

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



## THE BEST

In its October issue, *Golf Digest's* editors picked the most powerful people in golf. The most mighty on the golf maintenance side were:

**Marsh Benson**, senior director of golf course and grounds, at Augusta National.

**Tim Hiers**, Old Collier Golf Club., Naples, Fla.

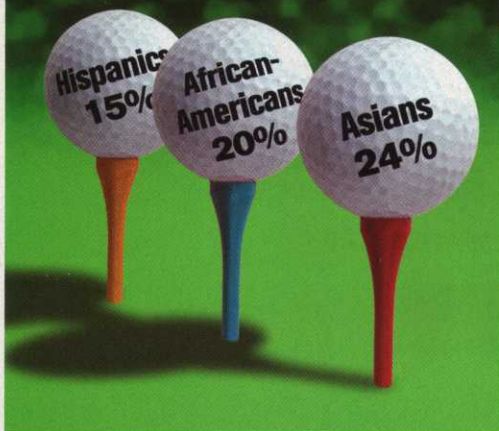
**Paul R. Latshaw**, Souderton, Pa.

**Ted Horton**, Canyon Lake, Calif.

**Mark Kuhns**, Baltusrol Golf Club, Springfield, N.J.

## Minorities and Golf

As many as 14 million people among Asian, Hispanic and African-Americans in the United States say they are at least a "little interested" in playing golf. Three million say they are "very interested." Who has the highest rate of interest?



SOURCE: NATIONAL GOLF FOUNDATION

## Golf Rounds Played

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

REGION	AUGUST	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-9.9%	-6.9%
<b>Middle Atlantic</b> NY, PA, NJ	-7.4%	-10.4%
<b>East North Central</b> MI, OH, IN, IL, WI	-4.7%	-1.7%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-5.6%	1.2%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	-4.4%	-5.4%
<b>Florida</b>	-6.6%	2.6%
<b>East South Central</b> KY, TN, AL, MS	1.9%	-1.8%
<b>West South Central</b> OK, AR, LA	-5.9%	-3.3%
<b>Texas</b>	-3.9%	-3.7%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-8.9%	-1.9%
<b>Pacific</b> WA, OR, AK, HI	-1.4%	-7%
<b>California</b>	-4.4%	-2.9%
<b>TOTAL UNITED STATES</b>	-5.1%	-3.4%

GOLF DATATECH

## Roundup Ready Rules

The GCSAA recently asked superintendents what new turfgrass will have the biggest impact on their profession in the next 10 years. Their answers were:

**Roundup Ready Creeping Bentgrass** 50%

**Paspalum** 18%

**Seeded bermudagrass** 9%

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