

EZLinks Solutions

The Information Below Can Help You:

- Improve Efficiency

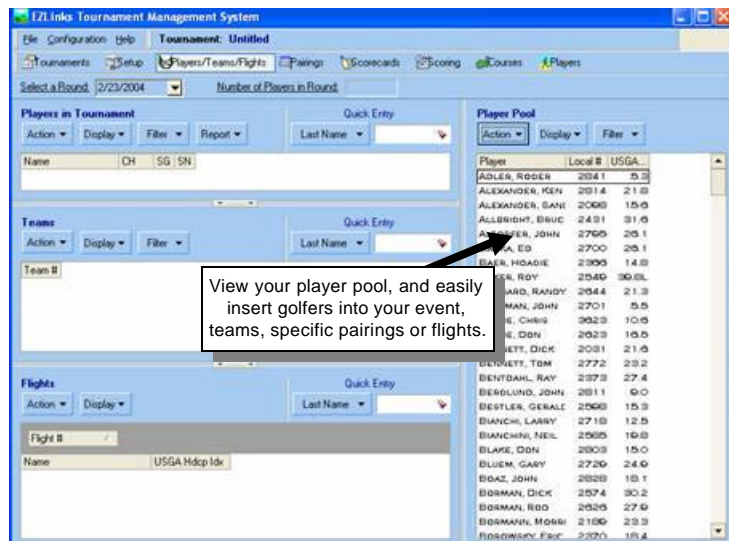


EZLinks Tournament Software Now Available!

For the 2005 season, a free copy of the newly-released EZLinks Tournament Management Software (TMS) is being offered to all current customers. This flexible application is a great tool for coordinating your events and expediting your scoring. Features of the EZLinks TMS include:

- Manage individual or team events
- Drag-and-drop golfers into your event, between groupings, etc.
- Create user-selected or randomized teams, pairings, and/or flights
- Adjust teams, pairings, and/or flights on the fly with ease
- Import golfers and handicap indexes*
- Select from various handicapping formats
- Use the customizable scoring module
- Track individual and team skins
- Print to either your course scorecards or generic scorecards
- Generate pre-built reports, or create and save your own designs
- Adjust the resizable screen components for a customized workspace
- Download free software updates to ensure you always have the newest tools and reports
- Export your files and run them on a laptop computer for portable event scoring
- Enjoy the modern Windows XP styling and user-friendly menus

* Courses belonging to the Arizona Golf Association, Chicago District Golf Association, and Louisiana Golf Association can automatically import player data from the EZLinks Handicap Network.



View your player pool, and easily insert golfers into your event, teams, specific pairings or flights.

To request your free copy of the EZLinks tournament software, please contact clientservices@ezlinks.com or 1.888.77.LINKS. You will be provided with download instructions. A useful "Help" section within the software will assist you with learning how to utilize the program and its many features.



The Scorecard

The Best of 2004—Web Site Tee Times

More than **270,000 rounds** were booked through EZLinks course's web sites in 2004. This was a **56%** increase over 2003! We congratulate everyone who saw an upward trend in their web reservations last season. And now...here are the Top 40 facilities that can boast The Most Web Site Tee Times in 2004:

- | | |
|---|-------------------------------------|
| 1. PGA West / La Quinta Resort (CA) *** | 21. Cherry Creek Golf Links (NY) ** |
| 2. Highland Woods (IL) | 22. Hampton Cove (AL) ** |
| 3. Desert Mountain (AZ) *** | 23. Legion Memorial (WA) |
| 4. Harbor Links (NY) | 24. The Pines at Marana (AZ) |
| 5. Pinehills GC (MA) ** | 25. Meadowlark GC (IL) |
| 6. Centennial GC (NY) | 26. Sydney Marovitz GC (IL) |
| 7. George Dunne National (IL) | 27. Silo Ridge GC (NY) |
| 8. Sunol Valley GC (CA) ** | 28. Walter Hall (WA) |
| 9. Presidio GC (CA) | 29. Grand National (AL) ** |
| 10. Cypresswood GC (TX) *** | 30. Tour 18 Dallas (TX) |
| 11. Lyman Orchards (CT) ** | 31. Cranbury GC (NJ) |
| 12. Great River GC (CT) | 32. University Ridge (WI) |
| 13. Capitol Hill (AL) *** | 33. Centennial GC (TN) |
| 14. Indian Boundary GC (IL) | 34. Golf Club at Newcastle (WA) ** |
| 15. Wintonbury GC (CT) | 35. High Bridge Hills (NJ) |
| 16. Eisenhower GC (MD) | 36. Hiddenbrooke GC (CA) |
| 17. Star Ranch (TX) | 37. Tour 18 Houston (TX) |
| 18. Compass Pointe (MD) * | 38. The Meadows (MN) |
| 19. Oxmoor Valley (AL) ** | 39. Lincoln Hills (CA) * |
| 20. Chick Evans GC (IL) | 40. Billy Caldwell GC (IL) |

* 27 holes ** 36 holes *** 54 or more holes

If you feel that your web reservations can be higher, then you should analyze a couple of areas: Is an option for "Book A Tee Time" easily visible on your home page? And, are you informing your golfers about this web reservation capability? By focusing on these factors, you can see a big boost to your web activity in 2005.

New EZLinks Members

- Big Creek Golf & Country Club (AR)
- Whitney Oaks Golf Club (CA)
- Doral Golf Resort & Spa (FL)
- The Diplomat Country Club & Spa (FL)
- Indian Spring Country Club (NJ)
- The Golf Club at Rossmoor (NJ)
- Boston Hills Country Club (OH)
- The Hills Country Club (TX)
- Sumner Meadows Golf Links (WA)
- Mayan Resort—Golf Riviera Maya (MEX)
- Mayan Resort—Golf Acapulco (MEX)
- Mayan Resort—Golf Los Cabos (MEX)



Whitney Oaks Golf Club

Chipshots

- If you have a friend who is interested in learning how EZLinks can help *their* golf facility, have them contact us at sales@ezlinks.com or 1.888.885.4657. We will gladly put together a proposal to suit their needs.
- Is there a nearby golf course where you want the ability to book **reciprocal tee times**? EZLinks can easily provide you with access to each other's tee sheet, following whatever booking restrictions you set forth.

In the Spotlight

EZLinks Survey Yields Critical Information

An email survey sent to EZLinks golfers nationwide in late January resulted in more than 4,100 responses. Two questions should be of particular interest to golf course managers and owners:

- If you call a course to make a tee time, and the phone is BUSY, what will you do?
61.5% - Call back later
34.5% - Call another course
- If you call a course to make a tee time, and the phone is NOT ANSWERED, what will you do?
20.1% - Call back later
75.9% - Call another course

You should never assume that non-member players will call you back later. Is your course taking advantage of the 24-hour EZLinks Reservation Center? If not, you run the risk of losing revenue to another course in your region. You should protect your bottom line by not letting these reservations slip away. Contact your EZLinks Account Manager for more information.

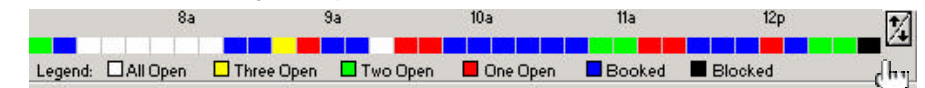
The Software Clinic

Understanding the Tee Sheet Information Tools

SNAPSHOT—Located at the bottom of the tee sheet screen, the snapshot provides an instant view of your tee time availability for the day. Click the "Snapshot" button to turn this feature on and off:



Click the up/down arrows on the right side to view the legend, which defines the various color codes. And clicking on the snapshot bar itself will move your cursor to that specific time slot on the tee sheet grid. Try it!



INFORMATION CENTER—Located at the upper-right corner of your screen, the Information Center provides useful data regarding reservations and weather.

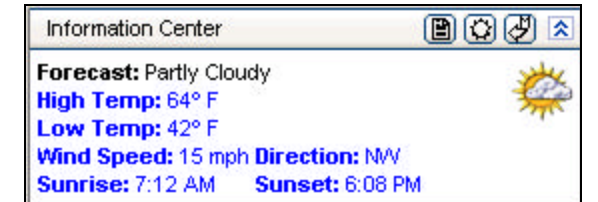
Reservation Data

Shows the details for the selected tee time on the grid, including who booked it, how, and when.



Weather Data

Shows the course's 7-day forecast and past weather. These daily weather details are stored in the EZLinks database, and included in a variety of printable reports.



Change Display Location

This moves the Information Center from the top of the screen to the left side, and vice-versa, based on the user's personal preference.

Hide or Show

Clicking this arrow icon will either hide the Information Center or make it visible.

Brownie's Bunker



Point-Of-Sale Systems and Related News

by Mike Brown
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Customer Loyalty—Building a Program That Works

A buzzword in our industry today is "Loyalty Program". Of course the golf industry is not alone in our quest to capture and own the almighty repeat customer. Restaurants, supermarkets, and any number of businesses that compete primarily on price and location all similarly struggle to retain their customers. Recently, with the marriage of technology and marketing, some success has been found by implementing programs that do not negatively impact revenues and/or require deep discounting to bring a customer back. These collective efforts are called "Loyalty Programs".

American Express provides an interesting statistic. Their research has found that for every single transaction in a restaurant with a new guest (one who has not eaten there before), there are 13 transactions with a guest who has eaten there before. This is powerful evidence to support the theory that retaining your current customers is critical.

...retaining current customers is critical...

The idea is simple in theory, but difficult to successfully execute without a) a solid understanding of your customer database, and b) the systems and staffing to support the program. Ask yourself: Do you understand your customer demographics? Their frequency of play? Do you know how many days in advance they generally reserve tee times, and how much time there is between returns? These figures are important in making smart decisions and crafting your marketing efforts.

So how do you start? Well, begin by rewarding you customers just for showing up today. In fact, make a big deal about it! Sometimes you have to offer a reward immediately in order to get the data collection process rolling. Also, do not overlook the benefits of motivating employees towards achieving this goal. Remind them of the importance of data collection. Educate your staff on the reasons behind your decision to collect more data on every interaction. Stress it is not for selfish reasons, but rather to prolong and improve customer service, and inherently, their financial well-being.

...educate your staff on the reasons...

Once you have a solid understanding of your customer demographics and frequency habits, and the buy-in from your staff and customers, you have the base to generate revenue growth through loyalty benefits. A well-managed customer loyalty program can yield benefits far beyond what the label "customer loyalty" implies. Whether you're launching it for a single facility, or several facilities in different markets, you'll be pleased to know that EZLinks has been helping course operators manage these efforts for years.

Please contact your EZLinks Account Manager with help in instituting a points-based rewards program, a frequency player program, or database marketing. And be sure to visit me again next time...in The Bunker.

-Brownie

EZLinks Golf, Inc. – The easiest way to get a round.



EZLinks Golf, Inc.
401 South LaSalle Street, Suite 500
Chicago, Illinois 60605

The Quarterly Newsletter for EZLinks Members & Partners



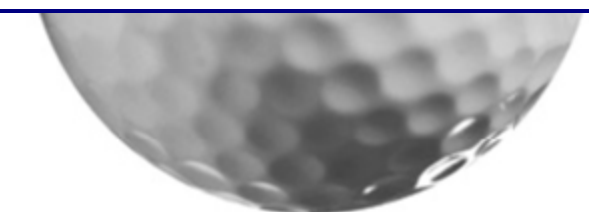
Tee Time Management • Reservation Services
Internet Tee Times • Handicap Network • Point Of Sale
Marketing Services • Tournament Software

The Tee Times

The Quarterly Newsletter for
EZLinks Members and Partners

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NOW ON THE TEE...

- ? EZLinks Tournament Software Available
- ? Best of 2004—Web Site Reservations
- ? Golfer Survey Results
- ? Tee Sheet Information Tools
- ? Building a Customer Loyalty Program

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