



CLUB CONTROL
SYSTEMS

It's time to put **CONTROL** in the palm of your hand

For decades, adult club owners have been at the mercy of technology that was not specific to their industry. Unable to integrate these different systems together, no one system could **CONTROL** everything.

That is, until now.

Thanks to detailed input from club owners from large chains and small venues alike, Warren Cato's **CLUB CONTROL SYSTEMS** promises to transform the way clubs operate by integrating all of those important systems into one that is designed specifically and exclusively for the adult nightclub industry.

— story by *Dave Manack*

For the past 20 years, Warren Cato has been traversing the country, visiting his adult club clients in every state and building relationships along the way. Never one to simply “drop off” the ATM machines provided by his company, Turnkey ATM Solutions (with partner, Jim Cabe; the company was formerly known as Cabe & Cato), Warren didn’t just get to know his clients, he soaked up everything he could about the industry itself. He established that all-important trust amongst club owners, because Warren made them feel that he actually cared about them and their businesses.

Over the past several years, Warren has been hearing the same refrain from club owners big and small: *Why do we have to adapt products that aren’t meant for us to our clubs?* For example, the leading POS system for the bar and restaurant industries—one which many adult clubs use—is designed specifically for the restaurant industry. This product is clearly not meant for adult nightclubs; it can only be partially modified for clubs. Want some customization? That will cost you about \$15,000—and that’s after you’ve already paid \$75,000 for that leading POS system.

“About three years ago, clubs started coming to me with different problems—but they all were actually the same problem,” says Cato. “Whether it was POS systems, dance tracking, merchant processing, human resources, chargeback protection, tax reporting, club cash/script, etc., clubs were all using different products and software to manage these distinct aspects of club operation. There wasn’t one product that every club could use, where all of these important areas of club operation could be integrated into one single product.

“First, Kathy Vercher (President & COO of the Spearmint Rhino club chain) came to me about finding a better way to track dancers in their VIP rooms,” Cato continues. “PT’s/VCG clubs wanted a kiosk where customers could pre-pay for VIP dances and/or club cash. Harry Mohny (owner of the Deja Vu/Hustler club chain) had workman’s comp, HR (human resources) and tax issues. We found that it was a major problem for any club to add a new system into their cocktail of poor and outdated, existing solutions. They needed an all-inclusive solution that tied everything together, and did it all in real time.”

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Thus, Club Control Systems was born. Both a product and a service, Club Control Systems is fully customizable and can integrate any area of club operation into one system.

“We don’t call our system a POS system, we term it a POC—Point of Control—System,” says Cato. “With Club Control Systems, the name of the game *is* control, and how we can give it back to the club owners. Hence, our company tagline, ‘real-time control.’ We empower club management by providing them with accurate, vital information, all in real-time. It’s not just about how clubs handle their money, it’s also about how they manage and track it. And no matter how a club classifies their entertainers, we can provide solutions wherever the club is located. Whether that means automated reporting between human resources and payroll, point of sale, tracking data inside the club, etc., Club Control Systems makes sure that it’s all integrated.”

These “systems,” for the most part, are controlled by either a free-standing (or wall-mounted) kiosk, a POC terminal, or both. And both are fully customizable, unlike the aforementioned leading POS terminal that many adult club operators are familiar with.

“Everything we do is customizable,” says Cato. “With another system, for example, if you want to switch where the receipt appears to a different side of the screen, that simple change will cost you thousands of dollars. Our system is different. There will be templates, but it’s still completely customizable. If the POC system is the brain of Club Control Systems, then the heart would be the kiosk. If you don’t have space for a kiosk, the POC system can have all the functionality of the kiosk. If you can think of it, we can do it.

“For example, with the kiosk, club guests could gain access to the VIP room, buy club cash, etc; it’s a self-service kiosk. We can do all kinds of wonderful things with it, such as feature photos of the girls who are on the floor that night. We can install hardware in the VIP rooms too, including tablets for each VIP room. Let’s say I’m in a VIP room, and the screen/tablet shows how much time I have left. If I want to stay longer, the dancer simply hits a button that automatically lets the DJ, floor manager, etc., know that she’s staying for another ‘unit.’ And this is all recorded within the system.



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We're even working on a website that will offer loyalty points, where guests can purchase dances or club cash ahead of time, etc., and it's completely discreet."

The Club Control Systems "Team"

When Cato references "we," he's referring to more than just his long-time partner, Jim Cabe. The strength of Club Control Systems is not simply the product itself or the service, but the people behind these products and services. Not only did Cato enlist the top technological and financial minds to partner with for Club Control Systems, he found people who take the adult nightclub industry seriously, who want to do business with adult clubs and are willing to take time to listen to club owners' needs and configure Club Control Systems' solutions to their specific venue.

"Warren vetted my company before he brought us to the table; he made sure we were worthy of being a partner with Club Control Systems," says Emily Jones, CEO of Firm Connect. Jones has 16 years of expertise in the financial services industry (see her bio on the last page of this cover story). "We just shut up and listened to what the owners really need; we're not just some vendor knocking on their door from off the street. When he brought the team together, what he did was select people who have a lot of expertise working in industries that are highly regulated (such as the insurance industry, banking industry, EEOC/HR compliance, etc.). These are people who have the specific expertise to adapt to the club industry."

"I had requirements when securing these 'partners'; I call them partners because I'm not outsourcing these services, they're a part of Club Control Systems," says Cato. "My requirements were, (1) that they want to do business with adult nightclubs, (2) that they think outside the box; no cookie-cutter software, and (3) they have to want to support the industry beyond what they're providing as a service for Club Control Systems."

As Cato explains, he's seen too many instances where businesses simply did not want to work with the adult nightclub industry. Or if they did, it was begrudgingly, not enthusiastically. With Cato's Club Control Systems' partners, he wanted—and found—people that were not only great at what they do, but happy to work with a multi-billion-dollar industry.

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"Through our company, Warren found a way to put money back into club owners' pockets through tax credit discovery," says Jones. "We can help club owners screen their new hires to see if they qualify for tax credits, which reduces tax liability and grows their business the right way."

"That's what I call thinking outside the box," Cato adds. "Club Control Systems is designed to benefit the one-unit owner as well as club chain operators. Our system is scalable, and that includes every component of Club Control Systems."

As readers will note in their biographies on the final page of this cover story, the partners in Club Control Systems bring a vast amount of expertise in their specific fields. And these areas—finance and technology—represent two of the most crucial aspects of club operation. With as many issues as adult nightclubs currently face, especially in regard to "Obamacare" compliance, "Operation Choke Point" (which has led to clubs and other businesses having their bank and ATM accounts shut down) and the controversial area of dancer classification, it's hard to imagine there's been a time in the industry's history where receiving help in these areas is as vital as it is right now.

"I won't put my name on something unless I believe in it," says Cato of his Club Control Systems partners. "I'm very excited with what our providers can do. They are more than happy to work with the industry, to do what's best for the industry, to think outside of the box and to actually listen to their clients."

Customized solutions for virtually every club, of every size—and budget

While there are surely some readers who will think, "This sounds too advanced—and too expensive—for my club," Cato quickly puts those reservations to rest. As he explains, every service and/or product provided by Club Control Systems can be purchased a la carte, and new services can be added or removed at any time.

"It could be a very reasonable monthly charge, if it's just a POS system and some tablets in a room," says Cato. "If they want human resources, for example, Emily will come in and evaluate what their needs are and give a price. Outside of that, it's a la carte, and you can add things any time you want, as you grow. The cost structure is such that, once the system is implemented, it's more like a lease agreement. We will constantly be updating the system with the latest technology."

Having worked with clubs of all sizes in virtually every single market in the country over the past 20 years, Cato has spent the past three years designing a product in Club Control Systems that addresses several crucial areas that are very specific to adult club owners. Not only does he know exactly what club owners need, he has enlisted the services of individuals who are experts in their field *and* want to do business with the adult club industry, and are also willing to adapt their services to the specific needs of each individual client.

"This industry's clubs built Club Control Systems, in a sense, because it was designed specifically based on their requests," says Cato. "Club owners have always had to settle for a product or service that was designed for another industry. The best way I can explain it is, if you, a club owner, were looking for the perfect POS system—one that would track and record everything you want it to, integrate it all into one system and be fully customizable—you've found it in Club Control Systems."

For more information, contact Warren Cato at (770) 294-1828 or email wcato@clubcontrols.com. Also, see them at their EXPO 2015 Tradeshow booth in New Orleans!

Meet the CLUB CONTROL SYSTEMS team!



In addition to Warren Cato and his longtime partner Jim Cabe, Club Control Systems features several key providers who specialize in very specific crucial areas of club operation, including banking/finance, human resources, insurance, tax reporting and more. Club Control Systems also features expertise in the constantly evolving area of club technology and software. The following individuals are a part of the Club Control Systems "team" (in alphabetical order):

Will Bowman

CEO of Bank Card Consultants Merchant Services

Will Bowman has worked in the merchant processing arena for over 15 years and has worked for two of the top 10 processors. He worked in management with TransFirst and ran the sales floor for the Washington Mutual campaign, and in 2008, he started Bank Card Consultants along with two partners who were also leaders in the industry.

Raymond Curl

President and Co-Founder of Debit Design Technologies, Inc.

Raymond Curl has 25 years of technical experience developing and managing enterprise systems for large companies. In the mid-'90s, as a consultant for IBM, he was the project lead supporting the manufacturing and service center systems for Lucent Technologies, as they transitioned off as a separate company from AT&T. Those systems accounted for over \$2B in annual product purchased. Having built up his reputation as a reliable resource and accomplished problem solver, Curl took a position with Lucent Technologies as an IT Project Manager/Process Engineer in their new Supply Chain Management Organization. In 1998, he co-founded Debit Design Technologies, a software provider of innovative gift & loyalty card solutions for merchants and merchant networks.

Robert Hartman

CEO and Co-Founder of Debit Design Technologies, Inc.

As VP of Sales for Gap Technologies, Robert Hartman implemented a sales and marketing strategy to launch the company's high-tech product line; resulting market demand increased from nothing to over \$11,000,000 in just the first six months. While working as the VP of Sales for Amusement Solutions, Hartman developed technology that would allow small and medium-sized merchants to implement inexpensive gift & loyalty card systems, which has evolved into the GiftTran MS Gift & Loyalty Card Software developed by the engineers at Debit Design Technologies.

Emily Jones

Chief Executive Officer, Firm Connect

Emily Jones brings over 16 years of expertise in the financial services industry to the Firm Connect team to enhance the over 30 years of payroll, HR and accounting experience within the executive team. Partnering with best-in-class developers and payroll specialists, Firm Connect was born. Firm began offering

out sourced product development, sales consulting, and then it's own HR & Payroll referral package to enable our partners with all the tools the market offers. The early success in this vertical industry led to Firm expanding to support other verticals including other payroll providers & ERP systems which have a similar complexity in their working capital needs.

Mike Plante

VP/Head of Business Development at Cash Management Solutions (CMS)

Mike Plante is a retail professional with over 23 years of multi-site retail management, account management and business development experience within a diverse array of industries including finance and hospitality. CMS is a leading provider of cash management solutions specializing in the optimization of cash being held in ATMs and cash centers. CMS reduces cash supply chain costs and improves cash availability.

Bill Plemons

CEO and owner of Incentive Risk Management, Georgia

Bill Plemons specializes in workers compensation insurance for either W2 employees, 1099 independent contractors or K1 partners. Plemons has 41 years of insurance knowledge and experience in researching insurance companies, specialty markets and captive insurance companies to find the right market, coverages and price for various risks. He is also very familiar with the entertainment business, having owned and operated restaurants and nightclubs for over 25 years.

Mark Sumbly

Senior Vice President, Business Development, Central National Bank & Trust Co., Oklahoma

A native of New Zealand, Sumbly is an experienced international businessman and payment industry expert. His career in payments spans more than 15 years and includes positions at Wildcard Systems, First Data Corporation, American Express and FCB Banks. During his tenure with American Express, he supported business development activities with Hollywood and Fortune 500 corporations along the western seaboard. Sumbly joins CNB-Enid as the Senior Vice President of Business Development for prepaid solutions where his vast corporate and banking experience will establish CNB-Enid as a vanguard for issuing and partnership activities within U.S. prepaid solutions.

Michael Weber

Chief Technology Officer and Co-Founder for Debit Design Technologies, Inc.

Michael Weber is responsible for developing the GiftTran MS Gift & Loyalty Card Software for merchants, overseeing all database design, server components and client interfaces. Weber's PhD focuses on deep-level physics simulations of advanced semiconductor materials, resulting in the thesis "Analysis of Zincblende-Phase GaN, Cubic-Phase SiC, and GaAs MESFETs Including a Full-Band Monte Carlo Simulator."