

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

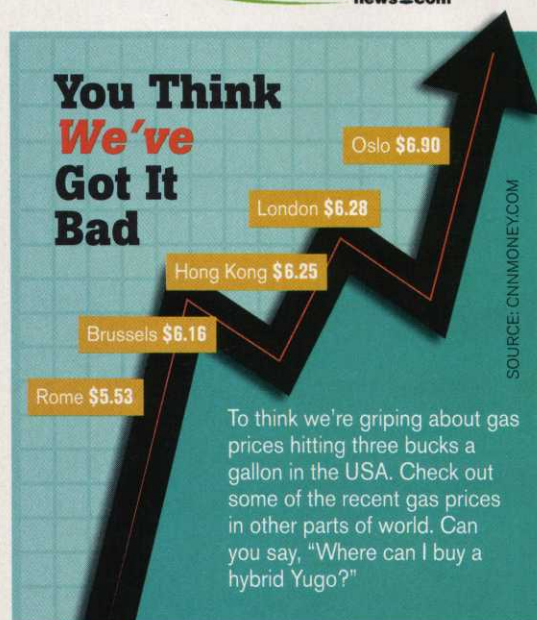
TIDBIT OF THE MONTH

Golf "On" in Oregon



Central Oregon continues to be the home for new golf projects. **Brasada Ranch** in Prineville will see a private course designed by Jacobsen-Hardy open this fall, and **Pronghorn Golf Club's** private Fazio layout will debut in late August. Others include the 574-acre **Cascade Highlands Resort** south of Bend, which will feature a course designed by David McLay Kidd, who crafted the original links at Bandon Dunes. Up north in Madras is an 800-acre project that will be a co-development involving the city of Madras and a private group. Also on tap is **Thornburgh Resort**, a 1,900-acre project between Redmond and Sisters that proposes 54 holes. The latest 54-hole eye opener is **Seven Peaks** in Crook County, which will occupy 2,100 acres of former ranchlands east of Redmond. The first course there will be a Tom Doak design. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.

COURTESY OF:



Golf Rounds Played

The percentages below represent the difference in number of rounds played in April 2006 compared to the number of rounds played in April 2005.

REGION	APRIL	Y.T.D.
New England ME, VT, NH, MA, RI, CT	28.0%	40.9%
Middle Atlantic NY, PA, NJ	5.7%	15.6%
East North Central MI, OH, IN, IL, WI	12.9%	14.2%
West North Central ND, MN, SD, NE, KS, IA, MO	4.5%	2.7%
South Atlantic WV, DE, MD, VA, NC, SC, GA	5.2%	6.4%
Florida	0.5%	2.7%
East South Central KY, TN, AL, MS	6.4%	4.7%
West South Central OK, AR, LA	-0.4%	8.0%
Texas	-1.9%	9.2%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	7.8%	6.1%
Pacific WA, OR, AK, HI	-3.5%	1.0%
California	-8.4%	3.3%
TOTAL UNITED STATES	5.7%	6.8%

GOLF DATATECH

A Billion Dollars in Sight

At a presentation recently, BASF's Specialty Products Director Stephen Briggs sized up the U.S. specialty products market.

- \$880 million** Turf and Ornamental
- \$550 million** Pest Control
- \$500 million** Vegetation Management



Are You a People Person?

You entered this field because you wanted to tend turf on a golf course. But you now know it involves a lot more than that, such as interacting with people – all kinds of people with all kinds of attitudes. That said, **do you like dealing with people as part of your job?**

60% Yes, I enjoy conversing with people, even if it's difficult conversation

1% I can't stand it. I run when I see someone coming

3% I try to avoid it as much as possible

36% I don't mind it, but I don't like it

Golfdom
*Based on 123 responses