

Do-It-Yourself Calendar Funds Wildlife Projects

BY DARREN J. DAVIS, GCS

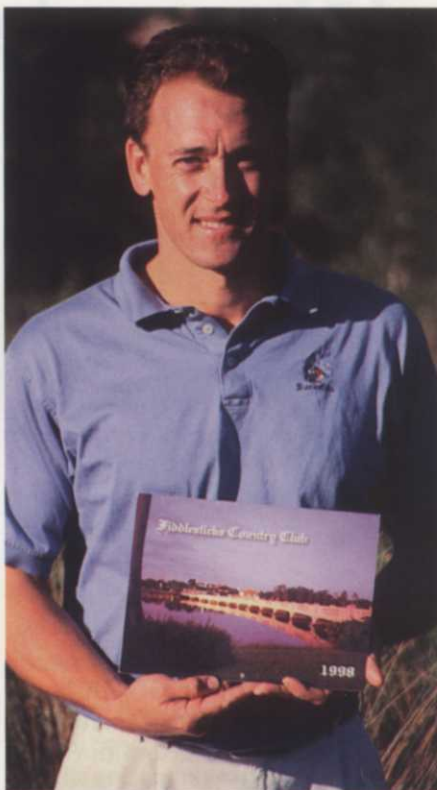
Scott Lavis, Golf Course Superintendent at Fiddlesticks Country Club in Fort Myers combined his desire to enhance the environment at his golf course, with a very effective public relations project. The project is a "wildlife enhancement calendar".

The "flip style" wall calendar features twelve scenic photos of the beautiful surroundings that create the highly regarded, Fiddlesticks Country Club. The pin-up calendar is being purchased primarily by the members and guests of Fiddlesticks Country Club at a selling price of only \$10.

The low cost is certainly a very good deal for the golfers that purchase one. However, it is even a better deal for the bluebirds, red bellied woodpeckers, flycatchers, wrens, purple martins, bats, fish and other wildlife that make their home on, or near the Fiddlesticks golf course.

Scott explained, "Half of the money that is raised will be used to construct and maintain birdhouses, fish habitats, and for the planting of wildlife cover and food sources at Fiddlesticks."

The calendar also has numerous side benefits besides being a first-class calendar that will provide twelve months



Scott Lavis, golf course superintendent at the Fiddlesticks Country Club in Ft. Myers shows off the wildlife enhancement calendar created by the maintenance staff. Photo by Darren Davis.

of enjoyment for those who purchase it.

"The project has instilled a lot of pride in the crew members," Scott said. "They are certainly very proud of the calendar featuring their golf course that can be hung on their wall. They also have pride in the fact that they, the golf

The pictures used to create the calendar are the products of a photo contest held among the golf course crew members.

course maintenance staff, created this calendar that is being sold to the members."

The pictures used to create the calendar are the products of a photo contest held among the golf course crew members. The crew members are also all pictured in a group picture on the last page of the calendar. The picture is located beneath the phone numbers to all of the departments of the Club... and they even included golf course maintenance!

Lavis also realizes the calendar provides a great public relations tool for his staff and himself. The calendar provides his bosses, "the members" a reminder every time they look at the calendar that the golf course superintendent and his staff do a lot more than just "cut the grass."

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