



## A Special Welcome To Our New Clients

### [Cherokee Town and Country Club, Atlanta, GA](#)

Chartered in 1956, Cherokee Town and Country Club is recognized as one of America's premier private clubs.

### [The Cosmos Club, Washington, D.C.](#)

The Cosmos Club is a private social club, incorporated in 1878 by members distinguished in science, literature and the arts.

## Where To Meet Us



[PGA Fall Expo](#)  
August 26-27  
Las Vegas , NV



[HFTP Annual  
Convention and  
Tradeshow](#)  
September 24-27  
Nashville, TN



[Golf Industry Show](#)  
February 5-7, 2009  
New Orleans, LA

[Company Info](#) | [Products & Services](#) | [Contact Us](#) | [Website](#)

Welcome to the first monthly edition of Northstar's **Connections** eNewsletter!

Having recently surpassed the century mark in total clients earlier this year, we got to thinking that we've now grown a "community of clubs". And, as a community, we need platforms to share and discuss ideas. **Connections** is the first in a series of new initiatives being rolled-out this year to provide you with an inside look at what Northstar is up to and how our individual customer's need is shaping the Northstar of the future.

Later this summer, we'll be launching the latest version of our company website. The new website will reflect the growing maturity of our company and reveal the confident, next generation passion we have for the Northstar club management system – your system. We've spent the past few months enhancing Northstar with many of your ideas. We look forward to sharing those with you via your inbox, on our website, at tradeshow and at your clubs.

Our goal is to make **Connections** interesting and informative. We hope you make it your very own by letting us know what you would like to see in it. Be sure to check out the exciting new features and enjoy the read!

Regards,



Martin Izzi  
CEO

## New Northstar Product Features

*By The Northstar Development Team*

### New Banquet Event Management Delivers Added Functionality

The enhanced **Banquet Module** provides a re-designed user interface, including enhanced collaboration features and tighter integration with the rest of the Northstar application. The new features provide increased automation with more efficient workflow for staff and management. As with all other modules, the Banquet module is fully integrated with the rest of Northstar. Additional enhancements to this module include:

- New Calendar View Booking screen allows club preferences and customizations
- Banquet function details - managing functions similar to the Reservations Module
- Banquet financial performance review at a glance
- Drag-n-drop from Calendar View saves time and keystrokes

- Email summary or detailed BEO immediately after taking order
- Banquet reminders and alerts for follow-up
- Comprehensive dashboard for 360-degree management view
- Extensive list of standard and user-defined reports available
- Complete integration with F&B POS to facilitate check transfers
- Complete integration with Accounts Receivable and GL for deposit management
- Complete integration with Membership module for member/guest management
- Integrated with Northstar Event Streaming for alert management
- Banquet module accessible remotely via browser-based interface
- And much more.

Turn your Banquet and Catering operations into a model of efficiency. Increase your banquet turnover and provide your membership with better service and flexibility. Call us for a tour today.



### **Need Better Insight into Your Golf Operations – New Tee Times Module Delivers**

Ever wonder how you can improve your members' golf experience and your club's ability to provide a better experience? First you need to know how your golf facilities are being used. The new **Tee Times Module** was designed to do just that. It delivers the unique power of a true browser-based tee-sheet reservation engine with 100% integration of membership profiles, point-of-sale service, buddy lists and more. All the features necessary to provide a powerful data capture and reporting engine. The new module features include:

- Browser-based intuitive interface for pro-shop staff and management
- Customized club configuration for multi-course and tee-time schedule set-up
- Customizable resource options such as carts, caddies or any other service
- Real-time online weather reports driven by zip-code information
- Online tee-time bookings by members via Northstar member portal
- Complete integration with pro-shop POS for error-free billings
- Complete member/guest tracking capability
- Real time Dashboard monitors key stats and key performance indicators
- And much more.

An automated tee-sheet can unlock a vast amount of information about your golf operation. Northstar's integrated system makes it painless to use and indispensable for your pro-shop staff, members and management. Call us for a tour today.



## **Technology Solutions**

*By Shehzad Humayun | Director of Customer Support*

Wi-Fi : Short for Wireless Fidelity. The term is widely used for Wireless Local Area Network (WLAN). This technology enables network-type communication by eliminating (most) cabling, switches, adapters, plugs and connectors. It lets you access your applications, data and the Internet just like a regular wired computer or network would.

The key device from which the signal is transmitted is called Wireless Router or Access Point or even the less technical but more trendy - Hot Spot. Wi-Fi allows LAN (Local Area Network) to be deployed with out cabling to connect to different devices which typically reduces the cost of network deployment as well as facilitating expansion. Some clubs are particularly good candidates for expansion using Wi-Fi to reduce the complexity (and expenditures) of cabling in older establishments.

Indoor reception using Wi-Fi ranges from 15-300 feet while outdoor ranges can go up to 1000 feet. Longer ranges are possible but performance can degrade with distance and environment. However, signal can be strengthened by using more than one Access Point or using Signal Boosters (also knows as Wireless Relay) to amplify the signal to reach more distant PC or network devices.

Depending on the manufacturers, some Wi-Fi Routers can connect up to 100 devices to a wireless network.

Before 2003, Wi-Fi security was a big issue. Since then, release of the Wi-Fi Protected Access protocol (WPA & WPA2) solved this issue by providing secured and encrypted data over the wireless network.

### ***How can you benefit from a Wi-Fi network while using your applications?***

Wi-Fi is the ultimate enabler of the plug-n-play scenario for communication networks. Any software application designed and written to use web-based technology, for example, allows clubs to quickly and securely deploy software tools to their staff at remote locations or allows access to online services for their members where none was available before.

The Northstar Club Management System runs in a browser so any Wi-Fi enabled PC device (touch screen, desktop, laptop or even handheld) can run Northstar natively

over a Wi-Fi network and provide staff and members instant remote and secure access to the application.

Wi-Fi technology and the right software application is great for enabling clubs to better serve club members and guests. Space planning becomes easier because it is much more efficient and economical to “set-up-shop” where you need to as opposed to where you are constrained to. Servicing your members at an outdoor patio event, or the pool or even on the golf course just became much easier for your staff and much more pleasant for your members.

### **Next Generation Talk**

*By Karen Barok | Director of Customer Relations*

Nosce te ipsum... Know thyself. The club *is* its members, and we must, in turn, know them to survive and grow. But how well do we know them?

We all know how many members we have, their name and address, how many in each member category etc; but do we know their age ranges, membership duration, how much they spend and what they spend it on?

Membership demographics defines your club and provides you with the information necessary to determine future direction. Is your member base aging or is it getting younger? What are the spending habits of members in their 30's compared to members in their 60's? What is the average length of membership, and what has their spending trend been over those years? Is it increasing as they spend more time at the club as they get older? Or is it trending down as they visit the club less often?

The answers to these few questions and many more await you in your database. It is chock full of the information you need to make better business decisions. The data you capture on a daily basis may at first seem incapable of answering such questions, but when trended over time, the answers come to light. Are you tracking your members' dates of birth? Do you allocate the member number to all sales regardless of member charge or cash? Do you define a reason when a member resigns? These simple procedures enable your system to provide solid direction.

Are you looking at this kind of information on a regular basis? This is an extremely valuable resource which not only helps you understand where your club has been, but shows you where your club is headed. As you look for opportunities to grow your club, don't forget about the ace up your sleeve. Your data holds the key.

### **About Northstar Technologies**

Northstar Technologies is the leading provider of on-demand, transaction-based management software for information-driven membership clubs. Headquartered in Atlanta, Georgia, Northstar delivers next-generation, totally integrated software applications that enable clients to get a 360-degree view of their entire business operation in real-time. Northstar offers complete management solutions for club accounting and membership, food and beverage, inventory and retail, banquet and catering, activity and property management systems. Northstar also offers the most advanced data communication engine enabling integrated emailing, alerts, marketing, online web reservation and e-commerce services to better serve club members.



Northstar Technologies :: 30000 Mill Creek Ave. Suite #325. Alpharetta, GA 30022