

# The Big Picture

THE NUMBERS THAT SHAPE YOUR BUSINESS

## TIDBIT OF THE MONTH

### Activity in Arkansas



Several golf projects are underway in Arkansas. Among them is the new Links at Rainbow Curve in Bentonville, a nine-hole layout that will serve as the centerpiece of a new housing development backed by Lindsey Management Co. with about 500 multi-family units. Lindsey is also seeking approval for The Links at Fayetteville. Near Wynne, work continues on Village Creek State Park Golf Course, a 27-hole design by Andy Dye that's slated to open later this summer. For details on these and other golf projects around the United States, visit [www.golfconstructionnews.com](http://www.golfconstructionnews.com).

COURTESY OF:



### How Are You Managing the Demand for Faster Putting Greens?

- We're rolling them more often ..... 57%
- We're double cutting several times a week ..... 15%
- We continue to lower the height of cut ..... 15%
- We're telling golfers the greens are faster than they really are ..... 7%
- Other ..... 31%

*Golfdom survey based on 635 responses. Respondents could choose multiple answers.*

### Can't Buy Me . . . Job Happiness

Employees want more than money to keep them happy, according to [www.communityinvestmentnetwork.org](http://www.communityinvestmentnetwork.org), which states in study that intangibles such as respect and trust are major motivators to do a good job. Here are the eight key factors that influence happiness-at-work factors:

1. Appreciation
2. Respect
3. Trust
4. Individual growth
5. Good boss
6. Compatible co-workers
7. Compatible culture
8. A sense of purpose

## Golf Rounds Played

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

| REGION   | JULY  | Y.T.D. |
|--|-------|--------|
| <b>New England</b> ME, VT, NH, MA, RI, CT            | 2.0%  | 5.0%   |
| <b>Middle Atlantic</b> NY, PA, NJ                    | -3.0% | 0.0%   |
| <b>East North Central</b> MI, OH, IN, IL, WI         | 1.4%  | -4.7%  |
| <b>West North Central</b> ND, MN, SD, NE, KS, IA, MO | -1.4% | -7.8%  |
| <b>South Atlantic</b> WV, DE, MD, VA, NC, SC, GA     | -5.1% | -1.9%  |
| <b>Florida</b>                                       | -5.6% | -0.7%  |
| <b>South Central</b> KY, TN, AL, MS, OK, AR, LA      | 5.5%  | 3.9%   |
| <b>Texas</b>   | 22.7% | 12.4%  |
| <b>Mountain</b> MT, ID, WY, NV, UT, CO, AZ, NM       | 1.9%  | -2.0%  |
| <b>Pacific</b> WA, OR, AK, HI                        | 5.4%  | -0.2%  |
| <b>California</b>                                    | 3.1%  | -0.6%  |
| <b>TOTAL UNITED STATES</b>                           | 0.5%  | -1.5%  |

SOURCE: GOLF DATATECH

## Budgets Gone Awry

Unexpected sharp increases in fuel prices and other costs have caught golf course superintendents off guard. *Golfdom* recently asked superintendents: How much have price hikes impacted your 2008 maintenance budget?

*(Based on 80 responses to an online survey)*

- I'm over budget more than 10% **10%**
- I'm over 5% to 10% **18%**
- I'm over less than 5% **21%**
- I'm still within my budget without cutting maintenance **23%**
- I'm within budget because I'm cutting back on maintenance **29%**