

simplifying **Member Communication**

SERVICES AVAILABLE

- **INTERACTIVE WEBSITES**

Our fully interactive websites will offer your members access to online event calendars, newsletters, and online member event registration.

- **MEMBER COMMUNICATION MANAGEMENT**

Increase member spending, while also enhancing your member's experience. Email Communication can streamline your operation expenses, while effectively communicating your message to your membership.

- **MEMBERSHIP DEVELOPMENT**

Our Internet Marketing Strategies will increase the foot traffic into your membership sales office, plus our Membership Sales System, will track all prospects along the membership sales cycle.

Technology For Club Managers, By Club Managers

In 2005, Oakhurst Golf & Country Club (Clarkston, MI) hired Course Logix to help reduce operation expenses and enhance the members experience through technology.

Course Logix created a state-of-the-art members only website, which effectively communicated event information to the membership. Oakhurst also had the ability to email information to their membership at the touch of a button.

The online interactive club calendar allowed members to view event info easily and also register for events online. Oakhurst was also able to save tens of thousands of dollars on printing, postage and labor. All newsletters and members communication are now emailed and published online. Oakhurst was able to do more with less, while also providing a sound communication platform for their membership. These outside the box strategies played a big part in Oakhurst's 1.3 million dollar turnaround.