

e-industry

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"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.

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Graham's Grill

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ogy means that you don't need a grill, griddle or range. All of the food items are preprogrammed into a touch pad so you get consistent results and don't need to have a professional chef on staff."

Orion will customize each site, help with installation and train the staff. From there an Orion representative will visit the location every two to three weeks. Grill configurations start at \$60,000 to \$80,000 for the low-end express walk up counter, and run to \$150,000 to \$200,000 for the banquet service version. All food, except fresh items, must be ordered from Orion.

The express portion of the grill set up at Old Silo is working out well for General Manager Bill Bals.

"The turn is problematic. If you can get the golfers out the door faster, that helps you get that four-and-a-half hour round," said Bals. "With the express grill, we can have golfers through the turn in five to 10 minutes."

Labor and cost savings are potential benefits, according to Ron Heinz, General Manager for Fort Worth, Texas-based Fore Star Golf at Sonoma Ranch Golf Club in Las Cruces, N.M., who is going to open a Graham's Grill franchise in August.

"If your cook quits, you are stuck. This doesn't require a chef," he said. "And once every 21 days someone comes in and rotates inventory. Perhaps this will help us eliminate higher paid food and beverage managers."

If everything goes well at Sonoma Ranch, Heinz plans on switching the other nine Fore Star-managed courses over to Graham's Grill franchises.

Sioux Falls, S.D.-based Orion Food Systems, which has more than 1,500 outlets worldwide, has district managers throughout the country and will service Graham's Grill franchises through its existing network of warehouses. ↑

Book4golf, NGCOA

Continued from page 23

courses will go back to the course. Book4golf.com will get the opportunity to participate in regional and state chapter field days and multi-course management meetings, as well as be included in member prospect packages.

Book4golf.com also will be listed on the NGCOA web site, and NGCOA member courses will receive special broadcast faxes regarding Book4golf.com and Smart Buy Network promotional opportunities.

"The Internet is becoming increasingly important to golfers and golf course operator," said Mike Hughes, NGCOA's executive director. "This agreement enables our 4,000 members to take full advantage of the benefits offered by the Internet and Book4golf.com's Web-based products and services."

The agreement will enable Book4golf.com to bring more courses online for golfing consumers nationwide, adding to the nearly 1,000 courses it currently has under contract.

"NGCOA constituents now have the leadership and guidance they have sought in the online, tee-time reservation arena," said Dan Drolet, executive vice president of Book4golf.com. ↑

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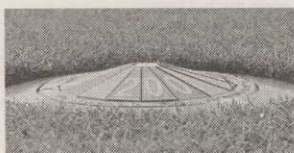
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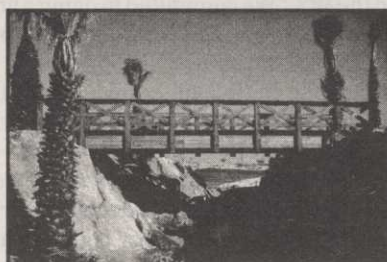


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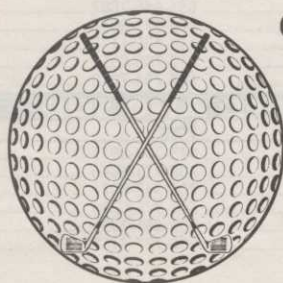
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