



IMPROVE SCHEDULING RAIN ONLINE CONSULTING PATENTED TOOLS MOBILE INFORMATION APPLICATION RATES FROST EVAPOTRANSPIRATION PROTECT PEOPLE LOCATION BASED SNOW ICE REAL-TIME LIGHTNING PRECIPITATION TIMING WIND SPEED HEAT INDEX MAXIMIZE RESOURCES WARNINGS MAP LAYERING LOCAL WEATHER EVENT PLANNING HUMIDITY

MXVISION WEATHERSENTRY®

CASE STUDY

OLYMPIC HILLS GOLF CLUB

EDEN PRAIRIE, MN

Golf is popular in Minnesota. The state boasts the highest ratio of golfers-per-hole of any state in the Union. So it's not surprising that Minnesota has its share of challenging courses.

Olympic Hills Golf Club is one of the more demanding courses in the Twin Cities area. From the men's regular tees, the course measures 6,616 yards and has a slope of 142, making it the second most difficult among the scores of Twin Cities courses.

"It's a pretty good test of golf," said Mike Preuss, the head golf pro at Olympic Hills.

THE CHALLENGE

Just as Olympic Hills prides itself in its course, it also takes pride in delivering an outstanding level of service to its members and guests. It's important for Preuss and his staff to manage player expectations when stormy weather hits.

In rainy conditions, Olympic Hills will let a player decide if they want to venture out. "They're a pretty hardy lot," Preuss said. "We'll tell them 'it doesn't look good', and they'll say 'I'll try it anyway.'"

Lightning, however, is a different issue. "Any time there's lightning, someone mentions the guy who died from a lightning strike during the '91 U.S. Open at Hazeltine, which is just down the road from

us," Preuss said. "When that happened, we knew we had to get a weather system for player safety."

THE DTN/METEORLOGIX SOLUTION

To protect players, and to help them to make informed decisions about playing in less than ideal weather, Olympic Hills selected the MxVision WeatherSentry® system from DTN/ Meteorlogix. The system is positioned by the front door of club pro shop and stays on the entire time the course is open, so players can monitor the weather on their own.

Preuss uses the system to monitor lightning activity. He and his pro shop staff will watch lightning cells closely as they assess the timing, location and duration of the larger storm system. They won't hesitate to fire an airhorn blast to signal golfers that it's time to come in, and the course will shut down until the lightning passes.

RESULTS

Olympic Hills has learned that the right weather information can not only keep players safe, it can actually support the bottom line as well.



Once players are in the clubhouse during a weather delay, MxVision WeatherSentry plays an important ongoing role in managing expectations and “stay-or-get-a-rain-check” decision making.

“We can tell them how long the storm will last, and usually keep them at the course. It’s actually good for business. They’ll come in and shop— rain days can be some of your better days,” Preuss added.

THE CLIENT’S VIEW

“My favorite feature is how it tracks the storm — show’s me where it is, how fast it’s moving, and when it will hit a certain area.”

Mike Preuss, head golf pro, Olympic Hills Golf Club

Is the club happy with MxVision WeatherSentry? “Our Golf Committee is always looking at new product and service ideas, and they are pretty positive about it,” said Preuss. “It’s a very nice customer service feature.”

DTN/Meteorlogix, DTN’s brand of commercial weather services, delivers industry-specific weather management capabilities for its customers to manage business risks, maximize personal safety and minimize financial loss.

DTN/Meteorlogix is the official forecaster of the PGA TOUR and Champions Tour.

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