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**Keyonix looks to eliminate unauthorized rounds**

**By DEREK RICE**

GREENVILLE, S.C. — With the introduction of its Smart Key golf car ignition system, Keyonix LLC hopes to allow course owners to eliminate unauthorized use of golf car usage and establish accountability for every round of golf played with a car.

“We’re not trying to eliminate free rounds of golf, just the unauthorized ones,” said Bobby LoVine, national sales manager for Keyonix. “Extra play is an expense to the golf course, to the golf course maintenance and to the cars.”

Currently, there is no system for knowing how many rounds a course is losing, LoVine said.

“No one knows that. It’s like asking how many times a bank didn’t get robbed,” he said. “Once we’ve completed our first full year, we’ll be able to tell them how many rounds they’re losing based on trends from previous years.”

Many courses don’t lock their cars in a barn, so anyone with a key to the clubhouse can get access to the cars and joyride around the course, LoVine said.

“You’ve always got those cases where someone drives a car into a pond or across a green or rolls one over,” LoVine said. “Between the damage to the car itself, the damage to the golf course and potential injury, you expose yourself to a lawsuit because you didn’t secure your golf cars the way you should have.”

At the moment, Keyonix is testing its system at Carolina Springs Golf Club in Greenville. Once the system has been installed and tested, it will be available on a widespread basis.

Golf courses can program each Smart Key, which use iButton technology, in 15-minute increments at the point of sale. Once that time limit has been reached, the golf car will stop running.

“Right now, a golf car knows it’s in a barn, it’s in a car,” LoVine said. “Then it goes out — the guest drives it off the property, 20 minutes later it’s due back.”

**Case studies demonstrate return in GPS investment**

**By DEREK RICE**

AUGUSTA, Ga. — According to case studies released by golf car manufacturer E-Z-GO Textron and global positioning system (GPS) provider ProLink, golf courses can see financial benefits from GPS. Courses in the case studies, conducted in summer 2001 by Fletcher Martin Ewing, showed a return on investment (ROI) of up to 240 percent and a reduction in the length of rounds by an average of 15 to 20 minutes.

As a result, the course was able to achieve its targeted pace of play of four hours, 35 minutes. Additionally, the club saw a 9.7 percent revenue increase from its ProLink fees, a 35 percent guest food and beverage sales increase and a 215 percent ROI.

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**AGC sues Eagle Brook member**

GENEVA, Ohio — Since becoming a member of Eagle Brook Country Club in 1998, Tom Doyle has seen many things about the operation that have made him unhappy, such as non-members playing the private course and sliding maintenance issues. Two years ago, he decided he’d seen enough and wanted out of his membership.

Understanding that club policy dictated that until membership reached full capacity, one member would be allowed to keep the club for four new members who joined, he put his name on the resigning members list and continued to pay his dues. At the time, he was told he was No. 23. The last time he checked, he was told he’d moved up to No. 17, although, as he said, there is no way to know for sure, since the list is kept confidential.

Last July, Doyle decided enough was enough. He told general manager Jeffrey Kreafke to keep his $24,000 membership fee and that he was no longer a member. When monthly dues statements continued to arrive, Doyle ignored them. When the club posted his name, as well as his wife’s name, in the clubhouse as a deadbeat member, Doyle filed a suit and won.

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**Tradepress Focus: Course Management Systems**

**By DEREK RICE**

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