

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

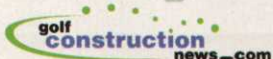
## TIDBIT OF THE MONTH

### Small State But Big on Golf

Although geographically diminutive, the commonwealth of Massachusetts enjoys a large presence in the world of golf. The golfing hotbed contains more than 350 courses, with more on the way. Among the most promising is the Rees Jones-designed Golf Club at Cape Cod in North Falmouth, scheduled to open in the spring. Also under construction is Shining Rock Golf Course, part of a 275-acre development in Northbridge. Long-range plans call for a municipal course in Lee that's slated to cost around \$5 million. Also in planning is a course at Apple Hill Farm Project in Leominster. And in Westford, work will commence in spring 2005 on the second nine at Butter Brook Golf Club, a Mark Mungeam design. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).



COURTESY OF:



### Keep Your Mouth Shut

Not being able to keep your trap shut is a bad habit. Not only do you say things you shouldn't, you can:

- ▶ wreck your reputation;
- ▶ be labeled as untrustworthy; and
- ▶ hurt others badly.

SOURCE: ASKMEN.COM



## Golf Rounds Played

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

REGION	SEPT.	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	7.2%	0.8%
<b>Middle Atlantic</b> NY, PA, NJ	8.6%	3.0%
<b>East North Central</b> MI, OH, IN, IL, WI	-4.9%	0.2%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	-2.4%	-0.1%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	20.3%	-0.8%
<b>Florida</b>	46.5%	-0.1%
<b>East South Central</b> KY, TN, AL, MS	-1.0%	-3.0%
<b>West South Central</b> OK, AR, LA	-3.9%	1.7%
<b>Texas</b>	-3.8%	2.7%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	7.5%	1.4%
<b>Pacific</b> WA, OR, AK, HI	4.0%	-2.7%
<b>California</b>	2.2%	-4.3%
<b>TOTAL UNITED STATES</b>	3.7%	-0.1%

GOLF DATATECH

## Under the Weather

Did your course experience a major outbreak of turf disease in 2005?

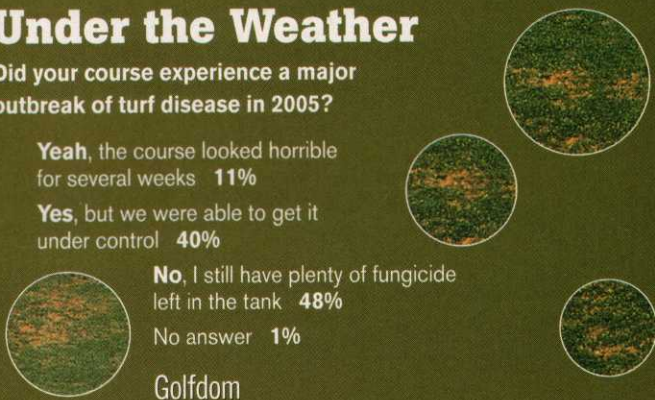
**Yeah**, the course looked horrible for several weeks **11%**

**Yes**, but we were able to get it under control **40%**

**No**, I still have plenty of fungicide left in the tank **48%**

No answer **1%**

Golfdom



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