

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS AND MORE

TIDBIT OF THE MONTH

Florida Forecast: A Few Hotbeds



Bucking national trends, Lee and Collier counties in Florida continue to see growth in new golf courses. Slated to open in fall 2008 are Cypress Shadows in Naples, a Lennar housing development with a Gordon Lewis-designed semiprivate layout; and the 1,229-acre Palermo project in North Fort Myers, a Beazer Homes development that will feature a public Lewis-designed 18-holer. Debuting this fall is The Plantation, which will boast a Michael Hurdzan-designed private 18 holes. Also, River Hall at Hawk's Haven in Fort Myers, a Landmar Group project, will unveil a Davis Love III-designed private course in November. For details on these and other golf projects around the country, visit www.golfconstructionnews.com.

COURTESY OF:



Silence the Snivelers

So you have a guy on your crew who's a chronic complainer about everything. This guy whines more than your 5-year-old when you take away his Game Boy. However, you must deal with him for the sake of your own sanity, not to mention to benefit the entire crew. Here's how:



Try to move to a problem-solving mode by asking him to suggest alternatives with questions like,

"What results are you trying to achieve?"

Or

"How would you like to see this resolved?"

Complainers tend to stop complaining when put in a position of responsibility for solving the problem.

Golf Rounds Played

The percentages below represent the difference in number of rounds played in January 2007 compared to the number of rounds played in January 2006.

REGION	JANUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	2.6%	2.6%
Middle Atlantic NY, PA, NJ	-28.3%	-28.3%
East North Central MI, OH, IN, IL, WI	-53.8%	-53.8%
West North Central ND, MN, SD, NE, KS, IA, MO	-67.9%	-67.9%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-4.8%	-4.8%
Florida	-1.7%	-1.7%
East South Central KY, TN, AL	-32.8%	-32.8%
West South Central OK, AR, LA	-44.4%	-44.4%
Texas	-46.1%	-46.1%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	-24.1%	-24.1%
Pacific WA, OR, AK, HI	-2%	-2%
California	-1.6%	-1.6%
TOTAL UNITED STATES	-16.3%	-16.3%

GOLF DATATECH

Night, Night

Superintendents arrive at work before most people crawl out of bed. Knowing that, we here at *Golfdom* want you to rise and shine. And to "shine" is to get a good night of sleep. Here's how:

- * Don't do an espresso or a caffeine-laced drink within six hours to eight hours of bedtime.
- * Avoid nicotine close to bedtime.
- * Don't drink alcohol within two hours to four hours of bedtime. A beer or two may help you fall asleep, but will cause poorer quality of sleep and more nighttime waking.
 - * Avoid eating big, greasy and spicy meals before bedtime. Translation: No late runs to Taco Bell! However, a light snack composed mostly of carbohydrates can help promote sound sleep.
- * Don't nap late in the afternoon or evening. If you choose to nap, do it early in the afternoon and limit it to 30 minutes or so. (We know you don't have time to nap. But if you do, keep this point in mind. Also, find a place where you can't be found!)

SOURCE: CIGNA AND GOLFDOM