



Future of Golf Commerce (Cont'd)

purchasing guidelines.

- More choices and better pricing: There are often many suppliers from whom a customer can buy goods. Due to a supplier or distributor's geographic limitations or the time and expense to research all possible options, a buyer is limited to certain suppliers and distributors.

The Future

Golf industry supply chain initiatives will be driven by an emphasis on business efficiencies and cost control. These factors will enable economies of scale in golf purchasing and procurement. B2B marketplaces complement - but do not replace - the industry's supply chain and business processes. The Internet's ability to bring together fragmented participants, attract critical mass of commerce, streamline processes, and reduce transaction costs is too enticing to ignore.

The current process of procuring golf products and supplies is inefficient. Industry participants stand to gain tremendously from a Web-based marketplace and ex-

change; the invisible hand of the marketplace is most effective when buyers and sellers are disjointed and thousands of transactions interact simultaneously.

While golf facilities are becoming increasingly automated, there are no end-to-end software solutions. The automated golf facility of the future will seamlessly integrate all aspects of communication, commerce, operation, and administration. Such a technology solution will transparently link facilities with their customers, suppliers, and service providers.

An effective electronic marketplace creates economies of scale and is neutral to all participants. Marketplaces that adopt these strategies are best positioned to deliver value to buyers and sellers. The success of marketplaces will be driven by participant success: if buyers and sellers reduce the time and cost to do business through a Web-based solution, the neutral marketplace will add significant value to the wholesale golf industry's supply chain. /

California Golf Course Owners Assoc. GENERAL MEETING AND EXHIBITORS' SHOW

**Rancho Cañada Golf Club
Carmel, CA
Thursday, June 21, 2001
8 a.m. to 4 p.m.**

Program of Events

7:30 A.M.: REGISTRATION/CONTINENTAL BREAKFAST
8:00 A.M.: GENERAL MEETING COMMENCES:
9:30 A.M.: SEMINAR PROGRAM OF EVENTS:
THE GOLF BUSINESS IN THE NEW MILLENNIUM:
* ENERGY COSTS
* MARKETING IN TODAY'S COMPETITIVE CLIMATE
* ENVIRONMENTAL ISSUES AND CONCERNS
* THE STATE OF THE GOLF INDUSTRY TODAY
* 11:00 A.M.: LUNCHEON/EXHIBITS OPEN

Register today! Be informed!

No registration fee, but advance written reservation requests are required.

For more information please contact
Gary Cursio @ (831) 373-3701

GCSANC Toll Free

877-942-7262

877-9GCSANC



Office Notes (Cont'd)

represent a large segment of the most played courses, oldest and largest memberships for superintendent's organizations in the country.

I received my first credit card payment for a meeting. More of you will take advantage of this option for meetings and renewals in the future. I also have the "preliminary" web pages for on-line registration ready for presentation at the May 16th board of directors meeting.

Did You Know??????

In 1959, the GCSANC Board of Directors passed a motion to consider requiring all GCSANC members also become members of GCSAA. And we all thought the dual membership requirement was something new.

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