

# THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

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Volume 8, Issue 3

## ON THE TEE:

*The Value Plan*

*Web Reservation Leaders*

*Meet Mark Oury*

*New EZLinks Members*

*Independent Golf Web Sites*

*Software Tip: Local Printing*

## Chip-Shots:

- For the first half of 2003, there were **633,202 rounds** of golf played that were booked by EZLinks Reservation Center agents!
- **EZLinks in Mexico**—EZLinks signs agreements with Cabo Real GC and El Dorado in Cabo San Lucas.
- **EZLinks installs Point-Of-Sale** software at Chalet Hills GC (IL), Puakea GC (HI), The Meadows (MN), Tri-Mountain (WA), The City of Fargo (ND), and The City of Everett (WA).



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## EZLINKS NOW OFFERING A THIRD TEE TIME EXCHANGE OPTION!

EZLinks is now allowing golf courses under current contracts to transition to an alternative payment option. Known as "The Value Plan", this variation of the tee time exchange program works as follows:

### The Golf Course gets:

- ? EZLinks monthly service and licensing
- ? All after-hours phone calls answered
- ? All phone calls answered when the golf shop phone is busy or goes unanswered after a certain number of rings.
- ? Unlimited online tee time transactions through the golf course's web site.
- ? Point-Of-Sale software (optional)

### In return, EZLinks receives:

- ? Two foursomes per day Mon. to Fri.
- ? One foursome per day Sat. and Sun.

### flexibility...without sacrifice

"About 70% of the courses that install EZLinks now select this new option", said Andy Weeks, EZLinks' Chief Executive Officer. "It provides a golf course manager with the necessary tools to make sure all of their tee time demand is captured in a very cost effective format."

The Full Plan, in which the golf course has

all tee time phone calls answered by the EZLinks Reservation Center, is still available to those facilities looking to reduce staffing levels and eliminate the daily burden of call management. For that service, the barter rate is two foursomes per day, seven days a week.

### ...a lot of positive feedback...

The third format, The Basic Plan, is for one foursome every day, and simply covers the monthly service and licensing costs.

"We encourage golf course managers under current contracts to take a look at the new exchange option", said Weeks. "It works well for us, and we've received a lot of positive feedback from those managers who have selected it."

With The Value Plan, golf shop managers should make sure they have enough staff available to book incoming tee time calls during business hours. However, in the event the course is closed or there is a staffing shortage on a given day, the EZLinks 24-hour Reservation Center can still be utilized to insure that customer service levels are maintained.

To discuss this tee time exchange alternative, contact your EZLinks account manager or sales representative.

## MID-SEASON WEB RESULTS

Congratulations to the facilities with the most tee times booked through their web sites during the first half of 2003! Through on-site promotion and email marketing, these businesses have stepped forward in the golf industry as online leaders.

### Golf Facilities

1. Pinehills Golf Club (MA)
2. Centennial GC (NY)
3. Sunol Valley GC (CA)
4. Cypresswood GC (TX)
5. Harbor Links GC (NY)
6. Presidio GC (CA)
7. Las Vegas Paiute GC (NV)
8. Lyman Orchards GC (CT)
9. Eisenhower CC (MD)
10. Silo Ridge GC (NY)

### Multi-Facility Clients

1. Robert Trent Jones Trail (AL)
2. Forest Preserve Golf (IL)
3. PGA West / La Quinta (CA)



**EZLINKS MEMBERS** (partial list)

- 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
- Champions Club at Summerfield
- Charlotte Golf Links
- Dacotah Ridge
- Eagle Glen Golf Course
- Eagle Ridge Inn & Resort
- EagleSticks
- El Conquistador Resort
- Emerald Pointe
- Fish Creek Golf Club
- Grand Traverse Resort and Spa
- Gulf Harbour Golf & Country Club
- Harbor Links
- Hawk's Landing
- Hiddenbrooke Golf Club
- Indian Wells 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
- Omni Tucson National
- Pasatiempo Golf Club
- PGA West / LaQuinta Resort
- Pine Barrens
- Pine Hill Golf Club
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Club
- Raptor Bay
- Ritz Carlton Golf Club at Orlando
- Reunion Golf Club
- Siena Golf Club
- St. Marlo CC
- Starr Pass
- Stone Mountain
- Sunol Valley
- Superstition Mountain
- Tahquitz Creek Resort
- 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 Robert Trent Jones Golf Trail
- The Tradition at Royal New Kent
- Tiburon Golf Club
- Toftrees Resort
- Tour 18—Dallas & Houston
- 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

**EZLINKS STAFF PROFILE: MARK OURY**

EZLinks recently appointed its newest account manager; Mark Oury. Mark comes to EZLinks from Marriott's Desert Springs Resort, in Palm Desert, California, where he worked for the past five years as the tee time manager and tournament coordinator. Previously he was at Riverside Golf & Country Club in Oregon.



Moving from the desert to The Windy City was a big decision for Mark, especially since he didn't know anyone in the area. "But the moment I walked in the front door at EZLinks I felt like it was home to me," Mark said. "I haven't really left the golf profession. I have just started a different role in the business, where I can help golf course managers strengthen their operation using our products and services."

Mark's hobbies include golf, fishing, and football. He is a fan of the Seattle Seahawks, Seattle Mariners, and Portland Trailblazers, but with his new home a block away from Wrigley Field, he's now on the Chicago Cubs bandwagon, hoping for that long-overdue World Series.

**NEW MEMBERS**

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- Coyote Moon—*Tahoe Area*
- Edgewood GC—*N. Dakota*
- Lake Windsor GC—*Wisconsin*
- Las Campanas—*New Mexico*
- Legion Memorial GC—*Washington*
- Rancho Manana GC—*Arizona*
- Ritz Carlton Golf Club—*Orlando*
- Rose Creek GC—*N. Dakota*
- St. Cloud GC—*Orlando*
- Superstition Mountain—*Arizona*
- The Meadows GC—*Minnesota*
- The Sagamore Club—*Indiana*
- Traditions at Chevy Chase—*Chicago*
- Twin Bridges GC—*Alabama*
- Walter Hall GC—*Washington*

**EZLINKS TARGETS WEB COMMUNITIES!**



Where do golfers go when it is too dark to play and the grill room is closed? Many of them get on their computers and visit golf community web pages. Its worth taking a look at several of these sites, to learn what golfers are saying, which courses they like, what equipment they are looking for, etc.

the Internet, the guy standing at your golf shop counter now has a way to tell other golfers about his experience. For better or worse, anyone can be a reporter!

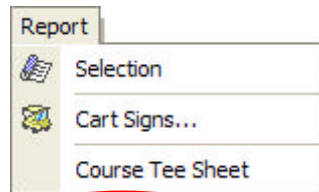
Two sites with a large viewership are [www.freegolfinfo.com](http://www.freegolfinfo.com) and [www.hamegg.com](http://www.hamegg.com). Both provide a variety of content and an open forum for interaction. Remember, thanks to

EZLinks views these web sites as a good way to locate new business, and works closely with the site managers in hopes that their readers will click a banner link, visit EZLinks.com, and ultimately book a tee time at your course. Every potential golfer is valuable to you!



**EZLinks Software Tip**  
**...Local Tee Sheet Printing**

Your EZLinks system can now print tee sheet reports without needing to request them from the EZLinks central network. Simply click the REPORT menu, and choose



"Course Tee Sheet". All the various design layouts have not yet been implemented, but this still gives you a tee sheet which can be previewed, saved to a file, printed, etc. In an emergency situation, your shop staff should use this to generate a tee sheet report. **Please make sure they are aware of it!** It often eliminates the need for calling Technical Support.



**Old Newsletters**

For previous newsletters go to [www.ezlinks.com](http://www.ezlinks.com), and click the menu for Corporate/News.

If you wish to have any sent to you via email, contact EZLinks at [newsletter@ezlinks.com](mailto:newsletter@ezlinks.com) or call 1.888.88.LINKS.