

# The Big Picture

THE THINGS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### Development Cooling in the Desert

A few years back, proposed golf-related projects in California's Coachella Valley were springing up about every month. But because of a lull in the housing market, several developments in the area have either let their entitlements lapse or they've been put on indefinite hold. These include Travertine Pointe in La Quinta; Highland Falls and Tuscan Hills in Desert Hot Springs; the Indian Oasis Resort in Palm Springs; Cathedral City's Desert Cove Golf Resort; and the massive Desert Lakes project in Coachella.

For details on these and other golf projects around the U.S., visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).



COURTESY OF:



### Are You Iron Clad?

You're running from the maintenance facility to the clubhouse to a meeting and then out to the 12th green. You're beginning to feel tired and weak. One question: Are you getting enough iron? Iron helps carry oxygen through the body. And if you don't get enough oxygen, you can become anemic, which brings on the body wilt.

But have no fear. Just make sure you eat any of the following foods to get your iron – and your energy.

- Enriched whole wheat flour
- Enriched rice
- Soybeans
- Tomato products
- Spinach
- Beef
- Clams
- Turkey



Source: USDA, National Institutes of Health, CNN.com

### Golf Rounds Played

The percentages below represent the change in the number of rounds played in May 2007 compared to the number of rounds played in May 2006.

REGION	MAY	Y.T.D.
<b>New England</b> ME, VT, NH, MA, RI, CT	22.6%	-8.0%
<b>Middle Atlantic</b> NY, PA, NJ	8.9%	-8.3%
<b>East North Central</b> MI, OH, IN, IL, WI	13.6%	-1.8%
<b>West North Central</b> ND, MN, SD, NE, KS, IA, MO	1.2%	-5.2%
<b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA	3.4%	-2.4%
<b>Florida</b>	1.6%	-1.5%
<b>South Central</b> KY, TN, AL, MS, OK, AR, LA	-1.5%	-8.0%
<b>Texas</b>	-6.8%	-11.2%
<b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM	0.4%	-1.7%
<b>Pacific</b> WA, OR, AK, HI	1.6%	4.2%
<b>California</b>	0.8%	5.6%
<b>TOTAL UNITED STATES</b>	5.5%	-3.0%

GOLF DATATECH

### Too Tough?

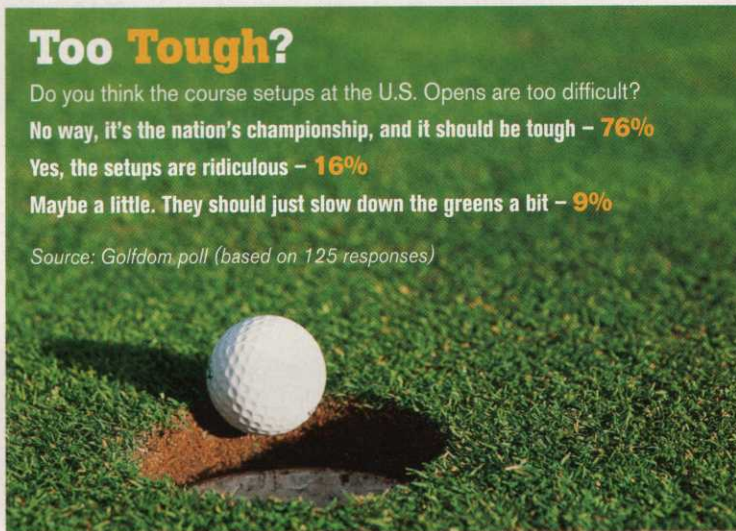
Do you think the course setups at the U.S. Opens are too difficult?

No way, it's the nation's championship, and it should be tough – **76%**

Yes, the setups are ridiculous – **16%**

Maybe a little. They should just slow down the greens a bit – **9%**

Source: Golfdom poll (based on 125 responses)



### Golfing on a Sunny Afternoon



As you know, the golf business relies heavily on the weather business. Good day sunshine means good day at the clubhouse cash register. Here are some U.S. cities and the number of full sunny days they receive per year:

- Yuma, Ariz. . . . . 242
- Las Vegas . . . . . 210
- San Diego . . . . . 146
- Boston . . . . . 98
- Chicago . . . . . 84
- Miami . . . . . 74
- Cleveland . . . . . 66
- Seattle . . . . . 58

Source: Weathertoday.net