



NEWSLETTER

Collaboration with East West Partners Club Management Fuels New Benchmarking Tools

East West Partners Club Management is the club management division of East West Partners, a national real estate development and management company with major operations in North Carolina, Virginia, Colorado and Florida.

Since 1973, East West Partners has developed and managed master planned communities, golf courses and other recreational facilities throughout the United States. Two of their managed properties, Peninsula Yacht Club in Cornelius, North Carolina and Seven Falls Golf & Country Club in Hendersonville, North Carolina installed ClubSoft in 2007 and 2008.

Ed Rehkopf, Director of Communication & Information for East West Partners Club Management commented on their partnership with ClubSoft, "East West Partners Club Management elected to partner with ClubSoft because of their club-savvy management team. They know the needs of club managers, and understand the importance and have the vision to move club technology toward business tools and away from a focus of mere business recording. I am bullish on our partnership and pleased ClubSoft has joined us in collaborating to build better strategic business tools for the club industry."

"There were three distinct features we liked most about ClubSoft during the evaluation process. First and foremost was its easy-to-use interface, exceptionally intuitive because it mimics the Microsoft programs we are all so accustomed to

using in this day and age. We immediately knew the training required for such a system would be simple for our staff. Second, ClubSoft offered the ability to double-click items in reports and drill down, providing an incredible level of detail to our staff at a click of the mouse. It was just what we had been looking for. Third, and perhaps the most impressive, was that in the few weeks between our first and second demonstration, ClubSoft implemented some of our wish list items discussed in our first meeting to preview their software.



Immediately, we became aware that ClubSoft was more than a leading-edge technology provider. They were a hungry company focused on listening to its prospects and customers, with a

genuine desire to help club managers make the most of their investment. And their experience in the private club industry provided the ideal background to do just that."

Ed added, "Clubs need to see more than profit and loss. They need to understand how and why they have profit or loss. Imagine every club manager as captain of a Boeing 747, with detailed insight into all of the gauges and moving parts from the virtual cockpit of their club management system. They have real time access to trends and opportunities for maintaining and increasing club profitability. To have these tools and information at your fingertips is a great asset indeed."

(continued on next page)



ClubSoft is currently coordinating with East West Partners to build integrated, advanced benchmarking tools in their software platform.



Ed argues, "Club managers are now looking to use their member spending data to better determine member profiles. Only recently have clubs begun tracking demographic information for their members, but the data that real decisions are based on is *behavior-based*, involving when and how members are participating and spending money at the club.

Both are important in their own ways. For Membership Directors looking to target potential members for the club, demographic information is more important.

For managers concerned with member spending and retention, behavioral information is more pertinent, and even more valuable when presented with benchmarking details. *Will they visit again?*

Will they buy again? These are the questions answered by looking at behavior. Customer behavior is a much stronger predictor of your future relationship with a member than demographic information ever will be. You have to look at the data, the record of their behavior, and it will tell you things. It will tell you *'I'm not satisfied.'* It will tell you *'I want to buy more.'* Customer behavior profiling is critical to a company interested in keeping customers and increasing the value of club memberships."

ClubSoft Managing Partner John Lampros added, "The ClubSoft Team is very enthusiastic about the collaboration with East West to enhance detail reporting and benchmarking within the system. It takes our software a step further in providing valuable information to managers which will help improve revenue, manage costs, service members, and increase staff efficiency.

We consider the guidance provided by East West Partners Club Management an asset to our development focus."

Customer Feedback: The Plantation

General Manager Pat Lizza at The Plantation located outside of La Quinta, California is a strong supporter of ClubSoft. The Plantation, an exclusive private equity golf club of about 400 members, has been using their ClubSoft system since 2006.

ClubSoft's western regional account manager Doug Pedegana called Pat recently to check in about how he liked the ClubSoft Event Reservation and Marketing applications. Pat responded: "Working with ClubSoft is so easy. Unlike other systems I have used, ClubSoft exceeds expectations after you install it and just keeps getting better. Your support team is always friendly, responsive and knowledgeable and we cut our support fees in half by switching to ClubSoft. Our network technician endorses the technology and our members love the real time web access. What else could you ask for?"

Pat's input directly influenced ClubSoft to add groundbreaking enhancements like member and employee text messaging and automatically scheduled reports to be run and emailed to club staff.





Case Study: Victoria Country Club

Club Profile

Victoria Country Club was established in 1924 and currently serves over 400 members. This private, member-owned club distinguishes itself as a family-oriented club offering top drawer amenities combined with Texas hospitality.

Chris Stewart, General Manager, arrived at Victoria in 2005 with a strong background working for a national club management company. His experience working at a “for profit” company and understanding how technology was a key to their success was valuable expertise he brought to Victoria Country Club.



Chris knew that if he was going to maximize revenue, keep labor costs in line, make timely and accurate decisions and most importantly manage member service expectations, he needed more than the typical batch based, club accounting and point-of-sale system that he inherited at Victoria. “I basically was working with a bunch of different products that weren’t talking to each other. Although they were provided by one vendor, the system was disjointed and I just wasn’t satisfied with support and response to my issues when I called for help. The so called best of breed approach wasn’t cutting it for us.”

Introducing Real Time Integration



Chris understood “true integration” from his club’s back office all the way to the members’ web-site experience was the key to getting meaningful and immediate information to both members and staff.

“Membership is the driving force of the industry. If you don’t have full integration with your information systems today you are simply missing the picture in terms of managing your operations and meeting your members’ expectations. With ClubSoft we are now able to do that at all levels.”

Combined with challenges of a cumbersome accounting and point-of-sale system, the Club was also planning to implement a web-site from another vendor. “I finally stopped and looked at the cost of all of this and realized we still won’t have the integrated system we need and the members expect us to have. There has got to be a better way.....and with ClubSoft I found out there was.”

Information to Act On

Measuring real time performance was crucial to the Victoria Country Club management team and is more critical than ever to manage clubs in today’s economic climate. ClubSoft features dashboard indicators that provide real time monitoring of key departments. Even more powerful is the ability to filter and drill down to the details of the transactions. “In my old system information was delayed, the reporting was rigid and difficult to use and required you to run multiple reports, combine them on spreadsheets to consolidate the information and then you were left with no detail. It was frustrating and inefficient.”

(continued on next page)



Reporting = Results

ClubSoft reporting is comprehensive and filtering is easy to use and can be saved once it is created. “We have contests amongst our servers to see who can sell the most appetizers and deserts and I can quickly produce and share one report that shows exactly how the individual servers compare. Measuring what is selling and what’s not, which members are spending and more importantly who is not can be generated in one simple report with all of the supporting details. With this type of reporting, I can focus my time on member retention and my staff on member service. I am also armed with much better information for committee meetings and it requires less preparation time.”

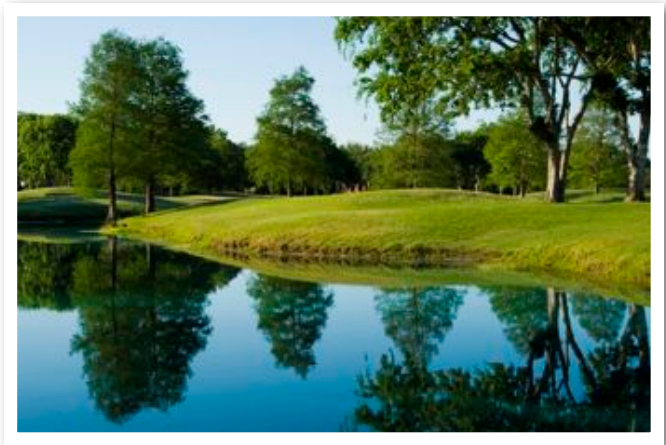
Immediate Benefits

Right from the start ClubSoft pays immediate dividends. “We were restructuring our wine list and discontinuing some good bottles. We used the ClubSoft member marketing component to identify key wine drinkers and e-mail them that we had some great wine values and to come in for a taste. Literally, two days later a number of members came in and were sampling the wine. I made some recommendations and left for the evening. The next morning I quickly produced a report from ClubSoft which showed me the specific members, wines and amounts purchased. Two members alone bought over \$800 of wine from a simple ClubSoft e-mail campaign. Now that is a tangible Return on Investment!”

Implementing ClubSoft is faster and easier than the systems most clubs now have in place. “The transition to ClubSoft was also much easier than I thought it would be. We had some typical bumps in the road but nothing that interfered with my members’ enjoyment of the club. Had I known it was this easy to convert to a fully integrated system including my web-site, I would have done it much sooner.”

True Partnership

“Probably the most important aspect of working with ClubSoft is the true partnership we have with them. I just didn’t feel my former vendor was responsive to the challenges we were facing in using their product. With ClubSoft they not only listen, they make suggestions on how I might use the system to its fullest and they welcome input on improving their products and are quick to introduce those enhancements. I know when I pick up the phone to call them I will get a response from someone who cares about my business.”



Like any mission critical information system, support is just as important as the performance of the product. “ClubSoft delivers personalized attention and quick response which is something we had not experienced in the past. We all enjoy the immediate electronic link to support which is conveniently located right in the ClubSoft application toolbar. It automatically triggers a support ticket and insures I get the fastest response possible.”

Summary

Victoria Country Club is another fine example of a club embracing integrated technology to lower costs and immediately help Chris and his team to manage and serve the members. “The ClubSoft system and its integrated technology is an affordable management and member service solution that we benefit from everyday at Victoria Country Club and we have just scratched the surface in terms of all it can do for us.”



CLUBSOFT INTEGRATED EVENT MANAGEMENT SOFTWARE

If your club is considering banquet and catering event management software, contact your ClubSoft sales representative for a demonstration of the ReServe Interactive solution.

The ReServe system enhances the process from inquiry through execution with an intelligent workflow that automates the natural event process. With a centralized customer database, function space control, automatic document and correspondence creation, dynamic food and beverage menu selection, labor scheduling and detailed financial reporting add up to a technology that makes sense for your organization, and makes a difference to your bottom line.

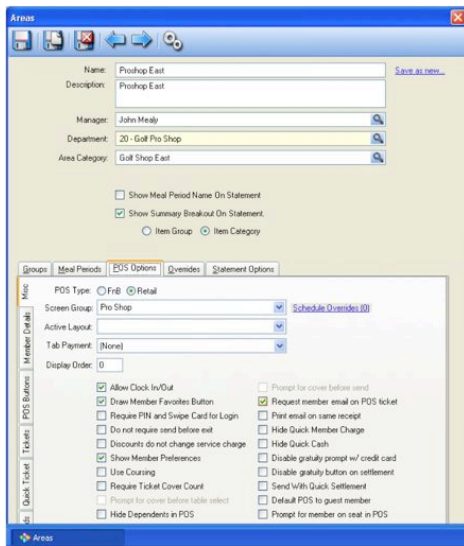


With a full-integration to your ClubSoft system, the experience for billing and reporting is seamless for your club management team.

ClubSoft Welcomes Featured Clients:

- | | |
|-------------------------|-----------------|
| Charleston Country Club | Charleston, SC |
| The Briar Club | Houston, TX |
| North Oaks Country Club | Minneapolis, MN |

HELPFUL HINT: CAPTURING EMAIL ADDRESS INFORMATION



Many clubs want to make it a priority to capture email address information for all members. ClubSoft can help!



We recommend navigating to System > Areas > Select an Area > POS Options > Request member email on POS ticket.

This feature will prompt your staff with a pop up window at the end of the POS transaction and to request the member's email address.

Please note: The system will only ask those members that you do not already have an email address for. This feature also seems to have the most success at Pro Shop terminals.



ACCESSING WEB SUPPORT VIDEOS

Remember web support videos are online to assist with a host of tasks in ClubSoft! For a review on a specific area, or to learn about the latest version release, go to <http://www.clubsoftinc.com/helpcenter/helpcenter.aspx>.



Making Time to Learn More

ClubSoft makes it easy for clubs to obtain additional information on software and services! Feel free to contact us via phone at (800) 487-1612 or visit our web site at www.clubsoftusa.com.

Our sales team can provide a brief half-hour web demo to allow you to identify the major advantages of our system; or at your request, one of our authorized trainers can visit for a personalized review of your club operations and best use of the ClubSoft system. Additionally, we can provide ClubSoft brochures and other printed materials regarding our system and services at your request.

ClubSoft has a lot of features and functionality that are easy to use; however finding time to explore and implement them can be challenging. A ClubSoft product review can help you focus on the key benefits and determine the best way to get the most out of your investment in ClubSoft. Do yourself a favor and call or visit us on the web to schedule your software review today. We guarantee your time will be well spent!

**Visit ClubSoft at Booth # 6826 the Golf Industry Show
February 5-7, 2009 in New Orleans, Louisiana**



CLUBSOFT USA

5350 WEST 94TH TERRACE
KANSAS CITY, KANSAS 66207

WWW.CLUBSOFTUSA.COM