

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## Image Is Everything

The National Golf Foundation recently profiled golfers at country clubs. Here's what those golfers like and dislike:

- They value having a famous designer as architect of their courses.
- They want nothing but the best quality and service in the club house, golf shop and restaurant.
- They abhor recently aerated greens and cart restrictions (surprise!).
- Dry ball washers and overfilled trash containers make their blood boil.



## Experience Counts

According to a recent *Golfdom* survey of 301 superintendents, 28 percent are more than 50 years old, and only 4 percent are less than 30. The survey confirms that few people become head superintendents right out of college or shortly after college. Here's age breakdown:

<b>25-30</b>	<b>4 percent</b>
<b>30-35</b>	<b>16 percent</b>
<b>35-40</b>	<b>12 percent</b>
<b>40-45</b>	<b>25 percent</b>
<b>45-50</b>	<b>15 percent</b>
<b>50-55</b>	<b>17 percent</b>
<b>More than 55</b>	<b>11 percent</b>

Golfdom

## Golf Rounds Played

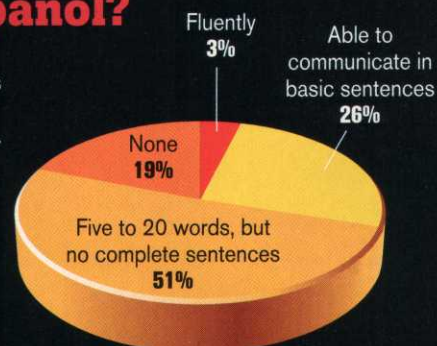
The percentages below represent the difference in number of rounds played in the month of September 2003 compared to the number of rounds played in September 2002.

REGION	SEPTEMBER	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-6.7%	-6.9%
<b>Middle Atlantic</b> NY, PA, NJ	-15.7%	-11.2%
<b>East North Central</b> MI, OH, IN, IL, WI	-7.4%	-2.6%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-9.4%	-.3%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	-3.5%	-5.2%
<b>Florida</b>	-2.1%	2.2%
<b>East South Central</b> KY, TN, AL, MS	4.8%	-1%
<b>West South Central</b> OK, AR, LA	-8%	-3.8%
<b>Texas</b>	-8.3%	-4.2%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-7.6%	-2.6%
<b>Pacific</b> WA, OR, AK, HI	-4.6%	-1.2%
<b>California</b>	-5%	-3.1%
<b>TOTAL UNITED STATES</b>	-7.1%	-3.9%

GOLF DATATECH

## Habla Espanol?

It's no secret that more Hispanics and Mexicans are working on golf courses these days. The GCSAA recently asked superintendents how well they speak Spanish?



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