

.coms

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time to build a base of marketable items so it becomes a drawing place for buyers," she said.

GOLFSAT.COM

San Diego-based Golfsat.com also debuted at this year's show, but has not gone live with its site.

"We are focused on building a true e-commerce business," said Chief Executive Officer Mike Scott. "That means embracing

the existing distribution structure that is out there and creating software and capabilities to enable a distributor to log onto Golfsat through a control center and put up and take down product information and pricing."

A new version of Golfsat.com's site will be launched at the end of this month featuring technical information and access to university research. The company's 1.0 software is due to be up and run-

ning in September.

"At that point we will have our five beta sites begin purchasing from a select group of beta distributors," said Scott.

While Scott thinks larger ticket equipment items will eventually be bought on-line, the site will initially target commodity items, such as fertilizer, chemicals, small power tools and replacement parts.

"Larger ticket items won't hap-

pen right away," he said. "But a distributor can now [with golfsat.com] take his salespeople out of the low margin commodity transactions and allow them to focus on higher margin, value added sales."

PROFESSIONAL GOLF COMMERCE

Denver-based Professional Golf Commerce (pgcgolf.com) recently added golf course maintenance specific equipment and supplies to its product listings.

The site also provides pro shop goods and will soon expand its coverage to the food and beverage sector.

According to President and Chief Executive Officer Kirk Sanders, the company is taking a different approach to setting up its superintendent-driven module.

"It is a different market. We are going to let them [vendors] dictate how they want this process to occur," he said. "The beauty of our model is that we don't focus on price; we are not forcing vendors to compete because these suppliers have worked hard to maintain pricing and provide value added services."

On pgcgolf.com, vendors will be able to access customers directly, decreasing mailing and customer service costs and ultimately increasing savings and profits, said Sanders.

The site already has more than 350 members and 57 superintendents signed on, but will not start to collect a membership fee until the first transaction. "Until we aggregate the critical mass of suppliers, we will waive the fee," said Sanders, who anticipates having the superintendent part of the site up in the next 60 to 90 days.

GOLFBUSINESS.COM

The National Golf Course Owners Association (NGCOA) announced June 9 that it has teamed with Apollo Real Estate Advisors to form golfbusiness.com, a vertically integrated marketplace for the golf course industry. The site, which brings 4,000 buyers and 40 sellers from the organization's Smart Buy Network into the fold, will go live Sept. 1, according to Michael McLaughlin, vice president of operations. The site will cover food and beverage, pro shop and maintenance goods.

"This will not just be an interchange," said McLaughlin. "We will be doing our own distribution. We will process orders and place them via vendors or go through logistics relationships."

This way, a course will deal with one vendor and get one set of purchasing orders and one monthly statement to streamline accounting he said. †



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**SyncroFlo
adds MESA**

NORCROSS, Ga. — SyncroFlo, Inc. has added Pleasanton, Calif.-based MESA Energy Systems to its list of pump station service agents.

MESA, an EMCOR Group company, will service SyncroFlo golf, irrigation, commercial and municipal installations in California.