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

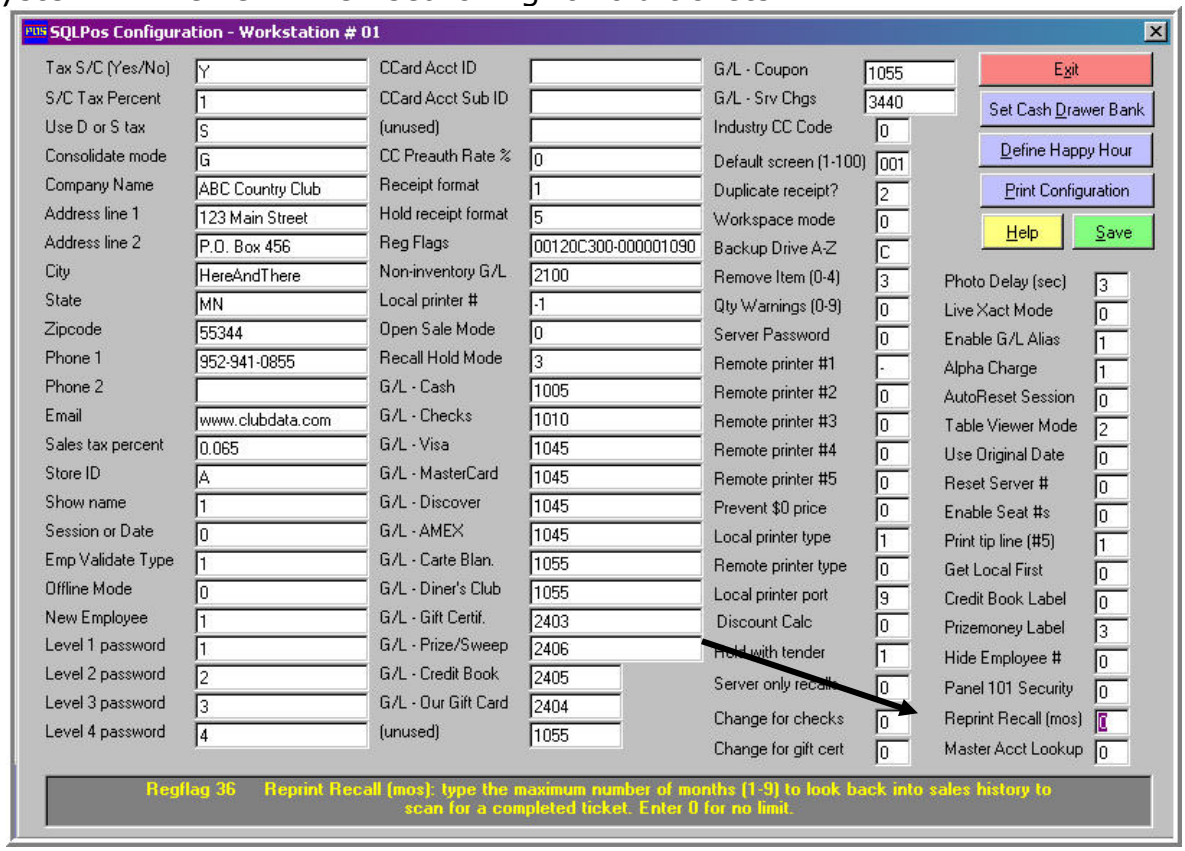
Retaining information in your active database should be based upon the need to refer back without keeping information that has little or no future value. Purging your data base reduces the time and size of your backups as well as improving the response of reports and inquiries.

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.



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.

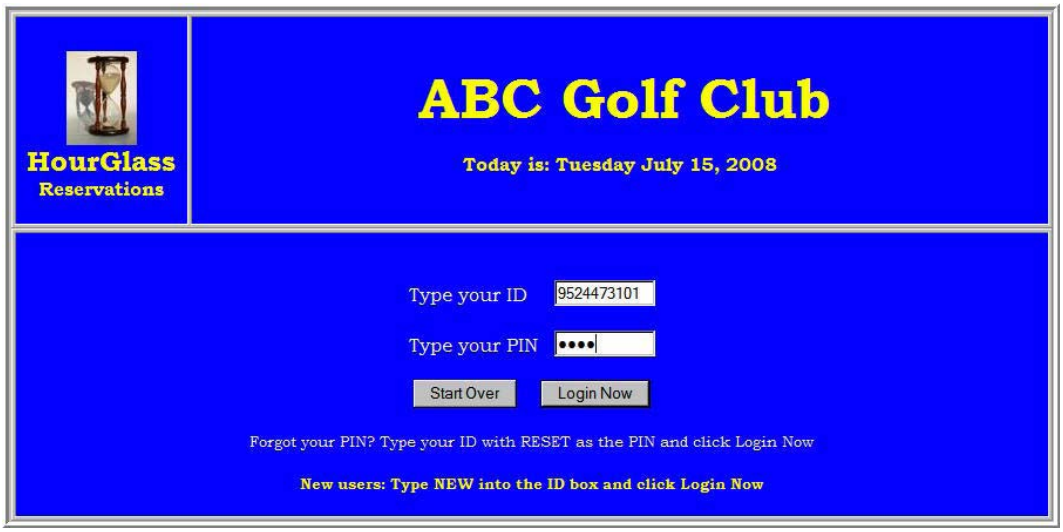
See Attachment 4 for an index by month of topics covered in the Club Data Newsletters that can be reviewed on the Club Data Website.

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.



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.

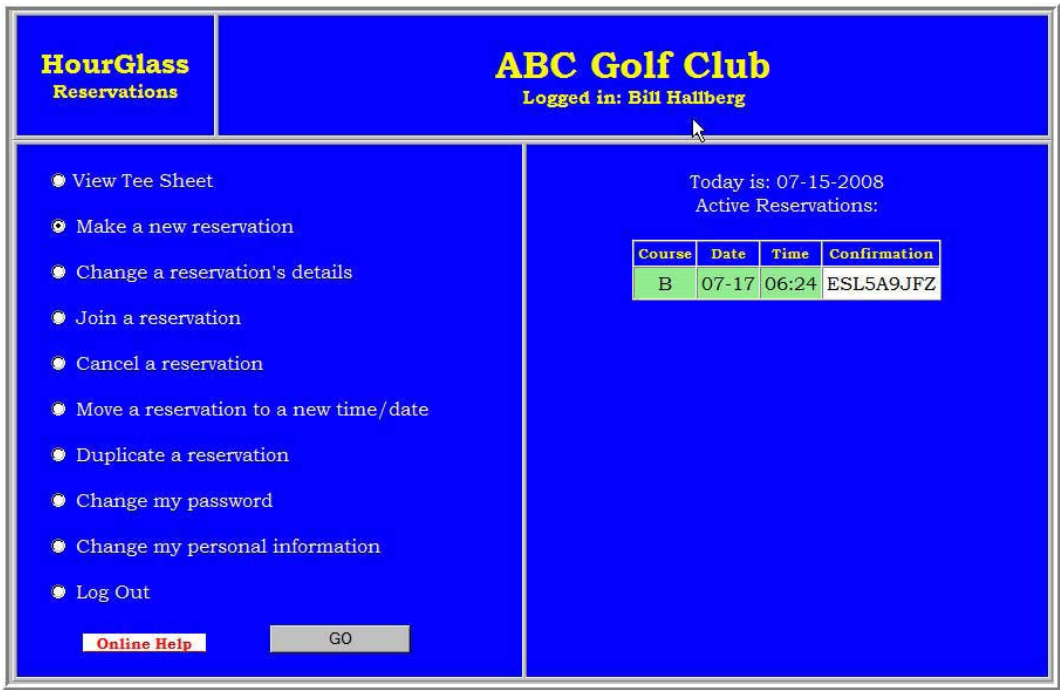
(2) To reduce operating expenses. Operating costs can be reduced because fewer telephone calls for starting time arrangements translates into fewer employee hours worked, less payroll expense and decreased payroll taxes. When was the last time you heard a board member say, "We've got to increase our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

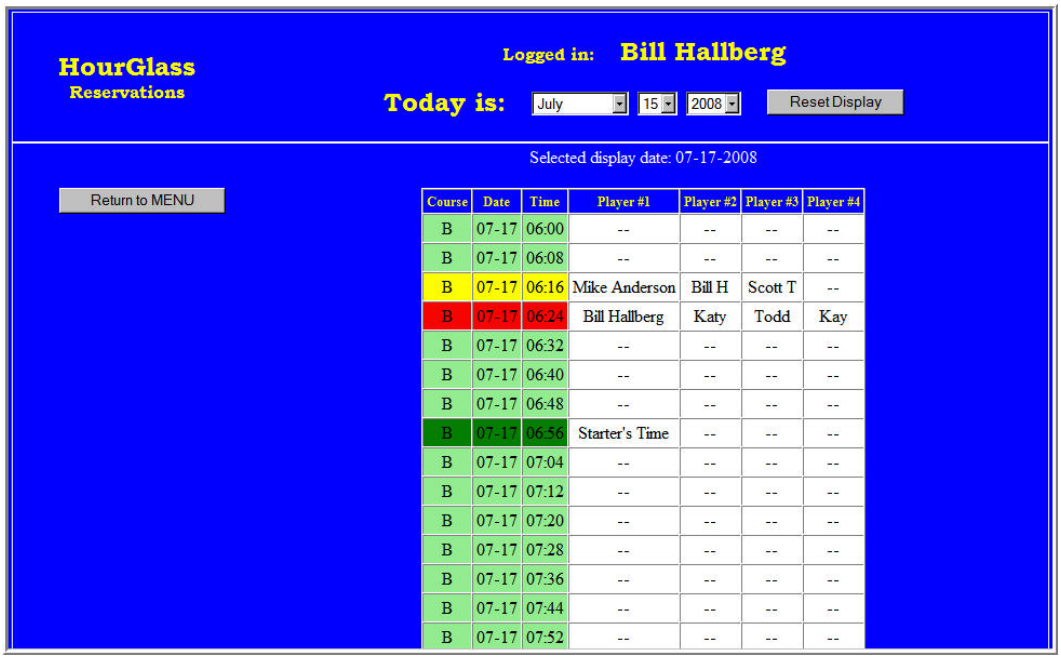
In summary, an electronic tee sheet can help increase customer satisfaction and loyalty, increase revenue and decrease expenses. It's the very definition of a win-win-win opportunity.

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.

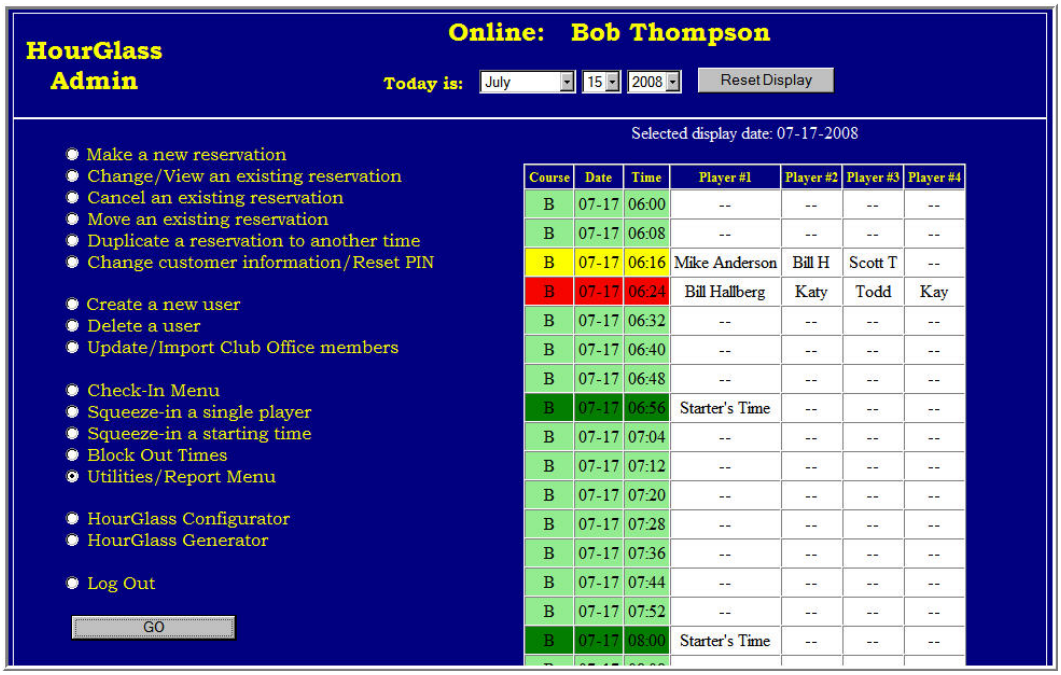


From the New Reservations Screen, your guests see the times available and make their own reservations within your guidelines.
Guests receive an e-mail confirmation of their playing times. (Name visibility of other guests is a policy option.)



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.



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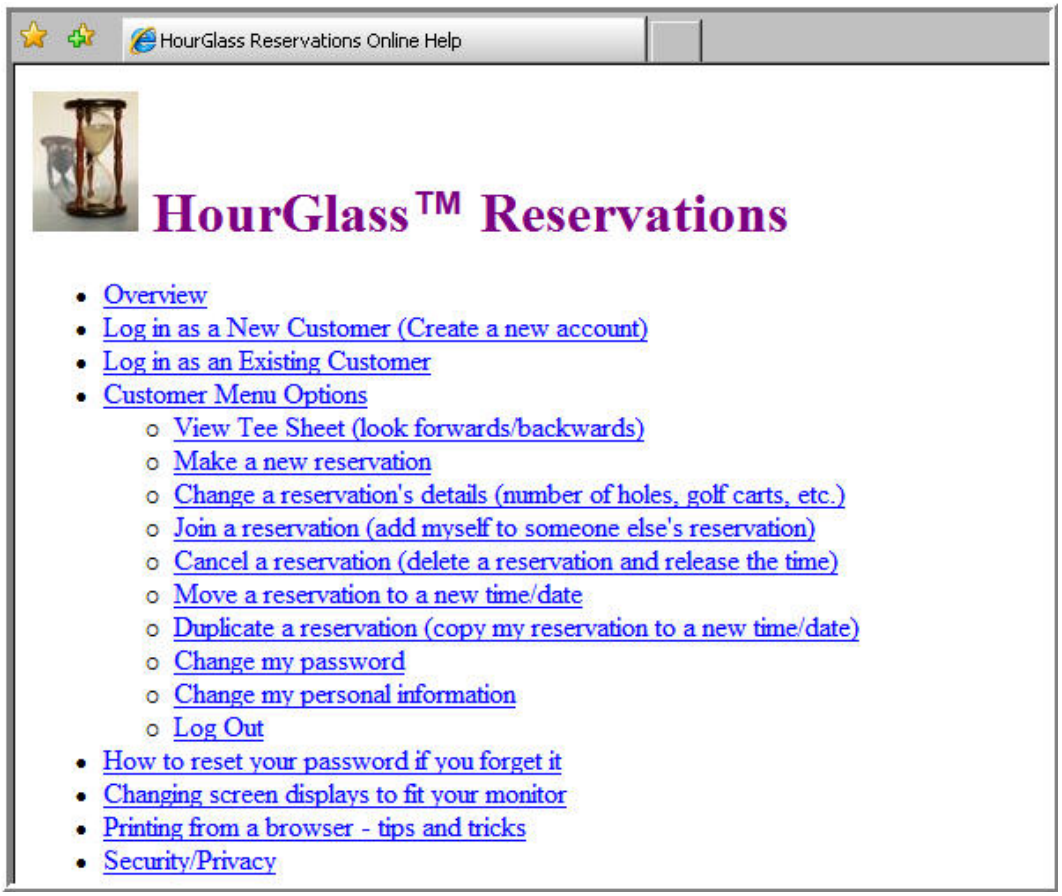
B	07-17	07:52	--	--	--	--
B	07-17	08:00	Starter's Time	--	--	--

* 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.



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