

Playbooks Releases Conditions App After Promising Beta

The Conditions app sends real-time course conditions updates directly to golfers, staff

Greg Wojick and Matt Leverich, co-owners, Playbooks for Golf

January 29, 2019

Wilton, CT – In 2017, Playbooks for Golf announced their initial plans to develop a revolutionary software platform called Conditions. For the past 18 months they have tested the product through a Beta program with leading clubs in the nation. After fantastic feedback from superintendents and golfers alike, the platform has cleared beta and is fully launched as of today. Playbooks will be debuting the finalized platform at the Golf Industry Show, but you can get a quick overview at goplaybooks.com/conditions.

Conditions app is designed to help golf course superintendents communicate critical course conditions faster and more directly with the people who matter most: members and key golf facility staff. The easy-to-use app promises to increase member satisfaction, save superintendents time—and minimize the heat they take for factors beyond their control.

“As a former superintendent, I know how challenging it can be to get the right information to the right people at the right time,” says Greg Wojick, co-owner of Playbooks for Golf. “We try everything to keep the right people informed—Twitter, Facebook, email, and even Instagram. But we can never be sure the message gets through. *Conditions* renders these and other forms of communication obsolete by making it possible for superintendents to share real-time course conditions and project updates at any time—quickly and easily.”

Beta Results Are Resounding Success

The results from the Beta program were extremely positive from every tester. Golfers love the platform and are more educated as a result. If you are looking for direct feedback, look no further than these two superintendents:

Billy Weeks, Houston Country Club:

“Our membership loves it! Congrats on a job well done with this app. If you need me as a reference for the app please use us.”

Pat Ryan, Sands Point Golf Club:

“Everything is working great. Members love the app and a majority have signed up. It has been a huge help with our communications.”

Keeping Superintendents Off the Hot Seat

Conditions addresses one of the most challenging aspects of the superintendent's job: avoiding the misunderstandings or misperceptions that arise when members and staff don't fully understand the "what" and "why" of course conditions, and ensuring they actually get the message.

"Let's say it's been raining every other day for two consecutive months," Wojick explains. "During this time, the course is soggy and slow—even on those days when the sun is shining. The superintendent knows the reason for these less-than-ideal conditions, but the golfers don't, and they're grumbling. The *Conditions* app eliminates this situation by making it possible for golfers to check real-time conditions anytime and anywhere. They have immediate access to course conditions and project status, complete with update narratives and photography that can be made available throughout the day, week, and month."

The Right Information to the Right People at the Right Time

Playbooks for Golf co-owner, Matt Leverich, says: "The problem with all current forms of communication is that they require the golfer to visit them on their own or filtered through a social feed with all kinds of distractions. In particular, maintenance blogs and Twitter have become more of a sharing environment between turf professionals, and golfers get left behind or not engaged. With *Conditions*, we take the critical course information straight to golfers' phones where they can easily see the entire operation, and get alerts via push notifications, in a great app format. Plus checking *Conditions* becomes part of their routine just like checking other critical apps."

Playbooks built the unique platform knowing superintendents need something easy to use, not another complicated piece of software. Using *Conditions* is as simple as writing a blog post or tweet. It's the culmination of the last 20 years for those seeking better communications, and now it's here.

Third-Party Integrations

Just like all their other services, Playbooks built *Conditions* to be used in conjunction with third-party offerings as well. The platform can work seamlessly with any clubhouse F&B app, while still allowing the superintendent an ability to send alerts to only the serious golfers.

Playbooks also worked closely with ezLocator to integrate daily hole locations from that platform, for both ezLocator and ezPins clients. This allows golfers to only need one app for both Pins and course conditioning information.

Demonstration and Information

For a real-time demonstration of *Conditions*, visit the Playbooks for Golf website: goplaybooks.com.

To speak with a representative about *Conditions*, contact:

Matt Leverich, co-owner Playbooks for Golf

913-2218052

mleverich@goplaybooks.com

About Playbooks for Golf

Playbooks for Golf is a communications and technology company serving the golf and turfgrass industries, offering mapping, software, and online solutions that help industry professionals and companies succeed. Playbooks for Golf is an affiliate member of the GCSAA.