

dot-coms adjust strategies

Continued from previous page

else in the marketplace because we have decided that we are not going to be involved with any sort of auction-type site or anything that does not embrace the existing distribution system."

As result of the change, Golfsat is now in the black. "If we had continued with our first model, we would have run out of money and not been able to raise any more," Scott said. "Instead we changed direction and posted our first profitable month. That was an anomaly because of one deal, but it showed us that we have the right pieces in place."

Going forward, Golfsat intends to launch other community sites in vertical markets such as parks and recreation and cemeteries.

GREENTRAC.COM BROADENS SCOPE

While Greentrac.com has not given up on the green industry, it has expanded its market scope in hopes of expanding its sales. It has also decided to market its services and software more than the site itself.

"Generally speaking, we are steering away from the green industry," said Greentrac.com's Joanne Miller. "We have created a purchasing platform that is not just exclusively for the green industry but for literally anything that can be sold. It is more of a procurement solution than a site that just sells to the green industry."

The system allows companies to conduct business-to-business transactions by submitting requests for proposals. The site's new computer platform went live Feb. 1.

"The site can still be used by the green industry, but it is not our focus anymore because the industry was just not deep enough to sustain us," said Miller. ■



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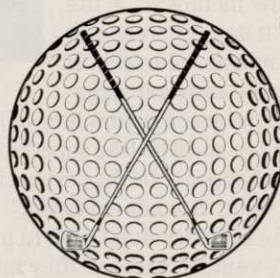
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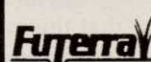
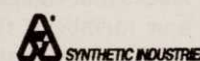
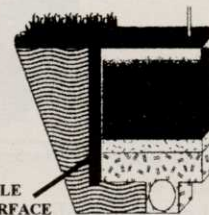
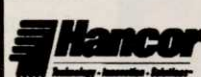
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JULY
15-17 — *The Fertilizer Institute Agri-dealer Legislative Conference* Washington, DC. Contact: www.tfi.org.
19-21 — *Turfgrass Producers International (TPI) Conference and Expo Toronto, Ontario, Canada.* Contact: 800/405-8873.
25 — *Northeastern Pennsylvania Turf School and Trade Show.* Contact: (814) 863-3475.

AUGUST
2 — *New Jersey Turfgrass Association/ Rutgers Golf & Fine Turf Field Day.* Contact: (732) 821-7134
4-5 — *Florida GCSA Annual Meeting.* Contact: Tom Crawford (941) 922-2141.
22 — *Michigan Turfgrass Field Day, Michigan State University.* Contact: Kay Patrick, (517) 321-1660 or www.michiganturfgrass.org.
30-Sept. 1 — *International Golfing & Turfgrass Maintenance Exhibition Dalian, Liaoning, China.* Contact: 86-411-2826339.

SEPTEMBER
7-8 — *Southwest Horticultural Trade Show.* Contact: (480) 966-1610.
9-11 — *World Fertilizer Conference, Chicago, Ill.* Contact: www.tfi.org.
15-18 — *CMAA Leadership/Legislative Conference, Pentagon City, Va.* Contact: www.cmaa.org.
19-20 — *Canadian West Horticultural Show.* Contact: (604) 574-7772.
24-26 — *PGA International Golf Show, Las Vegas.* Contact: (203) 840-5468.

OCTOBER
4-5 — *Turfgrass Landscape Equipment Expo.* Contact: (800) 500-7285
7-9 — *Golf Course International (Munich, Germany).* Contact: + 49 (0) 611-951-66-11
15-17 — *Northwest Turfgrass Association Annual Conference.* Contact: 800-738-1607
21-25 — *ASA, CSSA, SSSA Annual Meeting Charlotte, N.C.* Contact: American Society of Agronomy, www.asa-cssa-sssa.org.

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