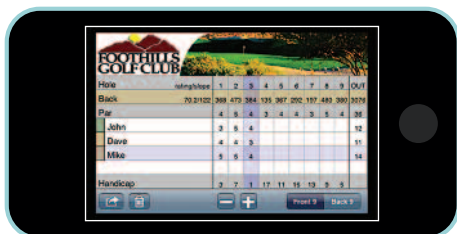
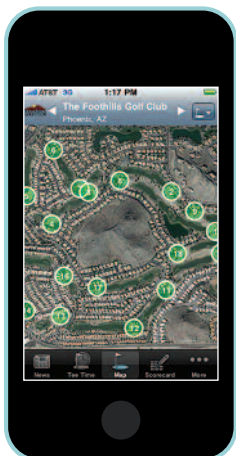


# TABLET COMPUTERS



The iPad.  
Coming Soon to Your Club.

BY FRANK I. WOLFE

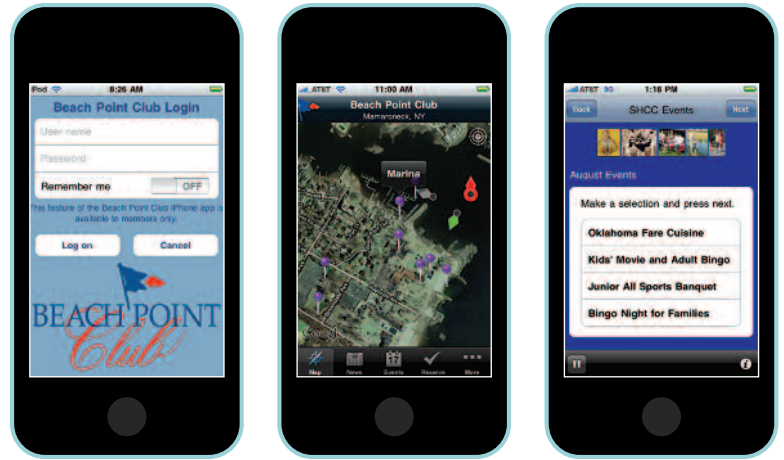


Imagine a day in the not too distant future when the club president walks into the clubhouse with her iPad, is recognized by her personal IP address (similar to a domain name for your club), and a message is automatically broadcast to the kitchen that she has arrived, allowing the kitchen to text her that her favorite vintage wine is being chilled especially for her and will be at the 19th hole when she finishes her round.

Simultaneously, the club manager is alerted, allowing him to send her a video link of the architect's renderings of the current renovation project which she reviews while waiting for a staff member (who has been alerted by the same personal IP address system) to retrieve her clubs and golf cart. Once her golf cart arrives, the president accesses the club's golf course map (updated real time to reflect the exact location of the tee markers and hole locations for the day) and places her order for bottled water at holes 3, 8, and 12 (which the cart staff can deliver precisely on time, again using a the proximity of the personalized IP address sensors) so that it is precisely chilled ... just the way she likes it.

After the 12th hole, she decides that she needs a quick lesson, so she accesses the club's website using her iPad to obtain the golf pro's latest lesson and it beams a holographic image of him in real time. Because her progress is being monitored via her personal IP address, the marshal is alerted that her play has stopped and is dispatched to help her speed up play. This hypothetical situation could go on for an entire game of

Clubs are using iPhone and iPad apps to communicate news and events, book reservations, view satellite maps and access staff.



golf. However, the important issue here is that while these things might sound futuristic, almost all of them are already a possibility and have been made possible by the proliferation of the iPad and its soon to be competitors from other major computer manufacturers.

### Tablet Computers: Meet the iPad

The new version of the Apple iPad with Wi-Fi and 3G mobility was introduced in April 2010 and it is already changing the way business is done in America. A new type of computer—better than a smart phone or digital reader and a viable alternative for the laptop or netbook for most data communication—this latest technology offers users new portability with simple touch interface. Whether its impact will be more positive than negative, one thing is for certain... it *will* impact your club operations at speeds that may be overwhelming.

According to company reports from Morgan Stanley Research, the iPad is on track to become the fastest ramping mobile Internet device out of the gate and one of the most popular in history. Early iPad usage patterns validate the tablet as a computing device. It's already overtaken the Web browsing share of devices like the iPod touch. It's at least partially responsible for a sharp drop in the growth of netbook sales, which decelerated to -13% year-over-year in the month of April, from +45% in the first quarter of 2010.

The iPad has a "large" 9.7 inch screen, weighs 1.5 pounds, is only about three quarters of an inch thick and has been described as an "iPhone on steroids." >>>

## CHALLENGES FOR CLUBS

The iPad could cause several challenges for clubs, including:

**1. Policies:** Clubs will likely have to evaluate policies to allow or restrict use of these devices, just as with cell phones, smart phones and laptops. These devices might cause more problems because these have so many different functions that they can perform. While a member can discretely check e-mail from a smart phone, using an iPad for the same function will be more obvious, especially in the dining room. (See the sidebar on club policies, page 19.)

**2. Wi-Fi Access Points:** Bandwidth usage could be a problem because these devices connect to the club's Wi-Fi access. Since the devices perform so many functions and are already expanding at such fast rates, they could easily challenge a club's infrastructure and bandwidth capacity.

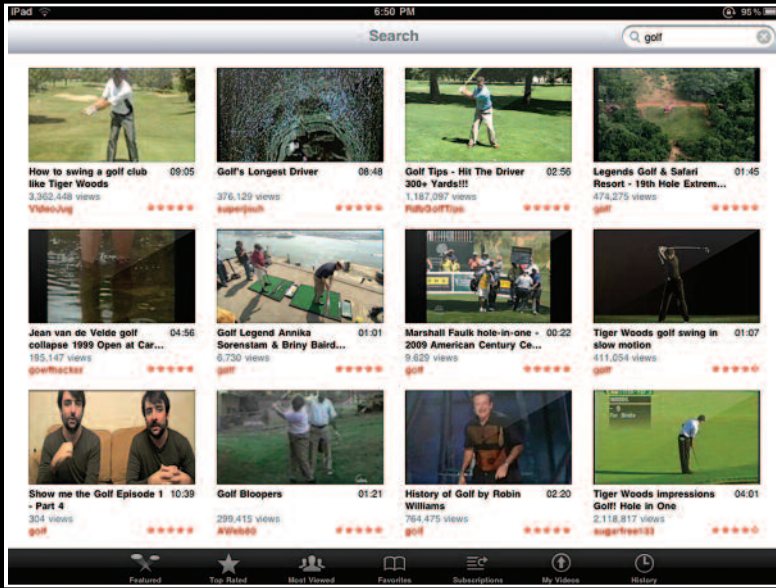
**3. Connectivity Panels/Outlets:** Forget playing "Where's Waldo?"—the new game is going to be "where's a plug to recharge my iPad?" While currently lasting almost ten hours, most likely members/guests are not going to arrive with their devices fully charged and will be looking to recharge in the club's business center.

**4. Privacy:** The iPad has a large screen, which may encourage shared viewing ("shoulder surfing"). Similar to issues with laptops, club policies may also need to address situations where a member/guest is offended because of content displayed by another member. This is one that the airlines are already dealing with ... without much success.

**5. Distractions:** These devices' older siblings, smart phones, are already causing distraction issues with both staff and member/guests. Without the appropriate measures in place, these distractions are only going to accelerate.

TOP: Golfers can search for quick pointers using iPad technology.

BOTTOM: HFTP is enhancing member services by offering apps to access online training, shop for products, and receive conference updates.



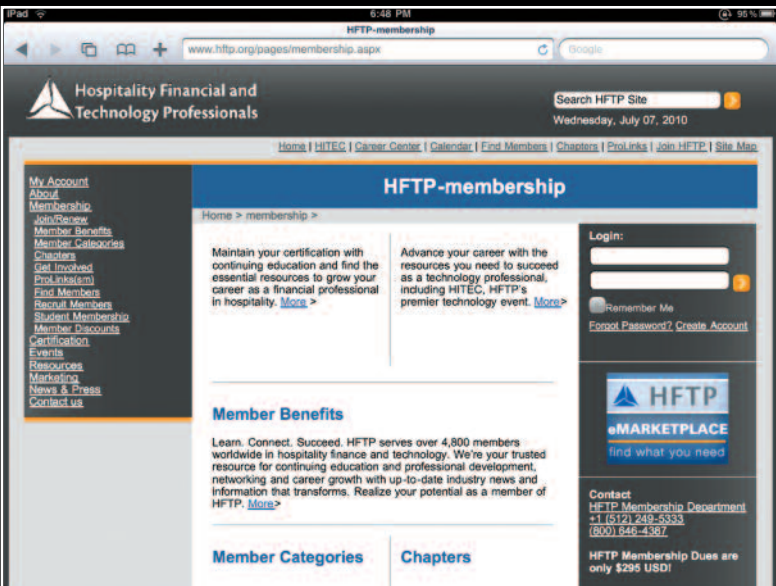
It has an almost HD-quality high gloss screen and browsing the Internet is incredibly fast. The battery life is close to 10 hours without a recharge and due to the machine's ability to enlarge text on the screen, it is very easy to see and very intuitive for the user.

In addition to other uses, the iPad has been marketed for entertainment because it is great to watch movies—it comes preloaded with an application for YouTube and Netflix is readily available. Users can listen to their iTunes's library and share with their iPod and iPod Touch libraries. It is easy to check social networking sites (Facebook, LinkedIn, etc.) and users can download free books or purchase books. The screen is crystal clear and unlike the iPhone, is easy to read with adjustable size fonts.

### Apps for Private Clubs & Members

Currently, there are more than 140,000 applications already in use on iPads. Media companies such as USA TODAY and The Wall Street Journal—who launched a new tablet version luxury lifestyle magazine—have new applications for customers. And, private clubs like Beach Point Club in Mamaroneck, N.Y., Hollytree Country Club in Tyler, Texas, and the Tulsa Country Club and Southern Hills Country Club in Tulsa, Okla., provide “apps” for members who use an iPhone, iPod Touch or iPad. Members can access tools and information—both on and off the course—including club news and events, get shot distances and target yardages, keep score, make tee time reservations and connect easily to club staff.

Beach Point Club recently launched a new app for its members after a six-month development phase, working with the company Appitise. The process to develop the app is time-consuming due to an Apple approval process that all developers must undergo before it can be placed on iTunes for download.



The new Beach Point Club free app features current club news and local weather conditions; an events calendar and registration tool; dining, tennis and paddle tennis reservations; satellite maps of club facilities and Mamaroneck Harbor; augmented reality views with club and buoy locations; links to Google Maps for directions; a slideshow with club photographs; and links to club staff and contacts. Restricted use of the app for guest boats coming into the harbor allows nonmembers to download the public map section to view satellite images of the markers.

Randall J. Ruder, general manager of Beach Point Club, learned about the app at the Club Managers Association of America World Conference on Club Management last February. Just launched in June, the Beach Point Club app is receiving rave reviews from members—even before an official club-wide announcement. “We have been telling members about the app whenever we see them with an iPhone,” said Ruder. “Members are totally impressed that the club is technology-minded, especially the younger members.”

Ruder sees the app as an enhancement of their website as well as part of their social media plan, which includes a members-only Facebook group and Twitter. The app has the potential to be a prototype for all yacht clubs. You can download the Beach Point Club app at <http://itunes.apple.com/us/app/beach-point-club-mamaroneck/id373583031?mt=8>.

### Other Useful Apps

Some other types of uses for the iPad that could be useful to clubs that already have working applications ready to download are:

**Digital Cookbooks** – several varieties and recipes. These could be used at the cocktail bar for special drink request recipes. >>>

## CLUB POLICIES FOR ELECTRONIC DEVICES

The *2009 Private Club Operations Report* includes information about advanced technology such as smart phones, laptop computers, and other personal electronic devices. The survey results listed below show current club policies regarding the use of these devices—as well as anticipated changes to club policies. How does your club compare to the following club policies:

### All Electronic Devices

**15%** Strict prohibition on all electronic devices

### Cell Phones

**15%** Restrict use in all areas of the club property

**58%** Restrict use in the dining room

**30%** Restrict on the golf course

**23%** Restrict use in sports/athletic facilities

**18%** Restrict use in locker rooms

### Smart Phones (sound off)

**12%** Restrict use in all areas of the club property

**31%** Restrict use in the dining room

**19%** Restrict use on the golf course

**14%** Restrict use in sports/athletic facilities

**12%** Restrict use in locker rooms

### Lap Tops

**12%** Restrict use in all areas of the club property

**32%** Restrict use in the dining room

**19%** Restrict use on the golf course

**14%** Restrict use in sports/athletic facilities

**12%** Restrict use in locker rooms

### Anticipated Changes to Personal Electronic Device Policy

**15%** Clubs anticipating a more relaxed policy in the year ahead

**2%** Clubs anticipating a more restricted policy in the year ahead

**82%** Clubs anticipating no change in policy in the year ahead

### Reasons for Changing the Policy

**88%** Response to changing member lifestyles and interests

**33%** Increase club usage and revenue

To purchase a copy of the *2009 Private Club Operations Report*, visit the online store at [www.nationalclub.org](http://www.nationalclub.org).



The American Hotel & Lodging Educational Institute gives access to hundreds of quick tips for on-the-job tasks and guest services through an app called Hospitality iCoach.

## NEW APP, NEW POLICY

Southern Hills Country Club in Tulsa, Okla., launched a new iPhone app in June, immediately following a revision of its club rules for member use of portable communication devices in May (see policy below). The club made the rules more restrictive for use of devices in most areas of the club, but sees the club policy as benefitting the members, who understand that the club is a social and recreational environment, and not a place of business.

### SHCC House Rule III A.6

*(as amended May 26, 2010)*

**Portable Communication Devices.** The use of portable communication devices including cellular phones, texting and electronic mailing on Club Property shall be as follows:

- a. All devices shall be placed in "off," "vibrate" or "silent" mode while on Club Property.
- b. **Clubhouse and North Patio Areas** – Use is allowed only in the Men's Grill, Men's and Women's Locker Rooms, Women's Lounge and phone booths.
- c. **Golf Course and Practice Areas** – Use is limited to emergencies. Communications shall not disturb other golfers nor shall they ever interrupt or delay the pace of play.
- d. **Fitness Center** – Use is not allowed.
- e. **Swimming Pool** – Use is allowed on pool deck only.
- f. **Snug Harbor** – Use is not allowed in the building or on the patio.
- g. **Tennis Facilities** – Use is not allowed on tennis courts. Use is allowed in the Tennis House.
- h. **Parking Lots** – Use is allowed.

Members may receive texts and electronic mail, but transmission and response must take place only in the designated areas as outlined above. Transmission and response may not take place on the golf courses or golf practice areas.

**E-mail** – A variety of e-mail systems are compatible with the iPad; several of them have built in applications that allow users to take video or photos and download them real time onto Picasa or YouTube.

**Wine Lists and Menus** – The iPad is an exceptional tool for the most up-to-date wine lists and menus. The size works well, they can be updated real time, and as mentioned earlier in this article, because of the unique software in the iPad, the font can be adjusted, allowing the member/guest to see regardless of the lighting level or other eyesight challenges they might have.

**Employee Broadcast Applications** – These could help club management get a standard message out to the entire staff within seconds via text. Severe weather, change of event venue, and announcing delays are some of the most popular uses.

**Member Pictures and History Real Time** – If the club has its own private groups in Facebook, LinkedIn, or other social networking sites, members' preferences can be located by a staff member in real time. Have a new employee? They will also be able to recognize the members on their first day.

**Golf GPS Systems** – For clubs that don't have built in GPS systems in their golf carts, this application could be a nice addition. There are a number of them available—one with 39,000 different golf courses including maps, distances to the pin, and an automatic scoring system. One in particular will even keep historical scores and rate players against previous scores.

**Other Applications** – HFTP offers its members a new application that allows members to access training on line, shop for products, access exhibit locations at HITEC, and also find their way around our tradeshow. HFTP also offers additional services like surveying members, finding local area businesses and updating the latest changes at our conference.



Why do a “survey” when for less money you can have **research!**  
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# ClubInsights

by SureVista

*ClubInsights is the very best (and most reasonably priced) “survey” company in the business.*

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This type of application will soon be available in a modified version for a club. It will allow the club to offer a new service to wedding parties (or similar events) that would serve as their own custom iPad or iPhone app to help them stay in touch while on the property, find directions, locate the wedding registry, make hotel reservations, select menus and even RSVP for the wedding.

## Club Policies for Changing Technology

Each club must determine how new technology fits with its club and members. Club rules, which are drafted to promote cooperation among members and to establish guidelines for acceptable conduct, vary depending upon the club’s culture. For instance, Southern Hills Country Club in Tulsa, Okla., recently strengthened its club policy on the use of portable communication devices—just as it was launching a new iPhone/iPad app for member communications (See sidebar on page 20).

General Manager Nicholas S. Sidorakis, CCM, explains that the rationale in not incongruous with the goals of the club. “We developed the app to better communicate with members and to market events and activities to get members to the club,” said Sidorakis. “However, once members are at the club, out of respect for fellow members, we believe it’s in the best interest for members to not be involved in phone calls, texting and e-mailing. We’re a social club—not a business club.”

The new app allows members to respond to a “weekender” communication about club activities scheduled for Wednesday – Sunday, and can be used to make dining and special event reservations. The new iPhone app was developed by Go Anywhere, which plans to release similar apps for use with all smart phones in the near future.

Regardless of the large number of useful applications for the club and the member, each new generation of tablet computer like the iPad is going to con-

tinue to create challenges and opportunities for clubs. As this article goes to press, Apple just announced the new iPhone 4 that has both front and back cameras to allow video phone conversations, HD-quality video and multitasking—on a phone. Maybe we should pull out those old reruns of the Jetson’s and see if they belonged to a private club. If they did, perhaps we could save a lot of time watching how they solved problems with technology—rather than creating opportunities from scratch. ■

*Frank I. Wolfe, CAE, is the CEO of the Hospitality Financial and Technology Professionals (HFTP). HFTP, Austin, Texas, USA and Maastricht, The Netherlands, founded in 1952, is the global professional association for financial and technology personnel working in hotels, clubs and other hospitality-related businesses. HFTP awards the only hospitality specific certifications for accounting and technology—the Certified Hospitality Accountant Executive (CHAE) and the Certified Hospitality Technology Professional (CHTP) designations.*