

C E D A R FALLS, Iowa—Standard Golf Co. has begun construction on a 30,000-square-foot addition to its existing 75,000-square-foot manufacturing facility here. The project, which includes a state-of-the-art powder coating system is estimated to cost between \$2 to \$2.5 million and is

## Standard Golf expands factory, adds powder coating system

expected to be completed in February 2001.

The new system offers a long-lasting and environmentally friendly finish and since the powder contains no harmful solvents it can be used without pollution control equipment.

at the facility.

"By adding more space and updating manufacturing equipment we are positioning ourselves to serve the golf industry for many years to come," said Peter Voorhees, Standard Golf president.

The expansion will also significantly add to storage space

## GolfGM.com rolls out web site

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components.

"GolfGM's development has focused solely on the needs of buyers and suppliers," said Soderquist. "As the site matures and evolves the buyer will be able to go to one site and compare products and buy from multiple vendors. Vendors will

have an e-commerce channel to compliment sales activities, saving them the cost of building a full-functioning e-commerce presence."

While the site will focus primarily on commodity items such as seed, chemicals, golf shirts and food and beverage products, it will also help facilitate larger transactions. "I don't think anyone is going to go into the catalog and buy a \$30,000 mower, but the RFP and exchange service will give buyers and suppliers an ability to talk to each other," said Soderquist.

The company is ramping up business development and will first go after the suppliers and manufacturers. "We have zero suppliers and zero golf course customers signed up," said Soderquist. "But we are developing the site so that we can show suppliers and manufacturers how everything works."

### RACE AGAINST TIME

Soderquist acknowledges that the market segment is changing rapidly and the challenges are many. "One, we have to get suppliers on the site and show that we add value," he said. "Two, we are not going to change the way the industry does business. The Internet will not replace personal relationships. But we can compliment them and improve the way business is done."

The pressures of consolidation will also be a factor according to Soderquist. "There will be a shake out in the next six to 12 months," he said. "Some start ups are going to run out of money. It may happen to us, or it may happen to our competition."

In the meantime, time is of the essence. "We have the people, the idea, the processes and the capital," said Soderquist. "The one thing we can't control is time. We just need to keep our focus and run like a fleet of gazelles." ■



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## ProLink

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a market he estimates at 4,000 courses. "Only 10 percent of these courses have GPS systems right now," he added.

The two companies are also developing software and hardware that would bring the ProLink technology to turf maintenance equipment. "ProLink will be working with the product management of turf vehicles and looking at applications that will help superintendents improve efficiency and equipment utilization," Robson said. ■