e-par Gets Americanized

For environmental superintendents, their options just grew by one.

The Australian firm e-par, developers of the award-winning “e-par Environmental Management System,” has launched e-parUSA. The new entity is poised to expand the reach of the e-par platform of programs and services into the United States.

Shortly after the announcement of e-parUSA came another announcement, that former Executive Director for Audubon International, Kevin A. Fletcher, Ph.D., had been selected to serve as the CEO of e-parUSA. Golfdom caught up with Kevin Fletcher shortly before the Golf Industry Show to discuss e-parUSA and his new job.

Golfdom: How hard was it to leave Audubon International after 10 years?
Kevin Fletcher: I still have a real close association with the staff there, but it was time to do something different. The timing ended up being kind of right to jump into something like this. Any time you have change like this, it’s tough to go through. But on the other end, I’m more energized than I’ve been in a while.

Golfdom: Is there one main difference that makes e-par stand out from other environmental programs?
KF: I’ll give you three: one, it’s facility-wide. It’s the first environmental management system that deals with the entire facility, including clubhouse operations. Second, an environmental management system is really focused on legal compliance, risk avoidance, things superintendents really care about. Third, there is a nifty automated feature built in — it has automatic notifications, so it makes the job a little easier for superintendents.

Golfdom: What’s the cost for superintendents?
KF: We’re still figuring it out, we’re thinking in the range of $900 to $1,000 for a three-year commitment. It’s easy to get into place, and there’s a lot of value to having the facility enrolled and monitored over the three years. It’s about a dollar a day.

Golfdom: What’s the most frequent question you’ve been asked since it was announced that you were the new CEO for e-parUSA?
KF: What caused the change (for me), and from my perspective, all I’m interested in doing is helping drive environmental sustainability in golf, and this just gives me a new and different and I think better way to do that.

The official launch of the e-par V2 EMS, and e-par USA took place during the Golf Industry Show in Las Vegas. For more information about e-parUSA visit www.eparusa.com.
Florida Golf Gets Some Love

Better than a box of chocolates, better than a dozen roses, heck, better than seeing “I love you” written in the air by a skywriter.

Florida’s House of Representatives and Senate showed the state golf industry some serious love on Valentine’s Day by declaring Feb. 14th “Florida Golf Day,” recognizing the economic impact the golfing industry has on the state.

Based on a study conducted in 2007, the size of Florida’s direct golf economy is approximately $7.5 billion. Golf brings visitors to the state, spurs new residential construction, generates retail sales and creates demand for a myriad of goods and services. When the total economic impact of these golf-related activities is considered, Florida’s golf industry in 2007 generated approximately:

- $13.8 billion of direct, indirect and induced economic output
- $4.7 billion of wage income
- More than 167,000 jobs

“Golf has a dramatic impact on our state,” said Florida Governor Rick Scott. “Florida is the No. 1 golfing destination in the world. Everything that we are doing to draw people and promote our state involves golf.”

The 2012 Florida Golf Day featured attendees from the Florida Golf Impact Task Force, including: the GCSAA, the PGA of America, PGA Tour, LPGA, USGA, CMAA, NGCOA, Florida GCSA and others.

No report on how Florida Golf Day ended, but some reports stated that the sound of Barry White playing loudly was heard from within golf’s hotel room…

Golfdom Names Throssell Research Editor

There’s good news for Golfdom and likewise, good news for its readers.

Clark Throssell, Ph.D., (pictured at right) accepted the position of Research Editor of Golfdom magazine recently. In this position, Throssell will orchestrate the “TurfGrass Trends” section of the magazine, acquiring the latest research in the industry for publication.

“This was a coup for Golfdom,” said Seth Jones, Golfdom editor-in-chief. “Any organization involved in the industry of turfgrass and superintendents would be lucky to have him. I’m glad that we’re the lucky ones.”

“I’m really excited about the opportunity to work with TurfGrass Trends, and acquiring the research articles that go in it,” Throssell said. “I think it’ll be great fun.”

Besides leading Golfdom’s research section, Throssell will also be penning his monthly “Clark Talks Turf” column as well as a monthly e-newsletter, “On the Green,” which readers can subscribe to by visiting Golfdom.com.

Throssell, a turfgrass consultant, comes to the magazine after nine years as research director for GCSAA. Prior to that, he was the director of the turf program at Purdue University.

Signature Control Systems recently announced that Dale Winchester will head up Signature’s Design Support Division. Under this new division, Winchester will work with golf course architects, irrigation designers and installers, irrigation dealers and end-users to assist in the business development of Signature products as well as for specification compliance and installation support. He will also play a critical role in expanding Signature’s footprint around the world by advising best practices for product choices, installation and operation.

Smithco announced the appointment of Paul Gillen to be responsible for the introduction of the new Smithco AIR-8 range of pull type aerifiers for golf courses and other fine turf areas. Gillen comes to Smithco with 31 years experience in turf aerification with the AerWay Co. in Canada. Gillen is currently president of the Sports Turf Association of Canada, serves on the International Committee of STMA and is active in the Canadian, Ontario and Greater London GCSA.