

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### No Mirage Here — Golfing in "The Desert"

Unlike some parts of the country that languish in the golf-development

doldrums, California's Coachella Valley is booming with new courses under construction. Today there are 118 golf courses in the area popularly known as "The Desert." By the end of 2005 there will be 124. The six courses that will open this year include:

SilverRock Resort and Andalusia at Coral Mountain in La Quinta; Toscana Country Club in Indian Wells; Escena Palm Springs (formerly the Palm Springs Classic) in Palm Springs; and Stone Eagle Golf Club and Classic Course at North Star (formerly the Berger Foundation Course) in Palm Desert. Also, Del Webb's Shadow Hills in Indio is adding another nine holes. For details on these and other golf projects around the United States, visit [www.golf-constructionnews.com](http://www.golf-constructionnews.com).

COURTESY OF:



## Golf Rounds Played

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

REGION	NOV.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	-11.7%	3.2%
<b>Middle Atlantic</b> NY, PA, NJ	-11.0%	2.1%
<b>East North Central</b> MI, OH, IN, IL, WI	-9.9%	-0.5%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-2.6%	-1.3%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	-3.3%	1.2%
<b>Florida</b>	0.5%	-0.9%
<b>East South Central</b> KY, TN, AL, MS	-11.0%	1.4%
<b>West South Central</b> OK, AR, LA	-21.6%	-5.1%
<b>Texas</b>	-21.5%	-4.2%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	-1.3%	-0.1%
<b>Pacific</b> WA, OR, AK, HI	0.0%	-0.8%
<b>California</b>	-3.7%	-1.8%
<b>TOTAL UNITED STATES</b>	-6.3%	-0.1%

GOLF DATATECH

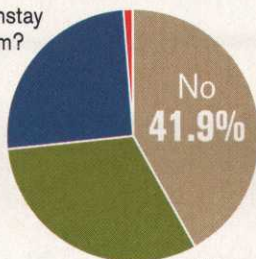
## Your Average, Everyday Joe

Are generic products a mainstay in your maintenance program?

**31.4%** Not yet, but I'm starting to use more of them

**25.5%** Yes

**1.2%** No answer



\* Based on 322 responses

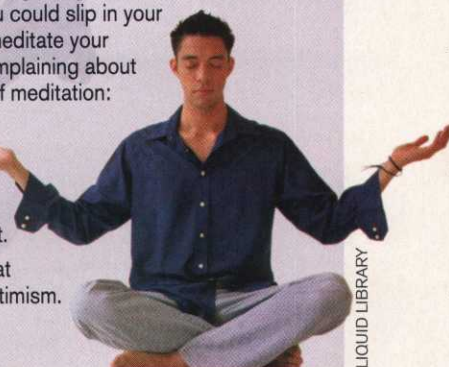
Golfdom

## Ommmmmmmmmm

Hey, we know you're under a lot of pressure to keep your golf course in top-notch shape. So, at the risk of stressing out, you need to relax. Have you ever tried meditating? Seriously, you could slip in your office for a few minutes every day and meditate your problems away (well, not the golfers complaining about green speed). Here are some benefits of meditation:

- It can boost your immune system.
- It can help lower blood pressure.
- It can help control pain.
- You don't need any special equipment.
- It helps stimulate parts of the brain that control emotions like happiness and optimism.

SOURCE: ANN CLARK ASSOCIATES



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