

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### PGA Village West

In mid-November the PGA of America announced it would be developing a massive equivalent to its PGA Village in Port St. Lucie, Fla. The PGA Village at Coyote Springs, which could eventually be home to 12 golf courses, will serve as the Western winter home to golf professionals. Nicklaus Design is slated to oversee the first course. The PGA is co-developing

the project with Coyote Springs Investment, an affiliate of the Wingfield Nevada Group.

For details on these and other golf projects around the U.S., visit

[www.golfconstruction-news.com](http://www.golfconstruction-news.com).



COURTESY OF:



## That Excuse Stinks!

Did you know that 35 percent of U.S. workers admitted to calling in sick in 2004 even though they felt fine? And some did it more than once.

So what excuses are your employees giving when they call off? Bettcha they don't top any of the excuses listed below, which were garnered recently from a

survey by [Careerbuilder.com](http://Careerbuilder.com).

Check out these alibis.

- I was sprayed by a skunk.
- I tripped over my dog and was knocked unconscious.
- My cat unplugged my alarm clock.
- I couldn't find my shoes.
- I hurt myself bowling.
- I eloped.



## Golf Rounds Played

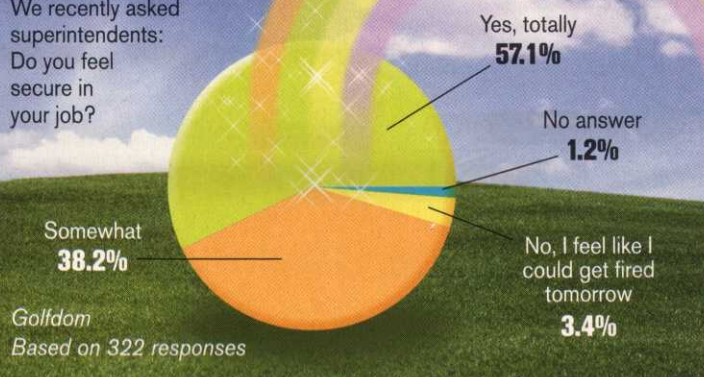
The percentages below represent the difference in number of rounds played in September 2004 compared to the number of rounds played in September 2003.

REGION	SEPT.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	7.2%	3.1%
<b>Middle Atlantic</b> NY, PA, NJ	7.9%	2.6%
<b>East North Central</b> MI, OH, IN, IL, WI	-10.1%	-.2%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	6.9%	0%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	-12.1%	1.7%
<b>Florida</b>	-32.8%	-.9%
<b>East South Central</b> KY, TN, AL, MS	1.3%	2.8%
<b>West South Central</b> OK, AR, LA	2.8%	-3.3%
<b>Texas</b>	-4%	-2.7%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-.9%	.6%
<b>Pacific</b> WA, OR, AK, HI	-3%	-.5%
<b>California</b>	-2.6%	-1.1%
<b>TOTAL UNITED STATES</b>	2%	.6%

GOLF DATATECH

## 'Peace' of Mind

We recently asked superintendents: Do you feel secure in your job?



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