

**T**hese days, saying the golf industry has become a business is like observing that the sky is blue or the grass is green. It's a self-evident truth, on its way to becoming a cliché.

If you can attend an industry conference without hearing it, let me know when and where. The game of birdies and bogies now focuses instead on bottom lines and balance sheets. To meet the new challenges presented by this brave new world, superintendents must expand their knowledge of the business side of golf.

Superintendents can no longer operate in a vacuum isolated from the stock market and other business influences. But time is precious, and most superintendents don't have the luxury of paging through *The Wall Street Journal* each morning to discover how companies in the industry are performing.

Superintendents might argue that the Internet will help them stay abreast of the latest developments, but it can be difficult to find precisely what you need on the Web. Instead, users conduct time-consuming searches that frequently lead to dead ends. Although the Internet democratizes the flow of information, the amount of data it provides can overwhelm even the most intrepid Web surfers.

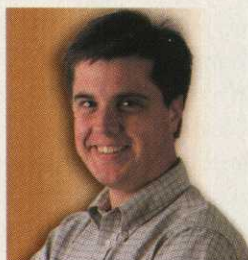
Publications that separate the news from the noise still play a vital role as gatekeepers, even during the Information Revolution. Raw data without analysis is like herbicides without clinical study on their effectiveness — they're useless. So the industry needed a publication devoted to the business side of golf tailored to the time-crunched schedules of industry insiders. Terry McAndrew finally answered the call.

An innovative e-newsletter, started by editor McAndrew in 1998, can fill the business news void for superintendents. *The Web Street Golf Report* ([www.golfbiz.net](http://www.golfbiz.net)) evolved out of his desire to share golf industry business news with members of the industry as well as avid golfers.

McAndrew, a nationally recognized expert on golf stocks, saw other golf publications fail to address the business side of the industry adequately. He decided that a quick-hitting, industry-specific electronic newsletter would be the perfect vehicle to fill that niche.

## E-Report Separates News from Noise

BY FRANK H. ANDORKA JR.



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"There's a lot of information out there, but information isn't the same as news," McAndrew says. "There needs to be some mechanism to evaluate what readers need so they don't end up swamped with items they don't care about."

The companies that exercise the greatest effect on superintendents' livelihoods — chemical, equipment and turf-seed suppliers — experienced a flurry of merger and acquisition activity this year, and there's no clear end in sight.

It's important that superintendents understand the full impact of those transactions on what they do, and McAndrew feels his newsletter can foster that understanding.

McAndrew emphasizes that *The Web Street Golf Report* is a *news* letter. Superintendents looking for information on controlling grubs shouldn't look to McAndrew's publication for help. But if it's timely, breaking news you want, McAndrew will put his newsletter up against any other publication.

Superintendents can subscribe for three months (\$15.99), six months (\$29.99) or 12 months (\$49.99). The newsletter is delivered to your e-mail address each Monday.

"Getting your news late serves nobody," McAndrew says. "As with most businesses, if you can't get information before you *need* to know it, it's pointless."

By now, superintendents understand that golf has changed from a game to a business. The news they gather about the industry can enable them do their jobs more effectively.

But if superintendents don't adjust to golf's latest evolution, the phrase "job security for superintendents" could quickly become just another meaningless cliché.

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