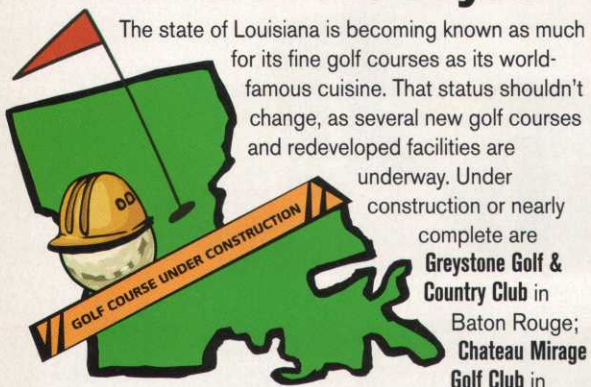


The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Things Looking Up Down on the Bayou



The state of Louisiana is becoming known as much for its fine golf courses as its world-famous cuisine. That status shouldn't change, as several new golf courses and redeveloped facilities are underway. Under construction or nearly complete are **Greystone Golf & Country Club** in Baton Rouge; **Chateau Mirage Golf Club** in Lafayette; **L'Auberge du Lac Resort** in Lake Charles; and **Atchafalaya Golf Course** in Patterson. A noteworthy remodel will take place at **City Park Golf Course** in Baton Rouge, a \$4.6 million project that will add recreational facilities in and around the 77-year-old layout. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

COURTESY OF:



ILLUSTRATIONS: CLIPART.COM/LAURA BLAKE

Golf Rounds Played

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

REGION	FEB.	Y.T.D.
New England MA, RI, CT	-65.9%	-32.6%
Middle Atlantic NY, PA, NJ	-63.7%	-23.4%
East North Central MI, OH, IN, IL, WI	-34.2%	-40.5%
West North Central ND, MN, SD, NE, KS, IA, MO	48.9%	10.9%
South Atlantic WV, DE, MD, VA, NC, SC, GA	2.3%	1.8%
Florida	0%	-0.6%
East South Central KY, TN, AL, MS	1.6%	4.5%
West South Central OK, AR, LA	4.8%	-1.2%
Texas	1.8%	-2.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-1.1%	-5.8%
Pacific WA, OR, AK, HI	-5.9%	-11.2%
California	-11.9%	-17.4%
TOTAL UNITED STATES	-1.0%	-3.5%

GOLF DATATECH

Rolling, Rolling

The United States Golf Association's classification of green speed:

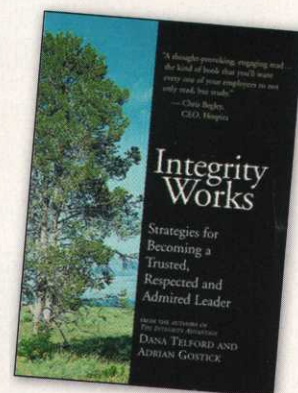
	Membership Play	Tournament Play
Fast	more than 8'6"	more than 9'6"
Medium	7'6"	8'6"
Slow	less than 7'6"	less than 8'6"

PHOTO BY: IMAGE 100

Got Integrity?

In their new book, "Integrity Works: Strategies for Becoming a Trusted, Respected and Admired Leader" (Gibbs Smith, 2005), authors Dana Telford and Adrian Gostick analyze leaders and successful people in all walks of life who demonstrate integrity. The authors say you know you've got integrity when:

1. You know that little things count.
2. You find the white when others see gray.
3. You mess up, you fess up.
4. You create a culture of trust.
5. You keep your word.
6. You care about the greater good.
7. You're honest but modest.
8. You act like you're being watched.
9. You hire integrity.
10. You stay the course.



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