Technology Helping Clubs Get Closer To Business as Usual

May 14, 2020

Presented by
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Moderated by
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Visit nationalclub.org/coronavirus for more information
Henry Wallmeyer

President and CEO
National Club Association

Visit nationalclub.org/coronavirus for more information
Coronavirus
What Clubs Need to Know

Listen: NCA's Joe Trauger Updates Clubs on a New Relief Bill and How Your Voice Can Help

Become Part of the NCA Network
Joe Trauger

Vice President of Government Relations
National Club Association

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What’s Ahead?

• Process is becoming more partisan
• House Democrats bill $3 trillion
• House and Senate Republicans are lining up against
• 2.9 million new unemployment claims last week = 36.5 million in 2 months
• States are reopening

• Process is slowing
• Oversight beginning

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What’s In The Bill?

• $1 trillion for state, local, territorial and tribal governments
• $200 billion Heroes Fund for essential workers
• $75 billion for testing, contact tracing and isolation measures
• Second round of direct payments up to $6,000 per household
• Enhancements to the employee retention tax credit
• OSHA requirements for infection control plans for employers
• Payroll Protection Program strengthened - underserved communities and all 501(c) nonprofits
• COBRA subsidies for employees to maintain coverage
• Extends $600 unemployment payment through next January
• $175 billion to assist renters and homeowners make mortgage, rent, and utility payments
• Increases maximum SNAP benefits by 15 percent
• Other provisions on elections, census and postal service

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What’s The Path Ahead?

- H.R. 6800, The HEROES Act is a piece of legislation that hasn’t passed Congress yet
- House passage likely tomorrow
- Republicans have dismissed as a wish list

- SenateRepublicans working on their own plan
  - Liability reform
  - State and local funding
  - PPP changes (unsure about 501(c) at the moment)
  - Bonus payments to return to work

- Administration will want to have their input on package
- Likely there will be two very different bills
- Negotiations will be lengthy and perhaps unpleasant
- Optimistically early to mid-June before anything is done

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Trevor Coughlan

Vice President of Marketing
Jonas Club Software
Helping clubs thrive through industry leading services, integrated applications, innovative technology, and long term partnerships with the clubs we serve.
About Me

• Vice President, Marketing
• Joined Jonas Club Software in 2005
• Avid cyclist & runner
  • Big benefit during COVID-19
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• Joined Jonas Club Software in 2005
• Avid cyclist & runner
  • Big benefit during COVID-19
JONAS CLUB SOFTWARE
PRODUCT OVERVIEW

- ~250+ total employees
- ~5,000+ total installations
Getting Back To Business

How Club Technology Can Help
Getting Back To Business

1. Considerations For The New Reality
2. How Technology Fits In
   • Infrastructure Considerations
   • Existing Tech Touchpoints
   • New Demand For Technology
Considerations For The New Reality

Significant Changes Impacting All Aspects Of Business
Physical Distancing

• According to BusinessInsider.com, physical distancing will likely need to be in place until a vaccine is widely available, and experts say that this is likely 12 – 18 months away.

• This doesn’t mean a year and a half of shelter in place, but it does mean an extended period of Physical Distancing.

• Clubs need to be planning for the long term, not just making do for a few weeks.
New Routines

• Some social & operational norms may be a thing of the past
  • Foodservice worker health & safety standards
    • Gloves & face masks may be the new standard
    • Restaurant layout changes and reduced seating
    • Banquets & events may need to be postponed for a continued period of time
  • Personal greetings
    • Shaking Hands
    • Hugging
  • Cleaning schedules and inclusions
    • How often shared spaces are cleaned may need to increase
    • What items in shared spaces are thoroughly cleaned and disinfected may need to be expanded indefinitely
New Perspectives

• People will think differently even when daily routines are able to return to normal
  • The desire to work remotely and on a more flexible schedule
  • A new sense of priority – family & community

• These are good omens for clubs, and clubs will also be recognized more clearly for a fundamental underlying purpose that they hardly ever get recognition for.
“When a member walks through the doors of my club, their health & safety are my responsibility.

Robert A. Sereci CCM, ECM
Technology Infrastructure
Physical distancing
Amenity Specifics
Golf, Tennis, Dining, Bookings, & More
Golf Operations
Golf Operations

• Introduction of Tee Time Reservations as a mandatory component
  • Even clubs where walk-ons were the norm may need to begin enforcing tee time reservations to help limit the number of members gathering on site

• Spacing out Tee Times
  • Increasing the time between tee times will decrease the likelihood that you’ll have golfers bunching together on course. This obviously means less rounds per day too.
## Tee Sheet Bank 1

<table>
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<tr>
<th>TEE TIME</th>
<th>TEE TIME STATUS</th>
<th>HOLE NUMBER</th>
<th>COLUMN DISPLAY</th>
<th>COLUMN HIGHLIGHT</th>
<th>BACKGROUND COLOUR</th>
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<th>STARTER TIME</th>
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Golf Operations

• Golf Cart Usage
  • Carts can specifically be assigned to individual golfers
  • Track utilization and ensure your fleet is being rotated and cleaned regularly
  • Rental clubs can also fall into this category

• Lottery
  • Many clubs will need to implement because demand will be higher and tee times will be limited

• Driving Ranges
  • Set your range up as an additional course
  • Create 60 minute intervals for tee times
Tennis/Court Facilities
Tennis/Court Facilities

• Create a fixed schedule as opposed to an open schedule
  • Court reservations can only begin at specified times so you can ensure extra time between reservations for cleaning

• Restrict the number of players on a reservation
Dining Operations
Dining Operations

- Dining by reservation only
- Designing new room layouts to accommodate Personal Distancing
- Changing thresholds to limit the amount of total reservations/individuals your club can take in a given amount of time
  - 4 reservations or max 30 people within a given amount of time
Dining Operations

• Changing the turn rate to ensure more time between seatings for extra cleaning

• Most systems should allow you to set these things up as an override instead of changing your default schedules so you can easily swap back at a later date

• Individual devices per server
Individual Bookings
Individual Bookings

• Personal Training
• Fitness Classes
• Golf & Tennis Lessons
• Meeting Rooms
• Spa Appointments
• Massage Therapy
• Classes
Food Ordering
Food Ordering

- Widely adopted during the shutdown
- Members will expect this service to continue
- Designate specific pickup locations
- Delivery is optimal
- Mobile first philosophy
- Integrate directly to member’s account to eliminate any unnecessary in person contact
Staffing
Staffing

• Track everything
  • When & where staff are scheduled
  • When & where they have worked
  • May need to plan for minimal staff levels

• Do all outlets need to be staffed?
  • Self Serve Stations
Member Activity Tracking
Member Activity Tracking

• Where to utilize this technology?
  • Non booking related facilities
  • Communal areas of the club

• Optimal Implementation
  • Mobile App Member Card Scan (touch free)

• Limiting access points to enforce check ins
New Tech. Managed Activities

• Lap Pool
• Poolside Deck with Lounge Chairs
• Driving Range
• Golf Simulators
• Rentals
  • Paddleboards
  • Kayaks
  • Etc.
Booking Applications Simplified

Common booking applications come in many flavors

<table>
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<tr>
<th>Application Type</th>
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<tr>
<td>Class Booking</td>
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<tr>
<td>Appointments/Lessons</td>
<td>One : One</td>
</tr>
<tr>
<td>Event Booking/Registrations</td>
<td>One : Facility</td>
</tr>
<tr>
<td>Court Booking</td>
<td>One : Facility + Resources</td>
</tr>
<tr>
<td>Dining</td>
<td>One : Facility + Resources</td>
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Member Communication
Communication

• You cannot over communicate right now
• Ensure members understand policy changes & the reasons for them
• Employ a Mobile First strategy
  • Email (optimized for mobile display)
  • Text
  • Push Notification
  • Mobile App Updates
General Guidelines

• Operate in a Reservation Only manner
• Create more time for cleaning by spacing out reservations and shortening the operational day
• Try to have a Mobile First philosophy
• Track EVERYTHING
• Over-Communicate
• Be creative – some technology can be repurposed for new uses
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Questions

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Effective & Responsive Leadership

“"I need to do my part in supporting NCA the way you are supporting everyone else."