

SPOTLIGHT

Spotlight: City Beach

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Naples, Florida –
Do you remember how to play?

That provocative question is the driving force behind City Beach, the unique California entity that is part sports facility, part adult playground, part team-building adventure course and all fun.

Established in the early 1990s by the brothers Riter, City Beach set as its corporate vision to offer the customer “an extraordinary experience in an ordinary world.” To that end, its locations in Santa Clara and Fremont, CA boast a vast array of entertainment, including indoor and outdoor bocce ball courts, an indoor rock climbing gym, an indoor challenge ropes course and state-of-the-art “sport courts” – which can convert to support basketball, badminton and volleyball. In addition, both locations also provide “entertainment hubs”, offering such delightful distractions as billiard tables, foosball tables, ping-pong tables and even (at the Fremont location) Hyperbowl® virtual bowling lanes.

This distinctive environment makes City Beach a popular venue for events of all shapes and sizes – from children’s birthday parties to weddings to corporate meetings and team-building challenges. Managing these functions, and allowing for the unique array of activities and menu items that makes City Beach such a special experience, requires a software application with a similarly ingenious design.

After reviewing the industry, the staff at City Beach became convinced that Caterease Catering and Event Management Software would be a perfect fit for their growing market. After all, the software program’s approach is not unlike City Beach’s own – it takes the ordinary world of catering software and provides an extraordinary experience. Caterease leads the industry by offering the widest array of tools and features in a remarkably user-friendly environment. Like City Beach, it offers customers fun; its attractive displays and bright-colored buttons are like a video game for the business computer.

But just as the fun of the City Beach rope course masks its serious lessons of cooperation and self-confidence, Caterease also disguises incredible power with its intuitive, friendly design. Prints, reports and even entire screen displays can be customized by the end user to suit his particular needs, and powerful queries and graphic calendars offer any information with the click of a button. The team at City Beach was so impressed with the program’s performance that they even recently upgraded to the Caterease Professional

Version, confident that the upgrade's enhanced features are as easy to use as those in the basic program.

With today's frantic pace, pleasure is a luxury that's easily forgotten. City Beach and Caterase have excelled in their respective industries by reminding their customers that productivity and boredom need not go hand in hand. It's possible, with the right approach, to meet the demands of the hectic business world – and still manage to have a little bit of fun!

About Caterease Software

Caterease Software, developed by Horizon Business Services, Inc., is a comprehensive event management program unparalleled in the hospitality industry. For more than a decade, event management professionals of all sizes – from independent restaurants and caterers to large hotel chains and conference centers – have come to rely on the power and user-friendliness that Caterease is known for.

Designed in conjunction with experts in the hospitality industry, Caterease offers the perfect blend of essential features and an attractive, easy-to-use layout. With more flexibility than any other software, Caterease even allows the end user to redesign the program to perfectly fit his or her specific business needs. Caterease is truly automation made easy, and is the ideal solution for the hectic world of catering and event management.

Visit our website www.caterease.com or call 800.863.1616 for more information.

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