



A Bright Software Season



Dear Customers,

They vlog, blog, tweet, post, pin, snap, wuph, and overall have a deep understanding of technology—they are Millennials. Not only is this generational powerhouse technologically savvier than their predecessors—as of 2016, they have officially outnumbered them in the American workforce. ¹ Particularly for their unique set of skills (though the fact that there are so many of them doesn't hurt) -- we here at EZFacility have always taken great pride in our ability to find, hire, and cultivate young and talented workers. In fact, we hired 3 additional team members into the family last quarter alone!

So, with all of the hub-bub in regards to the Millennial worker—you may be thinking why should I care or how does this apply to me?

It matters in the fact that some employers may only see a front desk worker—whereas, I would choose to see an employee keenly adept at sniffing out inefficiencies, who also is able to think with a technology first mindset (though full disclosure, I completely realize there are some Millennials who unfortunately serve as negative outliers). Both skills are vastly essential to running a facility regardless of its type—and especially when it comes to maximizing facility management software. However, with all of the literature out there in regard to the Millennial worker—how do you keep them engaged so your facility benefits from their particular skillset?

A recent article by Optimal Networks published some key stats that may be able to provide some additional insight:

- **Business values matter** – 97% of millennials believe it is important to work for someone who shares their values. ²
- **They want to belong to a team** – 70% would rather work as part of a group with a strong team dynamic. ²
- **They may have wandering eyes** – 38% are actively looking to switch roles, while 43% are open to hearing offers. ³
- **...But would prefer to stay** – Nearly 50% would be happy to stay long-term with their current employer. ²
- **Technology is key to their efficiency** – 78% say access to the technology they like makes them more effective at work. ⁴

Could putting an acute focus on hiring and nurturing a younger workforce be the key to maximizing and unlocking not only your facility management software—but facility processes in general? Tell us your thoughts on the matter in our Twitter poll [here](#) and feel free to share with coworkers, family, and friends!

¹ Richard Fry, Pew Research Center – [Millenials are the largest generation in the U.S. labor force](#)

² Jennifer J. Deal, Center for Creative Leadership – ***What Millennials Want from Work: How to Maximize Engagement in Today's Workforce***

³ PricewaterhouseCoopers – ***Millennials at work: Reshaping the Workplace*** (PDF)

⁴ Deloitte – ***Big demands and high expectations: The Deloitte Millennial Survey***(PDF)

Yours Sincerely,

Bryant Strozinsky,
Director of Operations

EZFacility's Client Spotlight



Josias and Delmaris Manzello founded Manzy's Pitching Farm in 2011 with the goal to teach young minds about baseball. Josias has over 20 years of professional pitching experience and debuted in the Major Leagues in 1991 for the Boston Red Sox. Together, he and his wife, Delmaris, continue to coach baseball players through summer camps, private lessons, and free evaluations that focus on encouraging and strengthening each player's unique physical and mental development. Awesome work, Josias and Delmaris!

"You guys are a lifesaver! Before, I was managing the accounting and calendar manually. It was such a mess. Now EZFacility has made my life much easier with this great software. The software is complemented by top-notch customer support. I am so grateful to have found you! Now I can focus on growing our business instead of administrative tasks!" - **Delmaris Manzello**

[Check Out Manzy's Baseball Farm](#)



Developer's Notes

The age of customer convenience in the fitness community is thriving and the EZFacility family is growing right along with it! And by EZFacility family, we mean you too! We want you to know that every step of the way, it is you and the team at %%company%% who helps decide the direction for the future of EZFacility.

As we keep growing, we will continue to work together and bring more updates as we have done in the past. Some of our latest updates include **GDPR Compliance**, Self-Service with a

public view option, the ability to **view and edit built-in reservation and rental types** and **many other improvements!**

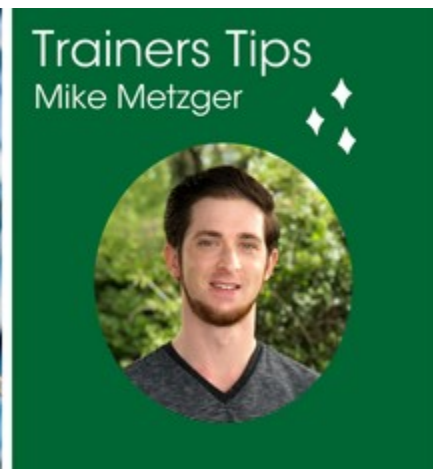
One of the latest goals we are working diligently toward is building a stronger more robust security of our software to triple guarantee the wellbeing of all our clients. This new secure encryption protocol will be adapted to all platforms of EZFacility and will keep all clients much safer than ever before.

To learn more about the importance of encryption, you can **[read about it here](#)**.

The evolution of EZFacility doesn't stop there and neither does all our ideas to enrich the EZFacility experience.

Mike Vidal,
Product Owner

Trainers Corner - Mike Metzger



Tips and Best Practices from our Training Department

1. E-mail Campaign:

Summer can be a challenging time for any facility to maintain recurring client interest. Clients are enjoying the beach, going on vacations, having BBQ's, etc. You're probably thinking, the goal of my facility is to still keep them interested, right?

Of course!

Clients always have access to their e-mail through their phones so why not send a quick e-mail? To accomplish this goal, use the E-mail Campaign. It allows you to send out e-mails to any contacts or members you have in your system and by utilizing this feature, you can keep your clients informed about Appointments, Birthday's, Special Events, etc.

You can also use the Groups in conjunction with the E-Mail Campaign. Groups is an efficient way to keep a set of clients informed and connected to their facility. So instead of going to the E-mail Campaign just follow these simple steps!

1. On the Administration page click on the Groups tab.
2. Once you've identified your group, scroll to the right and click on the e-mail icon.
3. You will then be brought to the E-mail Campaign where your group will be automatically entered in and you can follow the remaining steps.

For a more in-depth walkthrough on using an E-mail Campaign, please visit our [Support Center](#).

2. Self Service:

You can also send a mass invite to all your clients for self-service. It's EZ! (Excuse the pun).

1. Go to your Client's tab.
2. Select the clients you want to invite. (To select all clients, click the first checkbox on the left)
3. On the right side, click the drop-down "For Checked" and select "Invite for Self Service".

For more information on Self Service, please visit our [Support Center](#).

[Our Support Center Is Here To Help You Learn More](#)

Blog Highlights



[4 Customer Support Myths You Need To Drop](#)

Customer service has one goal. To be helpful. You know this, but want to make the experience better within your sports or gym management system. How does this happen? How does one make customer support more accommodating? By not cringing at the sound of it and disregarding these 4 crazy myths.

[Read more](#)



6 Crucial Steps To Starting A Sports League

Do you feel that? Flowers blooming in a field... Dandelions settling on the bleachers.. That's right, league season is almost upon us! How's your plan coming along? You have your team qualifications? Your staff hired? Your contact info all finalized? Don't worry. You're here because you care about your players and want to make sure you have the best sports league ready to go.

[Read more](#)

[Explore Our Blog](#)

Recommended Webinars



EZ Essentials - 5 Tips to Increase Summertime Attendance with a Branded Mobile App

The gym down the road isn't your only competition during the Summer. The golden sunshine, warm air, and the chance to be outdoors are sure to grab your members' attention. The good news: with the right technology in place, you can boost engagement and get members walking through your door again and again.

Still have questions? Reach out to us at support@ezfacility.com.

[**Watch Here**](#)



EZ Essentials - QuickBooks Online Integration

Discover how easy EZFacility's QuickBooks Online Integration is to use, review the functionality of our newest features, address any questions about how QuickBooks Online will integrate with EZFacility, and more.

Still have questions? Reach out to us at support@ezfacility.com.

[**Watch Here**](#)

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.

[**Chesterbrook Swim & Tennis Club**](#)

[**Rochester Community Television**](#)

[**Next Level Quarterbacks**](#)

[**Comfort Adult Day Care Center**](#)

[Braintree Baseball Club](#)

Program Sports Inc

[Jay Artigues Sportsplex](#)

[SFF Soccer](#)

[Soccer 5](#)

[Toronto City Sports Centre](#)

[Coto Sports](#)

[Intensity Sports](#)

[Louisiana Baseball and Softball Academy](#)

[Complete Hockey Development Centre](#)

[Fidalgo Pool and Fitness Center](#)

[Koko FitClub Ken Caryl & Columbine](#)

[CGI Holistic Fitness](#)

[YMCA of Niagara - Port Colborne](#)

[Valifus Fitness & Training](#)

Source Elevate Fitness

Mutt's Canine Canting

[Town of Discovery Bay](#)

[Town of Oyster Bay](#)

Upcoming Events



Athletic Business Conference

November 8th-9th, 2018

New Orleans, LA

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