When it comes to environmental stewardship, where exactly do superintendents stand? I was reasonably confident that I knew the answer to that question, but recently I have become less certain. Here’s why:

- For all of Audubon International’s bluster, they have only certified two percent of the golf courses in the U.S.
- A scant 13 percent are members of their programs. I could have done the math myself, suppose, but the numbers were still surprisingly low.
- In a Golf Course News Poll last month, we found that 75 percent of superintendents surveyed said environmental stewardship was “very important” to the future economic health of the game of golf. However, if that is the case, how come only 39 superintendents showed up at Audubon’s environmental session at the GCSAA Conference and Show in Atlanta?

In last month’s Point/Counterpoint, contributing editor Kevin Ross eloquently explained the disconnect between superintendents’ environmental goals and Audubon certification, and it makes sense. Perhaps the phrase “environmental stewardship” has become hackneyed. Maybe too much environmental mumbo jumbo has shoved down superintendents’ throats too fast. Or maybe a majority of courses are already using IPM and other environmentally responsible practices but just don’t see the value in completing the paperwork necessary to join Audubon or some other environmental program. After all, no one is forcing golf courses to give up chemicals or put up bird boxes – yet.

But equally enlightening was the counterpoint made by Audubon’s Kevin Fletcher. Self-regulation, through a program such as Audubon, could prove valuable to the golf industry. By demonstrating that a large percentage of courses are adhering to a set of managed environmental standards, the industry could avoid the scrutiny of federal and state regulators.

Read the story on page one about Audubon’s new sustainable communities campaign. Not only does it offer a chance for the golf industry to be a leader in communities around the country, but it is also another opportunity to broadcast the message that golf courses are environmentally responsible and sustainable.

If you are still skeptical, scan down to environmental rumors to environmenal program. Authors want environmental overdue for an area are used to forecast insect, disease, and pest infestations. Pest infestation thresholds for all key weed, disease, and insect and nematode pests. In the management plan our company used when necessary. This can also help reduce pesticide use.

Finally, intelligent pesticide use is being further advanced through testing and evaluation are extensive, and their overall environmental track record is good. It is this common business sense that led the two organizations to long been our focus at Interlachen Country Club, Matt Rosel, GCs.

- TED Horton Consulting
- Dr. Michael Hurzdan
- Hurzdan, Fly Golf Course Design
- Mary in the Golf Industry Show leaves it open for applications. The myth that superintendents hold all the purchasing power has permeated the industry for too long. It is only now, when economic circumstances aren’t what they used to be, that the idea of a “buying team,” which has long been our focus at Golf Course News, is starting to resonate.

Even more heartening is that she doesn’t seem to be simply lip service from the associations. Michael Wallace, GCSAA past president, also recognizes the need to get his bosses involved. When he arrived late to the GCSAA’s media roundtable, he apologized, saying he had been on the show floor, kicking tires with his supervisor.

While this move is understandable, what leaves a funny taste is the name. Calling it the Golf Industry Show leaves it open for all sorts of vendors (apparel, clubs, etc.). A more fitting name would be the Golf Course Industry Show. But, knowing how slowly change is affected in one large association, let alone two, the current name will have to do.