Audubon Signature Status members

Facilities that have earned full Signature certification:
2. Indian River Country Club, Vero Beach, Fla.
4. PGA Golf Club at the Reserve, Port St. Lucie, Fla.
5. Top of the Rock Golf Course, Ridgedale, Mo.
7. Pinehurst #8 Centennial, Pinehurst, N.C.

Break the spirit of any cutworm, sod webworm
or armyworm with Conserve® SC turf and
ornamental insect control. It controls tough
pests as effectively as any synthetic. In fact,
symptoms appear within minutes of contact
or ingestion, putting an immediate end to
plant damage. And, since Conserve is
derived from a naturally occurring organism,
it also helps control your worries about
chemical applications and the environment.
Learn more about Conserve. It's Changing the
Nature of Insect Control.™ Call 1-800-255-3726.
Conserve. The end of the line for insect pests.

Audubon Int'l scrutinizes Signature Program

Continued from previous page
"The general manager said they
were going to do certain things
and they did not."
"Everything the National
Audubon Society claimed about
us, this outfit just did it," Dodson
said. "They used our name. They
used our materials. They waved
their arms up and down and said,
'Look at this video, what Collier's
Reserve did. We'll do this, too.'
I'm not saying they are not going
to do a nice job on their golf course.
I don't know. But the fact of the
matter is, they went to the permit-
ting agency and public hearings
with our materials. Whether that
had any influence on the decision
to permit them, I don't know. But
as soon as they got through the
process they decided they couldn't
meet our guidelines and are now
out of the program."

"I want to brag on people who
really do things," said Dodson.
"But when somebody doesn't fol-
low through on their commitment,
or they let it go, should we just
walk away? I'm the guy who keeps
getting shot at by the Sierra Club.
In the last couple of months there
have been a half dozen facilities
that we have removed from the
Signature Program. We are tak-
ing their last $100 and applying it
toward a year's membership in
the Cooperative Sanctuary System
when they open."

Officials at fully certified fa-
cilities say the program is well
worth their efforts.
"Good environmental sense
makes good economic sense," said
Robert Swift, general man-
ger of Indian River Club in Vero
Beach, Fla., which in November
1995 became the third course to
earn Audubon Signature status.
"Just about everything we've
done as a participant in the Sig-
nature Program has or will have
a positive economic benefit at
some point as a payback.
"Everything we look at — ev-
ery project, every capital expen-
diture, every operational deci-
sion — we have to consider on
the basis of the payback. Does it
enhance the value of the club,
the value that our members per-
ceive? Does it make for a better
round of golf, pay for itself and
bring money back to us? ... The
programs we've undertaken
have, by and large, demonstrated
positive payback — some long-
term, some short-term."

"At the end of the day, if you
look long-term, I venture to say
we're probably saving $20,000 a
year on water, energy, etc.," said
George Kelley, co-owner of
Stevinson Ranch Golf Club in
Stevinson, Calif., which gained
Signature status in September
1996. "I'm very surprised more
developers have not joined the
program. I believe they think it's
like getting in bed with the big
bad wolf."

"It's ironic that a golf course
will irrigate 125 acres of turf,
which costs a lot of money to
build and maintain, and then say
they don't have the money to be
in the Signature Program," said
Tim Hiers, superintendent at
Collier's Reserve in Naples, Fla.,
the first facility in the country to
become fully certified. "People
will spend extravagant amounts
of money in areas that many
times will not have any benefit
from Day One or forever. Or,
some people will hide behind the
statement: 'We don't have an
unlimited budget."

"But, if you're a public golf
Continued on page 37