

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Start Spreading the News

People might not expect New York City to be a hotbed for golf construction, but that's just what's happening. Now under way are \$24 million worth of renovations being made to six of NYC's Parks & Recreation-owned facilities. Overseen by operator American Golf, projects are under way at Pelham and Split Rock in the Bronx; Clearview in Queens; Dyker Beach in Brooklyn; and the South Shore and La Tourette courses on Staten Island. Items on the job lists include upgrades to the courses, cart paths, irrigation systems and clubhouses. For details on these and other golf projects around the U.S., visit www.golfconstructionnews.com.



COURTESY OF:



The Weighting Game

It's a sensitive issue – dealing with overweight employees who may be costing you money by taking more sick days and having higher medical bills. Thomas B. Gilliam, Ph.D., an expert on the problems caused by obesity in the workplace and author of "Move It. Lose It. Live Healthy: Achieve a Healthier Workplace One Employee at a Time!" offers these tips to help employees recognize and do something about their weight problems:

- ♦ Be honest with people about the impact of their excess weight. It's natural to dread these types of conversations, but remember that your employees are adults. They can handle it.
- ♦ Commit to helping them lose weight. It's easy to make any lifestyle change if you have support.
- ♦ Offer incentives. Some operations may give small cash bonuses or gift certificates for reaching pre-determined milestones.
- ♦ Teach employees the basics of weight loss. The only way to lose weight and keep it off is to consume a moderate, nutritious diet and exercise regularly. Period.
- ♦ Get your employees excited about good nutrition. Create a "recipe" bulletin board so that employees can share the details of their delicious finds and their own culinary creations.
- ♦ Foster and encourage exercise groups.



Golf Rounds Played

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

REGION	MONTH	Y.T.D.
New England ME, VT, NH, MA, RI, CT	-19.6%	-3.1%
Middle Atlantic NY, PA, NJ	-7.9%	-1.2%
East North Central MI, OH, IN, IL, WI	0.1%	0.4%
West North Central ND, MN, SD, NE, KS, IA, MO	7.9%	4.6%
South Atlantic WV, DE, MD, VA, NC, SC, GA	1.7%	4.4%
Florida	6.9%	2.8%
East South Central KY, TN, AL, MS	-0.4%	-0.2%
West South Central OK, AR, LA	-0.1%	3.8%
Texas	-0.9%	4.9%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	3.6%	5.3%
Pacific WA, OR, AK, HI	-0.6%	0.8%
California	-2.8%	1.4%
TOTAL UNITED STATES	-0.7%	2.3%

GOLF DATATECH

Taking Your Lumps at the Pump

Last summer we were worried when gas prices hit \$2.30 a gallon. Now pump prices are much higher, near \$3 a gallon in some regions. We asked our readers: Are you worried that current gas prices will hurt your golf course's operation in some way?

Yes, for sure prices will impact us big time
43%

Yes, but not too much
29%

I'm getting concerned, but I'm not real worried
15%

Not at all. Prices can rise to \$4 for all I care
12%

* Based on 65 responses

Golfdom