



Leaves Will Not Be the Only Things Changing This Fall!

Dear Customers,

As we transition into the fall season and witness the sure signs of environmental change--leaves turning, temperatures dropping-- major changes will be taking place in the business environment as well-- specifically in the way we conduct credit card processing. Credit cards with magnetic strips have proven to be exceptionally vulnerable to fraud and, therefore, businesses will need to comply with new processing standards by switching to EMV chip technology. As of October 1st, all U.S. businesses that accept credit cards will be required to have new EMV-certified credit card terminals. In fact, if your business does not upgrade to EMV-Certified terminals by this deadline, you may be held financially liable for any preventable fraudulent in-store transactions that occur when a chip card is used. EZFacility has been working with our preferred partner, Constellation Payments, for the past several months in preparation for this change to bring you an EMV solution that can be integrated directly with our software.



But first, what is EMV?

EMV stands for Europay, MasterCard, and Visa, the three companies that developed this new standard for credit cards, payment terminals and automated teller machines i.e. any technology used to authenticate chip card transactions. Switching to EMV will help to combat credit card fraud because, unlike magnetic strip cards, chip card data is never decrypted and never exposed. In addition to encryption, each EMV chip card transaction is assigned a unique one-time-use token, which is then destroyed once the transaction is complete. Keep in mind that this applies ONLY to card-present transactions (swipe or chip card), and does NOT apply to autopay transactions or online payments.

What are the benefits of using EMV?

The most important benefit of switching to EMV is the shift in liability. Becoming EMV compliant helps to take the liability off of merchants (our customers). Any breach of an EMV compliant merchant would place the liability on the card issuer. If you do have a breach and are NOT EMV compliant, you may incur a portion of the liability.

How will EMV affect EZFacility and our clients?

The biggest change will be the new terminals that will be offered. These terminals will look different than the magnetic strip reader our clients are used to. The new terminals will still have a strip reader to take payments the old fashion way, but, more importantly, these terminals will also read chip cards. Integrated EMV terminals supplied by Constellation Payments have been adapted to interface directly with our software, therefore, eliminating the need to process EMV compliant transactions separately.

In a nutshell, EZFacility has created a solution that permits clients to use our software AND abide by EMV rules.

Yours Sincerely,



Mike Vidal
Product Owner

EZFacility TMS Client Spotlight – Relentless Fitness Plans to Celebrate the rebranding and re-launch of their new website

We would like to shine the spotlight on our client, Relentless Fitness, who celebrated the rebranding of their business and the launch of their new website this September. All sports and fitness facilities should take note of this business tactic as it is a best practice to get "back to basics" and reassess the message your club is sending out to members and prospects. The fact is that nowadays, people form an impression of your facility before ever stepping foot into it, and they do that by looking you up online. There are key things to think about when you develop your brand and online identity. For example, is your website welcoming? Does it stand out from other facilities' websites? And, most importantly, does it drive home your facility's core message and values? Build your brand, make sure it is in line with your business goals and then, like Relentless Fitness, utilize social media to invite members and prospects to a "grand re-opening" of your facility to boost retention and garner attention. You'll be glad you did. Visit Relentless Fitness at <http://www.relentlesstraining.com/> for more information on their new website.



Trainers Corner-Tips and Best Practices from our Training Department

1. Trainer Tip: Knowing the Difference Between 'Revenue' & 'Payments Applied' In Your Revenue Report:

What is the most important factor when running a business? Money. When viewing your 'Revenue Report' within the 'Reports' tab, you will see that there are two large bar graphs at the beginning of the generated report. It's crucial that you understand exactly what these blue and purple bars mean. Let's break them down:

Revenue (Blue Bar): The revenue bar demonstrates the amount of money you will eventually receive. For example, if John purchases a 12 month contract, the revenue reflects the total amount of money that will have been collected at the end of the 12 month period.

Payments Applied (Purple Bar): The payments applied bar represents the exact amount of money you have collected to date. For example, if John purchases a 12 month contract and makes the first month's payment today, the payment applied will reflect the cost of that single payment. When John pays for his second month, the payment applied will reflect the cost of both months combined.



2. Making a reoccurring class on your schedule: Here's a little helpful bit of EZ knowledge, when making a 'reoccurring' schedule for a session, rental or event, it's logical to think that the "Start Date" and "End Date" would be when you want this session to start and end, but it's actually not. These are actually for facilities that are open 24/7 and have classes that may start on one calendar day and end on another.

An example would be a Zumba class from 11:30pm – 12:30am. If you put the start date and end date of the reoccurring session into these boxes what you are actually telling the system is you want a single class to run from one date to another; in other words, a class may run 3 months on your schedule. Where you really want to put the dates in is at the bottom in the "range" section, which can be done either by setting how many sessions you want a class/rental to occur, or by choosing a specific end date for the class/rental pattern.

For a more in-depth walk-through, learn more by visiting our [Support Center](#).

Blog Highlights

Rethinking Reception Areas

We all know the cliché: First impressions matter. Some social scientists have suggested that we size up new people, places, and things within thirty seconds of first encountering them, making decisions about them then and there. Of course, first impressions often are proven wrong — but sometimes, depending on the content of a given impression or the person forming it, there's no chance to prove it wrong. Fact is, clichés are clichés for a reason: They tend to touch on some kind of truth.

Your Mission: To Think About Mission Statements

Recently, a post on IHRSA's blog gave me pause. It features Fred Hoffman, owner of Fitness Resources in France, and it focuses on the relationship between personal trainers and member retention. What struck me is that Hoffman talked only a little about that relationship; what he emphasized is the importance of mission statements. As he put it, "Policies, procedures, performance standards—all should be based on [a] company's mission statement and represent its core values."

Upcoming Webinars

EZ Essentials - Preparing Facilities for the Fall Season -

Date and Time: Wednesday October 28, 2015 3pm EST

Presented by: Danielle Comeau - EZFacility Marketing Coordinator

[Register Here](#)

This webinar will cover a variety of topics including: marketing tactics, preparing for fall sports, media presence and more!

The demonstration will be immediately followed by a **Q and A** session.

EZ Essentials - Point of Sale

Date and Time: Wednesday November 18, 2015 3pm EST

Presented by: Danielle Comeau - EZFacility Marketing Coordinator

[Register Here](#)

This webinar will cover:

- Creating product categories and inventory
- Setting preferences

- Processing refunds
- Best reports for POS

The demonstration will be immediately followed by a **Q and A** session.

EZ Essentials - Groups and Online Registration

Date and Time: Wednesday December 16, 2015 3pm EST

Presented by: Danielle Comeau - EZFacility Marketing Coordinator

[Register Here](#)

This webinar will cover a variety of topics that include best practices for setting up leagues/tournaments, camps/clinics and online registrations.

The demonstration will be immediately followed by a **Q and A** session.

5 Year Anniversaries

Our sincerest "thank you" to all of our customers, both new and old – we greatly appreciate your dedication and look forward to serving you for many years to come.

[Lake Centre for Rehab: Q4 2010](#)

[Physiq Fitness: Q4 2010](#)

[Maryland Club: Q4 2010](#)

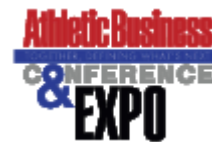
[Motivational Fitness: Q4 2010](#)

[Westside Recreation Centre: Q4 2010](#)

Upcoming Events



Club Industry
October 7-9 2015
Chicago, IL



Athletic Business Conference
November 19-20 2015
New Orleans, LA