



CASE STUDY

PINEHURST RESORT AND COUNTRY CLUB

PINEHURST, NORTH CAROLINA

Eight golf courses — more than any other resort in America — grace the 2,000-acre landscape at Pinehurst Resort and Country Club. Their signature course, number two, has hosted more championships than any other course nationwide, including the 2005 U.S. Open Championship. It was designed by Donald Ross in 1907. The fifth hole, a long tough par 4 generally regarded as the toughest on the course, is their signature hole, according to Scott Ellender, director of golf.

THE CHALLENGE

The staff at Pinehurst Resort and Country Club needs the latest weather information to keep players and guests safe and to provide them with a high level of customer service.

THE DTN/METEORLOGIX SOLUTION

For the past 12 years, Pinehurst Resort and Country Club has depended on MxVision Weather Sentry® Turf Edition with Lightning Manager® via satellite for real-time, location-specific weather information. They are in the process of adding the online service to their other two golf shops. Both subscriptions will include Lightning Manager, which alerts them to lightning strikes within a pre-set area. They are also considering adding an online system to their golf course maintenance unit.

RESULTS

“There’s no doubt we use the service every day,” said Ellender. “We primarily use the system to notify our golfers in a timely fashion if there’s dangerous weather approaching and to provide information about rain to our golfers.”

“We depend on it primarily for the radar, Lightning Manager, and the 10-day forecast. When we can tell on the radar that a storm is approaching, we go in and activate Lightning Manager to see if there’s lightning involved and how far away it is.”

“As golfers ask us, we’re able to give them knowledgeable information regarding whether we think it’s going to start raining later in the day, how long it will last and how heavy it’s going to be,” he said. “We can tell them if it’s going to be just a quick shower and then it’s out or it’s going to be a heavy scenario. I find the forecasts to be pretty darn accurate.”

They have the system on the corner of the golf shop counter. “It’s generally facing us, but when we want to show it to guests, we just turn the screen and they can see it with us,” said Ellender. “They love it. It’s customer service, being able to show someone what’s going to happen.”



"They can look at the radar and drill down to a specific area," said Ellender. "The radar updates every five minutes so we're able to give them very timely information as to 'this is what the storm looks like, this is how big it is, this is how fast it's moving, this is the direction it's moving,'" he said. "We can show them, 'we've got a storm coming our way but we think by the trend of the radar it's going to go north of us or south of us and just miss us, or we'll be right smack dab in the middle of it,'" said Ellender. "It's very helpful to be able to show your golfers what truly is going on."

"It's been the best product that we've been able to find that helps us keep golfers safe and provide good customer service," he said.

Ellender has also been pleased with the quality service DTN/Meteorlogix has provided. "Customer service with DTN/Meteorlogix has always been exceptional. They've been easy to work with and we've enjoyed our relationship with them."

Ellender depends on the service. "I consider it critical to our operations. I definitely would recommend it to other courses."

THE CLIENT'S VIEW

"MxVision WeatherSentry *Turf Edition* is a classy thing to have in the golf shop. One of our golfers' biggest concerns is when there's a chance for rain or bad weather on a particular day. With the service, we're able to give them very high-tech, first-class information that they can actually look at with us."

Scott Ellender, director of golf, Pinehurst Resort and Country Club

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