

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

State Blooms with New Courses

Golf development in New Jersey is heating up this summer — from Bayonne to Warren and from municipal to ultraprivate projects. The big-name designers include Jack Nicklaus, Tom Doak and Mike Hurdzan. More than 20 new courses will open or start construction in this year. For details, visit www.golfconstruction-news.com.



COURTESY OF:



The U.S. Open All-Star Volunteers

Mark Michaud, superintendent of Shinnecock Hills Golf Club in Southampton, N.Y., had no shortage of volunteers to help him stage the U.S. Open in June. Many of the volunteers were from the top golf courses in the country. Some included:

- ★ **Jon Jennings**, certified superintendent of Chicago Golf Club;
- ★ **Tom Huesgen**, superintendent of Pebble Beach Golf Links;
- ★ **Paul Jett**, certified superintendent of Pinehurst No. 2;
- ★ **Don Beck**, superintendent of Fishers Island Golf Club;
- ★ **John Zimmers Jr.**, superintendent of Oakmont Country Club; and
- ★ **Eric Johnson**, superintendent of Bandon Dunes.

Golfdom

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Golf Rounds Played

The percentages below represent the difference in number of rounds played in April 2004 compared to the number of rounds played in April 2003.

REGION	APRIL	Y.T.D.
New England ME, VT, NH, MA, RI, CT	13.3%	14.9%
Middle Atlantic NY, PA, NJ	2.6%	5.1%
East North Central MI, OH, IN, IL, WI	-1.1%	.6%
West North Central ND, MN, SD, NE, KS, IA, MO	8.6%	5.7%
South Atlantic WV, DE, MD, VA, NC, SC, GA	6.1%	6.9%
Florida	2.5%	4.8%
East South Central KY, TN, AL, MS	.4%	2.8%
West South Central OK, AR, LA	-4.3%	-.1%
Texas	-1.2%	1.9%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	4.1%	3.2%
Pacific WA, OR, AK, HI	10.4%	2.4%
California	7.3%	.2%
TOTAL UNITED STATES	4.2%	4.1%

GOLF DATATECH

Turn the Channel to Golf

You know what TV airtime is equal to? That's right, big bucks. So consider it great financial news for the entire industry that the PGA Tour led in the network TV ratings increase for all major sports from 1996 to 2002. Here's a list of the major televised sports and their increases and decreases in TV viewing:

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