

# GCSAA Announces Internet Project

The project, entered into jointly with Raleigh, N.C.-based XS Inc. will begin with a "soft" launch in a pilot mode so that GCSAA and XS Inc. can work with buyers and sellers to develop the best possible service prior to making a decision on a full-scale Internet commerce presence. The pilot program will involve a limited number of product categories and the use of focus groups to collect feedback on the initiative. GCSAA will undertake a "launch, learn and re-launch" approach, continually making improvements based on feedback from its members.

"This service is just a continuation of GCSAA's philosophy that began in 1996 to employ the World Wide Web to become a more effective and efficient organization and offer the same for its members," said GCSAA President Tommy Witt, CGCS. "As part of the due diligence process, we are taking a cautious approach to the implementation of Internet commerce services. However, with the assistance of our members, industry partners and XS Inc., we believe this project will significantly advance the profession and the industry."

"From the outset, our goal was to provide a 24/7 environment that enables superintendents to execute their jobs in a more efficient manner," said GCSAA Immediate Past President R. Scott Woodhead, chairman of the GCSAA Internet Strategy Committee. "This project is the next step toward that end."

XS Inc. brings a strong set of complementary and proven capabilities to GCSAA. It has operated commerce sites in the agricultural market since 1999, including [www.xsag.com](http://www.xsag.com) and the online buying portions of [www.ecotton.com](http://www.ecotton.com) and [www.agriculture.com](http://www.agriculture.com). XS Inc. specializes in building neutral public exchanges, as well as custom-developed private exchanges that can support distribution needs and relationships.

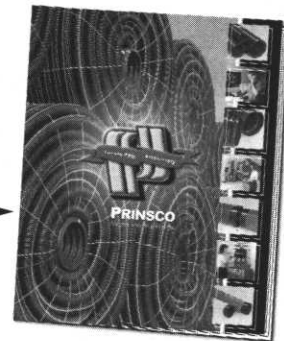
"We are enthusiastic about our selection by GCSAA to be its partner in this venture," said Harry Albert, director of XS Inc. Specialty Unit. "There is a high-level of mutual respect for what the two organizations represent. We are impressed by GCSAA's efforts to bring increasing value to its membership, which includes superintendent purchasers and affiliate industry suppliers."

The timeline for implementation of the project will involve an industry meeting at GCSAA headquarters in Lawrence, Kan., on April 17, immediately followed by a series of activities to solicit industry participation. Subject to

the resolution of a few remaining contractual agreements. Evaluations from members, feedback from participating industry partners and survey input will be used to determine future steps.

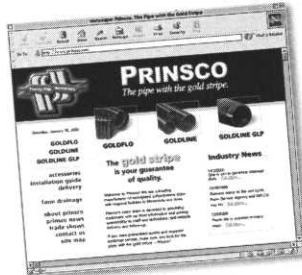
## Two ways to check out the new and improved Prinsco...

# Call



Call for a free catalog at  
(800) 992-1725, or  
see the distributor nearest you

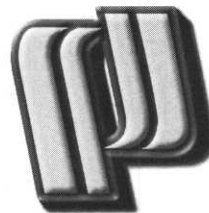
or



Visit our new website at  
[www.prinsco.com](http://www.prinsco.com)

# Click

**MN Corporate  
Headquarters  
(800) 992-1725**



Website & online  
catalog:  
[www.prinsco.com](http://www.prinsco.com)

**PRINSCO**  
*The pipe with the gold stripe.*