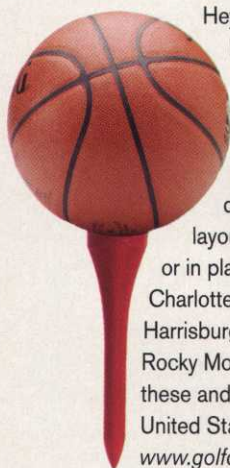


# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### Tar Heel State Puts a Golf Foot Forward



Hey, there's more than basketball in North Carolina. After an extended lull, the Tar Heel state is experiencing a relative boom in the development of new golf courses. An interesting mix of daily-fee, semiprivate and private layouts are either under construction or in planning in Beaufort, Cashiers, Charlotte, Columbus, Green Creek, Harrisburg, Mount Holly-Stanley, Raleigh, Rocky Mount and Tryon. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).

COURTESY OF:



## Golf Rounds Played

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

REGION	OCT.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	5.7%	3.3%
<b>Middle Atlantic</b> NY, PA, NJ	.9%	2.5%
<b>East North Central</b> MI, OH, IN, IL, WI	-2.2%	-.3%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-14.3%	-1.2%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	.2%	1.6%
<b>Florida</b>	-3%	-1.1%
<b>East South Central</b> KY, TN, AL, MS	-3.5%	2.1%
<b>West South Central</b> OK, AR, LA	-9.1%	-3.9%
<b>Texas</b>	-4.1%	-2.8%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-7.3%	-.1%
<b>Pacific</b> WA, OR, AK, HI	-5%	-.9%
<b>California</b>	-7.3%	-1.7%
<b>TOTAL UNITED STATES</b>	-3.6%	.2%

GOLF DATATECH

## Knock! Knock!

We know that salespeople are knocking on your doors regularly. Hey, they're just trying to make a living – and many of them are working very hard to do so. Do you know how many field sales calls it takes to close a sale without a lead?

5 or more calls	25%
4 calls	11%
3 calls	22%
2 calls	27%
1 call	15%

SOURCE: CEIR FOUNDATION

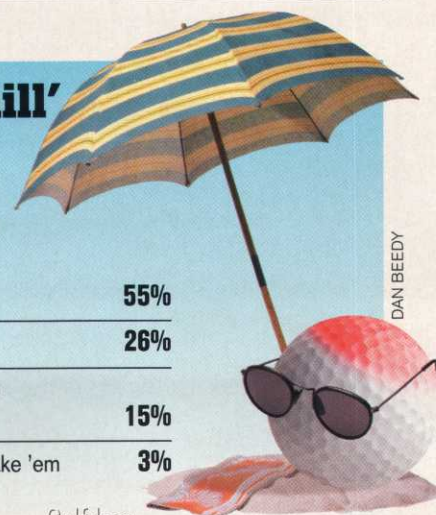
DAN BEEDY

## 'License to Chill'

Have you heard that new Jimmy Buffett song? More importantly, did you use your license to chill and take a vacation last year?

Yes, I took an entire week to chill	55%
I had a few days to chill	26%
Are you kidding? I only had time to chill in my dreams	15%
I don't like vacations, and I don't take 'em	3%

\* Based on 91 responses



DAN BEEDY

Golfdorn

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