

**Do you have an opportunity to write an article for your state superintendent's association newsletter or a golf publication? Tell others about your commitment to environmental quality and describe the things you've done on your course.**

reluctant to invite public participation, focus on educating members or regular golfers.

How do you reach members and the public?

Try any or all of these ideas. All have been successfully tested on a number of ACSP golf courses.

• **Resource committee.** A resource committee can be made up of fellow

employees, golfers, and even people outside the golf course who bring expertise to the group. There are many people out there who are willing to donate their time and add their names to a project like the ACSP.

The resource committee at St. Charles CC consists of a writer/promoter, a bird watcher, a handyman who builds and repairs birdhouses and feeders, a craftsman, one outdoor lover, and a local landscape architect and folklore expert.

Combine these talents with a golf course superintendent, who is used to wearing many hats, and you will be surprised how fast your programs take shape.

• **Clubhouse Display.** Don't forget to tell your members that you're involved in the ACSP. The easiest way to do this is to

## Hiers receives first Audubon Steward Award

**N**APLES — The world's first John James Audubon Steward Award was presented to William Timothy Hiers, CGCS, golf course manager of Collier's Reserve, a residential country club community here.

In making the presentation, Ronald Dodson, president of the Audubon Society of New York State, explained that the concept for the award had been developed several years ago as the highest recognition of leadership in the field of environmental responsibility.

"Tim's personal dedication and un-failing commitment to excellence made it clear to us that he should be the first to receive this important award," Dodson said.

Dodson and Hiers have worked together on several projects, most recently the design and construction of the Collier's Reserve golf course, the first ever to be awarded the Audubon Cooperative Sanctuary Signature designation. This rigorous process has made the Collier's Reserve course the international model for others to follow.

"Also to be commended is Collier Enterprises, the developer of Collier's Reserve," said Dodson. "It was their commitment to environmental excellence and the Signature program that not only gave Tim the opportunity to become involved, but also provided the necessary resources



*Tim Hiers, right, golf course manager at Collier's Reserve in Naples, was the first recipient of the John James Audubon Steward Award. From left are Ron Dodson, president of the Audubon Society of New York State; architect Arthur Hills; and Jeffrey M. Birr, head of Collier Enterprises Real Estate operation.*

to complete the project."

A family-owned company with roots that trace to the creation of Collier County in Southwest Florida, Collier Enterprises has significant interests in commercial and residential real estate, agriculture, financial services and oil and energy interests.

Hiers is an expert on "Integrated Plant Management," a holistic philosophy

which views the golf course as a complete entity. Featured by the United States Golf Association as environmental steward, he has assisted in the development of a national Environmental Management Policy for GCSAA.

Before joining Collier Reserve, Hiers — a former president of the FGCSA — had been golf course manager of the 56-hole St. John's Island Club in Vero Beach.