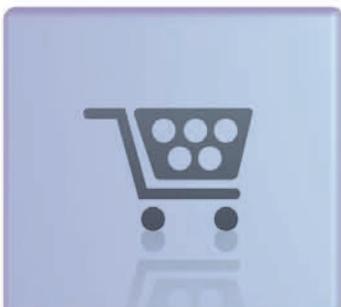




# TECHNOLOGY INNOVATORS AND LEADERS

*BoardRoom's Tech Gurus Address Recruitment, Retention, Usage and Club Productivity*

ABC Solutions, ClubSoft, Club Software, ClubTec, Crescent Systems, clubsystems group, IBS, Jonas Software, Northstar Technologies, TAI Club Management



# Technology That Builds Member Confidence

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP CREATE USAGE OF CLUB FACILITIES BY MEMBERS? FOR EXAMPLE, CAN THE TECHNOLOGY TRACK WHAT FACILITIES OR SERVICES MEMBERS ARE USING ALLOWING THE CLUB MANAGEMENT TO FURTHER ENCOURAGE USE OF PARTICULAR SERVICES OR FACILITIES?**

ClubSoft provides the most direct link between the club's management system, their website and the club's POS system. This benefits the club with seamless flow of information between systems and builds confidence from members that their data is real-time and up-to-date.

ClubSoft directly connects to the SQL database containing the spending history of the membership, so the club always has access to the buying habits of its members. Since the ClubSoft System knows what each member is purchasing, emails can be sent to specific members based upon their use. This "targeted" marketing is a very effective tool to encourage club usage.

But perhaps even more powerful is the fact the system can alert management as to who is not using the club. You can then direct a "targeted" campaign to those members to generate interest in club activities or services that may bring them back into the club. Studies show members who stop using the club are at the greatest risk of leaving.

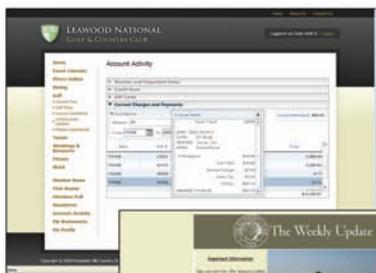
Many clubs email members, but oftentimes these emails come across and feel like "spam" to the members. That is why the ClubSoft System is tied so closely to the member's account. The system is contacting the member via the email. In many cases it's also linking the member directly to the club's website.

Suppose there is an upcoming club event. The targeted email is generated with the ClubSoft System and received by the member. That email has direct links to the "Sign Up Now" page on the club's website. Once signed up for that event, the member is now in the reservation system.

On the day of the event a POS ticket and charge is created for that member's participation. That is the type of integration and technology that clubs need in order to be most efficient and cost effective in today's economic climate. **BR**

*ClubSoft will continue to enhance the links between the club management system and the club's website. It's through this portal that you are extending additional member services, which in turn creates a more involved member.*

## ClubSoft Club Management System: Where your Web site is Real-Time



Real-Time Activity



Payments Online

E-Newsletters



Custom Web Pages



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



# Tracking and Promoting Club Facilities Usage by Members

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP A PRIVATE CLUB RETAIN ITS MEMBERS? HOW DOES IT TRACK OR ANALYZE MEMBER SPENDING AND CAN THE TECHNOLOGY PREDICT MEMBER BEHAVIOR SUCH AS SPENDING, WHICH CAN GIVE THE CLUB EXECUTIVE AND STAFF A VIEW INTO THE FUTURE, I.E. POTENTIAL MEMBER RESIGNATIONS BASED ON MINIMAL USAGE AND SPENDING?**

A key component to running a successful club is member attraction and retention. ABC addresses this need with a multi-pronged approach:

### 1. Member attendance tracking and reporting

This is accomplished through a check-in module that allows for attended and unattended tracking of members' access to the club facilities. Entry is recorded via card swipe, hand scanner, and fingerprint or keyboard entry. All entry tracking methods allow for identity and member status verification.

Also, credit limit information, guest registration/tracking, purpose of visit (intended activities), access to tracked activities (virtual punch cards) and messages from other members and club management can be viewed. Comprehensive analysis of club usage is in the form of flexible reporting of attendance or non-attendance.

### 2. Member spending analysis

Member transaction history reporting is available for any time period, member type or category, or by individual or group of members. Furthermore, options exist to include sub-members' spending and activities, and to rank members by spending volume.

### 3. Targeted member email marketing, polls and invitations to events

ABC's reporting system allows any report to be emailed, viewed or printed via Adobe Acrobat, Microsoft Image Writer or Microsoft Excel. In addition,

an email blast function allows the creation of email templates to targeting recipients by member number, name, member status, member type, zip code, membership expiration date, or by query expression, which allows for unlimited filters and conditions.

Name	Email	Member Type	Status
JOHN J. JONES	jjones@abc.com	MEMBER	ACTIVE
MRS. J. JONES	jjones@abc.com	MEMBER	ACTIVE
DR. J. JONES	jjones@abc.com	MEMBER	ACTIVE
...	...	...	...

### 4. Web communications and reservations

The core Windows modules include both facilities reservations and events management functions. Both allow the creation of unlimited facilities and events and are seamlessly integrated with membership, point-of-sale and accounting.

ABC's integrated web interface includes an event calendar and registration module, which provides support for one-time as well as recurring events, custom properties and integration with several payment gateways. **BR**

For further information, contact Guenther Junck by calling (866) ABC-0084 or [guenther@abcpbx.com](mailto:guenther@abcpbx.com).



GUENTHER JUNCK  
PRESIDENT, ABC SOLUTIONS

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 is 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 is the core of our design(s).

Owner: Guenther Junck  
Systems installed: 100+  
No. of employees: 6  
Headquarters: Atascadero, CA

**NEW**

*Up & running  
in days.*

*Saved thousands.*

*Now we can  
easily see what's  
happening.*

*Staff happy.*

*Members happy.*

**Virtual Club Manager 2010**  
SaaS (Software as a Service)

- **Low Quarterly Fee** - includes Hosting, Upgrades, Support
- **User Configurable Software Interface** (Skin)
- Query-based **Blast Email** (Marketing)
- **Integrated Web Back-up**
- **Web Portal release 4.9**

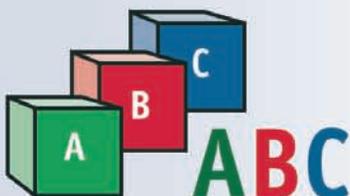
## Club Management from A through Z As easy as A-B-C! *We guarantee it!*

*"Over the years, we have found ABC big enough to provide us with constantly updated club software based on the latest Windows and Internet technologies, yet small enough to give us personalized attention at reasonable support fees. We are very pleased with the knowledgeable, dedicated, dependable and expert service we get from ABC Solutions. We wholeheartedly recommend them."*

*– Antelope Valley Country Club*

### Seamlessly integrated Club and Resort Software, including:

- Membership Database & Billing
- Reservations
- Inventory Control
- Complete Accounting (G/L, A/R, A/P, P/R)
- F&B & Retail Point-of-Sale
- Events
- Lodging
- Web Portal
- SQL Report Writer



**ABC CLUB SOLUTIONS**

ISV/Software Solutions

**Microsoft**  
CERTIFIED  
Partner

[www.clubmanagement.com](http://www.clubmanagement.com)

1-866-ABC-0084 | [sales@abcpbx.com](mailto:sales@abcpbx.com) | PO BOX 3240 • ATASCADERO, CA 93423

## Visiting With A Client Can Be Rewarding For All

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP CREATE USAGE OF CLUB FACILITIES BY MEMBERS? FOR EXAMPLE, CAN THE TECHNOLOGY TRACK WHAT FACILITIES OR SERVICES MEMBERS ARE USING ALLOWING THE CLUB MANAGEMENT TO FURTHER ENCOURAGE USE OF PARTICULAR SERVICES OR FACILITIES?**

During a visit to one of our client clubs, this story – good for members, staff and their software provider, Club Software – unfolded.

The club controller, out of the blue, on this particular day mentioned that his operations manager was looking for a “handheld POS (point of sale) device to use around their new pool and pool grill facility.” Over the years, the client has been loyal and hasn’t asked for many things, but I could tell this was important.

“Would you like us to develop one for you,” I suggested, “and blend it in with our POS system.” A few emails later, the answer was yes and the following steps were taken to accomplish the task.

- Club Software selected a heavy duty handheld PDA from its POS supplier and presented it to management for their approval.

- We are a total Microsoft shop so we chose “Windows Mobile” for the handheld PDA operating system that also let us share POS infrastructure through our Microsoft .NET platform. Club Software was the first major company to announce going to a .NET platform many years ago.



- We wanted it to look as close to our regular POS as possible to keep training and development to a minimum for both club and Club Software. We go to great lengths at Club Software to make sure all of our software modules mirror each other.

- The same menu structure as in the main POS was used – no additional training.

- After four months of development, a presentation was made to the club management, a few suggestions were made and all were implemented.

- Finally, the food and beverage manager set up a training program to be sure the staff was comfortable entering orders.

I accepted the club’s invitation to be present on Memorial Day (opening day) with members and their families truly enjoying their new facility.

The clock struck 11 a.m. – time to



**TERRY W. HACKETT**  
CEO, CLUB SOFTWARE

start taking orders. The wait staff of four, mingling with the members poolside, began entering the orders into the new system. A few moments later, the kitchen printers pumped out the orders and I knew all systems were working well when the expeditors came out of the kitchen, orders in hand.

That first day, the system generated over 600 guest checks and club increased its initial sales budget by 50 percent.

It’s obvious why the operations manager wanted the PDAs – the members get their orders faster and enjoy poolside service as well.

And thank you to “The Piedmont Driving Club” for over 24 years of loyalty to Club Software. **BR**

*Terry W. Hackett is the CEO and owner of the company based in Atlanta Georgia. For further information, please contact [terry\\_hackett@clubsoftwareinc.com](mailto:terry_hackett@clubsoftwareinc.com).*

*Club Software Inc. has continually been a leading provider of some of the club industry’s most advanced software packages throughout its 24 years.*

*CEO name: Terry W. Hackett  
Owners: Terry W. Hackett and*

*Austin W. Hackett*

*Systems installed: 62*

*No. of employees: 5*

*Headquarters: Atlanta, GA*

# Club Software Inc.

has continually been a leading provider of some of the club industry's most advanced software packages throughout it's 24 years.

- Optical Scanning of Tickets – no more tedious checking off of daily guests checks.
- Club office staff has complete scanned images of all members guest checks at their finger tips.
- Members can view their scanned or computerized tickets on club's website.
- Integrated Website Software – no reason to pay outside web developers.
- Scan copies of your AP invoices so all of club management can view them without going through the club office.
- Integrated Timekeeping and Scheduling – this package alone pays for our software maintenance fees.
- Better software equals less hardware tech supports calls – more savings for the club.
- No up-front charges for initial software.
- Training charges rebated over the first 24 months.



**We have one of the easiest  
and most complete software  
packages available in the  
marketplace today!**

**Invest In The Best**

404.815.4848

*Email us to schedule a free consultation – [Sales@Clubsoftwareinc.com](mailto:Sales@Clubsoftwareinc.com)*

## Member Focus: Absent is Out, Attachment is In

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP A PRIVATE CLUB RETAIN ITS MEMBERS? HOW DOES IT TRACK OR ANALYZE MEMBER SPENDING AND CAN THE TECHNOLOGY PREDICT MEMBER BEHAVIOR SUCH AS SPENDING, WHICH CAN GIVE THE CLUB EXECUTIVE AND STAFF A VIEW INTO THE FUTURE, I.E. POTENTIAL MEMBER RESIGNATIONS BASED ON MINIMAL USAGE AND SPENDING?**

Years ago...going on almost 35...I was a very young and very new member of the fraternity of IWBITCB (I Wanna Be in the Club Business)!

Like many of today's veteran club industry professionals, my first few years "in the business" were head-spinning, painstaking and in many ways inspirational. There was so much to learn about this industry that really did not have a thing to do with the typical models we studied in the general business school curriculum.

My first "post college" job was as a young club management trainee with Club Corporation of America (known in those days as CCA and now as ClubCorp).

The company, at that time, was known for its extraordinary ability to find members for its clubs. They had an entire corporate department of people that did nothing but create programs for "matriculating" members into clubs.

Many of the insights shared with me by CCA's late founder Robert Dedman were memorable, but this one's always stuck in my mind, "The best member in the club is the one that you never see. He pays his dues and doesn't take up any staff time or facility space."

Amazing what a difference a few decades have made! Clubs have come to understand just the opposite—the member you never see is one who is probably about to resign their membership.

Today we know it's important to see the member using the club. We want to know more about what they like, when they like to do it and how best to fulfill their needs and expectations.

Advancements in technology have made it possible to capture a wide range of information about club members – both personal and demographic. We call this information psycho and socio-demographics...and it is more valuable than a nugget of gold, a few gallons of gas, or a case of bottled water!

But a database full of information, in and of itself, will do absolutely nothing to help you keep your members engaged and enthusiastic about club life.

At ClubTec, we focus on finding ways to extract and use the data captured in our software system - for example, reports that track current members spending by member type, age or zip code reveal significant patterns within your membership. Historical spending patterns within those groups make it clear who's active and who is fading.

A query of this invaluable data will help you predict behavior and directly target those who have a specific interest in whatever you are promoting...thus helping you dictate behavior.

A unique template feature makes it easy to turn a simple query into a homerun marketing program or a safety net for capturing members who've



DONALD N. WILLIAMS  
CEO, CLUBTEC

stopped participating in a favorite activity. Queries within our system identify affinity groups — members who share a particular interest like golf, tennis, bridge, or fine wine.

The templates allow you to target those members, individually or in groups, with personalized electronic or print communications that show them how much you want them around and how much they really matter to the club. Nowadays, after all, the very best member is the one who is ALWAYS in the club. **BR**

*Donald N. Williams is the CEO of ClubTec. For more information, please contact Lorena Goodman, Jared McDowell or Don Williams at (800) 800-5506 or by email: [lgoodman@clubtec.com](mailto:lgoodman@clubtec.com), [jmdowell@clubtec.com](mailto:jmdowell@clubtec.com) or [dwilliams@clubtec.com](mailto:dwilliams@clubtec.com). You can also visit our website – [www.clubtec.com](http://www.clubtec.com).*

*ClubTec has been providing technology services and software systems to private clubs of 29 years.*

*CEO name: Donald N. Williams  
Owners: ClubTec is a corporation owned by a solid base of shareholders, many of whom are employees of the company.  
Systems installed: 600+  
No. of employees: 45  
Headquarters: Dallas, TX*

Need Software?  
No Money?  
**NO PROBLEM!!!**



- Microsoft SQL Database;
- Member Demographics, Member Billing, Catering, F&B POS, Retail POS, Time Keeping, GL, AP, Payroll and more;
- Custom Report Designer;
- Full integration with Microsoft applications;
- 24 hour tech support, including weekends and holidays;
- All program enhancements included;
- Custom built dynamic web sites;
- Package Pricing and flexible purchase terms.

ClubTec offers you a way to make your technology an **Operating Expense** instead of a **Capital Expense**

The ClubTec Monthly Pay Plan Program is designed to save you money on both the acquisition for new club management software systems... as well as locking in the amount you pay for Support and Enhancement Services



**800.800.5506**  
sales@clubtec.com • www.clubtec.com



2008 "Excellence in Customer Service" Award

## Inefficiencies in a Technologically Efficient World

**QUESTION: EFFICIENCY - DOES YOUR COMPANY OFFER TECHNOLOGY THAT CAN INCREASE THE PRODUCTIVITY OF A CLUB'S WORK PROCESSES THUS ALLOWING STAFF TO BE MORE EFFICIENT AND PRODUCTIVE IN THEIR DUTIES OF RECRUITING AND SERVING MEMBERS? IF SO, PLEASE PROVIDE A CASE STUDY OF HOW THIS IS DONE.**

Look around you. Technology is everywhere!

Our lives and our culture have been slowly immersed for the last decade in electronic technology from the birth and explosion of the Internet to wireless communication to handheld gadgetry of myriad design and purpose.

The intent of all these developments has been, of course, to make our way of life easier, more enhanced, more efficient. Imagine not having your Blackberry handy to receive and send calls, text messages, remind you of your next appointment, or wake you in the morning.

Amazingly, with all these tools to make our individual and organizational existence more efficient we still run across clubs of all sizes and types attempting to operate as if it were still 1995.

Recently representatives with a city club told us they were writing handchits in their various dining areas and later delivering them to the business office. Their wait staff, in order to process orders hand-walked their tickets to the kitchen and separate bar location.

Their events manager used a large book to schedule banquets, weddings, and gatherings. Finally, the accounting staff of this particular club employed a general ledger accounting solution separate from the club's membership management database. When we asked the general manager how things were running he said, "Fine, very smooth...no problems."

Let's look at this club more closely. In a time and economy when every business and organization is asking, "Are we operating as efficiently and economically as possible," our city club could benefit from a technology update.

The club's hand transaction tickets *if* written properly and *if* processed correctly by the food and beverage staff, and *if* tagged to the correct member and *if* manually entered correctly and promptly in their correct member accounts take an arduous and lengthy journey before they appear on member statements. The opportunity for human error grows with each step in the way, not to mention the time in wages paid to various personnel along the chain.

The wedding planned by the club's event manager is scheduled and executed. Staff function sheets *need to be hand written* and distributed, financials of the event *need to be created and manually entered* in the club's appropriate ledger accounts, and receipts and statements *need to be hand generated* before the event can be properly accounted for and closed. Again, more time and money wasted on a series of manually repetitive tasks.

In the back office a daily exercise in *juggling, transferring, and positioning* of financial data between the club's member files and its general ledger takes place, with the accounting staff the victims of the situation. Efficiency? Not really.



E. NEAL TROGDON  
CEO, CRESCENT SYSTEMS

Finally, when the club general manager is tasked with analyzing the operation of his club or inspecting the activity trends of its membership or reporting to the board, it requires a full day bouncing from location to location *finding, categorizing, and formulating data* in presentable, accurate, and logical fashion. **BR**

E. Neal Trogdon is CEO of Crescent Systems in Chicago, IL. He can be reached at (847) 537-9011 or via e-mail: [neal@crescentsystems.com](mailto:neal@crescentsystems.com)

Crescent Systems' mission is very simple. We exist to develop, deliver, and support state-of-the-art club business information technology designed to move clubs of all sizes and purposes from an inefficient situation to one of total and complete efficiency, control, security and yes, painlessly! We've been doing this, with excellence, for 13 years and have proudly served our national base of clientele everyday one club at a time.

CEO Name: E. Neal Trogdon  
Owners: Privately Held, ENT majority shareholder  
Systems installed: Approx. 500 in 47 states & Pacific Rim  
No. of Employees: 12-25  
Headquarters: Chicago, IL (suburb-Libertyville)



# FREE SOFTWARE

for your club &  
support savings of  
**50%** per year *(NOW THAT'S A HOLE-IN-ONE!)*

With the **Crescent Systems "Pay for Use" innovation** you acquire an annual **"USER"** subscription and support to all of our best software without all of those large upfront costs.

## THE ANNUAL USER FEE IS STRAIGHT FORWARD.

Small User: \$3500    Medium User: \$5500    Large User: \$7500

Also, **USER Service** offers HUGE savings versus current support fees.

*Subscribe now for programs like:*

- Fine Dining
- Accounts Receivable/  
Member Services
- Accounts Payable
- General Ledger
- Web Communications
- Event Management
- Club Manager
- Retail Point-of-Sale
- Purchase Orders
- Inventory Control
- Scheduling—teetimes, courts, spa
- Time Clock—Time Manager/Payroll
- Loyalty Rewards
- Internet Mail/Marketing

Contact us today to save with your **USER** subscription.

**1(888)487-9011**

**Crescent  
Systems**

*Serving clients in 46 states, Hawaii & Guam with distinction since 1997.*

## In Our Prime: Making Changes You Can Count On

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP A PRIVATE CLUB RETAIN ITS MEMBERS? HOW DOES IT TRACK OR ANALYZE MEMBER SPENDING AND CAN THE TECHNOLOGY PREDICT MEMBER BEHAVIOR SUCH AS SPENDING, WHICH CAN GIVE THE CLUB EXECUTIVE AND STAFF A VIEW INTO THE FUTURE, I.E. POTENTIAL MEMBER RESIGNATIONS BASED ON MINIMAL USAGE AND SPENDING?**

At the heart of every private club, beneath the expected passion for fine foods, unparalleled service and sportsmanship, there is a business. With member attrition rates looming at 13 percent, and with 10-15 percent of members at risk of leaving a club, today's club personnel find greater need to measure, gauge and forecast their own membership statistics and sales trends. Now, more than ever, the numbers really matter.

So, along with this talk of membership, revenue and rounds of golf played, csg is making sure that we measure up by keeping our technology solutions and services the most dynamic throughout the industry in which we work and play.

Today, csg is answering the call of over 1,100 clients for full-featured, customizable club management and client-facing applications with a continued emphasis on the four key factors for continued club growth - **R**etention of Members, **U**tilization of Facilities, **S**atisfaction of Members, and **H**elp in Acquiring New Members.

**RUSH**, our acronym for these four factors, represents just some of what our software will aid our clients in achieving. This focus continues to drive our software development philosophy, service offerings and client communications.

Clubs are realizing their goals in these four areas with assistance from

the csg/Jonas cross-platform applications including ClubHouse online websites and clubbroadCast Email Marketing.

These dynamic applications, fully integrated with our back office accounting products, allows for automatic population of a club's online roster, email marketing segments, and online statements. The results include enhanced member satisfaction and increased facility usage.

Gina Barry, controller at Redding Country Club, makes the point: "[Our members] go online and see who is playing before or after them and make it a social event by arranging to have a meal together in the grill room afterwards. We've seen more facility utilization because these tools make it easier for members to book reservations."

In March, 2009, to ensure our clients are maximizing their online investments, we established a brand new division, clubcomm online consulting, tasked with improving our clients' marketing communications through their online learning series, marketing libraries, and website reviews.

While csg clients continue to reap rewards with client-facing marketing tools, csg stays true to its commitment of enhancing our core applications, specifically ClubSelect Accounting and its member demographic storage and retrieval functions.



SUSAN LYLE  
CEO, CLUBSYSTEMS GROUP

To ensure that our clients are properly utilizing these functionalities in tandem with their membership initiatives and **RUSH** strategy, csg released its membership marketing handbook in July 2009, detailing over 40 reports available in csg's Accounting Suites.

Now that we're in our prime, clubsystems group remains eager to add to our diverse product line, multiply our clients' return on investment with **RUSH**, and continue to improve our statistics and client reach in such a way as to ensure that our clients will do the same. As they say, 'the proof really is in the numbers.' **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. Susan Lyle, clubsystems group president, can be reached at: slyle@clubsys.com.*

CEO name: Susan Lyle  
Owner: N/A - Publicly Traded  
Systems installed: 1,100 clients  
No. of employees: 70  
Headquarters: Philadelphia, PA

go ahead.  
pick one.

HELLO!  
I am...  
one of your club's  
top 25 spenders in  
the dining room

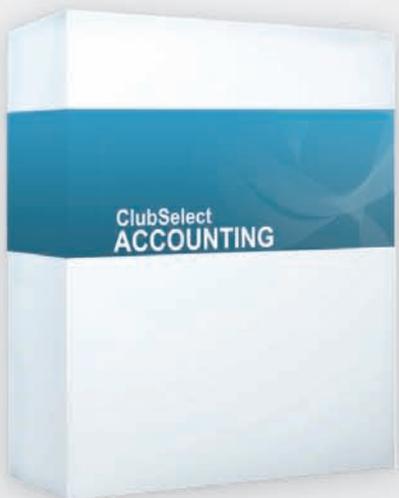
HELLO!  
I am...  
a 10 year, fully  
satisfied member

HELLO!  
I am...  
renewing my  
membership today

HELLO!  
I am...  
receiving emailed  
statements

HELLO!  
I am...  
a social member  
who enjoys tennis

HELLO!  
I am...  
a female golf  
member



With its custom report writing module, csg's **ClubSelect Accounting** suite can track, store, and report on unlimited receivables, demographics, member addresses, and more. Armed with an accurate understanding of your membership and their spending trends, you're well on your way to increasing **R**etention of members, **U**tutilization of facilities, and **S**atisfaction of members, while **H**elping to acquire new members, as well.

800-356-4242



www.clubsys.com

# Using IBS .nxt Business Intelligence To Understand and Retain Members

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP A PRIVATE CLUB RETAIN ITS MEMBERS? HOW DOES IT TRACK OR ANALYZE MEMBER SPENDING AND CAN THE TECHNOLOGY PREDICT MEMBER BEHAVIOR SUCH AS SPENDING, WHICH CAN GIVE THE CLUB EXECUTIVE AND STAFF A VIEW INTO THE FUTURE, I.E. POTENTIAL MEMBER RESIGNATIONS BASED ON MINIMAL USAGE AND SPENDING?**

When member waiting lists were long, a club may not have focused on member retention. However, in today's economy the issue of member retention has become one of the most pressing issues faced by clubs. IBS .nxt Business Intelligence (BI) allows the club to use its vast amount of stored data in meaningful and understandable ways. Armed with detailed forecasts, the club can affect operational changes, retain, and even grow its membership.

***What will members spend on F&B if they golf 240 rounds next month?***

Imagine predicting member food and beverage spending based on a forecast of golf rounds. With this information, your club could staff more efficiently, adjust purchasing more accurately, and ultimately serve your members better. IBS .nxt BI answers this question by analyzing your club's own data to identify the average amount of F&B spending for a given number of golf rounds. Then this data is plotted to forecast a trend in golf rounds which correlates to a forecasted amount of F&B spending.

***Who are my club's top tier members and who might leave?***

IBS .nxt BI displays member transaction and spending history to identify members who heavily use the club

and the members who need attention. This is accomplished by incorporating both transactions and spending to identify the upper and lower ranges of club usage by your membership. Using this data, your club can focus on keeping the best members happy while at the same time identifying why some members' activity is dropping off.

***What's working at your club and what isn't?***

In order to retain members, you must find out what's working and offer more of it. IBS .nxt BI helps by identifying the revenue areas at your club that see the most activity and are the most profitable. By incorporating all aspects of the integrated IBS system in the analysis, the most popular and financially successful areas of your club will become clear. Using "what-if" scenarios, underperforming areas of the club are removed from the mix so the impact on club operations is understood.

***IBS .nxt: Sophisticated Solutions Now***

IBS remains committed to providing technology solutions that empower private clubs to serve their members intelligently, proactively, and responsibly. The tools contained in the IBS system can directly and indirectly affect a member's experience when visiting the club. IBS believes that by



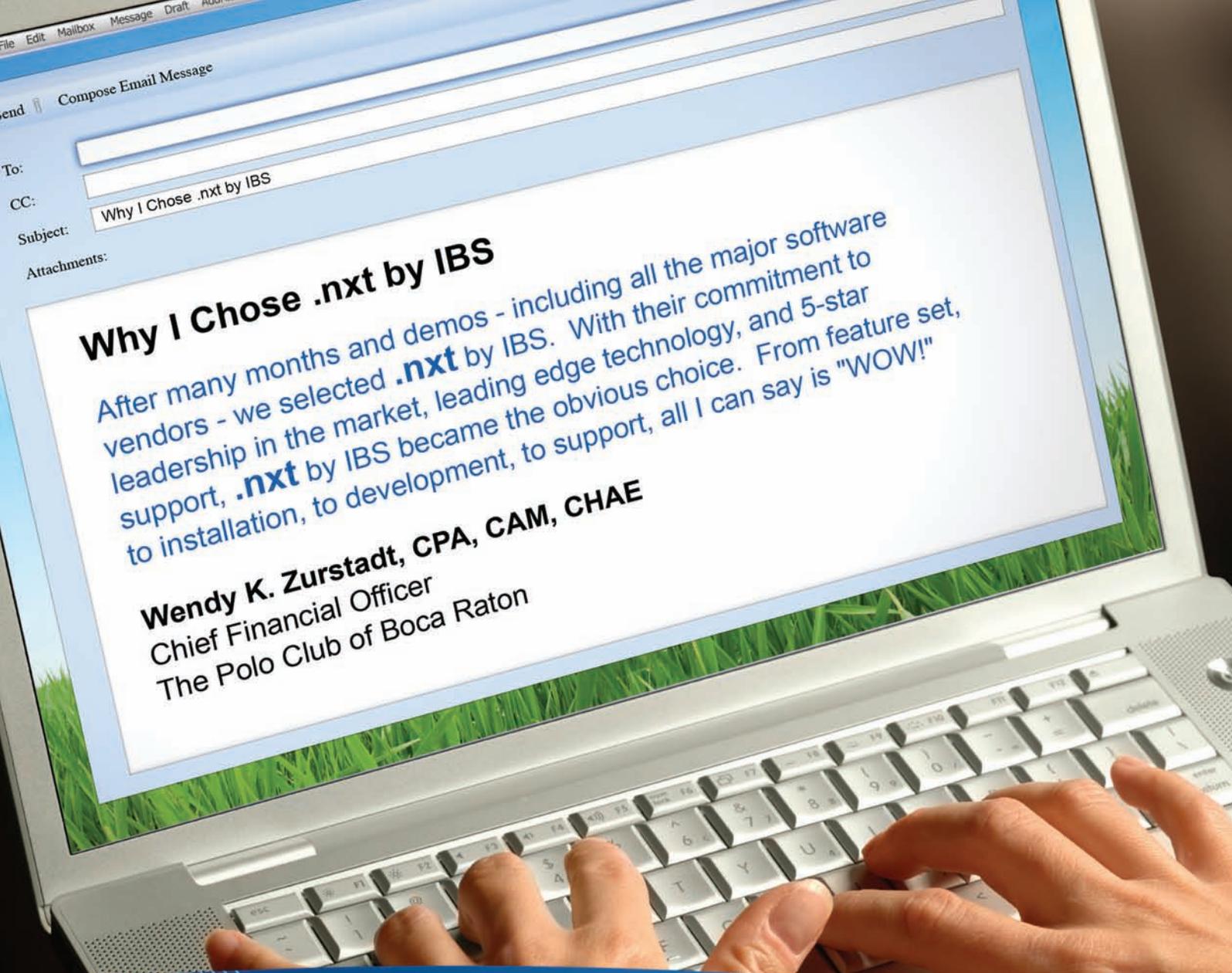
DONALD MORO  
IBS

using the capabilities of the software, a club significantly enhances its prospects of gaining the reward of loyal members through the years, whether in times of prosperity or recession. **BR**

*Donald Moro is a .nxt Solutions Architect at Integrated Business Systems with more than 23 years of business experience within the club industry in the areas of hospitality, POS, and accounting systems. Mr. Moro can be reached by calling (804) 754-3200 or via email: dmoro@goibs.com. You can also visit our website at www.goibs.com.*

*Company Bio: 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 19 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.*

*CEO name: Anthony Strange (pictured on back cover and page 20)  
Owner: Anthony Strange & Paul Newell  
Systems installed: Over 1300  
No. of employees: 61  
Headquarters: Richmond, VA*



## Why I Chose .nxt by IBS

After many months and demos - including all the major software vendors - we selected **.nxt** by IBS. With their commitment to leadership in the market, leading edge technology, and 5-star support, **.nxt** by IBS became the obvious choice. From feature set, to installation, to development, to support, all I can say is "WOW!"

**Wendy K. Zurstadt, CPA, CAM, CHAE**  
Chief Financial Officer  
The Polo Club of Boca Raton

# **.nxt**

by

# **IBS**

## Club Management Software

[IBSPRIVATECLUBS.COM](http://IBSPRIVATECLUBS.COM) | 800-860-2559

- Charles Sowers** – Mid Atlantic/Northeast: (804) 512-9404
- Andrew Bulloch** – Midwest/Canada: (888) 842-6737
- Robb Smyth** – Southeast: (772) 408-3374
- Boyd Carr** – West Coast: (949) 218-2526



## A Storm Was Brewing!

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP A PRIVATE CLUB RETAIN ITS MEMBERS? HOW DOES IT TRACK OR ANALYZE MEMBER SPENDING AND CAN THE TECHNOLOGY PREDICT MEMBER BEHAVIOR SUCH AS SPENDING, WHICH CAN GIVE THE CLUB EXECUTIVE AND STAFF A VIEW INTO THE FUTURE, I.E. POTENTIAL MEMBER RESIGNATIONS BASED ON MINIMAL USAGE AND SPENDING?**

Near the end of 2007 and the beginning of 2008, we had already started to see changes in the private club industry. Rounds of golf played were down for the first time in years, initiation waiting lists had become exit lists, and many clubs were toying with the idea of turning their private facility into semi-private clubs. The issues were varied, but our opportunity to assist our clients seemed clear.

Clubs had in 2008, and still have, four focal points with which a fully integrated software system is capable of assisting – Retention of members, Utilization of club facilities, Satisfaction of members and Helping acquire new members. The acronym **RUSH** was born.

With this goal that we moved forward on several new initiatives designed to help our clients tackle these challenges head on. A two-phased approach would be best, so our initiatives were split between new development and education.

Through the development of new member facing applications, our goal was to not only increase the ease and efficiency with which our clients conduct their day-to-day business, but also to provide greater functionality and ease of use for their members.

By creating better ways for members to register for club events, book a court for their next tennis match, or reserve a table in one of the club dining facilities, these new online applications encourage members to patronize

the club more often and stay connected with the club. In turn it creates a happier and more satisfied member. In addition to these new member-facing applications, our development team has delivered more than 360 system enhancements throughout the past year.

With education, our second phase, the goal has been to show our clients how they could successfully leverage their existing Jonas Club Management System to garner greater Retention of members, Utilization of club facilities, Satisfaction of members and finally, Help with the acquisition of new members.

Our Membership Marketing Handbook has been the cornerstone of this effort. Written with the help of various industry experts, the book contains information regarding vital aspects of membership marketing such as reporting, tools to drive success, best practices and even programs clubs can immediately put into action.

Hard copies were mailed to every Jonas client and a PDF download was made available to anyone through [www.jonasclub.com](http://www.jonasclub.com). The response was immediate and extremely positive. Robert St. Francis, CEO and general manager of the Sulgrave Club, said, "Congratulations on the Membership Marketing Handbook and your outreach to Jonas clients. This book has greatly assisted us in reaching our goals for the 2009 season and we now feel more confident as we move toward 2010."

While we all hope that the worst of the recession and its negative effects on



**BARRY SYMONS**  
CEO, JONAS SOFTWARE

the industry have been left behind, this doesn't change the commitment we have made to our clients.

We will continue to create new applications designed to assist our clients achieve their RUSH initiatives, and together we will weather the storm and come out stronger on the other side. **BR**

### *Company Bio*

*Our integrated Jonas club operation handles your business information once, adding efficiency and accuracy. It decreases redundant effort between point of sale, membership, banquet and catering, financials, billing, payroll, purchasing, inventory, spa, court, class, web sites, and online reservations etc. Jonas has over 2400 software installations, and the Jonas group of companies serves over 3,500 clubs. Jonas, winner of the BoardRoom magazine's - 2006 Software Developer of the Year Award, is owned by Constellation Software and headquartered in Toronto, Ontario, Canada with numerous offices in the United States and abroad. Company CEO is Barry Symons. He can be reached at: [barry.symons@jonassoftware.com](mailto:barry.symons@jonassoftware.com)*

*CEO name: Barry Symons*

*Owner: N/A - Publicly Traded*

*Systems installed: 2400+/3500+ clubs*

*No. of employees: 350*

*Headquarters: Toronto, ON Canada*

# RUSH



**RUSH** isn't a catch phrase, an idea, or a gimmick. It's what we do, and it guides our product development. It's our corporate philosophy, a part of our brand and the standard to which we hold ourselves. Every piece of software that we have developed is available because one of our clients has asked for it or needed it, and we're proud that our products are truly client driven.

So, what exactly does the term **RUSH** stand for? We analyzed what our clients are trying to accomplish within their own businesses and four key elements became very clear. Our clients need to **R**etain Members, boost **U**tilization of club facilities, **S**atisfy members, and from time to time they also need **H**elp acquiring new members.

From back office accounting to client facing initiatives like ClubHouse Online and clubbroadCast, our **RUSH** initiatives help you achieve your business goals. Contact us today to find out more about how our software will assist your business in achieving all of it's objectives.



# Member Spending Analyzer: Cherokee Town & Country Club

**QUESTION: HOW DOES YOUR TECHNOLOGY HELP A PRIVATE CLUB RETAIN ITS MEMBERS? HOW DOES IT TRACK OR ANALYZE MEMBER SPENDING AND CAN THE TECHNOLOGY PREDICT MEMBER BEHAVIOR SUCH AS SPENDING, WHICH CAN GIVE THE CLUB EXECUTIVE AND STAFF A VIEW INTO THE FUTURE, I.E. POTENTIAL MEMBER RESIGNATIONS BASED ON MINIMAL USAGE AND SPENDING?**

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 such as iPhone-based and conventional web-based member portals.

Northstar understands that the club is its members, and it must know them to survive and grow. The Spending Analyzer (one of Northstar’s three powerful reporting engines) is designed to provide clubs with the necessary information to answer questions about their members and their spending habits, and assist managers in predicting future trends.

Our clients have the ability to track and analyze member spending, not only at the primary member level but also the spending habits of their family, dependents, and household.

Cherokee Town and Country Club is recognized as one of America’s premier private clubs. The excellence of Cherokee’s facilities, combined with its

commitment to the highest standards in dining and member services, has brought the club an inordinate number of honors and awards throughout the years.

The COO/General Manager Michael Wheeler had two issues he wished to resolve.

**1) Dress code – Question:** What is the age group of people who use the different food and beverage sites? Since members in their 30s may prefer to dress more casually than members in their 60s, is there a need to adjust the dress code for the sites?

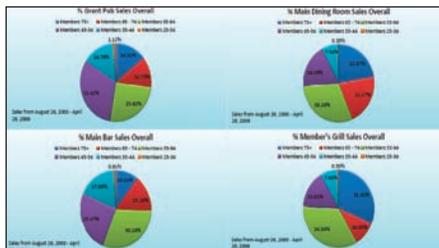
**2) Seasonal use of club facilities – Question:** Based on the residential zip code of the member, who is using the town club verses the country club? Is there a seasonal shift in usage?

Using the Spending Analyzer, general manager Wheeler was able to create a report, which included the following key attributes.

- Sales of food and beverage by site
- Sales to be broken out by month
- Sales to be broken out by member
- Include member age
- Include member zip code



**SPENDING ANALYZER CREATION PAGE - THE DATA IS VIEWABLE ON SCREEN, WITH THE ABILITY TO DRILL INTO THE INFORMATION FOR ADDITIONAL DETAIL, OR IT CAN BE EXPORTED TO EXCEL FOR MORE DETAILED ANALYSIS AND OR GRAPHICAL REPORTING.**



**GRAPH CREATED BASED ON ISSUE 1 – SALES BY AGE GROUP. THE FOLLOWING GRAPHS PROVIDE A VISUAL ANALYSIS OF THE RESULTS.**



**PRASAD SURYADEVARA  
CEO, NORTHSTAR**

• Include the total number in household (member + dependents).

“One of the great benefits of having Northstar as our Club Management Software vendor is ease and accessibility to information for each of my departmental managers,” says Wheeler.

“We used to have to pay an IT professional to go into the old SQL database and pull information to be able to analyze it and we don’t have to do that anymore. In today’s economy, we need more information, faster and with more detail than ever before. With the Spending Analyzer, each department head has the ability to use statistical data to justify their business decisions.” **BR**

*Since 2003, Northstar’s suite of software has helped over 130 partner clubs implement an integrated and streamlined management business model. Approximately, 60 employees contribute to Northstar’s continual commitment to enhancing and delivering club management best practices through enterprise-class application software tools and services.*

CEO name: Prasad Suryadevara  
Owner: Spectrum Technologies, Inc.  
Systems installed: 130  
No. of employees: 60  
Headquarters: Alpharetta, GA

Why do  
the done?

Do the new!

New standard in club software

Now introducing mobile applications for your club



30000 Mill Creek Ave., Suite #325, Alpharetta, GA 30022 Ph: 678-389-4300 X 2 Email: sales@globalnorthstar.com  
www.globalnorthstar.com

## Warwick Hills: A Model For Forward Thinking Management To Maintain The Financial Security Of The Club

**QUESTION: EFFICIENCY: DOES YOUR COMPANY OFFER TECHNOLOGY THAT CAN INCREASE THE PRODUCTIVITY OF A CLUB'S WORK PROCESSES THUS ALLOWING STAFF TO BE MORE EFFICIENT AND PRODUCTIVE IN THEIR DUTIES OF RECRUITING AND SERVING MEMBERS? IF SO, PLEASE PROVIDE A CASE STUDY OF HOW THIS IS DONE.**



MIKE TALBOT  
CEO, TAI CONSULTING

Warwick Hills Golf and Country Club is an annual stop for the PGA Tour's Buick Open. In 2004, general manager Rich Fairman was presented with the opportunity to assume management of the merchandise tent.

Managing the equation of risk versus reward, Warwick Hills decided to take a risk and assume management. In most tournaments of this size, a third party provides the merchandising and most of the food and beverage service, however the club management felt they could accomplish this task profitably and in a manner consistent with Tour policy and Warwick Hill's standards.

Could Mr. Fairman's team handle the undertaking?

Warwick Hills uses TAI Club Management for accounting, food and beverage and retail management and point of sale. During the tournament, core club staff had to focus on more pressing tasks and Fairman needed to be certain that TAI could handle the rigors of the tournament with an untrained volunteer workforce manning point of sale stations.

After a meeting club representatives, TAI concluded that the challenges presented were well within the capabilities of the TAI System and the plan went into effect.

For 50 weeks of the year TAI provides for the needs of Warwick Hills Golf and

Country Club. For two weeks of the year, TAI is reconfigured to manage the food and beverage, merchandising and accounting needs for the Buick Open.

Food and beverage point of sale is transformed from traditional table service to a quick service system for the tournament. Three terminals are installed in the merchandise tent and configured for retail quick service.

Although attendance figures are not available, imagine the number of spectators on hand when Tiger won his 50th PGA tournament or when ESPN was broadcasting live from the tournament.

Imagine those spectators wanting the experience of being at a private club watching the best golfers in the world and while at the event, purchasing souvenirs, clothing, beverages, meals, snacks and other sundry items quickly and efficiently...all with private club elegance.

Stroll over to the merchandise tent – only slightly larger than a small home – filled with souvenirs, shirts, sweaters, outerwear, autographed flags and Sharpies for kids of all ages. Enter thousands upon thousands of spectators, all wanting to make a purchase without missing any of the action on the course.

If you've watched the Buick Open, you know about the fans on the 17th green. These are some of the best and loudest fans on Tour, supporting their favorite pros with great enthusiasm. The 17th at

Warwick Hills is the place to be and knowing this, this is where Fairman placed a satellite merchandise tent.

The Buick Open is in the history books and if the history continues, it will have been another banner year for Warwick Hills and another proud day for TAI having served on Fairman's team for another flawless event.

A tight partnership between a club and the right technology partner allows for out-of-the-box thinking. Where most software available today is based on the shrink-wrap take-it-or-leave it approach, TAI recognizes that you need more.

You need a technology partner working for you to maximize efficiencies and provide you with the tools to make your club more attractive to new and existing members. **BR**

*Company Bio: TAI Club Management System had its beginning in the late 70s as the first multi-user multi-tasking club management software in the industry. Experience and stability are the reasons that the TAI Solution remains the longest continuously installed software product in the club industry.*

CEO: Michael R. Talbot  
Systems Installed: 230  
Employees: 10  
Headquarters: Bingham Farms, MI



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.**

30400 Telegraph Road, Ste 479 | Bingham Farms, MI 48025

Phone: 888-671-0189 | Fax: 248-723-9660

[www.taiconsulting.com](http://www.taiconsulting.com) | email: [sales@taiconsulting.com](mailto:sales@taiconsulting.com)

