



## Newsletter for August, 2008 from Club Data Corporation

This newsletter is sent monthly to Club Office users to:

- Remind you to periodically check the Clubdata.Com website to see if there is an update newer than you have installed. This month, there is not an essential update although there is an update dated July 9th that you could download if you wish or if you are directed by Club Data support.
- Provide helpful hints or information that you may find of value.

### **This Month:**

Club Data has concentrated on polishing up our new online, Internet tee sheet, **HourGlass™**, to provide the bells and whistles that you might expect. An online tee sheet can help increase customer satisfaction and loyalty, increase revenue and decrease expenses. It's the very definition of a win-win-win opportunity.

You might want to try **HourGlass™** [on our web site](#) by creating your own identity and entering your own reservations. If you want to explore some of the administrative tools, contact us and we will help you with the correct password and processes.

### **Tip of the Month -1: Data Retention**

Retaining information in your active database should be based upon the need to refer back without keeping information that has little or no future value. Purging your data base reduces the time and size of your backups as well as improving the response of reports and inquiries.

Unless there are compelling reasons, we are recommending that data be kept in your database as follows:

- AR archived tickets - 12 - 18 months
- G/L - purge is not recommended - handled by YE G/L close
- A/P invoices - 2-3 complete years
- A/P checks - 2-3 complete years
- Payroll history - 2 complete years
- POS transaction history - current season

## Tip of the Month -2: Point of Sale performance when looking up old sales.

Some clubs using Club Data's SQLPos package have inquired about speeding up the retrieval of old POS tickets. There has been an option for several months to allow you to determine the number of months that the system will review when searching for old tickets.

**SQLPos Configuration - Workstation # 01**

Tax S/C (Yes/No)	Y	CCard Acct ID		G/L - Coupon	1055	Exit	
S/C Tax Percent	1	CCard Acct Sub ID		G/L - Srv Chgs	3440	Get Cash Drawer Bank	
Use D or S tax	S	(unused)		Industry CC Code	0	Define Happy Hour	
Consolidate mode	G	CC Preauth Rate %	0	Default screen (1-100)	001	Print Configuration	
Company Name	ABC Country Club	Receipt format	1	Duplicate receipt?	2	Help	
Address line 1	123 Main Street	Hold receipt format	5	Workspace mode	0	Save	
Address line 2	P.O. Box 456	Reg Flags	00120C300-000001090	Backup Drive A-Z	C		
City	HereAndThere	Non-inventory G/L	2100	Remove Item (0-4)	3	Photo Delay (sec)	3
State	MN	Local printer #	-1	Qty Warnings (0-9)	0	Live Xact Mode	0
Zipcode	55344	Open Sale Mode	0	Server Password	0	Enable G/L Alias	1
Phone 1	952-941-0855	Recall Hold Mode	3	Remote printer #1	-	Alpha Charge	1
Phone 2		G/L - Cash	1005	Remote printer #2	0	AutoReset Session	0
Email	www.clubdata.com	G/L - Checks	1010	Remote printer #3	0	Table Viewer Mode	2
Sales tax percent	0.065	G/L - Visa	1045	Remote printer #4	0	Use Original Date	0
Store ID	A	G/L - MasterCard	1045	Remote printer #5	0	Reset Server #	0
Show name	1	G/L - Discover	1045	Prevent \$0 price	0	Enable Seat #s	0
Session or Date	0	G/L - AMEX	1045	Local printer type	1	Print tip line (#5)	1
Emp Validate Type	1	G/L - Carte Blan.	1055	Remote printer type	0	Get Local First	0
Offline Mode	0	G/L - Diner's Club	1055	Local printer port	9	Credit Book Label	0
New Employee	1	G/L - Gift Certif.	2403	Discount Calc	0	Prizemoney Label	3
Level 1 password	1	G/L - Prize/Sweep	2406	Hold with tender	1	Hide Employee #	0
Level 2 password	2	G/L - Credit Book	2405	Server only recall	0	Panel 101 Security	0
Level 3 password	3	G/L - Our Gift Card	2404	Change for checks	0	Reprint Recall (mos)	2
Level 4 password	4	(unused)	1055	Change for gift cert	0	Master Acct Lookup	0

**Regflag 36 Reprint Recall (mos): type the maximum number of months (1-9) to look back into sales history to scan for a completed ticket. Enter 0 for no limit.**

In the lower right corner of the POS configuration screen, you change the "Reprint Recall (mos)" field to X (like 2) which indicates that you can recall old sales information for 2 months, this month and last. That will minimize the amount of data that will be searched when trying to pull up old tickets and can dramatically cut down the time needed. (If you need more than 2 months from POS, you can go higher. Additional history is available within Club Office when needed.)

## Tip of the Month -3: SQLPos User Manual

SQLPos users should consider downloading the newest SQLPos user manual from the Club Data website to review for available features. F&B and retail managers are especially encouraged. We are finding that there are many features that users are looking for that are available but that users are not aware of.

## **White Paper: Club Data White Paper – Budgeting for Hardware Replacement**

Club Data Corporation is issuing White Papers to introduce topics that may be of interest and to stimulate individual clubs to think about that topic. As you read these White Papers, remember that all clubs are different. No 2 are alike. Also, keep in mind that there are many ideas on many topics and that some of the ideas presented may not apply to a club, may not be relevant to a club, or may not be a correct idea for a club. The information presented is really intended to get you thinking and to expand beyond this information.

Data processing technology, including computers, registers, screens, networks, and software is an important part of every club's operational processes and is directly linked to operational effectiveness and reduced costs. Technology that is operating as intended is invaluable while technology that is deficient poses a major risk in the day to day operations of charging, billing, recording transactions, preparing information, and communicating within the club community.

If a piece of computer equipment were to go down, it is normally imperative that the equipment either be repaired or replaced in a very timely manner so as to maintain continued operational efficiency. In some situations, having a replacement piece in place is important while in others, having the money available to make an emergency repair or to quickly replace equipment is very important.

In either event, clubs should be thinking of hardware replacement while in their budgeting process. Replacement hardware is a legitimate business expense that should not be taken for granted nor ignored.

Consider:

- Having an additional POS printer in stock that can be plugged in, ready to use.
- Having an additional POS monitor in stock, ready to be plugged in for use.
- Planning on a 4 -5 year life cycle for all computers and other peripheral equipment and budgeting for and placing money in reserve for them. In today's fast paced technology development, it's often cheaper to replace hardware than to repair it, especially with newer operating systems and software that may not run on older hardware. (The use of the equipment and severity of the environment should be considered when planning. For example, exposure to smoke, grease, spilled liquids, and power spikes/fluctuations will reduce the life of equipment.)
- Having a maintenance budget in place for newer equipment that is apt to fail and need maintenance. This would include system operating or configuration problems that may not be specific hardware failure where the cost of repair can be easily justified.

Summary: Financial planning for data processing technology is just as important, if not more important, than many of the other areas of club operations that you would not think of ignoring in your budgeting processes. Recognize the importance of technology management and plan for it.

## Index of Help Topics:

We have provided an index of the Club Data Newsletters with the topics that have been covered over the years. We encourage you to review the topics to see if there are any that might be relevant now that you might have ignored when the topics were first introduced.

See Attachment 4 for an index by month of topics covered in the Club Data Newsletters that can be reviewed on the Club Data Website.



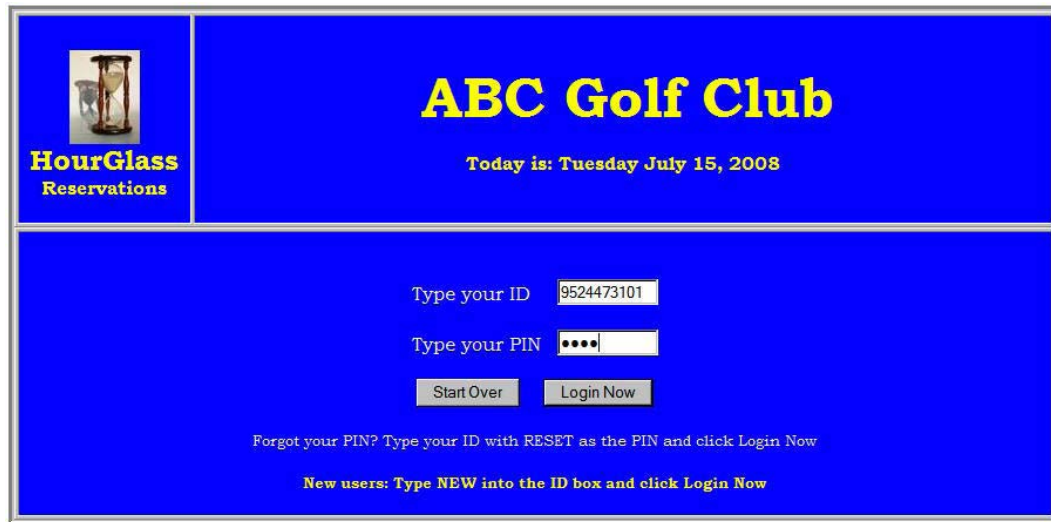
The screenshot shows the Club Data Corporation website. The header features the company logo on the left and contact information on the right: "Technical Support Web Site", "Office: 952-941-0855", and "Fax 952-941-7514". A navigation menu includes links for "Main Web Home", "Software Updates", "Documentation", "Newsletters", "FAQ", "Forms", "Links", and "FTP Info". The "Newsletters" link is highlighted with a mouse cursor. Below the menu, there are two main sections: "Newsletters in PDF - Online!" with a list of links for various months (2008-June, 2008-May, 2008-April, 2008-March, 2008-February, 2008-January, 2007-December, 2007-November), and a "Money-Saving Tip" box containing text about the cost of producing newsletters in PDF format versus printed format.

**Please share this newsletter with your colleagues.**

**Bill Hallberg**  
**Club Data Sales and Service**

## Attachment 1, HourGlass Electronic Tee Sheet

**HourGlass™** is a web based electronic tee time reservation system that provides you and your guests with an easy to use, convenient tool to manage and schedule the guest times on your course through the Internet and a web site. The system can be hosted on most any Internet web server or private intranet web server that provides support for PHP and MySQL.



The screenshot shows a web interface for 'ABC Golf Club' with a blue background. In the top left corner, there is a logo for 'HourGlass Reservations' featuring an hourglass. The main header area displays 'ABC Golf Club' in large yellow letters and 'Today is: Tuesday July 15, 2008' below it. The central part of the page contains a login form with two input fields: 'Type your ID' with the value '9524473101' and 'Type your PIN' with four dots. Below these fields are two buttons: 'Start Over' and 'Login Now'. At the bottom of the form, there is a link: 'Forgot your PIN? Type your ID with RESET as the PIN and click Login Now'. A note at the very bottom states: 'New users: Type NEW into the ID box and click Login Now'.

### Why use an electronic tee sheet like HourGlass?

There are three compelling reasons to use an electronic tee sheet:

(1) To increase customer convenience. An electronic tee sheet is available to your customers 24-hours a day, seven days a week instead of only when someone is available at the golf course to answer the telephone. Making your starting times available to your customers via the Internet puts the customers in control and makes it easier for them to play at your course. When staff members are busy on the telephone taking starting times, they can't be available for face-time with the customer. Without hundreds of starting time phone calls, employees can turn their attention to assisting and interacting with customers personally. When the staff is customer-focused and offers that warm and fuzzy, hands-on touch, a customer usually responds with increased customer loyalty which, in turn, results in increased sales.

(2) To reduce operating expenses. Operating costs can be reduced because fewer telephone calls for starting time arrangements translates into fewer employee hours worked, less payroll expense and decreased payroll taxes. When was the last time you heard a board member say, "We've got to increase our payroll expense?"

(3) It is affordable. Hourglass is sold for a one time purchase price of \$1,995. There are no per-reservation or required support fees to pay. You buy it, you own it. Support is available on a pay-as-you-go basis.

In summary, an electronic tee sheet can help increase customer satisfaction and loyalty, increase revenue and decrease expenses. It's the very definition of a win-win-win opportunity.

## Using HourGlass

Your guests log onto your web site to make their own tee reservations. From the log in screen, there are many options for your guests. Guests register themselves with the New User Screen, can change their personal information as necessary, and can manage their own reservations.

**HourGlass Reservations**

**ABC Golf Club**  
Logged in: Bill Hallberg

- View Tee Sheet
- Make a new reservation
- Change a reservation's details
- Join a reservation
- Cancel a reservation
- Move a reservation to a new time/date
- Duplicate a reservation
- Change my password
- Change my personal information
- Log Out

Today is: 07-15-2008  
Active Reservations:

Course	Date	Time	Confirmation
B	07-17	06:24	ESL5A9JFZ

[Online Help](#)

From the New Reservations Screen, your guests see the times available and make their own reservations within your guidelines. Guests receive an e-mail confirmation of their playing times. (Name visibility of other guests is a policy option.)

**HourGlass Reservations** Logged in: **Bill Hallberg**

**Today is:** July 15 2008 Reset Display

Selected display date: 07-17-2008

[Return to MENU](#)

Course	Date	Time	Player #1	Player #2	Player #3	Player #4
B	07-17	06:00	--	--	--	--
B	07-17	06:08	--	--	--	--
B	07-17	06:16	Mike Anderson	Bill H	Scott T	--
B	07-17	06:24	Bill Hallberg	Katy	Todd	Kay
B	07-17	06:32	--	--	--	--
B	07-17	06:40	--	--	--	--
B	07-17	06:48	--	--	--	--
B	07-17	06:56	Starter's Time	--	--	--
B	07-17	07:04	--	--	--	--
B	07-17	07:12	--	--	--	--
B	07-17	07:20	--	--	--	--
B	07-17	07:28	--	--	--	--
B	07-17	07:36	--	--	--	--
B	07-17	07:44	--	--	--	--
B	07-17	07:52	--	--	--	--

There are many administrative tools and configuration options to enable you to manage your business within your established guidelines and policies.

**HourGlass Admin** Online: **Bob Thompson**

**Today is:** July 15 2008 Reset Display

Selected display date: 07-17-2008

- Make a new reservation
- Change/View an existing reservation
- Cancel an existing reservation
- Move an existing reservation
- Duplicate a reservation to another time
- Change customer information/Reset PIN
  
- Create a new user
- Delete a user
- Update/Import Club Office members
  
- Check-In Menu
- Squeeze-in a single player
- Squeeze-in a starting time
- Block Out Times
- Utilities/Report Menu
  
- HourGlass Configurator
- HourGlass Generator
  
- Log Out

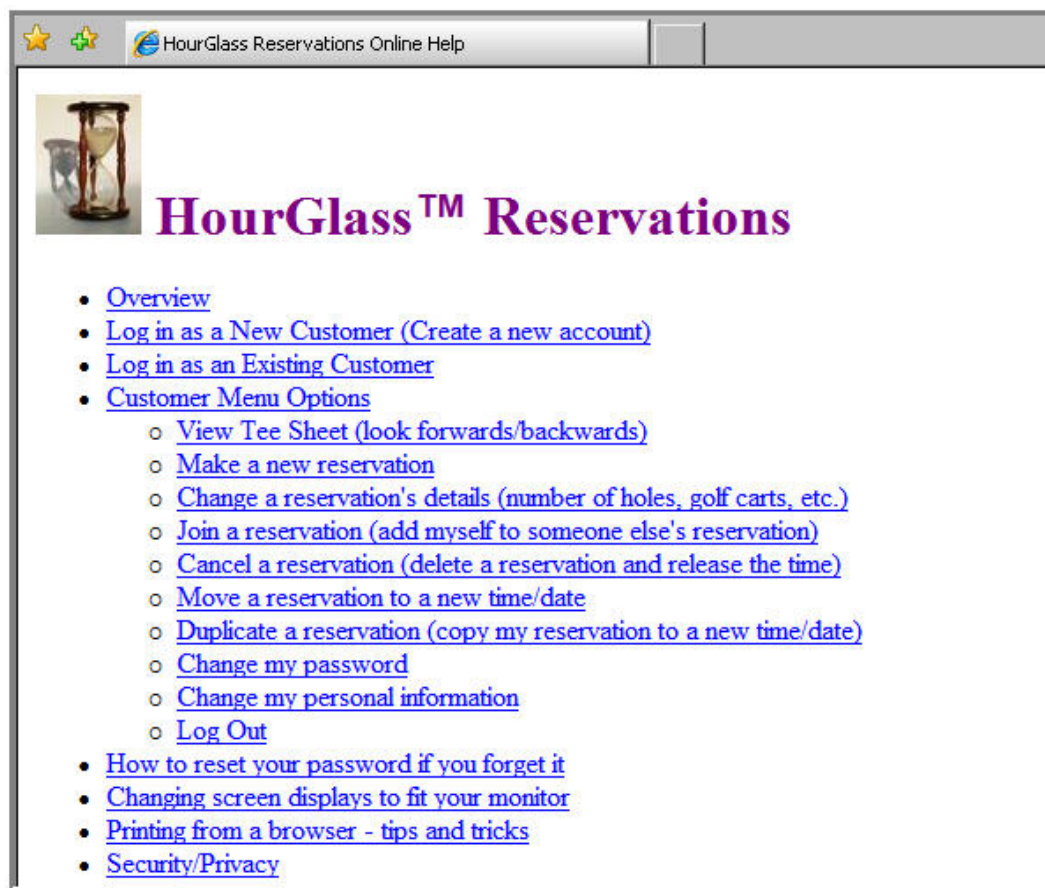
Course	Date	Time	Player #1	Player #2	Player #3	Player #4
B	07-17	06:00	--	--	--	--
B	07-17	06:08	--	--	--	--
B	07-17	06:16	Mike Anderson	Bill H	Scott T	--
B	07-17	06:24	Bill Hallberg	Katy	Todd	Kay
B	07-17	06:32	--	--	--	--
B	07-17	06:40	--	--	--	--
B	07-17	06:48	--	--	--	--
B	07-17	06:56	Starter's Time	--	--	--
B	07-17	07:04	--	--	--	--
B	07-17	07:12	--	--	--	--
B	07-17	07:20	--	--	--	--
B	07-17	07:28	--	--	--	--
B	07-17	07:36	--	--	--	--
B	07-17	07:44	--	--	--	--
B	07-17	07:52	--	--	--	--
B	07-17	08:00	Starter's Time	--	--	--

\* HourGlass is complete with a variety of reports including tee sheets, statistical reports, and a no-shows list.


\* HourGlass comes with the utilities you will need to make your administrative jobs – such as database maintenance, the creation of annual time blocks, and the blocking out of certain time periods – easier

\* HourGlass enables you to export customer data and tee time data to a spread sheet for additional processing, analysis, and graphics.

Online help enables your employees and your guests to use your system more effectively and to quickly answer their questions.



HourGlass Reservations Online Help



## HourGlass™ Reservations

- [Overview](#)
- [Log in as a New Customer \(Create a new account\)](#)
- [Log in as an Existing Customer](#)
- [Customer Menu Options](#)
  - [View Tee Sheet \(look forwards/backwards\)](#)
  - [Make a new reservation](#)
  - [Change a reservation's details \(number of holes, golf carts, etc.\)](#)
  - [Join a reservation \(add myself to someone else's reservation\)](#)
  - [Cancel a reservation \(delete a reservation and release the time\)](#)
  - [Move a reservation to a new time/date](#)
  - [Duplicate a reservation \(copy my reservation to a new time/date\)](#)
  - [Change my password](#)
  - [Change my personal information](#)
  - [Log Out](#)
- [How to reset your password if you forget it](#)
- [Changing screen displays to fit your monitor](#)
- [Printing from a browser - tips and tricks](#)
- [Security/Privacy](#)



## **Attachment 2 - Club Office Newsletter Topics**

### **Aug-06**

Software Updates - Instructions  
Updating SQLPos

### **Sep-06**

Statement Options - Samples  
Trial Balance Reports - New

### **Oct-06**

Modifying Check Printing Formats - Modifying  
Custom Report Writer Templates - Examples  
SQLPos - Table Management

### **Nov-06**

Cash Accounts Reports - New  
Calendar in Club Office  
Order your W-2's

### **Dec-06**

View POS Tickets within Club Office  
On Line Statement Viewer Module - New  
Processing Minimums - Quick Primer  
Using Totalers for Summarizing Activity into Categories

### **Jan-07**

Online Statement Viewer - Module  
Year End Processing Activities

### **Feb-07**

Statement About Vista Support  
Purging Club Office Databases  
Reorganizing the General Ledger

### **Mar-07**

Correcting A/R Entries  
Making Time Clock Entry Changes  
New SQLPos Function 81

## **Attachment 4 - Club Office Newsletter Topics**

### **Apr-07**

E-Mail for Members - Setting Up  
User Defined Fields for Members and Employees  
Backing up the Database

### **May-07**

Backing up the Database - Use of Memory Sticks  
Refreshing SQLPos Databases for Performance

### **Jun-07**

SQLPos Panel 101 - New - With Supervisory Security  
Creative Use of Special Interests  
Using Totalers for Summarizing Activity into Categories  
SQLPos Receipt Formats

### **Jul-07**

Inventory Audit Report - New  
Custom G/L Report Writer Template - New  
Payroll - Vacation and Sick Time Accumulation  
Hiding SSAN Numbers on Payroll Checks

### **Aug-07**

Cash Analysis Report - New  
Quick Books Interface - New Module

### **Sep-07**

No newsletter sent

### **Oct-07**

Purge in Inventory  
New Backup Routine, Include Date and Time in File Name  
Employee YTD Payroll Information  
Member Aging Report Changes  
Custom G/L Report Writer Template - Natural Sign - New  
Event Manager - New Module  
Instructions for Software Updates

## **Attachment 4 - Club Office Newsletter Topics**

### **Nov-07**

Memo Mail Capability

A/R Report Generator Report, Balances >31 Days - New

### **Dec-07**

Preparation for Year End Processing

Year End Processing Activities

### **Jan-08**

Year End Processing Activities

Member Sub-Account Charging Changes

Documentation - Updated

Member Visit Report - New

Employee Returns Report - New

Price Labels - Change

Member Fixed Charges Report - Change

Tender Report by Date Range - Change

Restructure General Ledger Utility

Memo Mail Capability

### **Feb-08**

A/P Checks by G/L Period Report - New

Statement Consolidation - Sub Account Charging

New Features - Event Manager

### **Mar-08**

Report of User Defined Fields - New

Inventory Movement Report - New

SQLPos Pre Authorization - New Capabilities

Prize Money and Credit Book Balances on Statements -  
New Capability

### **Apr-08**

SQLPos Enhancements - Happy Hour Pricing, Inventory  
Department Lookup Change, Inventory Cost Visibility  
Option

Backup Strategies

## **Attachment 4 - Club Office Newsletter Topics**

### **May-08**

G/L Report Template - New Summary Template

Tip of the Month - Procedures and Checklists

New Module Introduction - Tee Sheet

Using Club Data's FTP Site

### **Jun-08**

Auto Debit Processing - Additional Capability

Tip of the Month - Printing Within Club Office - Print to file

### **Jul-08**

Tip of the Month - Changing Sales Tax Rates

White Paper - Point of Sale Theft

Auto Debit Processing - Additional Capability

Index of Help Topics

### **Aug-08**

Data Retention - Purging

Budgeting and planning for hardware

Information on HourGlass