

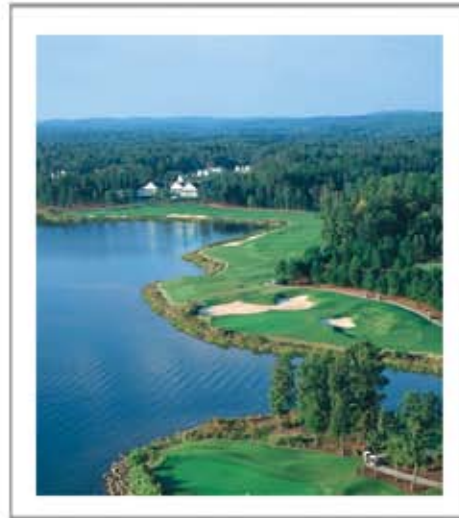
McConnell Golf is the largest, private club owner and operator in the Carolinas. The McConnell portfolio of clubs includes courses from legendary designers Dye and Ross, as well as some contemporary favorites; Fazio, Norman, and Palmer.

Today, McConnell Golf serves over 1500 members, with 400 employees running ClubSoft on over 40 POS terminals and 30 back office work stations on one wide area network (WAN).

McConnell Golf has always been on the forefront of using technology but was at a point where different vendors being utilized were inefficient and being pushed beyond their limits. The organization realized that in order to reach the goal of constant and relevant member communication, they must move to a truly integrated system that carries the club management system to the membership communication tools and website.

Christian Anastasiadis, COO, for McConnell Golf stated that "After much research of the various options in the Private Club software business it was obvious to us that in today's environment there is no better solution than the ClubSoft product to accomplish our goal of total integration. We also chose to deploy the On Demand offering from ClubSoft.

With the new PCI compliancy standards along with the previous hassle of maintaining servers for each club, the simplified hosted model that ClubSoft delivers was an easy choice for our company."



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ClubSoft's vision of joining the operational and financial management system with membership marketing tools using the latest Microsoft technology and combining that with twenty years of club operation experience provided the integration and business analysis tools needed for real time management of the large and growing club operations at McConnell Golf.

"Today no private club would consider purchasing a POS system from one company and a Club accounting system from another. There is no reason clubs should consider purchasing a club management and accounting system that is not integrated with their web site." claims Lauri Stephens; Membership Director for McConnell Golf.

She goes on to say "Without an integrated system you have no idea of who to market to within your Club. It is the proverbial rifle or shotgun approach. With ClubSoft's integrated marketing system you are assured that your communication is always hitting your targeted membership group instead of constantly barraging them with mass marketing. Now when we send out an invitation to a wine tasting we know for a fact that the members receiving it are wine drinkers. Having a system that ties it all together makes our job much easier."

Director of Golf operations Brian Kittler summed up the implementation of ClubSoft as follows, "In my career I have been through 5 software conversions and so far this is by far the best one yet. The ClubSoft POS system is easy to learn and the team of trainers has been great to work with."