



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

## MXVISION WEATHERSENTRY®

CASE STUDY

# OLYMPIA FIELDS COUNTRY CLUB

OLYMPIA FIELDS, ILLINOIS

Olympia Fields Country Club, home of the 2003 US Open, describes its golf courses as “tradition with a modern face.” A venerable, stately country club founded in 1915, Olympia Fields has seen history’s best golfers competing on its courses and the likes of Bobby Jones, Sam Snead, Ben Hogan, Arnold Palmer and Jack Nicklaus treading its fairways.

### THE CHALLENGE

Yet every golf course must keep up with the times, and just as Olympia Fields has redesigned most of its holes to provide today’s golfers with greater challenges, it has turned to the latest technology to enhance its operations.

In particular, the management of Olympia Fields needed an easy, dependable way to plan its operations and events around the volatile summer weather typical of its Midwestern location, 25 miles south of Chicago.

### THE DTN/METEORLOGIX SOLUTION

A DTN/Meteorlogix customer since 1995, Olympia Fields upgraded in 2003 to a MxVision WeatherSentry® system. With its hyper-local, real-time radar capabilities, MxVision WeatherSentry solves the biggest weather issue facing course management— namely, what’s the weather going to do in the next few hours?

Slow-moving weather is easier to schedule around, according to Kevin West, Olympia Fields’ golf course superintendent. “The real challenge is short-term storms that pop up,” he said. With their new MxVision WeatherSentry system, staff members can quickly and easily determine what each day’s weather holds.

“We’re absolutely delighted with the upgrade,” West said. “The radar was good before, but it’s even better now. The storm tracking identifies intense cells in a storm and gives us an ETA on when the storm will hit. It’s easy to use, because there’s less jumping from screen to screen.”

How often do staff members use it? Constantly. According to West, “The radar is always on.”

Olympia Fields’ management considered alternative weather information options as well as competing weather systems before deciding to upgrade to MxVision WeatherSentry. “We looked at other systems and found them to be hugely expensive,” West relates.

Weather shows and reports on cable TV were not a feasible option either. “We have no cable in our maintenance building,” West said, “and even so the Weather Channel® simply isn’t current and accurate enough to make a difference for us.”



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Ultimately, it was easy to justify the expense of upgrading their DTN/Meteorlogix system to MxVision WeatherSentry. "If we apply a fungicide and it rains an hour later, we've just wasted \$10,000," West explained. "Using our new system, we avoid that type of unplanned cost."

## RESULTS

With DTN/Meteorlogix weather information thoroughly integrated into the country club's operations, everyone benefits—maintenance staff, pro shop, and members alike.

Golfers have learned to call ahead for weather updates, so they know when to come to the course. Understanding what each day's weather holds has enabled the pro shop to schedule lessons more effectively and avoid the headaches of weather-related cancellations and rescheduling.

Is Olympia Fields' management satisfied enough with MxVision WeatherSentry to recommend it to other courses? "Absolutely," Kevin West said. "I do all the time."

## THE CLIENT'S VIEW

"DTN/Meteorlogix has been around a long time, and they have a quality product."

Kevin West, golf course superintendent, Olympia Fields Country Club

*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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