contracts are very reasonable and their support is timely and dependable. ABC has always gone the extra mile to assist our staff starting with the initial set-up and beyond. **BR**

For further information contact Gunther Junck via email: guenther@abcpbx.com

GUNTHER JUNCK
PRESIDENT
ABC CLUB SOLUTIONS

NUMBER OF CUSTOMERS: 100+
YEARS IN BUSINESS: 5
FULL TIME EMPLOYEES: 6

Buz Software 'Thinks Outside the Box'

BY **ELYSE FRUITMAN**

NUMBER OF CLIENTS: 150
YEARS IN BUSINESS: 12
FULL TIME EMPLOYEES: 9

SINCE ITS INCEPTION 12 YEARS AGO, BUZ SOFTWARE STRIVES TO MEET AND EXCEED THE NEEDS AND EXPECTATIONS OF ITS GOLF AND COUNTRY CLUB CUSTOMERS.

When asked what differentiates Buz Software from the competition the company's founder and president Howard Stulberg, replied, "We are member focused yet business minded. Furthermore, we treat our customers like they are our members." This mindset is what gives Buz its competitive edge.

"When it come to being business minded, we like to think outside the box", Stulberg said. The following are two examples of how Buz created such unique, 'outside the box' business solutions to meet the needs of their clients:

Bigwin Island, an exclusive 700-acre Island paradise with over 26,000 feet of majestic shoreline on Lake of Bays is located in the heart of Muskoka, Ontario's premier cottage area. It's the home of Bigwin Island Golf Club and 70 waterfront cottage lots.

Under new management in 2008, Eagle Landing, the owner of the golf club and the developer of the lots, embarked on a major marketing campaign to sell both cottage lots and club memberships.

When club general manager Jonathan Gee was faced with finding a solution to manage the marketing and sales activities his first call was to Buz Software.

Buz's first step to enhancing Eagle Landing's sales was to implement its CRM and email marketing software. The CRM system instantly records leads from the website into the database and immediately notifies management of all new potential business leads immediately.

The CRM software is complemented by Buzmail used for email marketing campaigns by enabling management to quickly and efficiently respond to leads in a bulk or individual capacity.

"We are thrilled with Buz's solution," says Gee, "as we now have a centralized system for capturing and managing sales leads, which are fully integrated with our website. There are no more missed opportunities and certainly no more sales leads slipping through the cracks."

Next on Bigwin's agenda is Buz's Real Estate Listing software, which is used by club based real estate communities to assist owners and developers with selling residential real estate.

As many in this industry know business networking is one of the new darlings of the Internet era with sites like Linkedin and Plaxo providing the platform to "share knowledge and tap into relationships." Buz Software felt it fitting to extend this concept to private clubs as well.

And, who better for Buz to develop a new type of software for than Mike Pierce, general manager of Pitt Meadows Golf Club, who is not afraid to challenge the taboos of the private club industry in order to make his members happy.

"Our members had always been comfortable dealing with other members. We were regularly getting calls asking for referrals but private clubs typically forbid business solicitation from member to member. The Business Card Directory is a perfect solution," says Pierce.

The Business Card Directory is a module included with Buz's WebCommunicator system. Currently there are 40 club members each paying $100 per year to advertise in the Business Card Directory, more than offsetting the entire cost of WebCommunicator. But, more importantly, members of the club are being better served. "We see the Business Card Directory as being important in our efforts at membership retention and origination of new memberships," says Pierce. Obviously, this was another great solution by Buz that accommodated both the client and the members.

It is clear from these examples that Buz Software continues to satisfy their client's needs by being on the leading edge of the technological demands of the private golf club sector.

It is great to see a company that understands that a good product cannot stand alone. Good business is also a must! **BR**

For further information regarding online services, please contact, Howard Stulberg of Buz Software at: 1-888-284-9015 x 706 or via email: hstulberg@buzsofware.com.

Kittansett Country Club

MARK SCHLAKE
PRESIDENT
CLUBSOFT

NUMBER OF CLIENTS: 120+
YEARS IN BUSINESS: 3
FULL TIME EMPLOYEES: 9 DIRECT
11 DEALER

WHEN DECIDING ON A SYSTEM FOR THE FUTURE AT KITTANSETT COUNTRY CLUB, MARION, MA, GENERAL MANAGER JERRY GARCIA WANTED TO MAKE SURE THAT THE SYSTEM WOULD ACCOMMODATE THE NEEDS OF THE STAFF, AND ALSO BENEFIT THE MEMBERS WHO ARE ACTIVE USERS OF THE CLUB. IN CLUBSOFT, HE SAW THE PROPER TOOL TO ADDRESS BOTH OF THOSE NEEDS.

Jerry installed the entire suite of club management applications for POS, tee times and accounting, but for Kittansett, it's the ClubSoft website and member marketing that is real differentiator in systems.

"ClubSoft is the only provider offering "real time" integration between the POS/Accounting and Web. Members can now eat lunch, play golf, go home and see their tickets on-line in real-time. Their minimums are up-to-date as well as their credit book in the golf shop, " Garcia explained.

"Members don't have to wait for any end-of-day batch processing (that never happened on the weekends anyway). They know the information is correct when they view it and if they have a question they can call and get it corrected while they are on the phone, and see the correction in real-time (rather than on next month's statement).

"This type of "real-time" integration also extends to member payments on-line," he added. "All of the other systems that allowed for member payments on the Web would just send us an email of the payment transaction. With ClubSoft that web payment is posted directly into our ClubSoft AR System. It pays off the members balance and creates the journal entry 'just as if we had keyed in the payment ourselves.' This is such a better solution and much more secure than having to make those journal entries from an outside email.

"ClubSoft has also become our communication link to our members," Garcia commented. " The integrated messaging tool allows us to target emails to segments of members. We can base an email campaign upon member spending habits or demographics (birthdays, groups of interest etc…).

"We use to have to 'Sync' our member information to a separate website database. Now it's all one database in real time without any 'sync-ing'. So now I go into my club management system when I want to send an email. After I send the email, I can now look in my club management system to see what I sent, when I sent it, and when the member read it. When I pull up a member in ClubSoft I have a log of my member communications right next to my log of member AR Activity," Garcia added.

"Members appreciate the 24-hour per day and seven day service we are able to provide them through the ClubSoft Internet Features. Members are starting to use the product as much as some staff members. I intend to see that ClubSoft continues to grow this aspect of their product line to allow our member's to be aware and use our software to enhance their total experience at our club.

"This is the integration of the future, where my website and communication tools are built right into my club management application. The ClubSoft website is the logical extension of my club management system, just as POS systems were the logical extension of the club management application in years past," Garcia concluded. **BR**

For more information, please contact Mark Schlake via email: mschlake@club-softinc.com

Where your website is an extension of the Club Management System
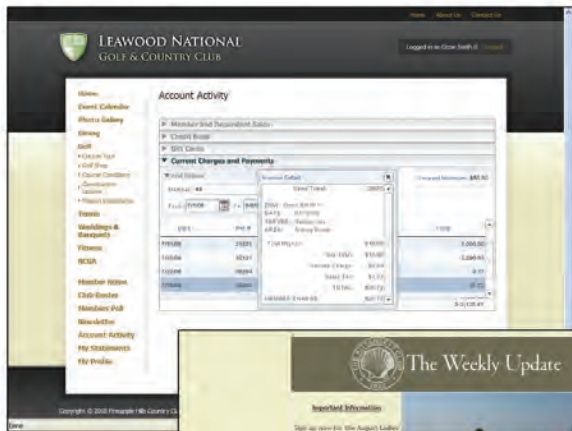
"Real-Time" Activity

Payments On-Line

E-Newsletters

Custom Web Pages

ClubSoft extends the reach of your club management system to your club members!

- When your members use the club their activity is immediately detailed on the Club's website without any "batching or sync-ing"

- Real Time, Member Rosters (no interfaces or syncing)

- Members can sign up for Events and Tournaments on-line, 24/7 and immediately be confirmed and management notified

- Member Statements, with true Online Payment Capability

- The system is "Real-Time" just as your members want it to be. They can see their Current Activity (Up-to-the-Minute Minimums and Credit Book Balances), and much, much more...

- E-Newsletters (Professional Communications & Marketing)

Your members expect immediate and personalized service from their club and your website should make that level of service a reality. Best of all, your website is INCLUDED with ClubSoft!

That's right, the website is part of your fully integrated Clubsoft Club Management System. A website is an integral piece to the way members and prospects view your club and, more importantly, it enhances the value of their membership.

Toll Free: 800-487-1612
Web: www.clubsoftinc.com
E-mail: sales@clubsoftinc.com

SOFTWARE PROUDLY MADE IN THE USA

CLUBSOFT
Microsoft CERTIFIED Partner

The Right Technology Course.

Club Software Inc.
Providing Software Exclusively For Clubs Since 1985

TERRY W. HACKETT
CEO/OWNER
CLUB SOFTWARE, INC.

SYSTEMS INSTALLED: 58
YEARS IN BUSINESS: 23
FULL TIME EMPLOYEES: 6

POTENTIAL NEW CLIENTS SHOULD JUDGE THEIR SOFTWARE COMPANY NOT ON THE NUMBER OF EMPLOYEES OR CLIENTS, BUT WHAT THEIR POTENTIAL OR EXISTING SOFTWARE COMPANY HAS ACCOMPLISHED WITH THEIR CLIENT BASE.

Here are two examples showing how we interact with our client base in developing and deploying new products.

Club Software Inc., is on the way to providing the paperless club office of the future

Dalton Golf and Country Club is located in North Georgia and is one of many clubs that uses just about every single software module we offer, a software company's delight.

The club is saving money, improving their internal operations and better serving their membership. A win-win situation for all.

Darlene Chance, receptionist at Dalton Golf & CC in North Georgia scans in their daily tickets using our latest "OCR Ticket" scanning technology that we developed in-house. The guest checks are printed from POS with ticket number and ticket amount in an OCR font so they can be scanned. The scanner can be purchased for less than $1,000.

• Scan a day or part of a days tickets into the system

• A report can be displayed at anytime to show any un-scanned tickets for any day

HOW THE CLUB AND THE MEMBERS BENEFIT

• Members know they can make notes on their tickets

• Members can view and print their tickets through their club website

• Club personnel can look at the computer generated ticket on one side and on the other side they can see a copy of the scanned ticket to resolve any questions from a member inquiry

• Scanned tickets can be emailed or printed with member statements

• No need for a huge storage room of tickets

• All tickets are in the database and are backed up in case of a disaster.

Jennifer Smalley, the assistant controller at Charlotte City Club in Charlotte, North Carolina called our office the other day and asked about our new AP invoice scanning software. She said they had a backup scanner that they have for AR scanning and asked if she could use it for AP and we said "yes." She will now start installing our latest software enhancement.

THE AP SCANNING HELPS IN THE FOLLOWING WAYS

• Club management can now view or print invoices without having to call accounting to pull those invoice(s)

• Eliminates labor intensive filing of invoices

• Eliminates valuable office and storage space

• Auditors can retrieve their own AP Invoices for auditing – you can give them remote access and they can do it from their office – ask for an audit reduction fee

• All invoices are in the database and backed up in case of a disaster **BR**

Terry W. Hackett is the CEO and owner of the company based in Atlanta Georgia. For further information, please contact Terry Hackett via email: terry_hackett@clubsoftwareinc.com
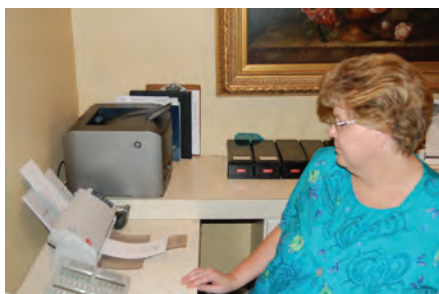
DARLENE CHANCE, RECEPTIONIST DALTON GOLF & CC, NORTH GEORGIA

JENNIFER SMALLEY, ASST. CONTROLLER CHARLOTTE CITY CLUB, CHARLOTTE, NORTH CAROLINA

Honoring The Traditions

A WORD YOU OFTEN SEE FEATURED WHEN DESCRIBING THE PRIVATE CLUB EXPERIENCE IS TRADITION...HONORING THE TRADITION OF SPORTSMANSHIP, OF FINE SERVICE AND AMENITIES, THE TRADITION OF MEMBERS' GOODWILL TOWARD ONE ANOTHER, AND HOW CLUB MEMBERS AND PROFESSIONAL STAFF WORK TOGETHER IN HONORING THE TRADITIONS THAT HAVE MADE THEIR CLUB UNIQUE AND SUCCESSFUL.

At clubsystems group we feel a similar sense of tradition. Having successfully provided technology solutions to private clubs for over 36 years, we, too, continue to honor our past while embracing the future.

The same passion of service and dedication to our clients that we have always exhibited is now enhanced by new technologies, allowing us to help our clients stay current with the membership trends and economic realities that impact their operations. We do so with a respect for the exacting standards of service expected of any vendor serving the private club industry.

With the 2007 release of our ClubSelect Accounting Suite, our clients are now using the latest platforms available with features established in our legacy applications built throughout our history of service to the finest clubs.

With the integration to Jonas cross-platform applications such as ClubHouse Online, Tee Time Management and the Activity Management suite of applications, csg clients can rely on the continued growth and maturity of our core clubsystems group applications. They enjoy the forward-thinking and robust features of the new cross-platform applications resulting from our development partnership with Jonas.

One of the most successful initiatives at csg has been to establish the club's web presence using our ClubHouse online solution. By integrating the ClubSelect membership application to the website, clubs can allow their members to view information online, review their purchases, make an online payment, and even sign up for club events.

By adding other web integrated applications such as online tee times, clients are experiencing higher facility usage and member satisfaction than previously could be garnered using more conventional communication methods.

"Members are very receptive to the information they can find on our website" says Maureen Lounsbury, office manager of Orchard Park Country Club. "Whether reviewing their statement online, checking their minimum balance, or inquiring about upcoming club events, they are able to do so in real time – as opposed to waiting for the mail to arrive as they did in the past."

Clubs are realizing both savings in postage and printing, and providing options to their membership on how they wish to receive club communications, thus increasing the satisfaction of the membership overall while growing event participation and use of club facilities.

Another proud tradition at clubsystems group has been our professional staff, offering training, installation and support services ensuring effective use and productivity within the club's operations.

Many of our personnel have been working at clubsystems group for over two decades, forging strong relationships with both clients, as well as club industry leaders. With the historically active migration of club personnel from one site to another, the constant support of a club by our experienced staff helps to keep the club's operations running smoothly.

BARRY SYMONS
CEO
CLUBSYSTEMS GROUP

NUMBER OF CLIENTS: 1,100
YEARS IN BUSINESS: 41
FULL TIME EMPLOYEES: 250

Nick Herndon, general manager, Santa Rosa Golf & Beach Club, makes the point: "Besides the improvement in our accounting processes that resulted from the enhanced functionality of the ClubSelect accounting suite, we found that our decision to plan and execute retraining on all the applications was a great investment. Even the best software available is no good if you can't use it!".

csg offers training on-site, on-demand via the Internet, at user group meetings, or via scheduled weekly Webinars. Regardless of the venue, all programs are designed to provide to our clients the knowledge and experience needed to excel at what they do.

While the typical private club of 75, 50 or even 25 years ago may now be a relic, clubsystems group will continue to provide the systems and services required by the clubs of the future. But, we'll always do so with a nod to, and with respect for, the tradition of innovative products, service and support, which we have relied on since our inception. **BR**

clubsystems group is a leading provider of club management software, offering such diverse products as accounting, food & beverage, catering, tee time management, point of sale, and various online Services. The company is owned by Toronto-based Jonas Software, but operates as an independent business unit. Barry Symons can be reached at: bsymons@clubsys.com

Making Technology A "Member Toy"

HAVING SERVED THE PRIVATE CLUB INDUSTRY FOR OVER 30 YEARS, I CAN THINK OF NO STATEMENT I HAVE MADE MORE ABOUT THIS BUSINESS THAN THE FOLLOWING..."IF YOU WANT TO MAKE A CAPITAL PURCHASE FOR JUST ABOUT ANYTHING IN A CLUB, YOUR ODDS OF GETTING IT APPROVED DEPEND ON WHETHER IT IS PERCEIVED AS A MEMBER TOY OR NOT."

If the purchase does not enhance the membership experience, you most likely will find approval to be very difficult.

In the area of technology, it's very hard to show how computers in the office enhance anything for the member. Unfortunately, that is about all that boards even think of using use technology for…office work, and you can do that on old PCs with DOS based systems. The attitude is: it gets the job done, so move on.

Well, as boards have gained younger members, they have begun to understand how technology can truly work in the best interests of both those that serve and those that want to be served. Their level of understanding the benefit of powerful networks, the tremendous reporting flexibility for invaluable management information and the efficiencies that can be achieved by all levels of service personnel have increased substantially.

There are a couple of things that have risen to the forefront in the products and services being offered by ClubTec. First and foremost is our website module known as WebTec. This software offers one of the most powerful website programs available to membership clubs. Your members will feel an enormous communication and information link to their club. The site is easily refreshed daily with news, pictures, event results, new menus, reservations, discussion groups for intra club member to member communication…the list of "member toys" in this offering are almost endless.

Websites for the members have been around for several years without much fanfare. That has now changed dramatically. If you are dedicated to providing great information, exciting news and marketing club events to your members, you really need to get away from your old, tired static websites. You need an interactive, fun and refreshing website…offered best by WebTec from ClubTec.

The second thing members are now seeing around their clubs are handheld POS devices being used by servers on pool decks, patios, boat slips, and beverage carts. The newest addition to the ClubTec family of system solutions is the CTC Handheld POS devices. It comes in a real-time version for those areas where you have to fire tickets to kitchens, and a batch version for the remote service functions, such as the beverage cart on the golf course.

Members see and feel better service when those taking their orders do not have to run off to a POS station to put in the order…Servers simply punch it in right there and send it off to the kitchen. They are then free to move through the area helping members and making sure that they are all well taken care of. As any service person knows, being seen on the floor and being able to see those you are serving is a huge benefit. Handheld POS devices certainly do this for them and your members.

Technology is such a difficult word to wrestle to the ground when you are trying to improve how you can use it to better serve your members. Although great websites and handheld POS devices are two great examples, they certainly are not the only ones.

Give ClubTec a call and we would be more than happy to discuss all the latest and greatest things we are doing to make your systems "member-centric!" **BR**

For more information about ClubTec, please contact Don Williams, Lorena Goodman or Jared McDowell at 800-800-5506 or dwilliams@clubtec.com, lgoodman@clubtec.com or jmcdowell@clubtec.com. You can also visit our website, www.clubtec.com.

DON WILLIAMS
CEO
CLUBTEC

SYSTEMS INSTALLED: 600
YEARS IN BUSINESS: 28
FULL TIME EMPLOYEES: 45

Crescent Systems Grows With and Supports Cotton Creek Club
Revenue Capture Offsets The Investment

COTTON CREEK CLUB, GULF SHORES, AL - A MEMBER-BASED CLUB WITH TENNIS, SWIMMING, DINING, SOCIAL FUNCTIONS, SPA FACILITIES, GUEST LODGING AND AN ARNOLD PALMER SIGNATURE GOLF COURSE - IN 1996 LIMPED ALONG WITH A DOS SYSTEM.

Issues included: 'uncaptured' revenues, an error prone non-integrated system, lots of inefficiency, and poor reporting resulting in member inconvenience.

The club's objective? A fully integrated, automated software solution - intuitive, easy to learn, fast and well supported as it operated in a "thin labor" market - meaning dependable, dedicated but not always trained and well educated personnel in key (and lower level) positions.

In February 1997, Crescent Systems 'turned on' this fully integrated solution with "best in industry" support, and a system easy for Cotton Creek Club employees to learn, intuitive with excellent audit trials, multiple security levels and a fine reporting library.

Crescent software yielded increased revenue from proper capture, including errors in guest rates charged, lost chits (or recorded incorrectly) for meals, beverages and wine, appetizers and desserts.

Revenue capture alone offset the software investment in less than four quarters, an ROI any general manager or board member aspires to achieve. Faster service, fine dining modifiers - correct medium/rare selections - to low sodium requirements enhance the members' experience.

Member billings are timely and seasonal members signed credit card (or ACH) agreements allow dues and charges to be auto-debited freeing them from statement exam and payment, although email statements are available.

The club collects seasonal and other member dues and charges with little effort, because of automated batch payments through integrated credit card (or ACH) processing embedded in member set up. Charges for family members are recorded, or disallowed, by member choice and reported per member request.

The club's $100,000 retail inventory is classified by department, class and SKU with reporting showing vendor performance from worst to best, allowing future purchase decisions to maximize margins as well as decreasing closeouts.

As the club added a second Arnold Palmer Signature course, a more complex tee sheet booking has been accommodated through the categorization of classes of play with subsequent booking interval integrated through member set-up to tee sheet.

Effectively, members keep standing tee times and priorities, and the club operates one course as resort play to increase revenue while serving members well, along with alternating the four nine-hole courses to add to member choice and diversity.

Nearly 13 years later, with over 400 members, an expanded new clubhouse, an additional golf course, club management and all personnel remain well trained by attending Crescent's monthly Internet based training - an industry first.

With all Crescent Internet sessions recorded, existing, new, returning or cross-training needs for all personnel have been accommodated through a library of training tapes. All Internet and training tapes are included in the club's annual support bill from Crescent along with "no fee" updates for all licensed software.

General manager Grant Brown describes the member services/accounts receivable, accounts payable and general ledger modules as "wonderful programs - bulletproof as to accuracy and security!"

NEAL TROGDON
CEO
CRESCENT SYSTEMS

NUMBER OF CLIENTS: 425+
YEARS IN BUSINESS: 12
FULL TIME EMPLOYEES: 12-25

Brown also praises the support staff of Crescent stating, "In the past 12-plus years, whether day, night or weekend, Crescent personnel have handled every situation responsively with accuracy, but yet always taking time to fully explain the causes, corrections and best practices for the future.

"Follow-up is always without delay, excellent, and enhanced by Crescent's unique high speed Internet access to client data. Simply fantastic, best ever."

CEO Neal Trogdon emphasizes, "while industry average experience is less than two years, Crescent's seven-year average for support personnel is one reason for support excellence. Ownership in Crescent by all employees is another."

"We've learned from our client, grown with and served them with excellence and along the way increased from our first client to several hundred in 46 states (including Hawaii and Guam), all by serving each client's needs, present and future with excellence," enthuses Trogdon. **BR**

Neal Trogdon is president of Crescent Systems, Inc., in Libertyville, Illinois. He can be reached at (847) 573-9011 or via email: info@crescentsystems.com

IBS Offers a Two-Pronged Approach

ANTHONY STRANGE
CEO
INTEGRATED BUSINESS
SYSTEMS, INC. (IBS)

SYSTEMS INSTALLED: 1,300
YEARS IN BUSINESS: 18
FULL TIME EMPLOYEES: 70

THE QUESTION IS, "WHAT DOES THE CLUB MARKET NEED FROM ITS SOFTWARE PARTNERS?"

Is the answer more functionality, specific technology, better reporting, enhanced look and feel, or 24/7 support? Or is the answer something beyond, something far more innovative and forward thinking?

We can agree that club software partners need to focus on depth of functionality, provide technologically sound solutions, and be better prepared to meet the demand for club-customizable information. They need to provide the proverbial "user-friendliness" generally associated with progressive user interface design, and of course, must provide a high level of quality support.

But is that all there is? Is it as simple as providing clubs with exactly that for which they have already asked? Historically, as various software companies have been created, risen in stature in the market, and endured long enough to be considered a major player, this is exactly the pattern each has followed.

Today we have a competitive landscape with numerous software companies delivering varying and generally incomplete levels of this historically accepted model. Some providers offer product depth but older technology, while others offer the desired aesthetics and technology but little depth. In other cases we see great support with technology that offers no migration path, or solutions that represent fragments of all the above.

What the market needs going forward is a software partner that can offer a two-pronged approach:

• Address the demands of the traditional model, inclusive of all the elements described and

• Leverage the power of today's technology to proactively offer potent, on-demand solutions not yet conceived by the club market-at-large. In other words, add the element of "what if" to the priorities at hand.

IBS has the distinction of being able to implement just such a two-pronged, forward-thinking strategy. We have a convergence of experience, infrastructure, financial stability, and focused investment that leads us to this unique position.

In responding to market demand, IBS has been providing significant software depth for over 15 years, has completed a total software re-write using .NET and Microsoft SQL, and is now providing a user-interface that leverages the latest in reporting tools for customization and drill-down.

Additionally, we have historically been providing a world-class support structure with less than 30-minute response times. The second prong, however, is equally important. IBS, with the combination of a strong financial position and robust infrastructure, has embarked on a "Good to Great" initiative.

This paradigm shift, deemed ".NXT" embodies elements of both company culture and groundbreaking use of technology. With this .NXT value set, one that challenges us to go beyond market expectations, IBS is poised to begin delivering solutions that no other company is currently conceiving.

All of this translates into innovative tools for managing your operation, better analytics to drive cost containment, and the power to focus on benefiting your customer – the member.

It is this ability to deliver both the expected and requested, along with the unexpected innovation of .NXT that will set IBS apart as the leader in private club solutions for many years to come. **BR**

Integrated Business Systems, Inc (IBS) is a software and services company that has been serving the technology needs of the club industry with integrity and pride for 18 years. Using a standard Microsoft development environment, IBS delivers club management software that has been installed throughout North America, Canada, Mexico and the United Kingdom.

Listening to Clients the Driving Force for Jonas

IT SEEMS THAT TRYING TIMES LIE AHEAD FOR THE PRIVATE CLUB INDUSTRY. OVER THE LAST SIX YEARS WE HAVE SEEN ROUNDS OF GOLF PLAYED DECLINE BY 20 MILLION, MORE CLUBS ARE CLOSING THAN OPENING, AND MANY PRIVATE FACILITIES ARE CONSIDERING THE SWITCH TO SEMI PRIVATE/DAILY FEE.

These are all statistics and figures you have likely seen and heard before, but what we should really be talking about are the strategies and tools for success, which are needed in the current environment.

As the market leader, we at Jonas, feel that it is our responsibility to provide these tools for the private club industry not just for tough times, but for the future of the business as well.

By listening and surveying our clients, it's been made clear the four key factors to the continued growth and success of the industry are - Member Retention, Member Satisfaction, Facility Utilization and Continued Membership Growth. This is the driving force behind our current and future development plans, as we strive to offer our clients a strategic approach to the continued growth of their business.

One of the first steps that we made in order to help our clients achieve this goal was to offer a fully integrated website solution. Our ClubHouse Online product first introduced just over three years ago, has quickly grown to be the most widely adopted online solution in the club industry. Over 1300 clubs now use ClubHouse Online and its various features to more effectively communicate with their memberships, and offer unique services such as online statements, secure online payments, online tee time reservations and online room reservations.

What really differentiates ClubHouse Online apart from a traditional club website is the full Jonas Management System integration. This provides real time updates delivering consistency between back office rules and regulations in modules such as Tee Times and Hotel.

After Gate Clubs chose ClubHouse Online in 2005, William Ackland said, "The purchase of the ClubHouse Online product has proven to be the most rewarding decision that we have made concerning our technology!" - a thought echoed by many ClubHouse Online clients.

Recently, we have announced the launch of ClubCast, an all-new email marketing integrated solution. We are extremely excited about this product as we believe it is one of the best solutions in the industry and will offer our clients the ability to tackle all four areas which are key to their continued success - Retention, Satisfaction, Utilization and Continued Membership Growth.

Barry Symons, CEO of Jonas Software, says, "Our clients know that the ability to effectively communicate with their members is paramount to their continued success. Thanks to its integration with the Jonas Management System, ClubCast will allow our clients to specifically target members and non-members based on any criteria, fully manage their campaigns, and track any aspect of their communication. We are very proud to offer such dynamic solution."

Tony Kelly, CFO at the Atlanta Athletic Club, said "Jonas truly listens to their clients, charting the future of the product based on the feedback that we provide. I really like the thought process behind that."

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 2000 software installations in more than 14 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, Club Foundation, CSCM, HFTP and CMAE. **BR**

Constellation Software owns the company headquartered in Toronto, Ontario, Canada and Philadelphia, PA. There are over 250 employees. Company CEO is Barry Symons. He can be reached at: barry.symons@jonassoftware.com

BARRY SYMONS
CEO
JONAS SOFTWARE

NUMBER OF CLIENTS: 2,000+
YEARS IN BUSINESS: 18
FULL TIME EMPLOYEES: 250

Northstar StreamAlert
The Next Generation in Real Time Business Intelligence

MARTIN IZZI
CHIEF EXECUTIVE OFFICER
NORTHSTAR TECHNOLOGIES, INC.

NUMBER OF CLIENTS: 100+
YEARS IN BUSINESS: 6+
FULL TIME EMPLOYEES: 60

CLUBS ARE CHALLENGED WITH DRIVING COST DOWN, AND PERFORMANCE UP.

Yet most club departments remain very poorly served when it comes to the information required to tune their club business processes.

This departmental or operational information is different from traditional management information because of its low level of granularity and tactical nature. It's often needed during the course of a business day, not several days afterwards, to make a difference.

Northstar Technologies presents a new approach to receiving and utilizing operational information; Operational Business Intelligence. Operational BI is generating significant traction and returns in large industries by enabling increased operational efficiency and cost savings.

Clubs, as do leading companies, are recognizing that operations departments require more information about the business as it happens. Because of the inherent latency that a traditional data warehousing and data mining approach brings, many organizations are exploring different ways to get operational information into the hands of the relevant staff in time to make a difference.

When real time and data mining is not enough: Operational BI is a new approach to understanding and monitoring the performance of your club business in real time. It's fundamentally different from traditional reporting approaches since it does not rely on queries against a data warehouse or application database.

Instead, Operational BI systems are fed business events, one at a time, by integrated software such as the Northstar Club Management System. These events are then interpreted in real-time to detect the significant conditions that operations staff needs to be alerted to.

Whereas traditional reporting relies on the user to wade through pages of outdated information, Operational BI automatically interprets the data within seconds of the event, and automatically notifies the user when there is a significant issue or opportunity of which they should be aware. Since this happens in real time, it enables operations staff to become proactive, anticipating and fixing issues before they become problems, and capitalize on opportunities before they're missed.

At the heart of Operational BI is the ability to tap into events flowing between different software applications or modules to get a view of the club business in real time without impacting the applications themselves. Detecting significant events instantly enables the system itself, or operations staff, to take corrective action before it becomes too late.

For example, a retail store manager might want to understand overall sales volume by category or brand, but be notified automatically when one particular SKU differs from normal sales volume patterns. Operational BI provides more efficient monitoring of specific business processes.

INTRODUCING NORTHSTAR'S STREAMALERT SYSTEM

The Northstar StreamAlert system is the next generation of Business Intelligence software for the club and hospitality sector. By leveraging industry standards, StreamAlert is able to analyze multiple streams of events from across and beyond the enterprise in real time.

StreamAlert constantly monitors and updates the view of the business presented to the user without requiring a data warehouse or running queries.

This gives operations staff visibility of key business indicators and events as they happen, confidence in the data, and provides proactive notification of critical operational conditions. StreamAlert also enables processes to be tuned, customers to be advised, risks averted and opportunities taken which otherwise would have been missed.

Whenever and wherever you need to know, the data is always up to date and actionable with StreamAlert. **BR**

Martin Izzi is chief executive officer of Northstar Technologies, Inc in Atlanta, Georgia. He can be reached at (678) 389-3938 or via e-mail: martin@global-northstar.com

PCS Group Offers End-to-End Service

MANY PRIVATE CLUBS HAVE DIF-FERENT VENDORS RESPONSIBLE FOR THE PRODUCTS AND SERVIC-ES USED AT THE CLUB ON A DAILY BASIS.

PCS Group provides end-to-end service by allowing our clients to select any one or all of the products or services we offer. We believe a single point of contact for all of your needs will streamline your IT infrastructure, save you money and more importantly valuable time.

We have selected two different clients to show how we used our industry experience and product knowledge to provide a solution to meet their business needs.

THE BEACH CLUB IN SANTA MONICA CALIFORNIA – MANAGED SERVICES

Managed Services allows our technicians to remotely monitor computer networks and proactively solve IT issues 24 x 7.

Part of the initial service includes the installation of monitoring agents on the club servers and workstations. This allows us to immediately begin monitoring critical items such as tape backups, low disk space, windows patch levels and other related network health issues.

Within 30 days of the initial installation we detected a significant problem with their tape backup unit. After remotely troubleshooting the issue we dispatched a technician with a new tape backup unit. We replaced the unit and the customer was able to continue daily operations without losing valuable information.

If your business does not have this type of monitoring service you could go days or weeks without knowing there is a problem. Many times businesses only find out they have an issue after an internal system crashes. By then it's too late and you are forced to devote time and money to reconstruct the data that was lost.

CAL-A-VIE HEALTH SPA VISTA VALLEY CALIFORNIA – WEBSITE CONTENT MANAGEMENT SYSTEM

Cal-a-Vie is a very good example of our ability to deliver an elegant, highly customized website using the Content Management System we developed for the hospitality industry. Cal-a-Vie had an existing website that only allowed them to change certain images and basic content.

Our goal was to show them how we could overcome all of their limitations and allow them to retain the eye appealing features they liked about their existing website.

Our account manager, developers and design team worked closely with the IT and marketing department to review their existing website and marketing material to better understand the business. We listened to their ideas and used the information we gathered to show them how we could use our product to achieve their goals.

The flexible nature of our software allowed us to accommodate the functionality they wanted by using existing modules, and incorporating new add-ons to meet their needs..

**KEVIN DUNCAN
VICE PRESIDENT,
PRODUCT DEVELOPMENT
PCS GROUP**

TOTAL CLIENTS: 125
YEARS IN BUSINESS: 18
FULL TIME EMPLOYEES: 18

The end result is an incredibly dynamic website showing the natural beauty and the many benefits of Cal-a-Vie health spa - www.cal-a-vie.com .

ABOUT PCS

In 2008 three companies came together to form PCS Group Inc. – Peak Computer Solutions, Priority Club Systems and Priority Web Solutions. PCS Group Inc has been providing IT services and developing software products for the hospitality industry for more than 19 years. We currently have 18 fulltime employees, and 125 clients using one or more of our software products and services. **BR**
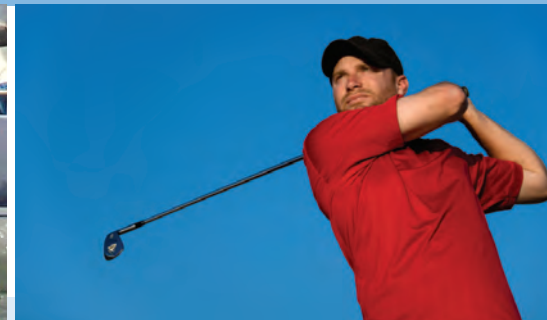
Our corporate office is located in Valencia California; we also have offices in Laguna Hills California and Round Rock Texas. PCS Group offers a full line of products and services including Hardware Sales, Computer Maintenance Contracts, Club Tee Time System, Club Accounting Software, Point of Sale, Catering Software and custom programming. For more information contact Kevin Duncan at kevin@pcsgrp.com

TAI - The Total Solution

TAI HAS ALWAYS BELIEVED IN PRO-VIDING A TOTAL SOLUTION FOR OUR CLIENTS; A SOLUTION THAT COMBINES A TREMENDOUS APPLI-CATION BACKED BY THE MOST KNOWLEDGEABLE STAFF IN THE INDUSTRY AND SUPPORTED IN A MANNER THAT MOST CLUBS THOUGHT WAS LONG GONE.

In the past ten years a technological explosion has occurred, complete with new buzz words and debates as to what is the best technology for today and for the future. The truth be told, most of the leading software providers may have different viewpoints but all are pretty close when it comes to technology.

The industry as a whole has become enamored with technology and has forgotten that technology is only a part of the solution. TAI understands that technology will continue to advance in a direction that will be as new and different as today's technology was ten years ago. Since our inception, TAI has championed the concept of choice. We continue that philosophy by developing in a Java technology environment.

Java was developed to be an independent language that integrated freely between different operating systems, hardware platforms and the web. Since its introduction in May 1995, the Java platform has been adopted more quickly by the computer industry than any other new technology in computing history. All major computing platform vendors have signed up to integrate Java technology as a core component of their products. "The Java platform is dwarfing any other API or programming environment out there," Sun CEO Scott McNealy told an audience at an industry gathering.

"Java has become the language, and the platform, and the architecture for computing on the network."

The argument will continue over who has today's best technology, at TAI we're looking to the future.

As important as technology is to clubs, technology is still only a single component of a total solution where all components are critical to success.

A total solution starts with a philosophy that the needs of the client are paramount to the vendor's sales goals. Your club's needs and goals drive a process that includes application software, web integration, technology and the staff of the club.

To reach your goals TAI is proud to have the most experienced, business savvy staff in the industry. Of critical importance is ongoing support and again TAI is there for you night and day. Not just someone who answers the phone but someone who can support at that critical moment when you need it most.

TAI's resistance to the cookie-cutter mentality allows us to think outside the box. Four years ago, Warwick Hills Golf & Country Club the host of the PGA's Buick Open, had an opportunity to take over the management and sales at the merchandise tent.

This was a huge undertaking for the Club. Rich Fairman, General Manager at Warwick impressed on TAI the importance of this challenge and asked if TAI was up to the task. Since 2004, for 50 weeks of the year TAI is configured to operate as Warwick Hills Golf & Country Club. For that exciting and hectic two weeks of the Buick Open, TAI transforms to manage the unique needs of food and beverage, merchandise sales and

accounting for a major PGA event. Four years of volunteer workers needing little or no training, network infrastructure running in tents, a remote merchandise site, web based credit card transactions and management services, all without a hitch.

Another great example is Bayview Yacht Club in Detroit Michigan sponsor of the most prestigious yacht race on the Great Lakes; "The Port Huron to Mackinac". To streamline the collection of entry fees, TAI worked with Mark Steffke, General Manager at Bayview to develop a web site where members and non-members could pay entry fees on-line. According to Mark, the increase in accuracy, time saving and cash flow was outstanding.

TAI believes that a software vendor cannot be everything to everybody. Let other vendors make it their goal to rule the club software world. Our mission is to take care of our customers, our friends. **BR**

Michael Talbot is President of TAI Club Management and can be reached at (248) 723-9700 or via email at MTalbot@taiconsulting.com

MICHAEL R. TALBOT
PRESIDENT
TAI CLUB MANAGEMENT

SYSTEMS INSTALLED: 230+
YEARS IN BUSINESS: 11
FULL TIME EMPLOYEES: 10