

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

A Cure for the Summertime Putting Green Blues

Here are a few tips to reduce stress on putting greens this summer, according to the University of Kentucky's Cooperative Extension Service.

- Use fungicides judiciously.
- Rotate hole locations frequently to minimize traffic injury.
- Selectively prune or remove trees and underbrush, or install fans where air circulation is inadequate.
- If fertilizer is needed, use foliar applications of soluble nitrogen at .10 pounds to .125 pounds every 10 to 14 days.



DYNAMIC GRAPHICS

Golf Rounds Played

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

REGION	FEBRUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	320.8%	270.7%
Middle Atlantic NY, PA, NJ	356.8%	212.4%
East North Central MI, OH, IN, IL, WI	257.9%	185.2%
West North Central ND, MN, SD, NE, KS, IA, MO	-11.7%	-8%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-.1%	4%
Florida	.4%	3.5%
East South Central KY, TN, AL, MS	20.2%	22.4%
West South Central OK, AR, LA	6.5%	6.9%
Texas	6.3%	8.1%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	7.4%	-1.6%
Pacific WA, OR, AK, HI	-1.9%	-5.6%
California	-2.6%	-5.1%
TOTAL UNITED STATES	2%	1.5%

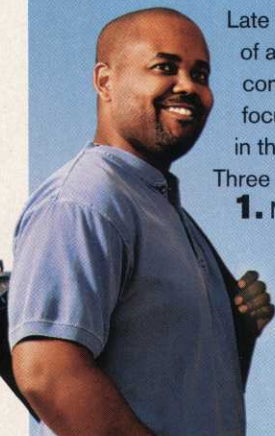
GOLF DATATECH

Golf and Minorities

Late last year, GOLF 20/20 released the findings of a study of minority golf participation. The study, conducted by the National Golf Foundation, focused on Asian, Hispanic and African-Americans in the United States.

Three key findings emerged from the study:

1. Minorities are a definite presence in golf.
2. The relationship between income and participation in golf is as strong, if not stronger, in minority populations.
3. Minorities are attractive candidates for golf – there is a large untapped pool of latent demand.



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A Good Sign?

Golf rounds played along Myrtle Beach, S.C.'s Grand Strand surged by 18.3 percent in March compared to the same month last year, according to Myrtle Beach Golf Holiday, a nonprofit marketing association. Could this be interpreted as a good sign for the overall sluggish golf economy?



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