

responsibilities of a superintendent, and more of them are taking it upon themselves to go above and beyond that duty. At a minimum, superintendents should be able to confidently explain the parallels between plant and human disease, and how science helps alleviate damage in both cases.

“We talk a lot within our inner circle about what needs to be done, but as an industry, we tend to be slower in responding to the public than we should,” Gehrisch said. “For any change to happen, supers need to leave their desks and get out in front of their communities.”

Despite the fact that pesticides are useful tools that can provide significant benefits to our communities, the debate over whether to use them will undoubtedly continue. By basing communications on science instead of emotion, superintendents can help community members appreciate the time, labor and money-saving benefits of environmentally sound chemicals.

EDITOR’S NOTE: In keeping with the communications theme of this issue, our friends at BASF shared this article which provides some ideas on the topic of pesticide use.

Bag Tags Spread The Good Word About Golf

Project EverGreen and GCBA A Announce Educational Outreach Program

Project EverGreen is teaming with Golf Course Builders Association of America Foundation’s Sticks for Kids program and its partner the National Recreation and Park Association to give more than 60,000 children helpful information about the environmental benefits of golf courses. Sticks for Kids provides young people with their first golf experience and promotes the life values of the sport. Through the partnership, Project EverGreen and Sticks for Kids will provide golf club bag tags to 407 courses the first year.

The two versions of the bag tags read:

- Go hug that tree you just hit. The shade it’s creating is trying to keep you cool out here.

- Nice divot. Now go fix it. That grass you’re tearing up cleans the air so you can breathe a little easier.

“This humorous approach is a great way to give kids ages 5-15 the big picture about how important golf courses are to the environment and to them personally,” says Den Gardner, executive director of Project EverGreen.

“Our partnership with Sticks for Kids is just one small part of our larger efforts to educate and inform people of all ages about the environmental, economic and lifestyle benefits of green spaces.”

Golf clubs and marketing funds for the Sticks for Kids programs are provided by the GCBA A Foundation in conjunction with its partnership with the National Recreation and Park Association. Sticks for Kids will grow to more than 400 programs in 2009 and cover all 50 states in 2009.

“Promotion of the environmental advantages of green spaces is very important to our members,” GCBA A Executive Director Paul Foley said. “We appreciate the opportunity to work with Project EverGreen to get this message out to the youth that represent the future of our sport.”

Project EverGreen is a national nonprofit service organization representing service providers, associations, suppliers/distributors, media companies, and others affiliated with the green industry. Project EverGreen’s mission is to preserve and enhance green space in our communities for today and future generations. To learn more about Project EverGreen visit www.projectevergreen.com or call 877-758-4835. The Golf Course Builders Association of America is a nonprofit trade association of the world’s foremost golf course builders and leading suppliers to the golf course construction industry. It was founded in the early 1970s and its members represent all segments of the golf course



industry. The GCBA A Foundation is the charitable arm of the GCBA A and a separate, 501(c)(3) organization. The GCBA A’s national executive office is located in Lincoln, Neb. For more information, visit www.gcbaa.org or call 402-476-4444