Pheasant Run Pro Shop
St. Charles, Illinois

An Honors Thesis (HONRS 499)

by

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# Table of Contents

Abstract............................................................................................................. 1  
Company Profile.............................................................................................. 2  
Current System Analysis.............................................................................. 4  
Problem Definition......................................................................................... 5  
Alternatives................................................................................................... 7  
Proposed Solution.......................................................................................... 9  
Requirements Analysis................................................................................... 9  
Design Specifications..................................................................................... 11  
Screen Design................................................................................................. 12  
Schedule and Implementation....................................................................... 14  
Cost/Benefit Analysis..................................................................................... 15  
Conclusion...................................................................................................... 17  

Appendix  
Schedule & Implementation  
Cost/Benefit Analysis  
Screens  
Reports  
Context Diagram  
Systems Diagram  
Detailed Diagrams  
Data Dictionaries
ABSTRACT

This system analysis and design report evaluates the existing system used at the Pheasant Run Pro Shop in St. Charles, Illinois. This business is currently lacking an effective procedure for reservations as well as the information for the outings held at the course. This report develops three alternatives to the problem based on the needs and concerns of the various entities of the system. A solution is chosen to implement a new computer-based system to handle the functions of the business. The costs and benefits are addressed and viewed are a necessity of the project.
COMPANY PROFILE

Pheasant Run Pro Shop is a department within Pheasant Run Resort in St. Charles, Illinois. The Pro Shop Area consists of an 18 hole championship golf course, a driving range and a shop where merchandise is sold which also acts as the center of operations. The shop and the course have been in existence for 25 years while the driving range has only been around nearly 10 years.

The Pro Shop department has been a stable revenue generator for the resort since its conception. The Pro Shop interacts with the other departments of the resort in many ways. The Accounting department takes care of the financial bookkeeping for the Pro Shop. The Catering department provides the Pro Shop with food or other items a group may want. The Sales staff books groups who would like to conduct an outing at the resort. The sales manager works with the golf staff in setting up the outing and ensuring the company's needs are met.

Business for the Pro Shop comes in three categories; outings, outside customers, and people within the hotel. The outings can range in size from 12 people to above 300 people. These outings can be very demanding as to their needs, but they contribute a high amount of money to the resort. The return of these groups is important. The outings are the area which the Pro Shop needs the most information in order to ensure the group is satisfactorily treated.
Individuals also play a big role in the functionality of the Pro Shop. Outside customers are public players who wish to use the facilities. Guests from within the resort use the course and the range. The Pro Shop must be able to satisfy everyone and try to fill the course so as to bring in as much revenue as possible. When the resort is near full capacity, there are usually a great amount of people who want to play golf and they tend to fill the course. But, the public players must be accommodated because when the hotel is empty, these are the people who will continue to return if they are treated properly.

Dennis Johnsen is in charge of the Pro Shop and sees that it runs effectively. Within the resort, he is Director of Golf and Fitness. Dennis is the individual who makes all of the financial decisions such as what is bought and the prices which are charged.

Second in charge is Kirk Lundbeck. He is in direct control of the every day operations of the Pro Shop. Kirk is in charge of hiring and firing of the Pro Shop staff. In general, he is the person who the customer would talk to if they had a problem. Kirk also works hands on with the outings.

Dennis Johnsen and Kirk Lundbeck share several duties. Both of these managers are Class A Golf Professionals. This places them in a position in which they can give lessons, which keeps them out of the Pro Shop for some time. More importantly, the two are the link between the Pro Shop and the rest of the resort. Outings must be approved by one or
the other and all correspondence to other departments goes through them. These managers need financial information as to how the department is doing compared to previous periods.

The Pro Shop staff works directly with the customers. The staff takes care of the transactions within the Pro Shop itself. They also set up the outings and make sure that the participants know where they need to be and how to get there. The staff needs to know exactly what the head of the outings wants, because during an outing the staff is redirected by several people.

CURRENT SYSTEM ANALYSIS

The Pheasant Run Pro Shop currently uses a manual system of storage for their information. Information about the outings and the members is written on a form and filed in the appropriate area with the rest of the data sheets. If a member of the staff needs to access this information, they must sort through a stack of sheets until the right one is discovered.

If a form is misfiled, this process may take five minutes. When a customer calls to check on their outing, they would like to be addressed quickly and with certainty. This requires the staff to have to appropriate form in front of them.

Reservations are currently taken by placing a name on a tee sheet.
This sheet is labeled with the day and time. The times are slated so as to allow for mistakes in the assignment of times. At times, this causes open tee times to appear full. When this occurs the opportunity to fill these times is lost.

The financial functions of the Pro Shop are one area in which the managers have lost access. The financial information about each day's sales are sent to the accounting department. When the managers want to compare sales from a given period to historical data, they must send a request to the accounting department and wait until a reply is received, which may take a couple of days.

The Handicap function is another aspect of the Pro Shop which is sent outside to be completed. The scores are written on a sheet and then sent to the Chicago District Golf Association. Two weeks later, the handicap is updated. Errors are made in entering these scores and cannot be corrected without a great deal of work.

PROBLEM DEFINITION

After careful analysis, it can be seen that the current system which is used by the Pheasant Run Pro Shop is experiencing three main problem areas. These areas are: Access to membership information, Reservation space left open and Processing of outing information. Each of these problems affect different areas of the operation, i.e., financial, access, and processing.
The first problem is the lack of timely access to membership information, including the handicaps. Once an individual becomes a member, their information sheet is filed into a large folder along with roughly 300 other members. If a particular name needs to be retrieved, several minutes are spent filing through papers.

The handicap system is an extension of this problem. With the current system, the handicap is always two weeks behind. Because several tournaments require up-to-date handicaps, this can be a problem. Questions always arise from the members as to their current handicap and how it will change when their next score is entered.

The second problem is the reservation space which is left open due to the lack of control with scheduling. Currently, the system allows for errors and at times causes a lull in the number of players. The space which is left open could be filled with other players and thusly more revenue generated.

The third problem addresses the processing of outing information. The necessary information can be found on several different pieces of paper. Corrections or changes which are made are put on another piece of paper. In order to ensure the correct information is being dealt with, each sheet must be read very closely. For these outings, the process of making signs and scoring is very time intensive. One of the staff members must spend up to four hours creating the signs before the outing and tallying up
the results afterwards.

The three problems addressed previously show areas in which the Pro Shop could improve their operations. Once these problems are corrected, the efficiency and the effectiveness of the Pro Shop should increase dramatically. In order to improve the profitability of the organization, these item must be corrected.

**ALTERNATIVE 1: Status Quo**

Pheasant Run Pro Shop is currently profitable and handling customers satisfactorily. However, the golf industry continues to expand and the customers want better and more timely service if they are to return. If Pheasant Run Pro Shop was content to remain with the occasional customers they would be able to make a profit and continue onward with the current system.

The Pro Shop continues to look toward the future and its potential. The Pro Shop wants to be involved in the growth of golf. In order to do this, a strategic advantage is needed. Due to the relative lack of credibility the course has, this advantage must come from better service for its customers. The desire to provide better service necessitates the installation of a system which will enhance the communication of information.
ALTERNATIVE 2: Update Current System

Membership at Pheasant Run Pro Shop is an essential revenue generator for the business. Besides paying the initial membership fee, the members use the facilities more often than other customers. In order to encourage more people to purchase a membership at the Pro Shop, they must foresee a benefit. It is for this reason that the second alternative may be implemented.

The second alternative is to install a single terminal in order to store the membership data. This would include the information about each member's handicaps as well as their personal information. A simple database would be set up for the immediate access to the information. All data regarding a member would be stored in the database in order to provide the member with better service when questions arise.

This alternative would successfully solve the problem concerning the membership information. However, the areas of reservations and outings are not addressed. This becomes a negative aspect when looking at implementing this system.

ALTERNATIVE 3: Develop New System

The third alternative involves constructing a new system which incorporates all functions of the Pro Shop. In order to accomplish this goal, the alternative includes the purchase of two terminals and two printers. A
database will be used to store the various forms of data such as financial transactions, outing information, reservations, etc. In order to satisfy the needs of the users, this system will be menu driven and very user-friendly.

With the ability to access all types of information from a single source, efficiency and effectiveness in handling everyday operations should improve tremendously. This system would be able to take care of tasks in a short amount of time which currently take several hours of staff time. This amount of staff time could be used to help the customers or removed in order to reduce expenses.

**SOLUTION**

In order to solve the problems which Pheasant Run Pro Shop is currently suffering from, the third alternative, to develop a new system, is to be chosen. The current system of manual storage of information will be converted to an automated process. With this system, all customers of the Pro Shop will receive improved service and should increase their use of the facilities. This solution will push the Pro Shop in the direction they need to head in order to be competitive in the future.

**REQUIREMENTS ANALYSIS**

Several forms of research methods were used to collect data about
the information system used at Pheasant Run Pro Shop. The methods used include outside research, on-site visits and personal interviews. Visits to a competitor of Pheasant Run revealed a great amount of detail to be addressed with a new system. Most of the data was received during interviews with the most prominent entities of the system, the customers and the managers. Both contributed their point of view as to what a system should provide and how it would affect the operation of the business.

The main source of information for Pheasant Run Pro Shop is the customers who it services. Customers are eventually the recipient of the processed information as well. Due to the nature of the industry, all information is based on the customer, what they want and when they want it. If the requirements of the customers are not met, their business usually shifts to a competitor. When the customer asks for information, the priorities are on accuracy first, followed closely by promptness of the reply.

Other recipients of information are the managers and the staff of the Pro Shop. These entities use the information in order to relate the desires of the customer into what is actually performed. The Pro Shop staff needs information about the various outings in advance in order to ensure that all requests are carried out. The managers need, in addition, the accounts of the financial transactions in order to plan for and project future
concerns. Please see the Appendix for an example of the Financial Reports.

The final recipients of information from the Pro Shop are the other departments within Pheasant Run Resort. The Accounting department needs the financial data in order to report the information to the Government. The Grounds Crew must be informed of upcoming events in order to coordinate activities. The Catering department is contacted about special orders from an outing. The Sales department sends information as well as receiving it regarding the various outings which are conducted through this department.

DESIGN SPECIFICATIONS

File Design: Volume

File Design within this system is very important. The information will be broken up into several files each with hundreds of records. The records are as lengthy as 250 characters which creates the need for maximum storage. 50 Megabytes of storage will be provided for the program and file system.

File Design: Access

The system at Pheasant Run Pro Shop will use direct access due to the necessity that users locate records quickly. Using this type of access
will allow for the quick turnaround time for queries. Users will not be put at a disadvantage since the information needed will be available nearly immediately. Users will be able to address customers concerns accurately and without delay.

**File Design: Control**

Manipulation of data within the system will be under certain restrictions. All of the files can be accessed by each of the users. However, past financial data can be viewed by only the managers. This is secured through the use of a password at the Report level. Each users will be given a specific password and based on this password, access will be divided toward the financial data. The financial data cannot be deleted. Rather, the data is updated after each transaction. The transaction process is the only way of changing this data.

Access to files other than the financial records is unobstructed to any of the users. The data within the membership and outing files can be written to or deleted by and member of the staff. Security of the information will rely on the users compliance with company procedures and trust in their character.

**SCREEN DESIGN**

The design of the screens for the Pheasant Run Pro Shop System
concentrates on ease of use in order to enhance the speed of access as well as training. Access to the various files is conducted through the use of menus. These menus show the options which can be chosen as well as a selection prompt. Each menu can be selected by typing the appropriate number or by the use of cursor arrows. A message area is incorporated to inform the user how to back up or that an inappropriate selection was made and should be reentered.

The system of retrieving information ensures the proper data is selected. When a user attempts to locate information about a company or a member, he is asked to enter the name. After entering the name, a list of possibilities will appear from which a selection is made. When the actual data is displayed, it will contain adequate spacing so that it is easy to read.

Inputting new data is handled in a similar manner as the retrieval of information. The input screens are accessed by using menus to proceed through the system. At this point, a template is provided to aid with the data entry. Before saving the information, the user is prompted as to the correctness of the data. At any time, the user is able to correct any error in the information. Each field which is entered is compared with the range of values in order to ensure validity. Please see the Appendix for a detailed description of the screens.
SCHEDULE AND IMPLEMENTATION

The schedule and implementation of the solution for the Pheasant Run Pro Shop will take place over a period of five months. Beginning in early January of 1992, the Preliminary Investigation lasted approximately one month. During that time, an initial interview with Kirk Lundbeck provided an understanding of the situation and a background for the problem. Needs of the users were discovered as were opportunities to improve the current system. Using a cost/benefit analysis, it was agreed upon to continue.

The second phase of Analysis began at this point. In order to gain a more detailed understanding of the system, the data flows of the Pro Shop were studied. A more intensive interview was conducted with Kirk Lundbeck where outing and membership were discussed. An external site visit was undergone at St. Andrews Golf Course in order to view their completed system and ascertain about any problems they have had with their system. Members of the Pro Shop were also questioned as to their input about ways to improve the quality of service they were currently receiving. The Analysis Phase lasted one month and was completed by March.

The Design phase was conducted during the same period of time. This consisted of the design of the data files, input and output screen design and the construction of data dictionaries. This phase will last
through mid-April.

The fourth phase of Development begins in mid-April and will last approximately one month. It is at this point where the CPU will be purchased along with the two terminals and two printers. These will be purchased from an outside vendor according to service and future capabilities. At the same time, the software will be developed by a programmer in order to enhance the database features.

The final phase is the Implementation of the system into Pheasant Run Pro Shop. The change from old system to new system will last one month. The system will be installed within a week while business is conducted as normal. The users of the system will receive guidance as to the use of the system. Due to the highly user-friendly nature of the system, this process will not be very time consuming. The current system will be used along with the new system for this time period. Once the users are familiar with the operation of the system, the old system will be dropped and the Pro Shop will completely convert to the new computerized system. Please see Appendix for detailed Schedule and Implementation.

COST/BENEFIT ANALYSIS

In comparison with the benefits, the costs of implementing this alternative would be relatively low. The costs associated with this solution
would be mainly hardware and the programming of the software. A CPU with 50M of storage would need to be purchased in order to satisfy the needs of the file system. Two terminals would be used in conjunction with the CPU in order to carry out the work which needs to be completed. Each of these terminals would be equipped with a printer for reports and transaction receipts. The total cost of the hardware would be $3300.00. Other costs would include 100 hours of programming and development fee of $1000.00 to cover training and the consulting fees. The total costs come up to $8300.00.

The benefits can be split into tangible and intangible. The tangible benefits come from the increased control with the reservation system. With the new system in place, the Pro Shop will be able to send approximately 2 more people each hour on the weekends. This increase in players will cause an increase in revenues of $17,000.00 over the year. The intangible benefits are increased customer service and a more centralized file system. By increasing customer service, Pheasant Run Pro Shop will be protecting their position within the market and ensuring a profit in the years to come.

The payback period is estimated by dividing the costs ($8300.00) by the benefits ($17000.00). This calculates out to roughly .5 or approximately 6 months. A payback period of 6 months greatly supports the decision of implementing a new system for the Pro Shop. The tangible
benefits outweigh the costs, and the intangible benefits also increase the
difference. Please see the Appendix for a detailed description of the
cost/benefit analysis.

CONCLUSION

When the current system of Pheasant Run Pro Shop is examined
carefully, it is apparent a new system is needed in order to continue is
success into the future. The problem with addressing the needs of the
customers will continue to grow if not addressed in the near future. The
golf industry is highly service oriented and the Pro Shop is currently on
the edge of falling behind. The growth in the industry will exaggerate this
difference and will create greater problems for those who are behind.

The proposed system will solve the current problems and set the Pro
Shop up for the future. With the knowledge and expertise of the managers
and the staff, Pheasant Run Pro Shop will lead into the future and continue
to grow and improve. This system will push the Pro Shop where it wants
to be.
Pheasant Run Pro Shop
St. Charles, Illinois

APPENDIX
Pheasant Run Pro Shop
St. Charles, Illinois

SCHEDULE AND IMPLEMENTATION
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Pheasant Run Pro Shop
St. Charles, Illinois

COST/BENEFIT ANALYSIS
COSTS:

HARDWARE:

1 CPU 50Megabyte Harddrive $2000.00
2 Terminals @ $300.00 each 600.00
2 Printers @ $350.00 each 700.00

PROGRAMMING

100 hours @ $40.00 per hour 4000.00

DEVELOPMENT FEE 1000.00

TOTAL COSTS $8300.00

BENEFITS:

QUANTITATIVE:

2 more people per hour on weekends

$25.00 greens fee * 2 people * 10 hours = $500.00 per day

34 weekend days in a season * $500.00 = $17,000

QUALITATIVE

- Increased Service to Customers
  may increase # of repeat players/outings

- More Centralized File System

PAYBACK PERIOD:

$8300.00/$17000.00 is approximately .5 or 6 months
Pheasant Run Pro Shop
St. Charles, Illinois

SCREENS
Pheasant Run Pro Shop
St. Charles, IL

Main Menu

1) Reservations
2) Transactions
3) Outings
4) Membership
5) Reports
6) Handicap

Selection: _____
Pheasant Run Pro Shop
St. Charles, IL

Main Menu

1) Reservations
2) Transactions
3) Outings
4) Membership
5) Reports
6) Handicap

Selection: 7    INVALID SELECTION
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6:00 Name: ____________

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6:00 Name: Jones  # of Players: __
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### Pheasant Run Pro Shop
St. Charles, IL

**Sunday, June 21, 1992**

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Delete? (Y or N) __

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Cash tendered: 26.00

Change: .64

<esc> to cancel
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS

1) Add a new Outing
2) Change Outing Information
3) Delete an Outing
4) Scoring

Selection:__

<esc> to return to main menu
| **Company Name:** | ____________________________ |
| **Contact Name:** | ____________________________ |
| **Street:** | ____________________________ |
| **City:** | ____________________________ | **State:** | ____________________________ | **Zip:** | ____________ |
| **Phone:** | (____)____-____ | **Fax:** | (____)____-____ |
| **Date of Outing:** | __/__/____ |
| **Date of Original Contact:** | __/__/____ |
| **Date of Last Contact:** | __/__/____ |
| **Price for Golf (per person):** | $______ |
| **Price for Cart (per person):** | $______ |
| **Scoring Method:** | ____________________________ |
| **Special Requests:** | ____________________________ |
| **Notes:** | ____________________________ |
| **Grounds Crew Notes:** | ____________________________ |

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Change Outing Information

Company Name: ________________________

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Change Outing Information

1) Bell Labs
2) Broderick, Inc.
3) Brussels Paint
4) Cal Technology

Selection: __

<esc> to back up
Company Name: Broderick, Inc.
Contact Name: John Smith
Street: 1350 West Main St.
City: Geneva, State: IL, Zip: 45205
Phone: (708) 232-5555, Fax: (708) 232-1587
Date of Outing: 06/21/1992
Date of Original Contact: 01/15/1992
Date of Last Contact: 04/01/1992
Price for Golf (per person): $20.00
Price for Cart (per person): $11.00
Scoring Method: Peoria and low net
Special Requests: Closest to pin on 12, long drive on 18

Notes: Will be delivering own pop on 6/20

Grounds Crew Notes: Need pin in #5 front bunker

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Delete an Outing

Company Name: __________________

<esc> to back up
Delete an Outing

1) Bell Labs
2) Broderick, Inc.
3) Brussels Paint
4) Cal Technology

Selection: __

<esc> to back up
Company Name: Broderick, Inc.  
Contact Name: John Smith  
Street: 1350 West Main St.  
City: Geneva  
State: IL  
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Phone: (708) 232-5555  
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Scoring Method: Peoria and low net  
Special Requests: Closest to pin on 12, long drive on 18  
Notes: Will be delivering own pop on 6/20  
Grounds Crew Notes: Need pin in #5 front bunker  
Type DELETE to erase: ________  
<esc> to back up
Company Name: ____________________
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Scoring

1) Bell Labs
2) Broderick, Inc.
3) Brussels Paint
4) Cal Technology

Selection: __

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Scoring
Broderick, Inc.

1) Print Signs
2) Print Results
Selection: _

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Scoring
Broderick, Inc.
Print Signs

1) Group Players at Random
2) Group Players as Organized

Selection: __

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
OUTINGS
Scoring
Broderick, Inc.
Print Results

1) Gross Results
2) Peoria Results

Selection:

<esc> to back up
<table>
<thead>
<tr>
<th>Participant Name</th>
<th>Score</th>
<th>Net Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jones, A.</td>
<td>94</td>
<td>83</td>
</tr>
<tr>
<td>Abercrombie</td>
<td>76</td>
<td>72</td>
</tr>
<tr>
<td>Williams</td>
<td>88</td>
<td>66</td>
</tr>
<tr>
<td>Hopkins</td>
<td>78</td>
<td>71</td>
</tr>
</tbody>
</table>
Pheasant Run Pro Shop
St. Charles, IL

MEMBERSHIP

1) Add a Member
2) Change Member Information
3) Delete a Member

Selection:____

<esc> to return to main menu
Pheasant Run Pro Shop
St. Charles, IL

MEMBERSHIP
Add a Member

Last Name: __________
First Name: __________
Family Members: ____________________________
Street: ________________________________
City: __________ State: __ Zip: ______
Home Phone: (___) ___- ___

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL

MEMBERSHIP
Add a Member

Last Name: Smith
First Name: Joe
Family Members: Mindy & Jane
Street: 1030 Oak Lane
City: Geneva State: IL Zip: 43026
Home Phone: (708) 232-4532

Is this information correct? (Y or N) _
<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL

MEMBERSHIP
Change Member Information

Member Last Name: ________________

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL

MEMBERSHIP

1) Smith, Amy
2) Smith, Ann
3) Smith, John
4) Smith, Kevin
5) Smith, Marty
6) Smith, Wally

Selection: __

<esc> to back up
MEMBERSHIP
Change Member Information

Last Name: Smith
First Name: Joe
Family Members: Mindy & Jane
Street: 1030 Oak Lane
City: Geneva State: IL Zip: 43026
Home Phone: (708) 232-4532

Is this information correct? (Y or N) _

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
REPORTS

PASSWORD:________

<esc> to return to main menu
Pheasant Run Pro Shop
St. Charles, IL
REPORTS

PASSWORD:_________

ACCESS DENIED

<esc> to return to main menu
Pheasant Run Pro Shop
St. Charles, IL
REPORTS

1) Print Daily Report

Selection: __

<esc> to return to main menu
Pheasant Run Pro Shop
St. Charles, IL
REPORTS

1) Print Daily Report
2) Print Comparison Report

Selection:

<esc> to return to main menu
Pheasant Run Pro Shop
St. Charles, IL

REPORTS
Comparison

Enter Time Period  _____ to _____

Comparison Period  _____ to _____

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL

HANDICAP

Member Last Name: ____________________

<esc> to return to main menu
HANDICAP

1) Smith, Amy
2) Smith, Ann
3) Smith, John
4) Smith, Kevin
5) Smith, Marty
6) Smith, Wally

Selection: ___

<esc> to back up
Pheasant Run Pro Shop
St. Charles, IL
HANDICAP

Member: Smith, John
Scores: 71 79 78 89 82 85 76 89 76 78
         99 89 79 86 75 86 76 75 86 81
Handicap: 7.6

<n> to add new scores
<p> to print
<esc> to back up
Member: Smith, John

Scores: 71 79 78 89 82 85 76 89 76 78
       99 89 79 86 75 86 76 75 86 81

Handicap: 7.6

Printing... Please wait
Member: Smith, John

New Score: ___

Course Rating: ___

<esc> to cancel