



Seaside Elementary School students tour the Camp Creek G.C. in a more ambitious outreach program . Photo courtesy of the USGA.

Never Underestimate the Importance of Positive Messages About Golf and the Environment

by: Shelly Foy

What a terrible story emerged recently about a PGA Tour player who hit golf balls at a red-shouldered hawk whose screeching was disrupting a video taping session back in December of 2007. He ended up killing the federally protected bird whether by accident or on purpose; we'll never really know. What I do know is that this kind of stupid incident will have a negative impact for golf.

This is just one more reason, in the many that we have given over the years, why it is important to let people know that the golf industry as a whole cares about environmental stewardship. Superintendents and golfers in general enjoy and appreciate the wildlife they see on the golf course. We need to keep demonstrating and documenting golf's overwhelming positive impact on the environment.

The photo essay in this issue shows examples of outreach and education projects happening on golf courses around the country. A lot of you stumble over this particular section of the ACSP for Golf Courses and I receive a lot of calls asking, "What can we do"? In upcoming issues of this magazine, I will continue to highlight simple, yet effective ways of reaching out to others about golf's positive influence on the environment.

A simple poster attached to a water cooler at the Eglin AFB Golf Course, right, tells the story. Photo courtesy USGA.



A photo album in the TPC Tampa Bay clubhouse reaches not only golfers but diners and other visitors. Photo by Joel Jackson.