



# 1-Minute Newsletter – June 2016

This is another installation of our 1-Minute Newsletter – we hope you find it helpful!

## ★ Special Interests – Untapped Potential

If you're not using the special interest system to categorize and track your members, you're missing out on opportunities to take your member services business to the next level. Do you know how many members are left-handed? If you had a special interest defined as such, you can generate promotions such as a "Port-Side Classic" golf or other event for left-handers only. It's another way to make a sub-group of members feel special, and they'll want to come out to the club and participate, which means they'll be happy to part with a few more dollars for the event and the obvious food and drink that follows it.

Or maybe you have a group of gardening enthusiasts in your midst but don't know it – have your grounds superintendent host a mid-morning event and talk about plantings or lawn care or fall preparations and have a Q&A while guests enjoy a festive brunch... Then be sure to track who the attendees

were with the "Gardening" special interest so you can do follow-up promotions for future programs. Once they're identified in this way, you might run a sales query report on the "Gardening" special interest group and discover an interest in wine sales... and you create a "Wine & Cheese Garden Party" for them outdoors by your flowerbeds – for a small fee, of course...

The list of possible activities is endless and by identifying and tracking these sub-groups you can help your customers get more value from their memberships – and in the process, they'll spend more; having a membership in the club will become a coveted item in the community... dues revenue rises along with the demand... You get the idea... It's all about *adding value*. And in the process, it can increase cash flow, and when is that ever a bad thing?

## ★ The AutoGenerator!

Did you know that Club Office has a nifty module that's specifically designed for billing banquets and flat-fee kinds of activities such as the "4<sup>th</sup> of July Event" or the "Labor Day Barbecue?" Typically you might have your members call the office to sign up for such events and you bill them after you've taken attendance at the event, and everybody is charged the same, flat fee which might include components of food, beverage, entertainment and prizes.

Keying 150 identical manual tickets is kind of a daunting task when each ticket is broken out into 4 or 5 G/L sales accounts – that's 750 tickets to create!

Gee, wouldn't it be nice if you could just punch in the member numbers and hit a button or two and have the system do all the work for you? Well, that's what AutoGenerate Chits does – it's a button along the top of the Key Chits module.

On the left side of the screen you'll enter the 4 or 5 G/L accounts and related values broken out from the flat fee, and on the right side you'll enter the member numbers that attended the event. Click on the Generate Chits button and in moments, the task is done – the tickets are in the A/R workspace waiting to be validated and accepted. And you've just saved several hours of work.

## ★ "DANGER, WILL ROBINSON!!!"

Are you the kind of computer user that likes to have a gazillion applications open all the time so you don't have to take the time to open one when you need it? And do you do the same with Club Office, possibly keeping membership, payroll, general ledger and accounts payable open as well?

When you use Microsoft Word, Excel and Outlook together everything seems to work fine, right? That's because they use different workspaces and documents. The difference is that when you have multiple Club Office modules open on the same computer, *they're all trying to use the SAME workspaces and databases* – and things can get very dicey and unpredictable.

So you ask, "Isn't the software multi-user capable?" Answer: yes, it is, but that term applies to *DIFFERENT*

users, not to multiple instances of *the same* user. When you have multiple Club Office modules open on your PC, the software can't differentiate between multiple users because, well, there is no "multi" here – YOU'RE IT!

So, what can happen? It's impossible to tell – it's just not a predictable situation. But in any event, the software is not designed to work that way even though Windows "allows" you to do it. This is the crux of the "can you do it" vs. "should you do it" issue, and in this case, *you should not*.

**Bottom line:** When using Club Office, use one primary module at a time and when you're done with that module, close it and return to the main pyramid menu before opening a different module.



## Microsoft Auto-Upgrade to Windows 10

The tell-tale clue that your Windows 7 computer is about to go into a Windows 10 upgrade is the tiny set of four window-panes in the system tray (lower right corner of your screen), highlighted with a red circle in this picture. Click on it and you'll get a display that tells you when that upgrade is scheduled to occur. You have the option to reschedule it!

The upgrade will, more-or-less, take your computer out of action for the better part of an entire morning – you won't be able to use it at all. The good news is that if you decide to upgrade anyway but then discover you don't like it, Windows 10 provides an option to "Go back to Windows 7" in the Update & Security settings area. **However, this go back option is only good for 30 days!**

Is Windows 10 bad? No, but it is different and some things will likely need to be reset or possibly reinstalled after the upgrade. And while we haven't heard of anyone losing any data because of the upgrade, it's better to be safe than sorry. Make a full backup of your important data before the upgrade happens. If later you decide to revert to Windows 7, make another backup of your critical data files just in case something unexpected happens during the roll-back.

But the real point here is to be alert and take control of your upgrade options and do them on YOUR schedule, not necessarily on Microsoft's schedule!

