

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### Commute and Play

More and more "commuter communities" are emerging across the country, and most are located many miles from metropolitan areas. Yet many of these new large-scale golf-related subdivisions are near major highways, allowing residents to drive to work in the morning and come home to play at night. Among the commuter communities riding this wave of the future are the 4,235-acre **Bright's Creek** off Interstate 26 in Columbus, N.C., and the 3,785-home **Suncadia** project in Roslyn, Wash., 70 miles east of Seattle via U.S. Interstate 90. For details on these and other golf projects around the U.S., visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).

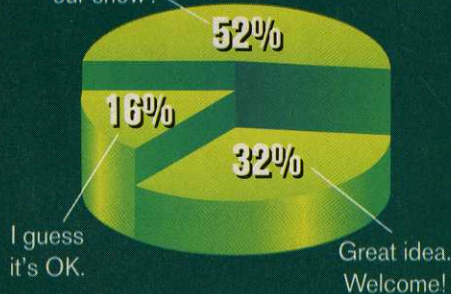
COURTESY OF:



### Crowded House?

The majority of superintendents we surveyed online recently are against the Club Managers Association of America joining the Golf Industry Show in 2007. Here's how they responded when we asked them what they thought of the merger:

No, I don't like it.  
What happened to  
our show?



Based on 223 responses

Golfdom

DAN BEEDY

### Golf Rounds Played

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

| REGION   | AUGUST | Y.T.D. |
|--|--------|--------|
| <b>New England</b> ME, VT, NH, MA, RI, CT            | .2%    | 2.4%   |
| <b>Middle Atlantic</b> NY, PA, NJ                    | -1.9%  | 1.7%   |
| <b>East North Central</b> MI, OH, IN, IL, WI         | -1.9%  | -1.8%  |
| <b>West North Central</b> ND, MN, SD, NE, KS, IA, MO | -.4%   | -1.1%  |
| <b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA     | -7.9%  | 3.3%   |
| <b>Florida</b>                                       | -13.1% | 1.6%   |
| <b>East South Central</b> KY, TN, AL, MS             | -1.2%  | 3%     |
| <b>West South Central</b> OK, AR, LA                 | -2%    | -4.1%  |
| <b>Texas</b>   | -3.9%  | -3.5%  |
| <b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM       | -2.3%  | .8%    |
| <b>Pacific</b> WA, OR, AK, HI                        | -3.9%  | -.2%   |
| <b>California</b>                                    | -2.6%  | -1%    |
| <b>TOTAL UNITED STATES</b>                           | -2.8%  | .4%    |

GOLF DATATECH



### Puppy Love

We know that superintendents are fond of dogs and that many own border collies and other pooches. Did you know that:

- Petting a dog can help reduce blood pressure, slow heart rate and steady breathing?
- Bonding with a dog can stimulate brain chemicals that improve your mood?

THE HEALING POWER OF PETS

PHOTODISC/DAN BEEDY

GOLFDOM'S BIG PICTURE IS BROUGHT TO YOU IN PARTNERSHIP WITH

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