



Jefferson Landing

Inside and out, everything at this resort is designed for easy living

Jefferson Landing is located in the Blue Ridge Mountains along the New River, and this mountain resort community is beautifully equipped on every acre to help residents take it easy. It features an award-winning 18-hole golf course that was fine-tuned by PGA Hall of Fame golfer, Larry Nelson. There's an abundance of outdoor recreation available including fishing, kayaking or simply walking along a scenic trail. And for indoor activities, Jefferson Landing offers a newly renovated fitness center and an exquisite clubhouse for everyday dining as well as special occasions.

The visionaries responsible for this development are Eddie and Mark Vannoy of Vannoy and Sons Construction Company in Jefferson, N.C. In the mid-1980s, the two brothers were building condominiums and townhouses for the Elk River Club in Banner Elk, N.C., and they "got the itch" to build their own golf course. So they started buying property from multiple owners, most of it farmland, over a period of years. Construction of the Jefferson Landing course began in the fall of 1988, taking full advantage of the site's rolling pastoral terrain. Today, the natural beauty of the Jefferson Landing property is enhanced with a variety of impressive homes, townhomes and condominiums.

The Most From Every Minute

Everything about Jefferson Landing is designed to help residents enjoy the most from every minute spent there. The resort community is all about making it as easy as possible to relax, socialize and explore the area.

While residents are busy playing, the staff at Jefferson Landing is, of course, busy working. And to help these employees get the most from every minute, Jefferson Landing has long counted on the efficiency of products and services from SkyLine/ SkyBest. Recently, the phone system was upgraded to a new Mitel VoIP (Voice over Internet Protocol) platform.

Joy Wagoner, Accounting Manager for Jefferson Landing, notes, "Our old phone system had been in use for many years and clearly needed to be replaced. We were experiencing issues with voice mail management as well as the sound quality of our calls. Sometimes we heard an echo, as though we were talking inside a barrel."

Brent Keith, SkyLine/SkyBest Business Sales Executive, worked with Wagoner and others at Jefferson Landing to discuss their specific phone requirements and recommend the best solution to meet their needs. The decision was made to switch to the Mitel VoIP phone system in August 2011.



Jefferson Landing Club House

Always On The Move

Cary Farmer considers her wireless handset to be "extremely handy" in her position as Membership Director and Events Coordinator. Farmer explains, "The Jefferson Landing clubhouse is huge; it includes a dining room for special events as well as a bar and restaurant, locker rooms, a pro shop and offices.



Craig Poe, Cheryl Little, Cary Farmer, Graham Brown, Dean Spainhour, Robin Miller, Joy Wagoner, and Brent Keith

Quality, Cost-Savings and Convenience

As part of the transition to the Mitel VoIP phone system, SkyLine/SkyBest installed the cost-saving solution of a PRI (Primary Rate Interface). A PRI is a bulk service that provides large numbers of phone lines on one connection, arranged in a flexible configuration. One PRI, which supports 23 simultaneous conversations, is more affordable than buying 23 phone lines and also offers more capabilities.

Explains Keith, "One of the biggest benefits of having a PRI is that DID's are available. This stands for Direct Inward Dialing, which means that employees can each have their own phone number which rings at his or her desk. A PRI is also great for a growing company, like Jefferson Landing. With its ability to handle many incoming and outgoing calls in symphony with the Mitel VoIP PBX, the PRI will provide the capacity needed by the staff to provide guests and residents the support they expected."

The Mitel VoIP phone system has been enthusiastically embraced by the staff at Jefferson Landing. Says Wagoner, "The new phone system has helped tremendously. We're finding that the line quality is much better. And we now have four wireless handsets which enable key office employees to be away from their desks and still answer calls that come into the office."

"I keep my wireless handset with me as I move about the property, so I don't have to worry about missing calls if I'm not in my office."

- Cary Farmer, Membership Director and Events Coordinator

The challenge is that my job requires me to be everywhere, all the time. I show prospective members around Jefferson Landing, as well as those interested in booking an event such as a wedding. Needless to say, I'm often out of my office."

Farmer continues, "I keep my wireless handset with me as I move about the property, so I don't have to worry about missing calls if I'm not in my office. And if I answer a call while in my office, I can also transfer it to the wireless handset and take it with me as I go to another area. Let's say a bride calls me and needs the measurements of tables in the dining room. I can take my wireless handset and walk right over there and do the measuring for her. The same goes for florists who might need details about the space. Sometimes I'm in the dining room for long stretches of time while decorating for an event. Now I can take calls while working there. Our new VoIP phone system has been a life-saver for me."

What's ahead for Jefferson Landing? Wagoner responds, "We're growing and increasing in membership, so we're looking for 2012 to be a good year. We expect to see more activities, weddings and meetings. And I know if our communications needs change, SkyLine/SkyBest will be here for us."

