

GCSAA's Golf Super-Market is ready for online business

By JOEL JOYNER

ORLANDO, Fla. — It might be an Internet-based service, but a traditional ribbon-cutting ceremony marked the launch of the GCSAA's Golf Super-Market.

Accessible via GCSAA Online (www.gcsaa.org), the formal announcement of the service was made at the Golf Course Superintendents Association of



Sean Hoolehan (left) and Scott Woodhead cut the ribbon to launch the Golf Super-Market.

America's 73rd International Conference and Show here in Orlando, Fla. Golf Super-Market was developed from a pilot program that was conducted this past summer.

The Golf Super-Market is conceptually much like a traditional shopping mall as companies lease storefront space to display their products to superintendents. There are no transaction fees and any purchase is strictly between the superintendent and the storeowner, said GCSAA Web

strategy committee chairman R. Scott Woodhead, CGCS.

Additional services and a more personalized approach are available on the site. For example, each individual using the mall can be "geocoded" so that the search results seen are ones that meet a user's criteria and particular location. This provides the most targeted results, but also helps ensure any necessary regulatory compliance and that established sales territories are recognized.

"The goal of this project was to deliver a service that supports the industry's existing distribution network and preserves superintendent relationships with trusted suppliers," Woodhead said. "The mall will always be a work in progress, and it will continue to evolve over time."

ENTERLINE DESIGN

As of the opening, there were 28 charter tenants who were participating in the Golf Super-Market. Raleigh, N.C.-based Nterline, the mall's technology provider, designed the functionality of the service and offers a number of different options for storefront design. The site also includes the GCSAA Buyers' Guide listing to give contact information, including companies that do not have storefronts.

Suppliers can incorporate their existing Internet efforts into their storefront spaces at the mall, or opt to have a store built for them by Nterline. Single- and multi-tier options are available to cost-efficiently serve not only distributors with a single location, but also manufacturers who wish to route product sales through their distribution networks. Future enhancements for the site include a storefront rating system that will allow superintendents to share their shopping experiences.

Highlights from the GCSAA Conference and Show in Orlando

ORLANDO, Fla. — The Golf Course Superintendents Association of America's (GCSAA) 73rd International Golf Course Conference and Show concluded with a week-long schedule of activities including the wrap-up of the association's year-long celebration of its 75th anniversary. Highlights from the show include:

- Official attendance was 20,613, marking the seventh year in a row that the 20,000 figure has been topped, according to the association. Attendance in Dallas last year was 20,927.

- Education seminar attendance was 6,921, down from the 7,616 in attendance in Dallas.

- A total of 729 exhibitors covered 273,000 square feet of floor space. Last year, 735 exhibitors comprised a record 275,500 square feet of space.

- G C S A A election results were: Michael Wallace, president; Jon Maddern, vice president; Mark Woodward, secretary/treasurer; Sean Hoolehan, director; David Downing, director; and Ricky Heine, who has been appointed to fill Woodward's remaining one-year term as director. Tommy Witt will serve as immediate past president. Robert

Maibusch and Timothy O'Neill will remain on the board of directors with one year left to fulfill their terms.

- Retired St. Andrews Links Trust greenkeeper Walter Woods received GCSAA's Old Tom Morris Award.

- The Canadian Golf Course Superintendents Association earned G C S A A 's President's Award for Environmental Leadership for its creation of the Environmental Management Resource Manual.

- The GCSAA renewed its sponsorship of Senior PGA Tour professional Jim Colbert.

- The GCSAA Foundation has exceeded its \$5 million "Investing in the Beauty of Golf Campaign."

- Houston Couch, Ph.D., at Virginia Tech; William Ploetz, retired golf course superintendent from Independence Golf Course in Gonzales, Texas; and Bruce Williams, CGCS, the Los Angeles Country Club were selected as GCSAA Distinguished Service Award winners.

- The GCSAA/*Golf Digest* Environmental Leaders in Golf Awards were presented (see page 18).



GCSAA wrapped up its 75th anniversary



A view of the trade show floor in Orlando

Where can I find environmentally safe fertilizers?

I need a new mower.

What are you looking for?

How do I control grubs?

WHO OFFERS MANAGEMENT SERVICES?

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