

Announcing the Inception of Environmental Leaders in Golf Awards

The GCSAA and *Golf Digest* are teaming up to form the Environmental Leaders in Golf Awards. Sponsored by Syngenta Professional Products, Rain Bird Corporation/Golf Division, Textron Golf, Turf & Specialty Products, and Pursell Technologies, Inc., the Environmental Leaders in Golf Awards recognize golf course superintendents and their facilities for their commitment to environmental stewardship on the golf course. These prestigious awards will result not only in recognition of environmental leaders, but also in contributions to the GCSAA Foundation.

An independent panel of judges representing major national environmental groups and the golf industry will conduct the award selection. Applications will be evaluated in five categories: Resource Conservation, Water Quality Management, Integrated Pest Management, Wildlife/Habitat Management and Education/Outreach. These categories will be reviewed based on four criteria: sustainability, criticality, originality and technology implementation/use.

GCSAA members may apply for the awards directly; members and nonmembers (including the general public) also may nominate GCSAA members for award consideration. Request your application from the GCSAA Service Center (800-472-7878), the GCSAA

Web site (www.gcsaa.org/envi ron/elga_form.html), the *Golf Digest* Web site (www.golf digest.com), chapter leadership or one of the participating sponsors. The deadline to apply is October 1, 2001.

Expanding Online Educational Offerings

GCSAA expands its online education programming with the debut of “The Art and Science of Maintaining a Functional Putting Green.” The new course features Milt Engelke, Ph.D., of Texas A&M and focuses on the components of a functional root zone and its importance in managing a top-quality putting surface. Dr. Engelke explores the physical, chemical and biological components of the root zone for both native soil and sand-based root zone greens. The class takes 3.5 hours and is broken into 20-minute segments to allow superintendents to complete it in multiple sittings. Successful completion means .35 CEUs. To register, go to www.gcsaa.org/learn/selfstudy/artand science.html.

Launching Internet Commerce Project

GCSAA Communications, Inc., a subsidiary of the GCSAA, will soon be enrolling members of the golf course management industry in an Internet commerce service that will bring e-commerce capabilities to golf course superintendents.

The project, entered into jointly with Raleigh, N.C.-based XS Inc., will begin with a “soft”

launch in a pilot mode so that GCSAA and XS Inc. can work with buyers and sellers to develop the best possible service prior to making a decision on a full-scale Internet commerce presence. The pilot program will involve a limited number of product categories and the use of focus groups to collect feedback on the initiative. GCSAA will undertake a “launch, learn and re-launch” approach, continually making improvements based on feedback from its members.

“This service is just a continuation of GCSAA’s philosophy that began in 1996 to employ the World Wide Web to become a more effective and efficient organization and offer the same for its members,” said GCSAA President Tommy Witt, CGCS.

XS Inc. brings a strong set of complementary and proven capabilities to GCSAA. It has operated commerce sites in the agricultural market since 1999. XS Inc. specializes in building neutral public exchanges, as well as custom-developed private exchanges that can support distribution needs and relationships.

“From the outset, our goal was to provide a 24/7 environment that enables superintendents to execute their jobs in a more efficient manner,” said GCSAA Immediate Past President R. Scott Woodhead, chairman of the GCSAA Internet Strategy Committee. “This project is the next step toward that end.” 