Mitigation banking develops eco-niche

By MARK LESLIE

The battle cry "No net loss" has led to major strides in reclaiming the nation's lost wetland habitat, and to a new era of "mitigation banking."

While a federal interagency task force drafts formal mitigation bank criteria, state and local governments as well as some entrepreneurs are forging ahead in this pioneering arena.

In today's world of construction, a developer must follow a set sequence of actions when wetlands exist on their property. The preferred course of action is avoiding wetlands altogether. Minimization follows if wetlands cannot be avoided. Continuing on page 48.

Kapalua pioneers resort-wide Audubon Sanctuary program

By MARK LESLIE

MAUI, Hawaii — New York Audubon Society and Kapalua Resort officials are collaborating on a new program that would be an environmental equivalent to Mobil's 5-star designation for hotels.

"We're looking to create a model of international significance for destination resorts... as well as establish Kapalua as a launching pad for The Audubon Heritage Program," said Ron Dodson, New York Audubon president.

"To ultimately reach our environmental goals, we must demonstrate that the environment and economy are interconnected — that good business decisions and good environmental decisions are permanently linked, both locally and globally."

New York Audubon has been expanding its presence... Continuing on page 70.
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NGF/Thor Guard
Continued from page 1

"If there's a way we can provide our membership more value, we'll do it. If that's a departure from the way NGF has conducted its business in the past, then it's a departure."

It could be argued that NGF has always provided discounts to members on NGF-derived market reports. In addition, the foundation has for several years offered members life insurance coverage through FAI Insurance, Inc. of Florham Park, N.J. However, never has the NGF arranged for member companies to provide discounts for member facilities.

Under this new program the NGF — a non-profit organization charged with fostering the overall growth and vitality of golf — will provide only a clearinghouse for lighting-related information and literature for its 4,000 member golf facilities.

Virtually all segments of the golf industry are represented among the NGF’s 6,000 members: manufacturers, distributors, retailers, course facilities, designers, and builders. Trade media and most of the game’s national associations.

While only one manufacturer of lighting prediction systems, The Weather Channel, is counted among the NGF membership, Florine maintained the NGF is not endorsing Thor Guard or its product line.

"It’s an affiliation promotion," he explained. "Let’s say MCI was the official telecommunications company of the NGF. They would provide a discount to our members and we would promote MCI through our efforts, like providing them our list of members and allowing MCI to call on them."

"In fact, we’re having conversations with various telecommunications companies," said Joseph Beditz, president and chief executive officer of NGF. "If we can create some environment where a member can offer a unique LIFETIME WARRANTY, then it’s win-win. And our members have told us that’s what they want."

Like most trade associations, we face real challenges about finding and retaining members. We need to be sure that we aren’t lost in the wash; that we’re there with value that facilitate media and most of the game’s national associations.

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ship benefits. And we think aggressive pricing for our facility members is a good thing. Not unlike what the NGCOA [National Golf Course Owners Association] is doing for its members."

Indeed, the NGCOA has aggressively sought membership discounts through a national account system, recently renamed the Smart Buy Program. So far, NCGOA members receive discounts on Yamaha golf cars, seed product from Pickseed, credit card services through Nabanco, and a distance service from AT&K, legal resources through Dallas-based Page & Addison P.C., printed materials — mainly scorecards — through Massachusetts-based On In Two Publications, and insurance through CNA.

Added Florine: "We’d love to have a dozen, member-benefit programs similar to the Thor Guard arrangement because not everyone might be able to take advantage or afford a lightning protection system. It’s good business and added value to a charter member [Thor Guard]. It’s a benefit they are providing to fellow NGF members."

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