

The Big Picture

THE THINGS THAT SHAPE YOUR BUSINESS

TIDBIT OF THE MONTH

Projects Afoot in Hawkeye State



Several golf projects are underway in America's heartland state of Iowa. Noteworthy among these is a new second nine at Honey Creek Golf Course in Boone. Bradford Benz crafted the new holes, which should open later this spring. In Moravia, Herfort Norby Golf Course Architecture is overseeing the all-new 18 at Rathbun Golf Links. The course is part of a \$34-million, 800-acre Iowa State Park Department project on the shores of Lake Rathbun, southeast of Des Moines. For details on these and other golf projects around the United States, visit www.golfconstructionnews.com.

COURTESY OF:



Golf Rounds Played

The percentages below represent the change in the number of rounds played in February 2008 compared to the number of rounds played in February 2007.

REGION	FEBRUARY	Y.T.D.
New England ME, VT, NH, MA, RI, CT	165.1%	1.0%
Middle Atlantic NY, PA, NJ	117.4%	25.5%
East North Central MI, OH, IN, IL, WI	-0.6%	-17.5%
West North Central ND, MN, SD, NE, KS, IA, MO	-8.8%	-6.2%
South Atlantic WV, DE, MD, VA, NC, SC, GA	10.4%	2.2%
Florida	6.6%	1.6%
South Central KY, TN, AL, MS, OK, AR, LA	14.4%	16.4%
Texas	17.3%	21.9%
Mountain MT, ID, WY, NV, UT, CO, AZ, NM	4.4%	2.7%
Pacific WA, OR, AK, HI	6.1%	-4.1%
California	3.1%	-6.7%
TOTAL UNITED STATES	9.6%	2.9%

GOLF DATATECH

In Their Range

Golfdom recently asked about 120 superintendents: Are you responsible for maintaining your course's or club's driving range?

89% | Yes

5% | No

6% | We don't have a range



People Power

According to the Census Bureau, the cities that gained the most population in 2007 were:

1. Dallas-Fort Worth
2. Atlanta
3. Phoenix
4. Houston
5. Riverside, Calif.
6. Charlotte, N.C.
7. Chicago
8. Austin, Texas
9. Las Vegas
10. San Antonio



A Good Talk

More and more these days, we hear of superintendents giving oral presentations – to green committees, to golfers, to their peers, etc. Delivering a good speech is never easy, though, even for those who speak often.

Here are some tips for delivering an impressive presentation, courtesy of The Creative Group:

1. **CONSIDER YOUR GOAL AND AUDIENCE** – What do you want to tell them?
2. **BRING CUE CARDS** – Never hurts to have notes.
3. **REHEARSE** – Don't ever wing it.
4. **SLOW DOWN AND RELAX** – Talk slowly and calmly. Pause naturally.
5. **RECOVER WHEN NECESSARY** – Don't panic if you screw up. Just gain your composure and get back on track.
6. **ASK FOR FEEDBACK** – That's how you learn.

Editors' note: The Creative Group is a specialized staffing service providing marketing, advertising, creative and web professionals on a project basis. For more information, contact www.creativegroup.com.

