

**GROUND OWNERS
WOULD DO WELL TO
REMEMBER THE NAME
– iCLAYS. IT IS A NEWLY
DEVELOPED SPORTING
CLAY REGISTRATION,
MARKETING,
MANAGEMENT AND
SCORING SYSTEM
ENTIRELY INTERNET
BASED.**

The system's convenient, easy, and timesaving online registration and real-time score standings are among its many benefits – available to both shooters and event managers. There is no program to purchase, no long-term contract to sign, no complicated setup process and it is easy for anyone to use.

iClays offers many benefits for shoot organizers. For event managers, the system will save time and money with its 24/7 system for signing up participants. Shooters can register online and will receive confirmations automatically and immediately. No longer do you need to re-enter

shooter information into your scoring program – it's already there. A quick look at the 'enrolment list' provides an overview of signups, including the total number of participants and number of shooters signed up for each event – including class breakdown, detailed numbers in each rotation for each event, golf cart reservations and quantity of extra dinner tickets requested. iClays allows event managers to configure maximum shooter limits on each rotation and event.

QUICK CHECK-IN

Squadding, normally a process taking hours to complete, can be

done in just minutes. Participants can be squadded manually with a drag and drop interface or automatically with a single mouse click. An automatic conflict detector notifies event managers when participants have chosen conflicting event times. Through automation and early problem resolution, shooter check-in on the day of the event goes quickly and smoothly. Event managers are free to focus on the events and participants rather than dealing with fallout from inefficient and inaccurate registration processes.

The marketing feature of iClays helps cover its own cost by bringing more competitors to the event. Email distributions may be

MANAGEMENT SOFTWARE WITH THE WOW FACTOR

A REPORT BY MICHAEL BRUNTON





sent out automatically, telling shooters about the event and giving a personalized link to signup on the spot.

iClays interface takes less than 30 minutes to learn with the user-friendly screens. Score entry pages are color-coded to reduce entry errors. Participant information such as class and concurrent are easily updated onsite when changes are needed. Changes are automatically updated on all events.

The system is SSL-enabled – credit card and personal information is secure. Once payment is processed and updated in the system, email confirmation, including details of the payment, is sent to the participant. Competitors that feel more comfortable with sending a check for payment may still signup online. Events not requiring deposits may also use iClays to better plan for their events.

One of the best selling points is the added value for event participants. Shooters want to know how they compare to others

iCLAYS INTERFACE TAKES LESS THAN 30 MINUTES TO LEARN WITH THE USER-FRIENDLY SCREENS. SCORE ENTRY PAGES ARE COLOR-CODED TO REDUCE ENTRY ERRORS.

in class, concurrent or over-all. iClays reports individual station scores with ranking and averages. Individuals may view their personalized results as the shoot takes place with real-time score-view on their web-enabled portable devices such as the iPhone. Family members and friends can also track scores at the event from their home computers as they are entered. Shooters can also choose a desired schedule and receive immediate confirmation similar to buying an airline ticket online. A participant can know his or her shooting times exactly and plan around it. If he or she needs to correct a mistake, it can be done online, without having to call or wait. Each change sends out a new email confirmation.

iClays was used at the 2007 All American Sporting Clays Championship and FITASC Challenge held at Elk Creek Hunt Club in July. The scores may be viewed at: www.shootpromotions.com/AllAmerican2007flyer.htm Be sure

to click on individual shooters names to see individual performance on each station as well as ranking and averages. Squadding for events is also viewable as provided to participants prior to events. Elk Creek Hunt Club set up a wireless network in the clubhouse for registration and also on the scoring site about 200 yards away. This provided immediate and up-to-date information at both locations. The All American event was held in Kentucky; the Boomer Esiason Foundation located in New York took deposit payments; and coordination of registration took place in Texas. All three sites worked together because all used the same online system.

David Clifford, President and Owner of iClays, developed the system because of his personal desire to see analysis of competition data on a station-by-station basis. He worked with Connie McElroy of Shootpromotions.com on the registration and scoring side of the program. "I was thrilled to find out

iClays Personalized Event Results for: RON HONEFENGER

Main Event

Overall Rank 1 / 48 (All Scores are in)
 Class M Rank 1 / 10 (All Scores are in)
 Veteran Rank 1 / 11 (All Scores are in)

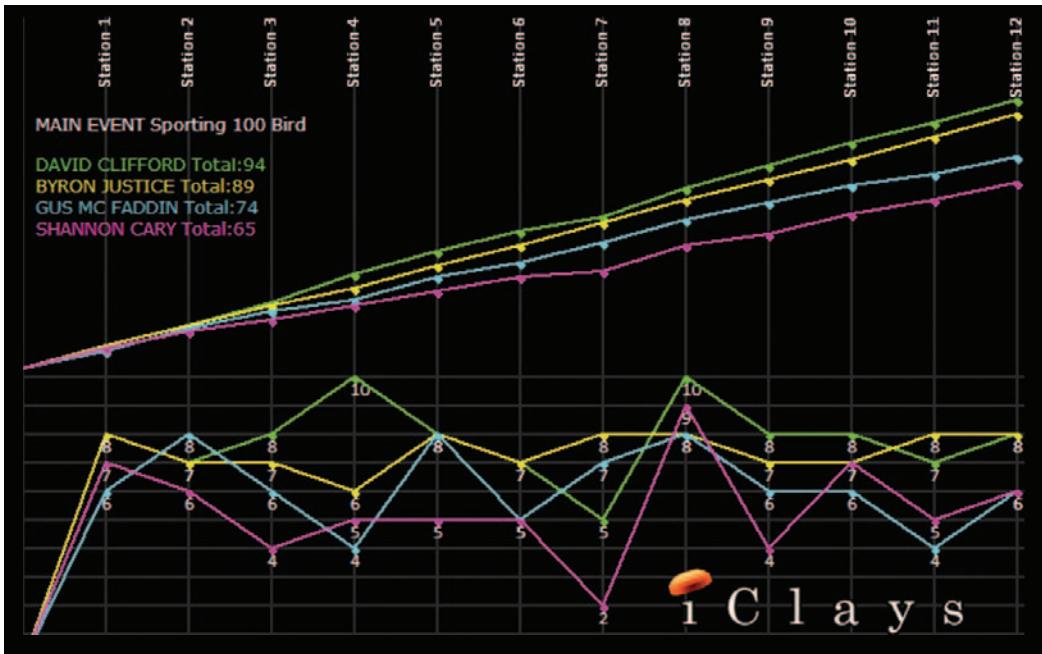
Main Event consisted of 2 Parts Main Event Saturday

	Station 1	Station 2	Station 3	Station 4	Station 5	Station 6	Station 7	Station 8	Station 9	Station 10	Station 11	Station 12
My Score	6	8	8	8	9	8	8					8
Overall Avg	4.6	6.04	6.02	6.5	7.79	6	6.68				4.85	4.6
Overall	7 / 48	1 / 48	1 / 48	1 / 48	9 / 48	1 / 48	1 / 48				1 / 48	1 / 48
Class Avg	5	7.3	7.1	7.9	8.69	6.7	7.4				6	6
class	2 / 10	1 / 10	1 / 10	1 / 10	3 / 10	1 / 10	1 / 10				1 / 10	1 / 10
Veteran Avg	4.9	6.27	5.72	6.54	8	6.18	6.81	6.54	6.9	6.72	5.27	4.81
Veteran	2 / 11	1 / 11	1 / 11	1 / 11	3 / 11	1 / 11	1 / 11	3 / 11	2 / 11	1 / 11	1 / 11	1 / 11

Main Event Sunday

	Station 1	Station 2	Station 3	Station 4	Station 5	Station 6	Station 7	Station 8	Station 9	Station 10	Station 11	Station 12
My Score	7	6	5	6	8	8	7	8	8	7	7	8
Overall Avg	4.68	5.1	4.47	5.08	6.87	6.45	5.07	6.45	6.81	4.93	4.81	4.06

THROUGH AUTOMATION AND EARLY PROBLEM RESOLUTION, SHOOTER CHECK-IN ON THE DAY OF THE EVENT GOES QUICKLY AND SMOOTHLY. EVENT MANAGERS ARE FREE TO FOCUS ON THE EVENTS AND PARTICIPANTS RATHER THAN DEALING WITH FALLOUT FROM INEFFICIENT AND INACCURATE REGISTRATION PROCESSES.



that David was interested in developing this product. I sought out quotes from programmers to create something like this and it was very expensive,” says Connie. As a software developer as well as a shooter, David had the skill set and motivation to accomplish the task. He continues to add features and enhancements, such as the recent addition of real-time score reporting online and via web-enabled devices that are able to score live at each station. Shooters and shoot management have long been asking for this feature,

especially at the big one day shoots with 500 to 700 shooters.

This is an exciting development and could significantly change things on the sporting clays course. Imagine being able to track your competition, station by station, as they shoot – not to mention actually sitting at home and viewing an event live as it happens. Benefits to competitors are as follows:

PERSONALIZED, DETAILED RESULTS

- Comparisons to other competitors in class, concurrent and overall
- Station by station scores with rankings and averages
- Quick up to date results as they are input in real-time. Check your ranking several times a

FAMILY MEMBERS AND FRIENDS CAN ALSO TRACK SCORES AT THE EVENT FROM THEIR HOME COMPUTERS AS THEY ARE ENTERED...

day on your web-enabled cell phone or laptop

- Easy online registration
- Immediate event confirmation with your schedule and payments
- Emailed confirmations to refer back to (print out new confirmation anytime)
- Ability to request squadmates and see squadding online anytime
- Ease in changing schedule, adding events, requesting squadmates and making payments
- Onsite check-in is fast and easy with fewer changes

iClays is already a powerful tool for shoot management, but has many more enrichment ideas coming soon – adding value and prominence to events that choose to use it.

More information about iClays can be found online at: www.iClays.com or contact Connie McElroy, iClays sales agent on 713-854-5876. ■