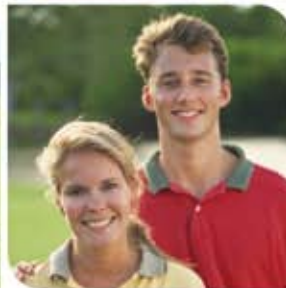


Club QAP™

Quality Assurance For Management Success & Club Excellence

Private Club
Quality Assurance Programs
For
Dining, Golf & Special Activities.



The Easy to Use, Web
Based Survey Program for
Members & Management.



THE SOURCE FOR PRIVATE CLUB EXCELLENCE™

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St. Louis, Missouri 63141
Tel: 314.744.5040
Toll Free: 1.800.365.2498
Fax: 314.744.5046
www.mcmahongroup.com

McMahonGroup 
INCORPORATED

Club QAP™ For Your Success



McMahon Group has worked with over 1,000 private clubs of every type in striving to make each club the best it can be. From our experience, we have heard over and over again that management teams need an easy way for members to provide instant feedback on their club offerings. This way, management can react quickly and know their club is performing well at all times.

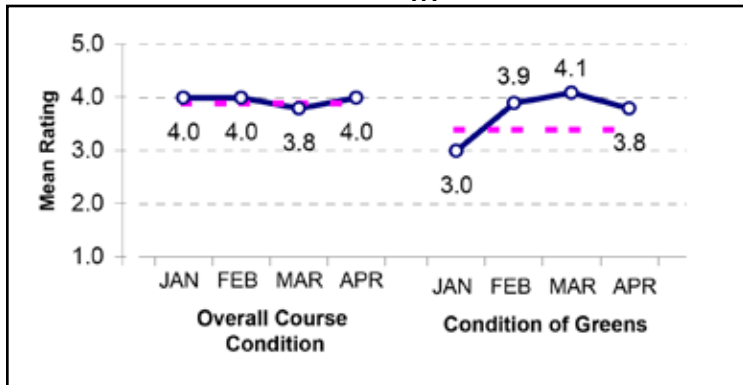
Great clubs do not happen by accident. They have good/visionary Boards, dedicated/capable managers and they continually monitor their members for high satisfaction. **There is always the need to know.**

Everyone agrees on a club's performance goal, but the difficulty is knowing if the club is delivering on a consistent basis. Club QAP™ is an objective program that keeps the management informed of member satisfaction on a 24/7 instant access basis.

Club QAP™ assures a club delivers its promise of quality every day and in every way.



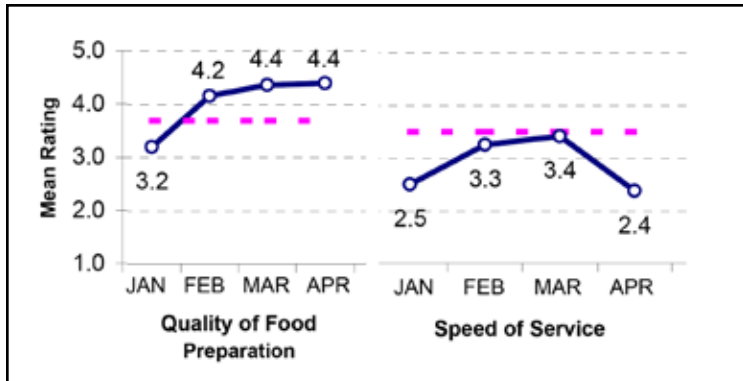
Sample Golf Club QAP™ Results



Sample graphs showing results over a four month period for a club's dining and golf quality assurance programs.

- Black - Sample Club Result
- Red - McMahon Group benchmark data results from clubs surveyed over the last 2 years.

Sample Dining Club QAP™ Results



Club QAP™ For Dining, Golf, and Special Activities

The McMahon Quality Assurance Program is designed for easy use by both members and management. Club QAP™ is a web-based, survey link that is installed on your club's website. Members easily and quickly complete the short, on-line survey for dining, golf or other special activities. McMahon Group automatically tabulates the results on a 24/7 basis. Club QAP™ computers provide immediate access for management.

The brief Club QAP™ web-based survey is developed with each club's manager. Then McMahon uploads it on a Club QAP™ website and provides a link to be placed on your club's website. Members are encouraged by way of your newsletter to go on-line at any time to provide input on dining, golf or special activities.

Club QAP™ computers provide daily, weekly, monthly and annual analysis of your results. We provide comparisons with your club's past ratings once a club signs up for a 4 month trial and with ratings from McMahon Group's database from hundreds of other similar clubs. Club QAP™ surveys have standardized and custom features that are created with management.



SPECIAL TRIAL OFFER

McMahon Group offers a free, four-month trial period for Club QAP™ to allow your club to evaluate this service. We develop your survey questionnaire, provide a link to your webmaster and give you four months of free service. After the trial period, you will be able to sign up for ongoing participation.

Please rate the following aspects of your most recent **OUTDOOR DINING** experience at the Club:

1=Very Poor
5=Very Good

OUTDOOR DINING	1	2	3	4	5
Wait staff professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wait staff attentiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wait staff appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Actual Survey Screenshot

To sign up please call Martha McMahon-Acker at 800-365-2498 or email her at martha@mcmahongroup.com, and she will contact you or your designated representative to work out all the simple details. It usually takes about 30 days to set up the **Club QAP™** Program and to get the links on your club's website.

CLUB QAP™

Another McMahon Service
to the Private Club Industry

McMahonGroup ®
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