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to improve the consistency of turf growth while simultaneously eliminating excessive leaching and thus reducing overall costs. A new, more efficient irrigation system utilizes 30 percent less water than previously needed to irrigate the course while improving playing conditions and increasing energy savings at the power meter.

Many additional elements included in the ACSP form an extremely viable and cost-effective management approach in caring for and maintaining a given property.

Golf courses are relatively complex landscapes and are very dynamic in terms of their specific needs to satisfy the demands of clients. By using the approach outlined by the Audubon Cooperative Sanctuary Program, managers can be successful in providing quality course conditions and enhancing the local environment.

Royal Poinciana Golf Club

Matt Taylor, CGCS, Director of Golf Course Operations

Royal Poinciana has been a proud member of the Audubon Cooperative Sanctuary Program for over 15 years. The program has helped our club showcase our conservation efforts and the natural beauty of the property. There has been increased member and staff awareness of the importance of conservation and doing the right things for the environment.

Constant and consistent communication over the years has given many members a better understanding of course-management efforts, and particularly the constant need to reduce maintained turf acreage by creating more natural areas. We use our club newsletter to educate members about water restrictions and the effect this will



Estero C.C. is teeming with wildlife. Photo by Shelly Foy.

have on the golf course; and at the same time we explain the overall effect of removing areas of irrigated turf, the amount of water we will save, and how that saving can be applied to areas that are in play.

We use every opportunity to educate members about making better environmental decisions, and a good opportunity came after Hurricane Wilma in 1995. Our native trees survived much better than non-native trees, and our policy since then is to use only native plants.

An additional benefit of being a Certified Audubon Cooperative Sanctuary has been the weight it carries with local and state agencies when working to acquire permits for course renovation and updating project work. These agencies are aware

of the requirements for certification in the ACSP and know that we are making sound environmental decisions that not only benefit our property, but the surrounding community as well.

Participating in the ACSP just makes sense. It gives golf courses a place to have their environmental efforts recognized. There is strength in numbers, and the more golf courses that are fully certified, the better the overall message that we are good stewards of the land we manage.

Olde Florida Golf Club

By Darren J. Davis, Director of Golf Course Operations

Olde Florida Golf Club was the fourth golf course in Florida to become certified by Audubon International in the Audubon Cooperative Sanctuary Program. It's been more than 15 years since we completed the required documentation of our environmental efforts to achieve the designation, and I can honestly say that it was well worth it then, and our involvement in the program continues to pay dividends.

I joined the program shortly after being hired by Olde Florida in 1992. I can recall an internal conflict I had when joining.

In my mind I was already a good steward of the environment, so I pondered my decision to become involved. However, after joining and becoming a certified ACSP golf course, I realized the program is extremely beneficial in advancing my knowledge and – equally important – my ability to educate others.

In addition to the knowledge, the potential cost savings, and other numerous benefits, the program provides a platform for me to tout the environmental benefits

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*The Estero Country Club serves as an urban nature preserve.
Photo by Shelly Foy.*

of Olde Florida Golf Club, and of golf courses in general.

Most golf course superintendents truly are environmental stewards; however, just “saying” that your golf course is good for the environment is no longer sufficient. Regulatory agencies and the general public continue to become more skeptical of the environmental attributes of a golf course and many hold a very negative outlook of golf courses. It is more important than ever for golf course superintendents to “walk the walk and talk the talk.” Being a certified ACSP golf course has enabled me to do just that.

Twenty Six Reasons to join the Audubon Cooperative Sanctuary Program

By Tim Hiers, Senior Agronomist, The Old Collier Golf Club

There are a myriad reasons to join Audubon International’s Cooperative Sanctuary Program and the bullet points below will illuminate some. Personal satisfaction and professional benefits are key factors for participating in the sanctuary network.

When work is more satisfying it is usually more productive, and this can contribute to job security. The reduced risk of liability exposure, lost time due to accidents, negative financial consequences, and bad media coverage are benefits not easily demonstrated on paper until they happen.

Participating in the ACSP adds another positive dimension to my job and gives me credibility when discussing environmental issues with activists groups, members, or government agencies; not necessarily because I am in the ACSP program, but because I have learned the language and I know how to integrate these applications (actions) into everyday golf maintenance procedures. Understanding carrying capacity, mesic plants, interspersions, etc. are part of my daily routine, which in turn helps me manage our watershed, wildlife, and native plants to their highest value. And now the 26 bullet points:

- Makes the job more interesting by expanding your horizons
- Can enhance your resume and increase your chances of being hired at a particular club
- Can reduce liability exposure to your operation (BMP’s can reduce fertilizer and pesticide applications, and improve storage and handling)
- Will make the golf course more interesting (contrast native to turf, additional wildlife, wildflowers, etc.) for golfers and your staff
- Members may gain a new appreciation for what you do
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- Have access to all the experience acquired over the years

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from Audubon International staff and all the golf courses that are a part of the program

- Increase the carrying capacity of the wildlife on the golf course and surrounds
- Improve the image with the public in general
- Improve relationships with the media, environmental groups, and government agencies
- Attract new wildlife species
- Reduce equipment inventory by increased efficiencies and reduced areas of irrigated and maintained turf
- Reduce the chance of job burn out by adding another dimension of interest to your job
- Provide an opportunity to mentor the next generation of golf course superintendents to be stewards of the land
- Provide an opportunity to meet interesting people (ornithologists, botanists, etc.) and to gain some of their experience and knowledge
- May help to ensure more practical regulations on golf courses, as various groups (agencies, etc.) learn the true benefits that golf courses have for the environment and local watershed
- Can improve the overall golf experience, environment, and your job satisfaction
- May actually help to reduce stress by drawing more of your attention to God's beautiful creation

CONCLUSION

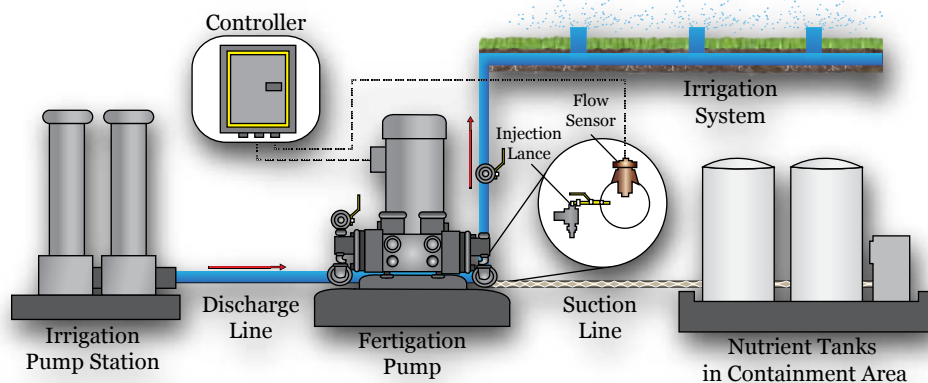
Florida golf course superintendents are fortunate to have so much statewide support of the program from the FGCSA, the Florida Green and our golf courses enrolled in the program, the 100-plus golf courses now Certified Audubon Cooperative Sanctuaries, and various environmental organizations, as well as state agencies.

Over the last 20 years, the USGA has supported the ACSP both financially as well as through staff support.

“This is a very valuable program for both golf and the environment and I am proud of all AI has been able to accomplish,” said Jim Snow, National Director, USGA Green Section. In Florida, all of our Green Section staff is available to help you successfully implement this program on your golf course.

Twenty years is a nice track record for any program. It is time to join. There is strength in numbers, and with your participation we are gathering valuable information we can relay both inside and outside our industry on golf's environmental sustainability. Help us celebrate 20 years of success with the Audubon Cooperative Sanctuary Program by going on line at (www.auduboninternational.org) and joining the program today!

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Natural Areas Are Not Maintenance-Free

*Todd Lowe,
USGA Senior Agronomist*

Most golf courses are a blend of manicured turf areas amongst areas trees, shrubs, and other landscape plants. Naturalized areas are important golf course features, as they not only benefit wildlife, but improve the overall golfing experience. They provide habitat and food for a variety of birds and animals, which also provides golfers with a more fulfilling experience than simply chasing a white ball around 18 holes of turf. It is not uncommon to see many different types of birds, mammals and even reptiles during an average round of golf in our region.

It is thought by some well meaning golfers and even superintendents that naturalized areas can be installed to reduce maintenance costs. While these areas can reduce many routine inputs like mowing irrigation, fertilizers and pesticides once established, they are not maintenance-free.

Naturalized areas that are not periodically weeded, pruned, or edged can take on an unkempt appearance that is unacceptable to most golfers. Out of play natural areas require less maintenance, but areas that are adjacent to golf coursetees, fairways, and roughs are generally maintained to a higher level of aesthetic quality.

Otherwise, succession occurs, where these areas can be overtaken by other plant species (weeds) and become overgrown over time. Maintenance practices like weed control, pruning, edging, and even mulching should be considered when certain plants are selected and naturalized areas are installed on the golf course. Maintenance practices in natural areas do not occur as frequently as those in manicured turf areas but they can be intensive.

Natural areas are important for both the environment and the game of golf and should be encouraged; but don't be confused – these areas are not totally maintenance free.

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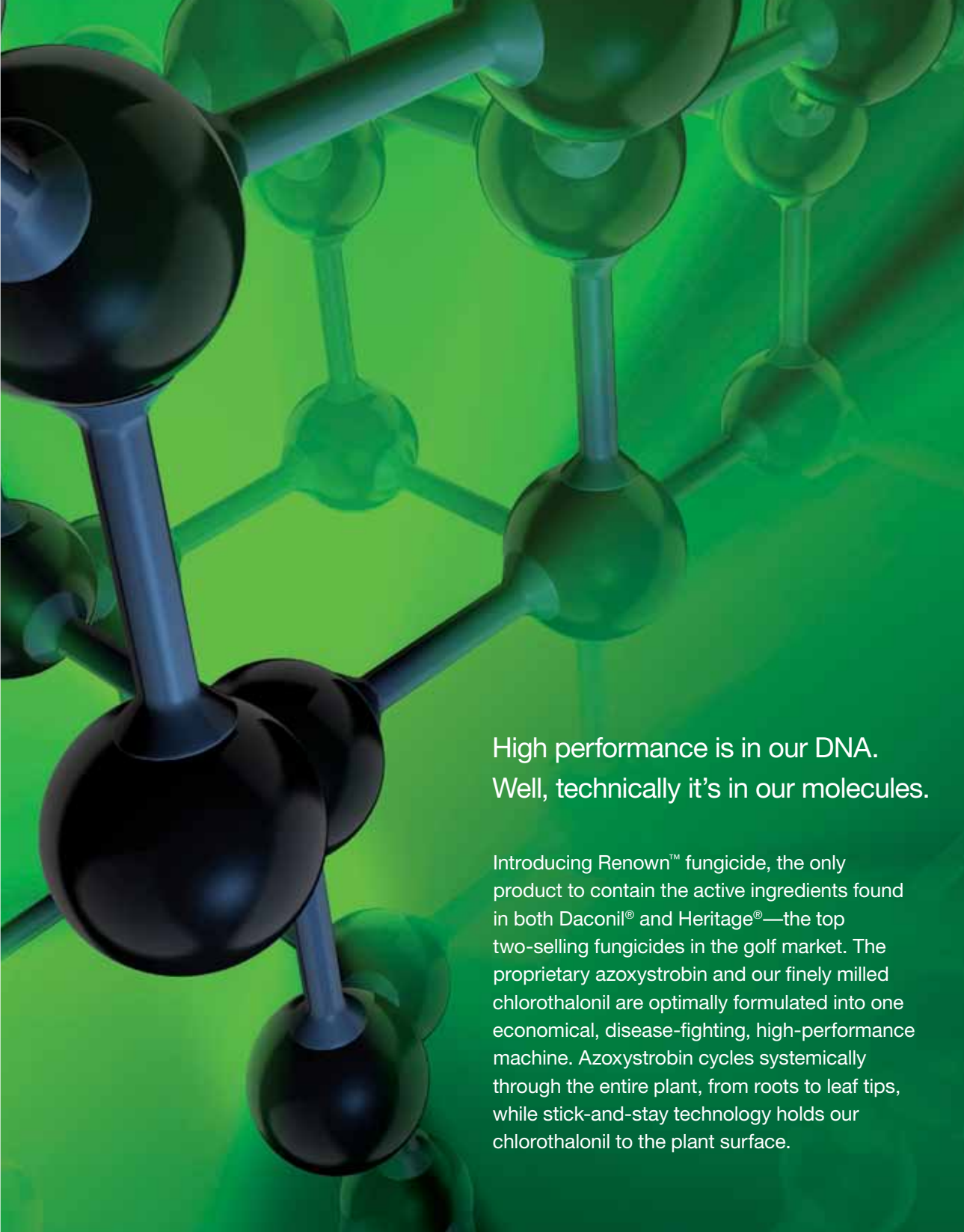
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Thanks for the Memories

By Daniel Zelazek

Now that my final cover in the history books, I would like to say it has indeed been a pleasure and an honor working with the editors and the superintendents of the FGCSA these nearly 30 years.

Funny to think I nearly didn't take this job. I had quit playing golf at the time and I was approached by my old buddy David Bailey about replacing as principal photographer when Harry McCartha retired. In fact, I had given my irons away but Dave was persistent and Dan Jones thought my big camera might be ideally suited to the needs of the Florida Green.

So in the spring of 1981, Associate Editor Dave Bailey and I set off for Bay Hill. Tim Hiers was there on that first photo shoot and gave us a lesson on how the game is really played and we photographed Jimmy Ellis putting on 18 along the railroad ties...yep, 18 had railroad ties for a wall in those days. I had a bit of a problem with a reflection of a light and Mr. Bailey handled it quite capably by hiding in the trees and holding up a trash bag to block the light.

Right from the start I didn't like the vertical format, too restrictive for my style, so with Dave and Dan working the problem and a bit of behind the scenes help from Phil Gardner and Keith Longshore, the Lesco Company bought ad space and our fold-out covers were born in the fall of 1983 and for the next 25 years our covers set us apart from virtually every golf publication in the country!

It certainly wasn't all fun and games. Sometimes great sacrifices had to be made.

Take Black Diamond Ranch. I had wanted to incorporate the quarry holes and I had my buddy Paul pose on holes 14 with 15 and 16 in the distance. His outfit just wasn't the right colour so I pulled the dark slide on my old Deardorff camera, cocked the shutter and walked down to the green and had Paul trip the shutter, putting myself on the cover. That's the kind of sacrifice I'm talking about!

Over the last 30 years the superinten-



Daniel Zelazek. Photo by Joel Jackson

dents have been awesome. They were always willing to reset a flag to the proper position, move a trap rake, build a lift or keep the staff off a particular hole to avoid tracks in the early morning dew.

However, there is one aspect where a good many of you failed miserably...and that is in regards to the weather I requested. Chris Neff and Mark Kann, wipe those smiles off your faces. I'm talking about you! Torrential rain and dense fog are not ideally suited to large format photography.

When I was visiting Joe Pantaleo at Indian Creek the wind was so violent it nearly blew my tripod and camera over. At Greg Norman's stunning Medalist Club, I had to return seven times due to vast amounts of rain in 1995. Fortunately, I lived just down the road in West Palm Beach.

At the Fountains with Mike Perham, we had finished the afternoon views and had lined up a great image for sunrise, even marking our position on the tee with tees in the ground. We arrived well before sunrise and were in position and as the sun rose and so did a bank of clouds, which stayed even with the rising sun for an hour and a half.

Dave Bailey went with me to Jacksonville's Marsh Landing for a shoot, and after the afternoon images were complete, we thought about getting a morning photo

from the roof of the club house. The dormant bermuda and the over-seeded greens and fairways with the striping just perfect would have been spectacular.

However, a front moved through over night and the temperature plummeted to 27 degrees. The following morning the entire roof of the club house was covered with ice. You couldn't climb on it much less set up a camera tripod. So we headed out to #3 which eventually was the cover image and as we stood around freezing with our winter coats on, a group of players from New York came to the tee with shorts on. "Hey guys, you know it's freezing out?" "Nah, this is a lot warmer than where we just came from," they said. "Ok, well, hit 'em straight!"

But the most amazing effort on my behalf was done by Shane Bass, yes that very same past president, who was considerably younger in those days. I had left West Palm for Tallahassee at 5:30 am for the six hour drive to the state capitol. At about 6 am, superintendent Gerri Bucheit called my wife to have me cancel. Too late. It was long before cell phone days. Seems a sudden storm had dropped 5 inches of rain on Tallahassee and the course was literally under water.

Next morning, assistant superintendent Shane Bass had the crew out in the dark repairing washouts that resembled that canyon in Arizona. Sweepers were getting rid of debris left from the receding waters and by noon we made our first exposures. Thanks again Shane it was a monumental effort and it's still appreciated all these years later.

Special thanks to Dan Jones for believing in me and also to Paul Crawford and the Bailey brothers (Dave and Mike) and especially to Joel Jackson, my partner for the last 20 years or so.

And I can't forget Dan Hall. After nearly 30 years I have yet to decide who has the best back yard barbecue, Dan or my old buddies the Klauk brothers (Fred and Glen), but that is a story in itself.

To one and all. Thanks for the memories.
Daniel Zelazek, The Florida Green.

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NEW DIRECTIONS



**GREEN SIDE UP
BY JOEL JACKSON**

This issue of The Florida Green ushers in new year filled with changes, challenges and choices.

The changes closest to home begin with the Florida Green staff duties. Larry Kieffer, our long time Publications Manager, would like to reduce his overall responsibilities with the production of the magazine. We would like for Larry

to remain associated with the magazine because he has a wealth of writing, publishing and most importantly for us editing skills and knowledge.

He has helped make The Florida Green a highly respected association publication for over three decades, so he has earned our thanks and the right to slow down to a pace that is more comfortable and still productive. This change brings Tim Lancaster on board to head up the graphics and layout responsibilities of the magazine. Tim lives in Temple Terrace near Tampa and is a free lance graphics designer and heads his own company, Lancaster Design.

Tim did the layout of the Fall issue while learning Larry's production program for keeping track of the editorial content, advertisements and layout template. As Larry's chief role shifts to editing the copy and getting it to fit into future layouts, Tim will be exploring new design looks to help us keep the magazine

fresh and appealing.

In the Fall issue we said "Hail and Farewell" to Daniel Zelazek, who spent 29 years photographing the covers for the magazine. That job now falls to me and it has been a real revelation of just how much work can go into finding just the right photos to capture the cover story courses. The number one factor of course is the weather and lighting conditions. Daniel has certainly set the bar high, and I will do my best to follow in his footsteps.

Another change upon us is a new website, and kudos go to Jennifer as she stays in constant contact with Cyber-Golf, our new web provider to develop our enhanced www.floridagcsa.com site. She is determined to get us all on board with a universal "members only" data base where members and chapter administrators can input and share information updates instantly and seamlessly. We are continually inputting more content into the various

sections. An effective website is always changing, so bear with us as we fill the pages with information for your use.

The new year will bring challenges to individuals for job security and to the golf and turf industries in general with continued regulatory pressure on the use of water, chemicals and fertilizer. It's one thing to challenge industry on their stewardship, but it's quite another when those raising questions don't listen to or act on the practical scientific solutions.

And that brings us to the choices facing us in 2011. We can choose to sit by and let activists run our businesses into the ground or we can choose to act. I suggest the latter choice is the only path to survival for golf as an industry, sport, recreation and social networking activity. There are enough people and facts to carry the day, but only if people will get engaged and participate.



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