

e-revolution

Continued from page 1

e-commerce initiatives at press time to four.

GREENTRAC.COM

Greentrac.com, which launched at the Golf Course Superintendents Association of America Show in February, is up and running and has posted strong numbers in its first 90 days of operation, with \$10 million of closed transactions. The Newport Beach, Calif.-based company uses a bidding model to help match buyers with sellers on-line.

"The electronic request for proposal (eRFP) is a buyer driven tool," said Rhonda Knipp, vice president of sales and marketing. "A superintendent can go in and fill out a form detailing exactly what they want to buy and then it is automatically submitted to registered vendors that match that product category."

Vendors can then submit bids on orders and superintendents then select the one that best fits their needs.

According to Knipp, buyers don't always go for the low bid.

"The buyer may be price motivated, but there are also delivery concerns, terms of the agreement and brand and product familiarity that come into play," she said.

Greentrac.com currently has 785 members, which breaks down to 448 buyers and 337 vendors. Since the site went live, they have closed 297 eRFP's. The site covers all product categories, from maintenance and pro shop to food and beverage items.

While the site has an average of 60 to 70 new users a week, vendors have been tougher to add said Knipp. "The national companies are slower to embrace us because of the implications for their channel or sales organization," she said. "But the eRFP's give them access to leads and allows companies to track staff and distribution activity and see where they are getting bids." Vendors are charged four to six percent on each transaction.

Going forward, Knipp is setting her sights on building the e-auction section of the site.

"We need to take more
Continued on next page

Industry formulating e-commerce strategies

As business-to-business Internet sites continue to reshape the U.S. economy, the golf course industry is struggling to develop proper e-commerce strategies. Many manufacturers and distributors are torn between signing on with a dot-com company or starting their own e-commerce sites, while also try-

ing to figure out how to use the Internet as a sales tool without eating into existing sales and distribution channels.

To cover all the bases, Lesco, which is pursuing agreements with different e-commerce sites, is also planning its own e-commerce site.

"The difference between

Lesco and the other dot-com ventures is that we have a business model that has reached out to the golf courses in this country," said Vice President and Chief Information Officer, Wayne Murawski. "Our concept is enablement. It allows customers more access to us. We plan to integrate e-business into our

bricks and mortar business."

By taking the middle ground and building its own web site and joining up with other dot-coms, Murawski expects to expand Lesco's geographical reach and grow its customer base.

However, according to superintendent Marc Davison at Green Bay (Wis.) Golf and Country Club, e-commerce must be kept simple.

Continued on page 28

© 1999 The Toro Company

SINCE YOU CAN'T
CONTROL
THIS IRRIGATION SYSTEM,

WE'RE GIVING YOU MORE CONTROL
OVER OURS.

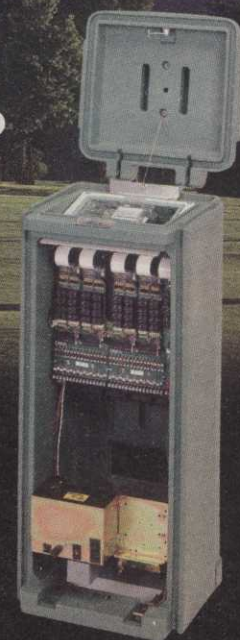
PRESENTING THE NEW E-SERIES OSMAC® SATELLITE

The popular OSMAC satellite has just gotten better. The new Toro E-Series OSMAC comes with 12 enhancements. Among them, you'll now have the ability to manage up to 64 stations for greater control with precision coverage. You also get our exclusive digital wireless paging technology for interference-free communication between your satellite and central controller. Not to mention the industry's finest surge

TORO
IRRIGATION

protector to minimize potential electrical problems. To learn how our new satellite can help with your next installation or system renovation contact your Toro distributor.

Or visit www.toro.com. It's the next best thing to controlling the weather.



Paralink communication prevents one short circuit from shutting down the entire satellite.

e-industry

Continued from page 25

"I am not going to go to everyone's individual web site," he said. "That is going in the wrong direction, we need a one-stop-shop."

Randy Nichols, superintendent at Cherokee Town and Country Club in Dunwoody, Ga., and a Greentrac.com user has been impressed with the cost and time savings available on-line. "Every time I have placed an eRFP I have saved the club money, anywhere from 10 to 35 percent," he said.

Exactly how the Internet will alter existing vendor relationships is still unclear, although some companies are envisioning a new sales model.

Linde Sorensen, managing director of Internet services for Toro Co., believes that the Internet will not replace face-to-face customer support, but will enhance it.

"It may get salespeople out providing training and product support and help them spend less time pushing paper," she said.

Casey Pearson, director of e-business for Textron Golf and Turf, looks to take it one step further.

"I see customers using [on-line] 'configurators' to put together specific combinations of accessories that they are looking for in a piece of equipment," he said.

However, companies are approaching the young e-commerce industry with guarded optimism.

"We are taking the conservative approach," said Sorensen. "We are looking at all the sites. There is not one solution."

— Andrew Overbeck

Dursban rates

Continued from page 24

crickets and three types of grubs require greater than one pound rates," said Melichar. "Insects such as ants, army worms, cut worms, chinch bugs, chiggers, ticks and crickets will all be controlled at the one pound rate. The rate will still control 85 percent of the insects listed."

Dow will have to change the Dursban Pro label to reflect the new rates by December, but Melichar said that all product with the current label, including stock purchased between now and December can be legally applied until Dec. 1, 2001.

Periodicals postage paid at Yarmouth, Maine, and additional mailing office. *Golf Course News* (ISSN 1054-0644) is published monthly by United Publications, Inc., 106 Lafayette St., P.O. Box 997, Yarmouth, ME 04096. Phone number is 207-846-0600.

The publisher assumes no responsibility for unsolicited material or prices quoted in the newspaper. Contributors are responsible for proper release of proprietary classified information. Copyright 2000 by United Publications Inc. All rights reserved. Reproduction, in whole and in part, without the written permission from the publisher is expressly prohibited.

Reprints may be obtained from Reprint Management Services at 717-560-2001. Back issues, when available, cost \$7 each within the past 12 months, \$12 each prior to the past 12 months. Back issue orders must be paid in advance either by check or charged to American Express, Visa or MasterCard.

Golf Course News is distributed in the U.S. without charge to qualified personnel of golf course facilities and to golf course builders, developers and architects. Non-qualified subscriptions to the U.S. and Canada cost \$60. All foreign subscriptions cost \$140 annually to cover air delivery. All payments must be made in U.S. funds drawn on a U.S. bank. **For subscriber services, please call 215-788-7112.** Send address changes to *Golf Course News*, P.O. Box 3047, Langhorne, Pa. 19047-3047.

Golf Course Marketplace

To reserve space in this section, call Jean Andrews, 207-925-1099

New #1 Rated Sportsturf!

CAVALIER ZOYSIA

"Tee to Green" Certified Sportsturf

Rated #1 in national trials – Cavalier Zoysia is excellent for golf course fairways, tee boxes, sports fields, and home lawns. Let us show you a look you haven't seen before. *It's like playing on carpet!*

Spring Planting Service • Laying Machine Rental
Lay and Play Fairway Cuts (warm season)

800-666-0007
501-975-6281
quailvalley.com

Quail Valley GRASSES

Cavalier Zoysia features: can be established from sprigs or sod • fine leaf texture • high shoot density • long slenderleaves • cold hardy • good shade • tolerance • good salt tolerance • low water use • resistance to insects

Also cultivating: Tifton 419, Midlawn, El Toro Zoysia, Meyer Z-52 Zoysia, Fescue

barefoot walkin' thick

PO Box 56440
Little Rock, AR 72215

BRIDGING ANY SPACE

1-800-328-2047

CONTINENTAL BRIDGE

8301 State Highway 29 N, Alexandria, MN 56308 USA
Phone: 320-852-7500 Fax: 320-852-7067
E-Mail: conbridg@continentalbridge.com • www.continentalbridge.com

1 800-345-1960 **PRECISION** **www.precisionusa.com**

Sub-Surface Aeration, Fans & Blowers

Suction or Blowing

ProBlow

BreezeMaster

Powerful!

Quiet!

WhisperBreeze

THE LEADERS IN AIR MOVEMENT **Above and Below Ground**

HARCO DUCTILE IRON FITTINGS FOR GOLF COURSE IRRIGATION SYSTEMS

Sizes 2" through 12", all configurations including "knock-on" repair couplings. High Strength, high corrosion resistance.

The Harrington Corporation
P.O. Box 10335
Lynchburg, Va 24506
804-845-7094 Fax 845-8562

GILL MILLER INC.
Golf Course Architects

122 North 2nd Street • River Falls, WI 54022
715-425-9511 • e-mail: info@gillmiller.com
visit our website www.gillmiller.com

Design • Renovation
Master Planning • Practice Centers

Member: American Society of Golf Course Architects

LAMINATED WOOD BRIDGES

PEDESTRIAN & VEHICULAR

Order Direct From The Leading Manufacturer in U.S.

- Complete Prefabricated Packages
- Ready for Fast Erection
- Direct Distribution Throughout the U.S.
- Custom Design & Engineering

ENWOOD STRUCTURES
MANUFACTURER OF ENGINEERED WOOD PRODUCTS
www.enwood.com

CALL 800-777-8648

P.O. Box A • Morrisville, NC 27560
Tel. 919/467-6155 • FAX 919/469-2536

GOOSECHASE
800-662-5021

Repel Geese and Ducks from Grass!
Eliminate mess and property damage!

Food-grade, biodegradable taste-aversion agent. Renders food sources unpalatable and inedible so geese leave. Easy to use – just spray onto grass.

1 gallon (per acre) \$95

THE BIRD CONTROL "X-PERTS"

BIRD-X

300 N. ELIZABETH ST. DEPT. GCN
CHICAGO IL 60607 WWW.BIRD-X.COM
312-BAN-BIRD 312-226-2480 FAX