

THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

April 2004
Volume 9, Issue 2

ON THE TEE:

Improving Web Reservations

On-Screen Weather Center

Profile: Chalet Hills Golf Club

New EZLinks Members

Software Tip: Squeeze Times

Chip-Shots:

- EZLinks participated in the **Dallas Golf Expo** in March, promoting member courses regionally and nationally.
- **Pat Mirjahangir** joins the EZLinks Point-Of-Sale team
- **Ellsworth Meadows** (OH) to install EZLinks Tee Time Network and Point-Of-Sale.
- For **previous newsletters**, visit www.ezlinks.com. Click on Corporate/News.



401 South LaSalle St. #500
Chicago, Illinois 60605
Phone: 888.88.LINKS
Fax: 312.913.6970
Email: info@ezlinks.com
Web: www.ezlinks.com
Technical Support: 888.99.LINKS
Software Support: 888.77.LINKS

WEB SITE RESERVATIONS—AN EASY WAY TO FIND MORE DOLLARS!


In 2002, EZLinks member golf courses saw more than \$6,700,000 in tee times booked through their individual web sites. In 2003, this total exceeded \$9,600,000. The question is no longer "Will golfers book tee times online?", but instead, "Is my web site allowing golfers to book tee times online?"

As an EZLinks member, the tools are in place for you to take advantage of this growing source of demand. With the customized EZLinks reservation engine, tee time policies can be enforced and various greens fee schedules can be applied. Any number of golfer categories (Members vs. Non-Members, Resident vs. Non-Resident) can be built, with their unique access rights pre-programmed. In other words, your course's level of success with online tee times now lies with you.

...your success lies with you...

Using the same drill we introduced in the October 2002 newsletter, go to your web site, look at it closely, and test the following:

1. Is a link for TEE TIMES easy to find on your home page? Remember, tee times are probably your primary source of revenue. Make sure this option is one of the first things that golfers see when they visit your web site.
2. When you click the TEE TIMES link, does it work correctly? At the very least, it



should go to your EZLinks reservation screen. Ideally, it would first go to a page that explains your course's tee time policies, which golfers would read before continuing with their reservation. For an example of this recommended screen in action, click the "Tee Times" link at this site: www.oldorchardcc.com.

3. Are you actively promoting the capability for golfers to book online tee times at your web site? Anywhere that you advertise your tee time phone number (printed collateral, TV commercials, scorecards, newspaper coupons, cart signs, etc.), you should also push online reservations and your web address.

You probably paid to have your web site built. It represents your business on the World Wide Web. It would be a mistake to now neglect it or underestimate the potential revenue it can generate for you. Remember, \$9,600,000 in tee times were reserved at EZLinks course web sites in 2003. Be sure you get your piece of the pie in 2004.

For personal assistance, or if you are looking for ideas on ways to improve your online tee time reservation performance, contact your EZLinks Account Manager, or email info@ezlinks.com. For webmaster tips on how to setup your tee time hotlink, visit www.ezlinks.com/websetup.htm

COMING SOON: ON-SCREEN WEATHER

In the next Tee Time Network software update, EZLinks will be displaying the course weather conditions. This will be displayed on current and future dates, providing a useful way for course managers to monitor the forecast alongside their tee sheet utilization. This will also be a big benefit to reservation agents working in remote call centers on a golf course's behalf.

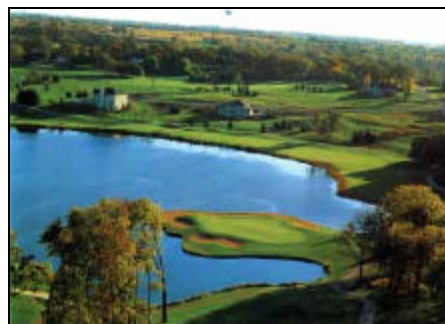
Course Weather	
Conditions: Fair	
Temp: 70° F	Feels Like: 70° F 
Humidity: 61%	UV Index: Moderate
Wind Speed: 3 mph	Direction: SE
Sunrise: 6:19 AM	Sunset: 6:44 PM

EZLINKS MEMBERS (partial list)

- Arizona National Golf Club
- Bear's Best - Atlanta & Las Vegas
- Bridlewood Golf Club
- Cabo del Sol Resort
- Camelback Resort
- Carmel Valley Ranch
- Canoa Ranch
- Centennial Golf Club
- Chalet Hills
- Charlotte Golf Links
- Dacotah Ridge
- Eagle Glen Golf Course
- Eagle Ridge Inn & Resort
- EagleSticks
- El Conquistador Resort
- El Dorado Golf Club
- Grand Traverse Resort and Spa
- Glade Springs Resort
- Gulf Harbour Golf & Country Club
- Harbor Links
- Hawk's Landing
- Hiddenbrooke Golf Club
- Horseshoe Bay
- Indian Wells Resort
- Kaanapali Resort
- Legend Trail Golf Club
- Lyman Orchards Golf Club
- Maderas Country Club
- Marriott's Desert Springs Resort
- Marriott's Shadow Ridge
- McCormick Woods
- Mirage City Golf Club
- Monarch Beach
- Naples Grande
- Pasatiempo Golf Club
- PGA West / LaQuinta Resort
- Pinehills Golf Club
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Club
- Raptor Bay
- Ritz-Carlton Golf Club at Orlando
- Reunion Golf Club
- Robert Trent Jones Golf Trail
- Royal St. Kitts Golf Club
- Siena Golf Club
- St. Marlo CC
- Stone Mountain
- Sunol Valley
- Superior National GC
- The Oaks at Tan-Tar-A Resort
- The Audubon Golf Trail
- The Bear Trace—Tennessee
- The Bog
- The Georgian Resort
- The Golf Club at Branson Creek
- The Golf Club at Castle Hills
- The Golf Club at Desert Mountain
- The Legacy Golf Club
- The Montgomerie Dubai
- The Nick Faldo Golf Institute
- The Ocean Club at Atlantis Resort
- The Revere at Anthem
- The Ridge at Castle Pines North
- The Tradition at Royal New Kent
- Tiburon Golf Club
- Toftrees Resort
- Tour 18—Dallas & Houston
- TPC at Snoqualmie Ridge
- Troon North Golf Club
- University Ridge
- Westfields Golf Club
- Westin Innisbrook Resort
- Westin La Cantera Resort
- Westin Mission Hills Resort
- Westin Savannah Harbor Resort
- Wildfire Golf Club
- Wintonbury Hills

PROFILE: CHALET HILLS GOLF CLUB

One of the top users of EZLinks software and services is Chalet Hills Golf Club, an upscale daily fee facility in the northwest Chicago suburbs (www.chaletgolf.com). Chalet Hills originally joined EZLinks in 1998, and the relationship grows stronger every year.



EZLinks has proven itself to the golf shop managers over the years through strong performance. "Their staff at the call center is very professional, and gets all necessary information when reserving tee times, including email addresses—which have been beneficial to our marketing programs", says Tim Govern, Head Golf Professional. "The call center has also saved us labor dollars in our golf shop."



skeptical about trading tee times for their service, but it really brings more people out to the course during times when we might not have play", said Tim. Also, by transitioning to this payment program, he was able to install the integrated EZLinks Point-Of-Sale software at no additional cost.

A key focus for Chalet Hills in 2003 was to decrease their costs, while increasing rounds. The Tee Time Exchange program's "Value Plan" was introduced to Tim, and the results have been positive. "At first, I was

A long, prosperous relationship is the goal EZLinks has for every golf course. Tim sums it up best when he says, "As competitive as the golf business has become, EZLinks gives you an edge over similar facilities. Their services are unique, and they are more of a partner than just a software company".

NEW MEMBERS

Avon Field GC—Cincinnati	Gleneagles GC—Cleveland	Princeville Resort—Hawaii
California GC—Cincinnati	Glenview GC—Cincinnati	Reeves GC—Cincinnati
Corte Bella—Phoenix	Neumann GC—Cincinnati	The Pines GC at Marana—Tucson
Dunham GC—Cincinnati	Old Greenwood GC—Lake Tahoe	The Ponds at Battle Creek—Minnesota
Ellsworth Meadows—Cleveland	Poplar Creek GC—Chicago	Woodland GC—Cincinnati



EZLinks Software Tip

...Squeezing Tee Times

A useful feature often overlooked is the ability to insert a group as a "Squeeze Time" on the EZLinks tee sheet. To do this, simply right-click between the two tee times where you want to insert the group (i.e. between 9:12 and 9:30), and select "Squeeze" from the menu. Complete the reservation as usual.



Once finished, you will see your squeeze time appear on the tee sheet, with the new time shown in a teal color for visual reference. If the group decides not to play, cancel the tee time as usual and the squeezed time slots will disappear.

This feature also has the option to be password protected. Contact your EZLinks Account Manager, or EZLinks Client Services at clientservices@ezlinks.com or 1-888-77-LINKS for assistance with using the Squeeze command.

