

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

A 'Bend' Toward Golf

Though Oregon is most often associated around the United States with each new course that opens at Bandon Dunes – Bandon Trails opened on June 1 and two other courses are permitted for future development – the state of Oregon has other golf projects afoot, especially in the central part of the state. What was once a rowdy Wild West town of 15,000 people, Bend has become an upscale golf Mecca, with more than 25 golf courses in Deschutes and Crook counties. And more are on the way. No less than five new courses – **Cascade Highlands Destination Resort**, **Pronghorn Golf Club** (a private Tom Fazio course to augment Nicklaus' original resort design), **Thornburgh Resort**, a new **Juniper Golf Club** in neighboring Redmond and **Brasada Ranch Resort** in Prineville – are either near completion or well under construction. For details on these and other golf projects around the country visit www.golfconstructionnews.com.



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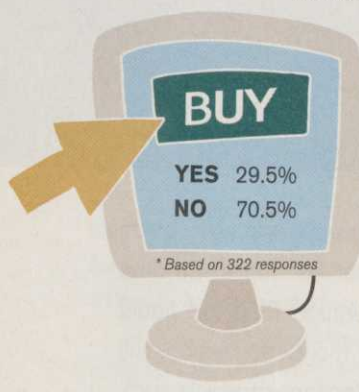


Buying Power

Remember a few years back when some players in the industry were pushing electronic commerce as the way for superintendents to shop for products and services? Well, online e-commerce never quite took the industry by e-storm. Still, some

superintendents are buying online. We recently asked superintendents:

Do you use the Internet to purchase products for work?



Golfdom

Golf Rounds Played

The percentages below represent the difference in number of rounds played in March 2005 compared to the number of rounds played in March 2004.

REGION	MARCH	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-53.5%	-50.6%
Middle Atlantic NY, PA, NJ	-43.5%	-40.2%
East North Central MI, OH, IN, IL, WI	-10.4%	-13.2%
West North Central ND, MN, SD, NE, KS, IA, MO	3.9%	4.4%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-13.8%	-5.5%
Florida	-9.7%	-4.0%
East South Central KY, TN, AL, MS	-17.0%	-10.2%
West South Central OK, AR, LA	-7.1%	-4.2%
Texas	-5.6%	-3.7%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-4.7%	-5.3%
Pacific WA, OR, AK, HI	-8.3%	-10.0%
California	-10.8%	-14.7%
TOTAL UNITED STATES	-11.8%	-7.6%

GOLF DATATECH

I Couldn't Do Without My:

Superintendents were asked: What's the most important piece of technology for your golf course operations? They replied:

Computerized irrigation	64%
Internet/personal computer	21%
Satellite weather report	6%
Other	2%
GPS	1%
No answer	5%

SOURCE: GOLF COURSE SUPERINTENDENTS' ASSOCIATION OF AMERICA LEADERSHIP SURVEY



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