

The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS



TIDBIT OF THE MONTH

Projects on the Move in 'Mount Rushmore' State

Although South Dakota isn't known for its wealth of golf courses, one layout in the state is getting upgrades while work has begun on an all-new facility.

Memorial Golf Course in Huron, a city-owned nine-hole facility, will get \$250,000 worth of drainage improvements. In Spearfish, the developer of a neighboring housing and commercial project donated property to the city for a nine-hole track. Site prep is now under way on Elkhorn Ridge Golf Course, a Pat Wyss design. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

COURTESY OF:



Gas Prices Up — So Are Superintendents' Concerns

What a difference a year makes when it comes to golf course superintendents' concerns about gas prices and how they might affect the industry's economic viability.

Last year, we asked 621 superintendents and other industry professionals if they were worried that high fuel prices would lead to a decrease in golf course rounds and revenue in 2007. At the time, gas was around \$2.10 a gallon.

Here's how they responded:

Yes, people just won't have the money to play: **7%**

No, golfers will always find the money to play: **36%**

Somewhat, gas prices will have a slight impact on play: **57%**

We asked the same question to 640 superintendents a few months ago. But this time gas prices were more than \$3 a gallon — about \$1 more than last year. Take a look at the difference in the responses:

Yes, people just won't have the money to play: **20%**

No, golfers will always find the money to play: **36%**

Somewhat, gas prices will have a slight impact on play: **44%**

Golf Rounds Played

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

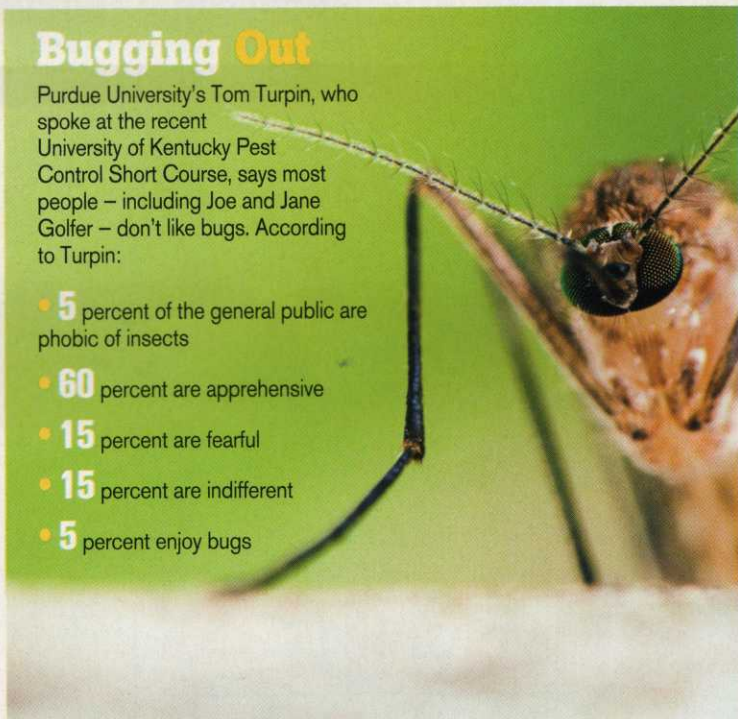
REGION	OCTOBER	Y.T.D.
New England ME, VT, NH, MA, RI, CT	9.1%	5.9%
Middle Atlantic NY, PA, NJ	18.7%	3.6%
East North Central MI, OH, IN, IL, WI	29.8%	3.1%
West North Central ND, MN, SD, NE, KS, IA, MO	11.1%	-0.7%
South Atlantic WV, DE, MD, VA, NC, SC, GA	-2.3%	0.0%
Florida	-10.4%	-1.2%
South Central KY, TN, AL, MS, OK, AR, LA	6.3%	-4.5%
Texas	4.0%	-8.6%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	0.3%	0.5%
Pacific WA, OR, AK, HI	-8.3%	1.1%
California	-4.7%	2.6%
TOTAL UNITED STATES	6.9%	0.7%

GOLF DATATECH

Bugging Out

Purdue University's Tom Turpin, who spoke at the recent University of Kentucky Pest Control Short Course, says most people — including Joe and Jane Golfer — don't like bugs. According to Turpin:

- **5** percent of the general public are phobic of insects
- **60** percent are apprehensive
- **15** percent are fearful
- **15** percent are indifferent
- **5** percent enjoy bugs



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