

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



What's in a Name?

The following are five courses that opened in 2002. We just wonder who came up with their names.

- Talking Rock GC, Prescott, Ariz.
- The Golf Club at Bear Dance, Larkspur, Colo.
- Black Sheep GC, Sugar Grove, Ill.
- Fore Kicks GC, Bellingham, Mass.
- Ambush at Lajitas, Terlingua, Texas

SOURCE: NATIONAL GOLF FOUNDATION

## Goose Gossip

Everything you wanted to know about geese but was afraid to ask:

- Federally protected under the Migratory Bird Treaty Act of 1918.
- Average weight: 15 pounds to 17 pounds.
- Life span: 7 to 25 years.
- Normally a goose will eat up to 3 pounds of grass a day and leave behind 2 pounds of droppings.
- Eggs are laid in March or early April. A group of eggs is called a clutch. The

average clutch size is two to five eggs. Incubation period is 25 to 30 days.

- Pairs of geese mate for life.
- Geese usually return to where they nested or learned to fly.

SOURCE: FLIGHT CONTROL

## Golf Rounds Played

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

REGION	MARCH	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-55.3%	-63.1%
<b>Middle Atlantic</b> NY, PA, NJ	-28.9%	-36.8%
<b>East North Central</b> MI, OH, IN, IL, WI	-13.2%	-18%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	43.8%	36.1%
<b>South Atlantic</b> WV, VA, DE, MD, NC, SC, GA, FL	-6.5%	-4.8%
<b>Florida</b>	-8%	3.5%
<b>East South Central</b> KY, TN, AL, MS	16.4%	4.9%
<b>West South Central</b> OK, AR, LA, TX	11.1%	-1.9%
<b>Texas</b>	11.3%	-2.5%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	7.9%	10.6%
<b>Pacific</b> WA, OR, AK, HI, CA	1.1%	3.6%
<b>California</b>	.9%	.9%
<b>TOTAL UNITED STATES</b>	-9%	-1.6%

GOLF DATATECH

## Better Days ... and Wetter, Too

The summer of 2002 – specifically the dry weather – will not be soon forgotten by superintendents. The average temperature was 73.9 degrees F – the third hottest on record. The drought affected about half the country, and about 30 states experienced below-average rainfall.

But superintendents don't expect the summer of 2003 to be as parched, according to a recent *Golfdom* online survey. We recently asked superintendents:

"Do you think the drought that ravaged golf courses the past year will continue this summer?"

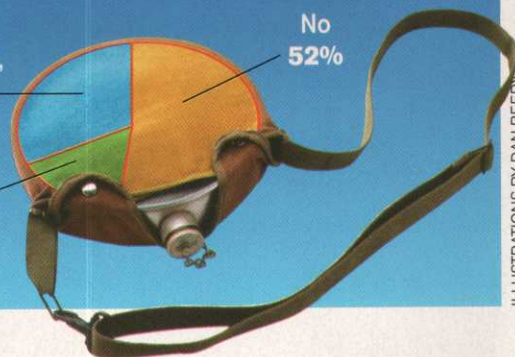
What do I look like, a weatherman?

32%

Yes  
16%

No  
52%

SOURCE: GOLFDOM



ILLUSTRATIONS BY DAN BEEBY