

# THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners



## ON THE TEE:

Promoting EZLinks Courses

Timeshares & Tee Times

Who is 'Brownie'?

Louisiana Goes Golfing

Software Tip: Databases!

ezlinks.com Gets A Facelift

## Chip-Ins:

- **Bear's Best**, a unique new ClubCorp facility in Las Vegas, selects EZLinks: [www.bearsbest.com](http://www.bearsbest.com)
- **Fox Lake CC** in Chicago suburbs chooses EZLinks for tee sheet management, online tee times, call center service, and website design.
- EZLinks to attend PGA Show in Orlando. **Booth #8940**. Stop by and visit!
- EZLinks welcomes aboard its newest account manager, **Sharon Fleming**.



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## EZLINKS PRESENCE TO GROW STRONGER IN 2002

In the competitive arena of golf, every course operator can use a little assistance to help increase the bottom line. There are so many factors to fight against now, such as competition from other local courses and the slide in the nation's economy. Marketing budgets are tight, and most courses are not hitting their projections. Going into the 2002 season, EZLinks is positioning itself to lend a hand to its member courses in order to help relieve the strain.

### *This model has worked well...*

"There are a number of ways we can help promote our courses in regions where we have a concentration. By marketing ezlinks.com and our toll-free tee time hotlines to the public, we can capture the attention of golfers and get them playing our member courses", said Andrew Weeks, EZLinks Chief Executive Officer. "This model has worked well in several markets. By combining a proven approach with our lineup of products and services, we plan to drive more rounds of golf to our member courses."

In Chicago, EZLinks participated in two large consumer golf shows. The focus was on gathering email addresses from golfers, and distributing cards with regional tee time resource information. Using these email addresses, EZLinks is able to easily and frequently promote its member courses to known golfers. Remarked Dale Balvin, Facility Manager at Eagle Ridge

Resort, "It is nice to see that our vendor is helping drive more rounds to us, and assisting us in marketing our facility to the public".



EZLinks also recently ventured into the world of television, running commercials on a popular Chicago golf show for sixteen weeks which promoted the member courses by name. Radio ads and full-color print ads have also increased the public's awareness of ezlinks.com and the tee time hotline, boosting the likelihood of golf rounds being booked at the participating courses in the Chicago area.

Initial steps in other regions include print ads and consumer shows in Atlanta, print ads and a golf guide publication in Texas, and an assortment of marketing in California, Florida, Arizona, Minneapolis, and Las Vegas.

### *EZLinks is stepping forward...*

"During the second half of 2001 we have been focused on identifying the best ways to help our courses in each specific region, since each area requires a different strategy", said Jeff Wright, EZLinks Marketing Manager. "The 2002 Season will see a dramatic upswing in regional awareness as we continue putting our plan into motion. Many companies claim to be a golf course's partner, but EZLinks is stepping forward and making it a reality. We can only be successful if our golf courses are successful."

## EZLINKS INKS AGREEMENT WITH RCI

On October 24, Resort Condominiums International selected EZLinks as their provider for golf reservations for their membership. RCI is the world's premier time-share services provider for resorts and owners. Seven out of every ten resorts worldwide has an affiliation with RCI.

At the RCI website ([www.rci.com](http://www.rci.com)), over **2.8 million RCI members** will be presented with the opportunity to book online tee times at EZLinks member courses. EZLinks

CEO Andy Weeks says, "This is great news for golf courses in resort and vacation regions. We hope to reach these members and increase the number of golf reservations at EZLinks courses."

Says Peter Giamalva, Executive VP, Chief Marketing Officer of RCI, "EZLinks is able to provide a great value-added service to our website. We hope it results in our members booking their tee times while they are online preparing for their vacations."



**EZLINKS MEMBERS** (partial list)

- Battleground at Deer Park
- Bear's Best - Las Vegas
- Branson Creek
- Cabo del Sol Resort
- Camelback Resort
- Carmel Valley Ranch
- Centennial Golf Club
- Chalet Hills
- Champions Club at Summerfield
- Charlotte Golf Links
- Desert Inn Golf Club
- Desert Springs
- Eagle Glen Golf Course
- Eagle Ridge Resort
- Eaglesticks
- El Conquistador Resort
- Emerald Pointe
- Grand Geneva Resort and Spa
- Grand Traverse Resort and Spa
- Gulf Harbour Golf & Country Club
- Harbor Links
- Hawk's Landing
- Hiddenbrooke Golf Club
- Indian Wells Resort
- International Golf Club
- Ko'Olina
- LaQuinta Resort
- Legend Trail
- Lincolnshire Resort
- Long Island National
- Lost Oaks of Innisbrook
- Lyman Orchards Golf Club
- Maderas Country Club
- McCormick Woods
- Mesquite Golf & Country Club
- Mississippi National GC
- Monarch Beach
- New Jersey National
- Oakhurst CC
- Pelican Sound
- PGA West
- Pine Barrens
- Pine Hill Golf Club
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Club
- Rancho Las Palmas Resort
- Shadow Ridge
- Siena Golf Club
- Sierra Nevada Golf Ranch
- Starr Pass
- Stone Mountain
- Stonehenge Golf Club
- Sunol Valley
- Tahquitz Creek Resort
- Tan-Tar-A Resort
- The Bog
- The Georgian Resort
- The Golf Club Castle Hills
- The Golf Club at Desert Mountain
- The Golf Club at Mansion Ridge
- The Legacy Golf Club
- The Nick Faldo Golf Institute
- The Ocean Club at Atlantis Resort
- The Ridge at Castle Pines North
- The Tradition
- Tiburon Golf Club
- Toftrees Resort
- Torreon Golf Club
- Tour 18- Houston & Dallas
- Troon North Golf Club
- Westfields Golf Club
- Westin Innisbrook Resort
- Westin La Paloma CC
- Westin LaCantera
- Westin Mission Hills Resort
- Wildfire Golf Club

## EZLINKS PROFILE: MEET MIKE BROWN

If your facility has been with EZLinks long enough, then you've probably spoken with Mike Brown at some point.

Affectionately known to everyone as "Brownie", Mike has been with EZLinks since early 1998. He graduated from the Ferris State University Professional Golf Management Program in 1993, and earned PGA Member status in 1997. His management experience includes positions at The Broadmoor Golf Resort, The Country Club of Colorado, The Chardonay Club, Pine Tree Golf Club and Ruth Lake Country Club.

Mike began his career at EZLinks as an Account Manager, working with golf facility operators on a daily basis, helping them to properly utilize



**Brownie, with son Jake**

integration, Brownie is the person you need to speak to!

"Working at EZLinks has been an amazing experience for me", says Mike. "Every day is a new challenge, and to see EZLinks' growth over the past few years has been a thrill. Our future looks very promising, and I feel truly fortunate to be part of such a dedicated and professional team."

Despite his busy workload and demanding travel schedule, Mike still finds time to relax with his wife Kristin and their two sons, Jacob (age 2) and Daniel (1). He plays to a three handicap, enjoys outdoor sports, and excels at home remodeling. Mike can be reached at 630-794-8577, or mbrown@ezlinks.com

and benefit from the EZLinks system. As his skills evolved he became the manager of the EZLinks Financial Network, and recently the new EZLinks Point-Of-Sale program, which has burst onto the scene with a flurry. If you have questions about POS options or

### NEW MEMBERS

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- Bear's Best—Las Vegas
- Carmel Valley Ranch—N. California
- CreeksBend GC —Minnesota
- El Conquistador Resort—Tucson
- Fox Lake CC—Chicago
- Glade Springs Resort—West Virginia
- Gold Creek —Georgia
- Hiddenbrooke GC —N. California
- Raptor Bay GC—Naples
- Wolf Creek GC —Georgia

### AUDUBON GOLF TRAIL SELECTS EZLINKS!



Already known as "Sportsman's Paradise", the State of Louisiana unveiled another recreational attraction on October 15—The Audubon Golf Trail. All six courses are members of the Audubon Cooperative Sanctuary for Golf Courses, a program dedicated to the environment and preserving the natural heritage of golf. EZLinks was chosen as their technology partner.

The charter member facilities are Cypress Bend Resort, Gray Plantation, Olde Oaks, Tamahka Trails, The Bluffs on Thompson Creek and The Island. The EZLinks Reservation Center will be handling their golf reservations 24-hours a day. Tee times can also be made at the Trail's website at [www.audubongolf.com](http://www.audubongolf.com).



### EZLinks Software Tip

Are you gathering vital information about your golfers when they book tee times? If not, you are missing a valuable marketing opportunity! By collecting addresses, phone numbers, ZIP codes, and/or email addresses, you can build your database of known golfers—people you should specifically target with your advertising. And by pinpointing those ZIP codes responsible for the largest percentage of your business you will know where to spend your advertising dollars in the future.

The EZLinks Reservation Center captures this information every time a golfer books a tee time at your course, something your golf shop staff doesn't always have the time to do. If you want to learn how to make the most of this opportunity contact your account manager to discuss the possibilities.

**ezlinks.com**

**SHINY & NEW!**



EZLinks launched its redesigned web site this month. The new layout is focused on driving tee times to member facilities, and is complimented by a regional consumer marketing effort.