



IMPROVE SCHEDULING RAIN ONLINE CONSULTING PATENTED TOOLS FERTILIZE MOBILE INFORMATION APPLICATION RATES CUSTOM ALERTS PLAY MANAGEMENT DECISIONS PROTECT PEOPLE ICE PRECIPITATION TIMING WIND SPEED REAL TIME LIGHTNING FUNGICIDE FUTURE RADAR CAPABILITY MAXIMIZE RESOURCES SPRAY MAP LAYERING LOCAL WEATHER HUMIDITY WARNINGS

MXVISION WEATHERSENTRY ONLINE®

CASE STUDY

RAYBURN COUNTRY CLUB

JASPER, TEXAS

The Rayburn Country Club is a semi-private, 27 hole resort course located in Texas, approximately 130 miles east of Houston.

THE CHALLENGE

Rain is a big issue for Rayburn Country Club since golfers don't like to play during a shower or a storm. "We don't make any money when it's raining," said Jason French, the club's head golf pro and pro shop manager.

Lightning is another critical concern. It not only adversely affects operations, but threatens the safety of players out on the course. The club wanted a system that would let them know when lightning was detected so they could move golfers to safety when strikes occurred within five miles of the course.

THE DTN/METEORLOGIX SOLUTION

Rayburn Country Club chose the MxVision WeatherSentry Online® *Turf Edition for Golf Professionals* Professional package from DTN/ Meteorlogix. The package provides the Internet-delivered weather management service plus enhanced capabilities including, MxVision WeatherSentry Mobile, MxVision Weather Information Notification System® (WINS), Lightning Manager®, Alert Manager®, and access to a meteorological consulting forum — plus added licences for additional users.

MxVision WeatherSentry Online *Turf Edition for Golf Professionals* is a real-time, Internet-delivered solution designed to help users stay on top of changing weather conditions that can threaten player safety as well as impact play decisions and high-profile events.

MxVision WINS delivers instant, personalized weather alerts on any e-mail compatible cell phone, PDA, pager, or P.C. The solution constantly monitors user-specified weather parameters at the user's chosen location, 24 hours a day, allowing him or her to focus on other duties.

Alert Manager notifies French and other Rayburn staff of significant weather changes within their chosen coverage area. This customizable, safety-focused tool can also sound alarms for changes to weather conditions like wind speed, or when the National Weather Service issues a watch, warning, or advisory.

Lightning Manager gives reliable, advance warning to dangerous weather conditions by using real-time lightning data — not predictions that can lead to false alarms or delayed reporting after deadly lightning has already struck.



meteorlogix

The online consulting forum allows users to receive the answers they need to keep their operations running smoothly. It lets them ask weather-related questions to one of DTN/Meteorlogix's professional meteorologists, any time of the day or night, and receive personalized answers. They can also see what others in their industry and area of the country are asking as well as the meteorologists' responses.

RESULTS

Rayburn's staff predominantly use the system's detailed, real-time local radar to track storms in the area. They also use its patented PrecipTimer® technology, which lets them know when rain will start and how long it will last. Alarms can even be set for light, moderate, or heavy precipitation — providing advance warning to changing conditions well before the rain begins.

The system sits on top of the cash register in the Pro Shop, where it not only provides a higher level of safety and improves operations, but serves as a public relations tool as well.

"Golfers love it," added French. "It helps them understand where weather is at. It lets them know when it is going to rain, where it is going to rain, and how long the rain will last."

THE CLIENT'S VIEW

"Golfers love it."

Jason French, head golf pro/pro shop manager, Rayburn Country Club

The club regularly uses the Lightning Manager tool to protect golfers in the thunderstorm-prone region. Having the reliable notification of approaching strikes provides the course with enough time to move golfers to safety.

The weather information provided by system is also utilized by the course's superintendent as well. "The seven-day forecast helps him plan his week," said French. "He checks wind speeds before spraying and the precipitation forecast before fertilizing or seeding. He needs to know the rain won't come and wash the seed away." This is particularly critical in the fall when the course is seeded with rye grass, which keeps it looking green all winter long.

Rayburn Country Club has also earned its reputation as "the local forecaster" thanks to their MxVision WeatherSentry Online *Turf Edition for Golf Professionals*. "We're located near a top-ten bass lake," said French. "The locals call us to check the weather before heading out to fish."

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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