



Country Club Technology Boot Camp



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- Over 25 years of Industry Experience
- Industry Consultant
- Author of numerous articles and Text Book
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- Club and Hotel Manager



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- Over 25 years of Industry Experience
- Industry Consultant
- Author of numerous articles



- Former Hotel Chain CIO
- CIO Magazine –
Hospitality CIO of the year
- President NDTC.com

Boot Camp Housekeeping

- **Location of Fire Exits**
- **All slides are available as PDFs**
–
let us know if you want a copy
- **There will be three breaks**
- **Please do not use your cell phones during this session**



Boot Camp Introductions

- **Meet your Fellow Attendees**
- **Boot Camp is Interactive**
- **Setting Emphasis**
- **Tailoring Boot Camp to Meet Your Needs**
- **Boot Camp is Informal**



Boot Camp Rules of Engagement

- **Boot Camp is educational**
- **Boot Camp does not endorse any vendors**
- **We will be using vendor web sites during this session – the web sites are not vendor endorsements**
- **A better web site does not imply a better product**
- **The lack of a web site does not reflect a vendor's viability.**



Club Technology Dynamics

- Multi-Vendor Environment
- Chose Cornerstone Product
- Standards
- Integration
- Role of www.



Club Technology Financial Model



- Predominantly standalone pre-package solutions
- Software/hardware costs may be minimal compared to Integration / Implementation costs
- Don't underestimate TOTAL cost of investment

Technology Topics

- Club Web Sites
- Sales & Catering
- Food & Beverage/POS
- Back Office



Club Web Sites - Rules for Success

Balance Convenience with Personalized Service

Non-Web alternative methods for non-Web members

Understand Web familiarity of Members

Promote your site in all traditional forms of communication



Club Web Sites - Rules for Success



Online Brochures vs. web marketing and web-enabled membership

Focus on what surfer wants to know not on what you want to tell him

Focus on what members need to have access to in order to expedite their use of facilities

Club Web Sites - Rules for Success

Have “fast pathing” for experienced members

Update content frequently

Don't use a graphic which doesn't display well

Be cautious of load times



These are custom applications
– Don't use templates

Remember –
People DON'T Read

Club Web Sites



- **The Wyndate**
www.thewyndgate.com
- **Indian Trail Club**
www.indiantrailclub.com
- **Country Club of Louisiana**
www.ccofla.com
- **Hartford Golf Club**
www.hartfordgolf.org

Sales & Catering

- Standalone vs. Integrated
- Role of CRM
- Matching complexity of Product to your environment
- Matching features of Product to your environment



Sales & Catering

- Resort Suite
www.enablez.com

- Caterware
www.caterware.com

- Northwind
www.maestropms.com

- Daylight Software
www.daylightsoftware.com



Food & Beverage / POS

- Standalone vs. Integrated
- Single solution for all locations
- Environmental Concerns
- Member Account Billing
- Local Support
- Features



Food & Beverage / POS

- RestaurantResults.com
www.restaurantresults.com
- Squirrel Systems
www.squirrelsystems.com



- Digital Dining
www.digitaldining.com
- MICROS
www.micros.com

Back Office Systems



- Chain vs Property
- Standard Accounting
- Membership Accounting

- Three Tier Classification
- Level of Integration
- Payroll



Back Office Systems

- Accountingshop.com
www.accountingshop.com
- Clubmaster
www.clubmastersoftware.com
- Integrated Business Systems
www.goibs.com



Break



be back
in 15
minutes

Technology Topics

- Membership Systems
- Grounds and Maintenance
- Golf Services
- Tennis
- Spa and Fitness



Membership Systems

- Standard Features
 - Member master file information
 - Member accounts receivable
 - Member demographics
 - Interfaces to POS or internal module
 - Dues Management
 - Stock Certificate management



Membership Systems

- Optional Features
 - Membership Cards
 - Photo ID and Signature Scans
 - Employee Time Keeping
 - Executive Information Systems
 - Member Preferences
 - WWW site interface



Local or ASP

- Local Systems
 - Hardware and Software operated locally at Club
 - Club staff operates and maintains
 - Cost controlled at Club
- ASP – Application Service Provider
 - Hardware and Systems Software at Vendor location
 - Cost normally based on transaction volume
 - Reduced technical expertise required at Club location



Membership Systems

- Club Systems -
www.clubsys.com
- Jonas Software –
www.jonassoftware.com
- Abacus21 –
www.abacus21.com
- Smythsystems -
www.smythsystems.com
- Integrated Business
Systems - www.goibs.com



ASP Providers

- Golf Golpher -
www.golfgopher.com/
- ForeTees -
www.foretees.com
- Article on ASP –
Remote Control



Grounds and Maintenance

- Budget & Expense Tracking
- Personnel & Labor Activity Records
- Chemical & Fertilizer Application Records
- Inventory, Purchase Orders & Fuel Reporting
- Equipment & Property Maintenance

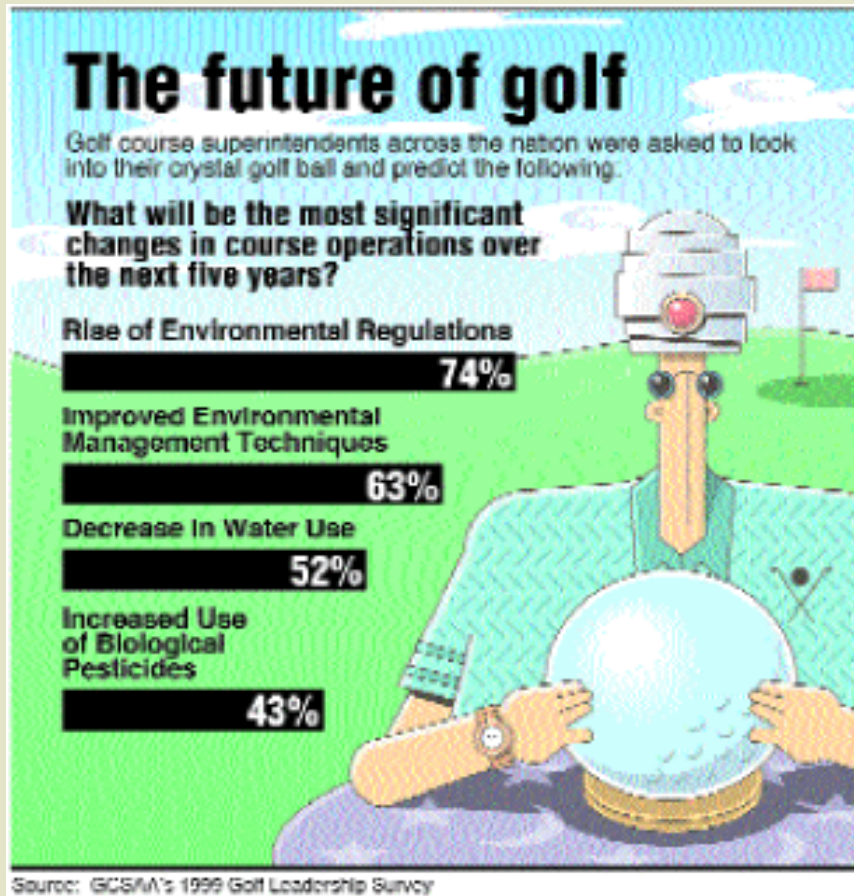


As turf maintenance becomes increasingly sophisticated, the shape and function of equipment evolves to meet the challenge.

Photo courtesy John Deere.



Grounds and Maintenance



Grounds and Maintenance

- [TRIMS – www.trimms.com](http://www.trimms.com)
- [Precision data Services - www.precision-data-services.com](http://www.precision-data-services.com)
- [Golf Course Superintendents - www.gcsaa.org](http://www.gcsaa.org)



Golf Services

- Tee time scheduling
- Handicaps tracking
- GPS course location tracking



EAGLE Handicap System
YOUR CLUB NAME HERE

Club Number:

1	2	3
4	5	6
7	8	9
0	Back	

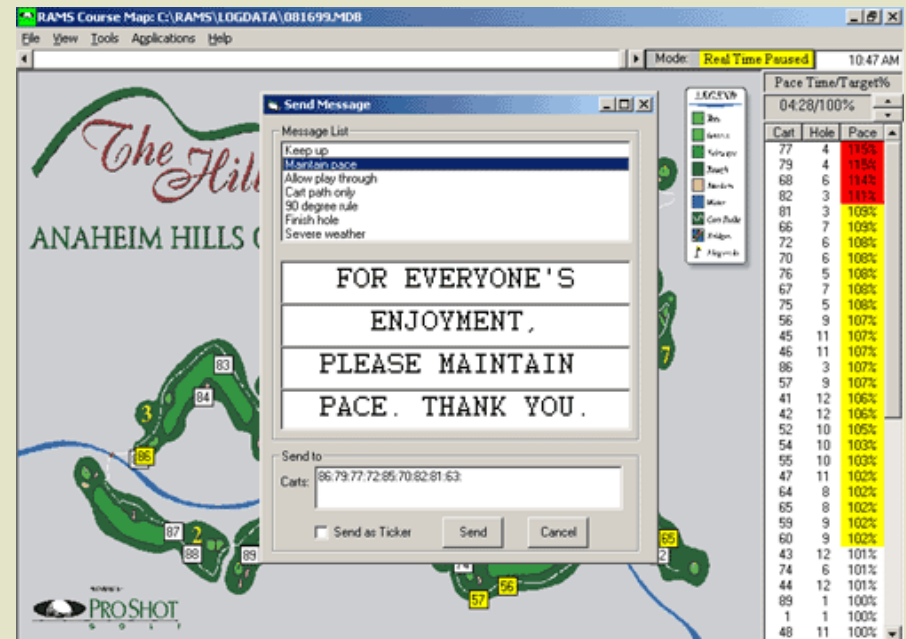
Enter club member number and press Accept.

Course Handicap Calculator
News

Member Name
EGL Number
Accept
Start

GPS Systems

- Location and Distance tracking for Golfer
- Pace of Play and Cart location tracking
- Food and Beverage Sales
- Other Marketing
- Score input for individuals or tournaments
- Tournament Leader Boards
- Emergency communications



The screenshot shows the RAMS Course Map software interface. The main window displays a golf course map for "The Hills ANAHEIM HILLS". A "Send Message" dialog box is open, showing a message list with options like "Keep up", "Maintain pace", "Allow play through", etc. The selected message is "FOR EVERYONE'S ENJOYMENT, PLEASE MAINTAIN PACE. THANK YOU." The dialog also shows a "Send to" field with a list of carts and "Send" and "Cancel" buttons.

Mode: Real Time Paused 10:47 AM

Cart	Hole	Pace
77	4	115%
79	4	115%
82	3	112%
81	3	109%
66	7	109%
70	6	108%
76	5	108%
67	7	108%
75	5	108%
56	9	107%
46	11	107%
86	3	107%
57	9	107%
41	12	106%
42	12	106%
52	10	105%
54	10	103%
55	10	103%
47	11	102%
64	8	102%
65	8	102%
59	9	102%
60	9	102%
43	12	101%
74	6	101%
44	12	101%
89	1	100%
1	1	100%
48	11	100%

GPS Systems

- GolfNet – www.golfnet.com
- Focus 2K - www.focus2k.com
- IntelliGolf - intelligolf.com
- ParView - www.parview.com
- SkyGolf GPS - www.skygolf.com
- Up Link Golf – www.uplinkgolf.com
- ProShot Golf – www.proshotgolf.com



Tennis

- Court Scheduling
- Pro Shop management
- Tournament Scheduling and Management
- Court Maintenance



Tennis

- [Top Dog Tennis – www.topdogtennis.com](http://www.topdogtennis.com)
- [Racquet Soft – www.getphysicalsoftware.com](http://www.getphysicalsoftware.com)
- [Greencourt – www.greencourtsoftware.com](http://www.greencourtsoftware.com)



Fitness- Spa

- Management of memberships and fees
- Scheduling of spa facilities and services
- Tracking fitness conditions and programs



Fitness- Spa

- ResortSuite - www.enablez.com
- Abacus 21 - www.abacus21.com
- Spa Soft – www.spasoft.com
- Salon Master – ASP – www.salonmaster.com
- Rio Systems – www.riosystems.com
- Aphelion – www.aphelion.net



Wrap up,

Discussions,



Questions &

Maybe Answers