

## T-Links, Teetimes.com form alliance

WILLIAMSBURG, Va. — T-Links Inc. and Teetimes.com have reached an agreement for Teetimes.com to be the exclusive provider of tee time technology for T-Links's 150-plus member courses. Regional introduction of the system will begin immediately with the first installation planned for courses in At-

lantic City, N.J.

The five-year partnership agreement will include installation of the Teetimes.com system into T-Links courses in Hilton Head, S.C.; the Sandhills/Pinehurst region of North Carolina; Myrtle Beach, S.C.; Biloxi, Miss., and Charleston, S.C. The Teetimes.com suite includes a

tee sheet and yield management system, integration with existing point of sale programs and real-time on line hotel golf packaging services.

"Teetimes.com provides the mix of technology, reliability and customer service that we were looking for," said T-Links president Terry Sedalik. "We received

very good recommendations from our other regions where their system is installed, including Ocean City, Williamsburg and Virginia Beach. We will begin the installation process on a region by region basis."

### T-LINKS SYSTEM REPLACED

The new reservation system will replace the T-Links system, which was designed and devel-



oped in Myrtle Beach in 1992. The existing computer platform will be replaced by Teetimes.com's Oracle/Solaris network, allowing the regions to take full ad-

vantage of the Internet and other advances in technology to effectively and efficiently promote their business.

Teetimes.com CEO Danny Stoval said the T-Links agreement marks a turning point for the company. "Our biggest challenge is not technology. It's not attracting golfers to our site. It is signing up golf courses," he said. "The T-Links group includes some of the most well-known and respected courses in the country. We are confident that this agreement will provide the catalyst for us to rapidly expand our Teetimes.com course network."

## Marriott Golf sends up Waller

ORLANDO, Fla. — Robert Waller, CGCS, has been named associate director of grounds operations for Marriott Golf.

Waller will assist with establishing preferred vendor accounts while maintaining the existing accounts of Marriott Golf properties. He'll also handle recruitment of superintendents, work closely with the company's golf property development team, and conduct site visits and field reviews of Marriott layouts.

## Palmer plan

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membership standards for the portfolio as a secondary effect of the program.

"This program strengthens our member benefits at each of our private clubs," Donahue said. "The reciprocity program provides us the opportunity to leverage our marketing within our markets by offering a unique benefit."

In addition to the reciprocal playing privileges at the private and semi-private clubs, members also have access to more than 20 of Palmer Golf's daily-fee facilities nationwide at a preferred rate.

Furthermore, Palmer Golf private club members have reciprocal playing privileges at more than 20 international affiliate clubs through a unique partnership with International Management Group's Sportsclub. These international additions provide members discounted greens fees of up to 50 percent. ■

GOLF COURSE NEWS

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