

Golf Course Superintendents of America
 Ladies Professional Golf Association
 National Association of Counties
 National Club Association
 National Coalition Against the Misuse
 of Pesticides
 National Golf Foundation
 National Wildlife Federation
 North Carolina Coastal Federation
 Pamlico-Tar River Foundation
 Save the Bay
 Southern Environmental Law Center
 United States Environmental Protection
 Agency
 United States Golf Association

The following is Section F, "What Golfers Can Do To Help," from this environmental principles document:

"The American golf community is dedicated to preserving the game's treasured links to nature. As a result, golf courses are now being developed, designed and managed more responsibly than ever before. However, we who play the game also have a responsibility to help ensure that golf remains compatible with nature and that our courses are well-managed and in harmony with the environment".

As golfers, we should:

1. Recognize that golf courses are managed land areas that should complement the natural environment.
2. Respect designated environmentally sensitive areas within the course.
3. Accept the natural limitations and variations of turfgrass plants growing under conditions that protect environmental resources (e.g., brown patches, thinning, loss of color).
4. Support golf course management decisions that protect or enhance the environment and encourage the development of environmental conservation plans.
5. Support maintenance practices that protect wildlife and natural habitat.

6. Encourage maintenance practices that promote the long-range health of the turf and support environmental objectives. Such practices include aerification, reduced fertilization, limited play on sensitive turf areas, reduced watering, etc.
 7. Commit to long-range conservation efforts (e.g., efficient water use, Integrated Plant Management, etc.) on the golf course and at home.
 8. Educate others about the benefits of environmentally responsible golf course management.
 9. Support research and education programs that expand our understanding of the relationship between golf and the environment.
 10. Take pride in our environmentally responsible courses.
- For a copy of this document, call the USGA or the GCSAA.

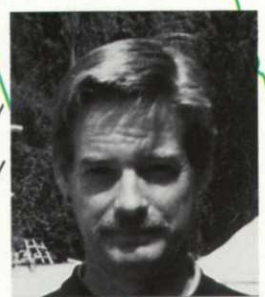
FLORATINE



"My greens were very thin going into fall (1995) after 100 inches of rain. Using **Floratine** products, I had great lateral growth in the spring, covering all bare areas by April."

Scott Corwin, Supt.
 Belleview Mido
 Clearwater, FL

KEEPERS OF THE GREEN



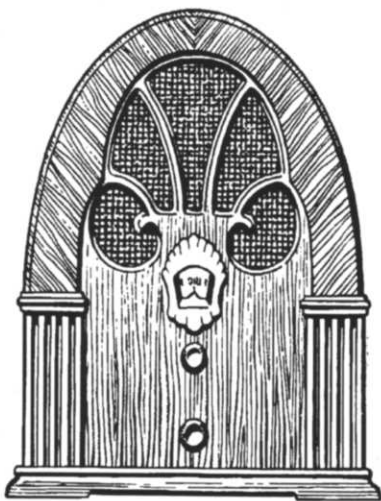
"**Maxiplex** has reduced granular fertilizer use by 40% while maintaining consistent color. (With **Floratine** sprays) the turf recovers more quickly after drought or cold stress."

Stu Hazard, Supt.
 Lansbrook Development
 Palm Harbor, FL

Floratine of Florida
 (a division of Tampa Bay Turf)

Public Relations: Talking the walk

BY DARREN DAVIS, CGCS
Olde Florida Golf Club



A couple months ago, I was driving down the road doing what I often do when I drive, listening to a talk radio station here in Naples. The host was discussing the recent Manatee deaths here on the West Coast of Florida. Many people believe that the deaths are related to the bad outbreaks of red-tide that occurred this year.

However, as I drove down the road that day listening to the host, a caller phoned in to give his view on the whole scenario. He started with, "I have lived in Naples for 30 years and when I moved here there was only a handful of them there golf courses. Now, they're hundreds of em' and every where you turn there is another one popping up. I think it's them damn golf courses that are killing the Manatees"

For those of you that are uncertain, Yes, he spoke with a very strong "Florida redneck" accent. Regardless, he spoke, and he was heard!

The host took a middle-of-the-road response to the caller. The host said, "The golf courses certainly might be part of the cause." He also announced, "There is one good golf course in Naples."

Then he then gave a few details on the course. I waited all of about ten seconds

before I called in to respond. I gave a few facts about golf courses including how they benefit the environment as well as the community and I also informed the host that there is more than one golf course in Naples that was good for the environment.

Unfortunately, situations such as these often go unchallenged, or not responded to. After all, we all have jobs to do and certainly cannot monitor every radio or television show.

However, if we want to continue making progress on this issue, the Golf Course Superintendent is going to have to respond to this type of attack, and respond in positive manner.

Remember, people's minds are changed through observation, not argument. So respond with facts, respond in a caring, concerned manner, but most importantly, *be heard*.

The golf course superintendent knows that all golf courses provide numerous benefits to the environment and the community but, unless they let others know, only the few outspoken people on both sides will be heard.

A proactive response

The EGCSA committed \$1,500 to run

Announcement #1

"Golf Courses aren't just a place for golfers, they also harbor lots of wildlife. Thousands of furry and feathered species make their homes in the natural places around professionally maintained golf courses of South West Florida. Expertly maintained courses offer wild life species a place to live, grow, prosper and reproduce all while offering the golfer a place to play. Golf courses utilize large amounts of community waste water thereby reducing the need to dump effluent into the bay and gulf lessening fresh water intrusion. Golf courses are also good for the atmosphere, in that it provides life giving oxygen while cooling the air. Bird houses and feeding stands can be found on many courses encouraging wildlife to make their home where they're protected. The thrill of seeing a wild deer run across a course or a bald eagle overhead is one long remembered. So when you drive by or play a golf course in Southwest Florida, know that their owners and managers do take their ecological responsibilities seriously. The Everglades Golf Course Superintendent Association just thought you might like to know."

Do *You* Believe?

Elvis is *still* alive?

The Tooth Fairy buys *old* teeth?

Heavy nylon flag material is *better*?

If anybody tells you that using heavy nylon material for flags is the way to go - ***don't believe it.*** We thought the same thing years ago. We learned ***why heavy flags aren't better.*** Heavy flags require more wind to do the primary job of a flag which is to ***float gently on the lightest breeze.*** We developed a light weight nylon material that is ***specially treated*** to provide excellent protection against the terrible ultraviolet rays that stream to Earth from outer space. The bad UV rays cause your flags to fade. ***Our material is designed to be used outside.*** It floats and flutters and is easy to see.

Your players can see the difference. Remarkably, ***our lighter material is just as durable as the heavy stuff.*** Southern is the ***original source*** for embroidered golf flags and is the ***leader***

in design application and custom flag construction. We designed the ***strongest*** ribbed-for-strength flag tube on the market and ***we sew our tube into the***

flag. No glue, staples or PVC to break or come loose. ***Guaranteed.*** We cut and sew each one - ***we know flags!*** By the way, we do believe in the Tooth Fairy - why end a good thing!



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Naples area superintendents, Tim Hiers (left) and Darren Davis (right) join WNOG Talk Radio host, Dr. Kris Thoemke on his show, "Florida Outdoors," to discuss environmental issues and golf courses.

a three-month radio announcement on WNOG 93.5 Talk Radio. The \$125.00 weekly investment includes: production of the announcement; 3 spots per show; 4 sponsorship acknowledgments each week; and 1 sponsorship "Billboard"

opening the show each week for a total of 8 exposures each week.

The announcement is currently being aired on the call-in talk show, "Florida Outdoors" hosted by Dr. Kris Thoemke. The show airs each Tuesday between 11:00

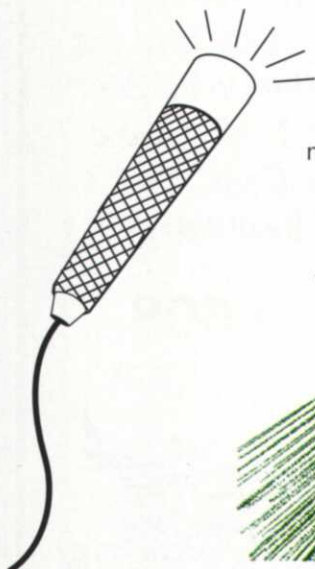
am and noon and on Saturday between 8 am - 9 am.

Dr. Thoemke brings a wide variety of environmental topics to the WNOG-FM audience. According to Dr. Thoemke, "Our water, air, and ever changing land-

Announcement #2

"What do you see when you look at a golf course?

Golfers see a place to enjoy their game and the great outdoor at the same time. Many people see beautiful maintained green areas surrounded by islands of unspoiled natural vegetation and wildlife. And a few see a problem with the environment. These few will tell you that golf courses pollute with fertilizers and pesticides that should be done away with. The truth is these materials are used, by trained, responsible individuals who know what they are doing, and used only in accordance with label instructions approved by the EPA. Established guidelines are strictly followed to insure that the golfers will have a beautiful place to play and the environment is protected. Golf courses are also offer great habitat for numerous wildlife species. Many a school child has enjoyed a field trip to a local golf course where they can see wild animals close up and in their natural environment. So when you drive by or play a golf course in Southwest Florida, know that their owners and managers do take their ecological responsibilities seriously. The Everglades Golf Course Superintendents Association just thought you might like to know."

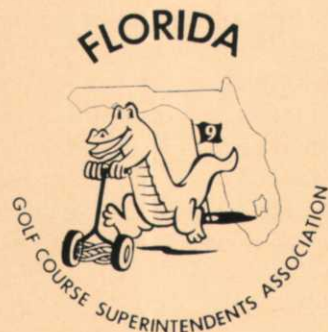


FGCSA to produce video promoting role of golf course superintendent

The Public Relations Committee of the Florida Golf Course Superintendents Association, chaired by Darren Davis, presented a proposal to the Executive Committee at the summer 1996 meeting asking for funding to assist in production of a video promoting the role of the golf course superintendent. By a unanimous vote, the proposal was approved.

This video will promote the role of the golf course superintendent, emphasize the importance of the turfgrass industry to the State of Florida, as well as detail the benefits of golf courses to the environment. The video will be formatted in a way that will be entertaining for all audiences. Potential au-

diences will be golfing members, green committees, club presidents, schools and



even members of the press.

By producing this video, the FGCSA will have a tool available for members to use in educating people on the benefits of

turfgrass and golf courses, as well as stressing the importance of having a well-trained, highly qualified superintendent on staff.

The goal of the FGCSA is to provide all members with a copy of this video at no charge and to make additional copies available for purchase at a reasonable price. The script will be written in a way that is non-confrontational and all film footage will be on Florida golf courses.

The FGCSA is excited about the production of this video and the value it will have as an educational tool for superintendents. Look for the video to be available later this year.

scape, along with the creatures whose habitat is our community all play a part in Florida Outdoors." He added, "Florida Outdoors takes on camping, fishing and all the other recreational activities we enjoy in Collier County."

The announcements were recorded by a professional narrator and read as follows:

The EGCSA recently closed out their books for the 1995 fiscal year and the board voted to fund an additional \$5,000 for public relations. This will include a continuation of the radio announcement on WNOG, as well as a video announcement currently being recorded by the video production company, Epic of Wisconsin.

The EGCSA board hopes to use this video to become a program sponsor for a local television call-in golf show. The video will use wording very similar to the radio announcement and will include footage of local golf courses. As the announcement says, "The Everglades Golf Course Superintendents Association just thought you might like to know."

Editor's note: The FGCSA voted at the Summer '96 Board Meeting in July to fund the production and distribution of the video project. Additionally, Dr. Thoemke has appeared as a speaker at this year's USGA Regional Seminars. Congratulations to Darren and the EGCSA for taking a pro-active leadership role in taking our message to the general public instead of just "preaching to the choir."



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Reach out and teach someone.

The remaining pages of the Stewardship section is a potpourri of examples of ways golf course superintendents can reach out and educate. Each of the examples could be adapted to almost any golf course.

Why should you bother?

Here are the thoughts of eight people who are important to our industry.

“

“Golf course superintendents are much more than “golf course superintendents.” They are managers, caretakers if you will, of natural resources. The results of their efforts can benefit much more than just those that choose to walk, or ride around their course. The entire community, the wildlife of an area, and the water quality of the area can benefit from superintendent stewardship.

Superintendents are doing themselves and the game of golf a disservice by not spreading the message about their efforts to their members, and everyone else in the community. Environmental change, or any kind of change for that matter is brought about through leadership. Leadership includes informing others, and encouraging action to be taken. Be a leader. Share your efforts with others and encourage them to follow your example.”

Ron Dodson, President,
Audubon International

“

“History has shown that people will listen, and respect, a strong united voice. However, a single voice, regardless of how strong or how well spoken, will be dismissed as rebellious chatter.”

Darren Davis, Golf Course Superintendent,
Olde Florida Golf Club

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“It doesn’t matter what maintenance topic you’re discussing. The important fact is that you share this information with the crew, especially the student interns. This is your opportunity to demonstrate your commitment to doing the best job possible, and show them how everyday actions can positively impact the environment. You not only pass on your experience, but you are raising the awareness of future superintendents.”

Kimberly Erusha, Director of
Education, USGA Green Section

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“What kids can see, touch and hear sticks in their memories much more than just verbal communication. When a child sees a bird, a fish or other animals at a golf course, then that child will begin to understand and remember that a golf course can be a great home and sanctuary for wildlife. But unless they are afforded the opportunity to experience first hand the multi-faceted benefits that golf courses provide for the environment, then all they have to judge by, and base decisions on, is what they hear through the media — which, historically, has been negative, exaggerated, and often inaccurate. Now, ask yourself this question: How important is it to educate kids, first hand, about your golf course? Remember, while considering your answer, that one day they could be voting about issues that impact you and your golf course.

Tim Heirs, CGCS, Collier’s Reserve
Country Club

“

“First of all, golfers and the general public are not aware of the numerous positive benefits of a golf course to the environment. Secondly, there are others that are firmly convinced that

golf courses have a negative impact on the environment. If golf course superintendents do not take a proactive position and educate as many people as possible, unrealistic regulations will be enforced to the point that a good quality facility cannot be maintained.”

John H. Foy, Director,
USGA Green Section

“

“Most superintendents are in this business because they love their job. Therefore, we owe it to our profession and our peers to let others know of the many benefits that are provided by our golf courses. Golf courses are all unique, and not every golf course is carved out of pristine woods and left undeveloped. Unfortunately these are an exception and are certainly NOT the only good golf courses! Every superintendent needs to understand all of the benefits that they provide daily and more importantly, let others know. If you would like additional information, it is available. It is as easy as calling the USGA, the GCSAA, and also watch your mail for a free video that is currently being written and produced by the FGCSA.”

Darren Davis, Golf Course Superintendent,
Olde Florida Golf Club

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“What drives a person to choose a career as a golf course superintendent? Is it their love for the game of golf? Possibly. Is it their love of working outdoors with nature? Possibly. Is it their love of implementing one’s own ways of enhancing the environment? Possibly. Is it their love of educating others about the positive benefits of golf courses and their importance to our economy here in Florida? Probably not.

With that in mind, the following article is written for those superin-

tendents who are possibly looking for ideas to use in educating the people they encounter in their every day work environment. I honestly believe that superintendents truly want to teach others to understand what we do as superintendents and why we do it. What I really think stops us from accomplishing this goal is not having the educational tools needed to perform this task all assembled in an easy to read guide. Well, ladies and gentlemen, look no further. The Florida Green is your guide to success.

Shelly Foy and I have been working together on environmental stewardship articles for several years now. This article will highlight accomplishments of superintendents in Florida, as well as other areas of the country. From participation in the Audubon Cooperative Sanctuary Program; to the airing of television commercials about the importance of golf courses; to a new video being produced on the role of a golf course superintendent. These and other ideas will be shared with you. Hopefully from what is provided, there will be an idea mentioned that you can use to start educating others.

Greg Plotner, Past President, FGCSA



“Environmental issues and concerns on golf courses are here to stay. They may very well be the most important and time consuming part of your job for many years to come. With more and more regulations being placed on chemical use, as well as water usage and quality, every superintendent in the state will need to become more aware and protective of the resources you have.

This Outreach and Education article is designed to provide you with examples of things that you can use to educate your golfers, members, and the public about the benefits that golf courses offer to people, wildlife and the environment. Some of the information provided is specific to a particular golf course, but should provide you with some insight into projects that you can implement at your

facility.

The good news is that the word is getting out! Thanks to the efforts of the USGA, Audubon International, the GCSAA and others, people are starting to hear about the positive benefits of a properly maintained golf course. However, who is going to sell your side of the story better than yourself? Don't wait till you find yourself

against the wall having to defend your management and environmental practices.

Take a pro-active stance today. Will it take a little effort? Yes. Will it take a little nerve? Yes. Will it take a little time? Yes. But if you think education is expensive, try ignorance.”

Shelly Foy, USGA Green Section

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Create a nature guide

Creating a "Nature Guide" for your golf course would be an easy to implement education and outreach program. It could be as elaborate as a brochure with photos, or as simple as a one page informational sheet left in the proshop for golfers to take with them during their round of golf.

The text at right offers a brief example:

This guide has been created to educate and promote better awareness of the environmental aspects of our course and this property. As you enjoy your round of golf, please note the following programs and practices that have been implemented to help further protect and enhance the environmental benefits of the golf course:

Tree snags are left standing when they pose no safety hazard to golfers. These snags are important for cavity nesting birds such as woodpeckers.

A variety of nest boxes have also been placed around the golf course to attract purple martins, bluebirds, and bats. All of these consume large numbers of insects and in particular, mosquitoes. They will help us reduce our reliance on chemical control treatments to some degree.

Native plants are utilized in landscaping of the golf course to provide habitat and food sources for wildlife, as well as reduce maintenance inputs and aid in water conservation in out of play areas.

Aquatic and shoreline plantings are important for minimizing the potential for pesticide and fertilizer runoff, as well as bank stabilization. Furthermore, aquatic plant material improves water quality, is important for wildlife habitat and is an aesthetic highlight.

Please be aware that the wetland areas between the 5th and 7th holes and the 12th and 13th holes are extremely sensitive sites. Their boundaries are designated by the green topped stakes, and in accordance with USGA Rules, a local rule is in effect. Please see the scorecard for exactly how the local rule applies. We would greatly appreciate your cooperation in not searching for errant shots that go into these sensitive areas.

It would also be pointed out that eradication of weeds and other pest organisms is economically and environmentally impossible. Thus, a management philosophy of establishing and maintaining an acceptable level of control is being practiced as part of our Integrated Pest Management (IPM) program. We hope that golfers will understand and accept a little more pest activity and weeds in the out of play deep rough areas of the course.

Furthermore, the computerized irrigation system allows conservation of water by only applying supplemental irrigation in accordance with the needs of the turf. We encourage you to become aware of these practices and to even implement them at your own home. If you have any questions or if we can be of assistance, please call the maintenance facility and speak to the golf course superintendent. **THANK YOU FOR YOUR INTEREST AND ENJOY YOUR DAY AT THE GOLF COURSE!**

The TPC of Michigan incorporates a nature guide into its scorecard, pointing out specific wildlife to be found on each hole. The wildlife guide for the back nine is enlarged below a reduced version of the entire front side of the scorecard.

HOLE	RATING	HANDICAP	1	2	3	4	5	6	7	8	9	OUT
TPC	127	104	408	411	547	210	394	340	542	182	432	3466
BLULL	127	104	367	383	514	182	360	317	515	160	400	3196
WHITE	127	104	352	363	480	161	316	295	474	152	372	2965
HANDICAP			14	8	2	16	12	10	4	18	6	
TARGETED PACE			:14	:28	:47	:58	1:12	1:27	1:46	1:56	2:11	
PAR			4	4	5	3	4	4	5	3	4	36
RED	127	104	313	309	426	144	267	252	426	112	333	2582
RED HANDICAP			14	6	2	18	12	10	4	16	8	

Measurements are in yards. Approach yardages are measured to the center of the green. Depth of green is measured to the extreme front edge of the green. Local slope will provide a clear picture of the hole.

U.S.G.A. guidelines for a "Ball in Environmentally-Sensitive Area" as marked by MUSH signage on Holes 1, 2, 4, 6, 8, 10, 11, 14 and 18. If a ball is in an environmentally sensitive area, which is defined as a water hazard or a lateral water hazard, the player must, under penalty of one stroke, proceed under Rule 30-1.

RED HOLE NUMBERS: Curb Restricted to Paths

REPAIR YOUR BALL MARK AND ONE OTHER.

COURSE GUIDELINES

Play is governed by U.S.G.A. rules. Yellow stakes define water hazards. Red stakes define lateral water hazards. Out of bounds is defined by white stakes or inside of boundary lines, where applicable. The sand waste area to the left of the 2 fairway which contains a green island and tree shall be played as "through the green" up to the green front. Beyond the green front the sand shall be deemed a hazard and played accordingly. Cartways on sprayer heads, cart paths, and 150 marker posts are all measured to the center of the green. All players are requested to jump up with the group in front of them. Pace of the day's round should be kept at or better than four hours and thirty minutes (4:30) as noted by U.S.G.A. formula. Please fill drink holes with green sand mixture. Please repair your ball mark and one other.

U.S.G.A. guidelines for a "Ball in Environmentally-Sensitive Area" as marked by MUSH signage on Holes 1, 2, 4, 6, 8, 10, 11, 14 and 18. If a ball is in an environmentally sensitive area, which is defined as a water hazard or a lateral water hazard, the player must, under penalty of one stroke, proceed under Rule 30-1.

RED HOLE NUMBERS: Curb Restricted to Paths

REPAIR YOUR BALL MARK AND ONE OTHER.

The hole in this week presents a small number of the five items, not available to all on the course. The animal of an animal's appearance is a matter of local preference and is a matter of local preference and is a matter of local preference.

10
American Kestrel

11
Redtail Hawk

12
Great Blue Heron

13
Red Fox

14
Wood Duck

15
Pheasant

16
Snapping Turtle

17
Tree Swallow

18
Asters

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Audubon handout (1)

The Ivanhoe Club

Audubon Cooperative Sanctuary Program



Asset to the Community

Because our existence as a golf course has already had a tremendous impact on this new community, our mission is to make our coexistence harmonious. Our golf course operation is managed with quality environmental and wildlife programs. Homeowners, club members and employees will share in the pride that our club and community are a quality sanctuary for wildlife.

Come and See:

Members and guests of The Ivanhoe Club are encouraged to come and see the on-going work that is aimed at highlighting wildlife at The Ivanhoe Club, right here in Lake County.

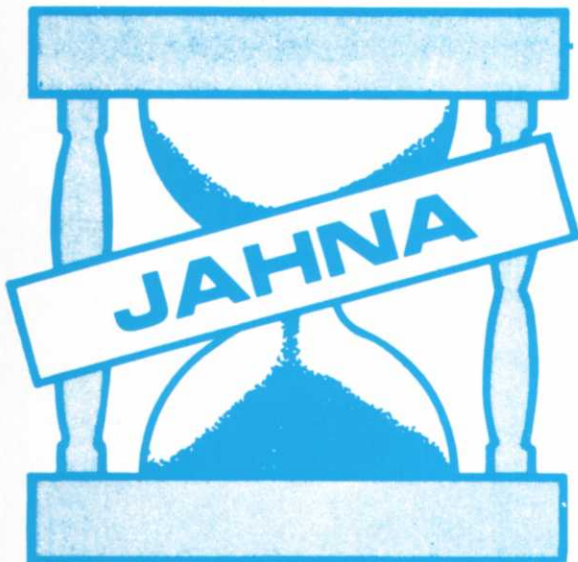
"The Bog" is a 12 acre marsh area on the southwest section of our property, set aside for wild life viewing. It is an excellent demonstration of good natural habitat. Space, food, water and cover make for ideal biological diversity. Participate in our wildlife inventory by

reporting your sightings to members of the resource committee after playing golf.

What We do:

Public Involvement with school children The Ivanhoe Club is committed to managing its golf course and grounds with wildlife and environmental quality in mind. By reaching out to the community with educational sessions for school children, periodical writings in local papers and our own club newsletter, we are sending the message that our golf course is a wildlife sanctuary. Habitat Enhancement

The 250 acre golf course is situated on rolling terrain with fields of prairie, oak/hickory timber and smatterings of wetlands and marsh. The every day sightings of wildlife, as well as the reintroduction and preservation of native plant material, makes living next to this golf course special. Golfers too, share an extra outdoor experience. The



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