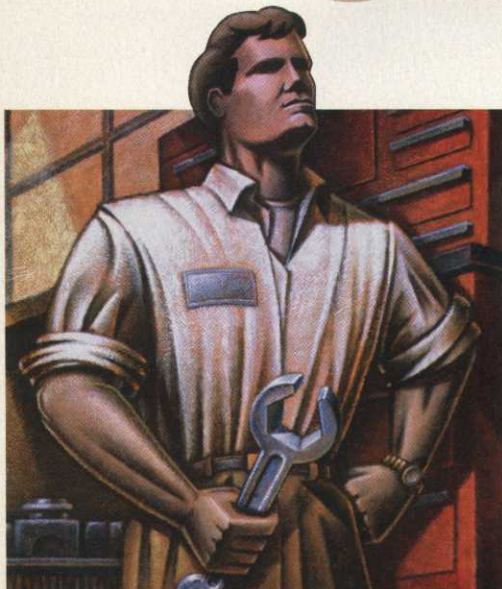


The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



Mechanics Rule

If you're a golf course maintenance mechanic and you're feeling unappreciated by your superintendent, get a load of this recent online study by *Golfdom*. We recently asked the question: What's the most important tool a superintendent can have in his shop?

- A competent mechanic **75%**
- Ear plugs to block out golfers' complaints **11%**
- A top-notch greens mower **10%**
- Plant growth regulators **4%**

BASED ON 193 RESPONDENTS

ARTVILLE

ME HATE IT WHEN...



According to a recent survey by the National Golf Foundation for the GCSAA, golfers noted these course condition problems as the most irksome:

1. Unrepaired ball marks on greens
2. Poor bunker conditions
3. Recently aerified greens
4. Poorly conditioned tees
5. Limited drinking water on course

DAN BEEDY

Golf Rounds Played

The percentages below represent the difference in number of rounds played in April 2003 compared to the number of rounds played in April 2002.

REGION	APRIL	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-23.2%	-27.3%
Middle Atlantic NY, PA, NJ	-9.2%	-16.8%
East North Central MI, OH, IN, IL, WI	9.9%	4.3%
West North Central ND, MN, SD, NE, KS, IA, MO	11.5%	15.2%
South Atlantic WV, VA, DE, MD, NC, SC, GA, FL	-5.5%	-5.1%
Florida	4.3%	3.7%
East South Central KY, TN, AL, MS	-9.7%	-3%
West South Central OK, AR, LA, TX	2.4%	-.2%
Texas	2.8%	-.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-3%	4.9%
Pacific WA, OR, AK, HI, CA	-4.2%	1%
California	-7%	-1.6%
TOTAL UNITED STATES	-2.4%	-2%

GOLF DATATECH

What Course Do You Want to Play?

Thirty-three percent of golf's best customers (those who play more than 25 rounds annually and/or live in a household that spends more than \$1,000 annually on golf fees and equipment) now use the Internet for travel planning. The top sources of information they used in choosing the destinations of their most recent golf trips were:

- Word of mouth **49%**
- Internet **33%**
- Golf-related magazine **29%**

SOURCE: NATIONAL GOLF FOUNDATION

EYEWIRE