

By MARK LESLIE

PHILADELPHIA — Hinting that a sequel may be in the future, members of the American Society for Golf Course Architects [ASGCA] suggested at a skull session here that their new environmental booklet be distributed to targeted groups.

"It's a smashing piece," Executive Secretary Paul Fullmer said at the ASGCA's annual meeting. "We've noticed that once people see it, they become believers."

Various ASGCA members, and colleagues from The Irrigation Association which funded publication of "An Environmental Approach to

Architects eye environmental book distribution

Golf Course Development," supported a concerted effort to get the booklet to a wide selection of people. Among them are major golf course developers and builders, state departments of natural resources, the Army Corps of Engineers, landscape architecture and other university faculty, environmental consulting firms and non-profit organizations, local and national Audubon societies and environmental agencies, county supervisors, the Association of Irrigation Consultants, parks and recreation direc-

tors, and municipal departments and boards.

New ASGCA President Jerry Matthews told of a project in Michigan which led the state to ask for 10 copies of the 43-page, four-color booklet.

"After seeing it," Matthews reported, "they ordered 40 and sent them to every regional representative in the state. This proves my point, that we should be selling this [booklet]. Once we can get it in front of certain groups, I don't think selling it will be a problem."

Bill Love of Kensington, Md., the main author, said: "It should be used immediately on an individual case basis to put out any fires. The next level is the state level.

"You all would do well to open up lines of communication [with state agencies] because the whole objective is: Let's work together. Let's find the best way to do the work... We're not adversarial."

Noting that government decision-makers rarely have knowledge or interest in golf, Love said: "We're trying to turn the tide..."



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We have something to hand the people who are naive about golf but have to vote on golf-related issues, and let them become more educated so at least we can get back to even ground instead of having people who are somewhat reactionary about the environment sway their opinion before we even get there."

He urged architects to submit more case studies to further embellish a second printing some time in the future.

Saying the book is "right on target" and "provides ammunition" for the golf industry, Ed Shoemaker, director of golf sales for Rain Bird Sales, Inc., suggested indexing the second edition.

"Irrigation, at all levels, is under fire," said Charles "Pepper" Putnam, executive director of the 1,100-member Irrigation Association.

Adding that although the irrigation industry has done "a lot to clean up our act in the last 10 years," he suggested that a reprint "add comment on the advantages of irrigation—water conservation and chemical conservation."

"I think our association can participate with your society in the future in other endeavors because we all need to work together," he said. "There is a cadre of people who are opposed to development of any kind, and who are opposed to irrigation specifically. That includes irrigated agriculture as well as [golf courses]... Most of what they say isn't true and we have to be able to fight that. This booklet ... is a very good start at fighting that sort of thing. We are not only proud to have played a small part in it, but we take it as an obligation that we did."

Q&A: Matthews

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really do something, make a commitment, then I would probably agree some one person has to be retained to take it from there because we all go home and do our respective jobs. We don't really donate the time to sticking with a single issue.

GCN: At the end of this year, with your reflection behind you, and you wish you had another year, would you propose a longer term?

JM: If I felt that, I would certainly start talking about it. I'm not one to hold back.

GCN: At the last Summit did you get the impression that the GCSSA wanted to go off on its own and take over the leadership of the industry?

JM: I got that impression, but I certainly don't want to say that's what they want to do.

GCN: Should they be?

JM: No, I don't think that any one organization in golf can stand up and say, "We are it." No matter how big they are. We're in this together. When you start doing that, to me you're starting to put yourself in a category of speaking for everybody. And I don't think one organization can speak for everybody. We all have different interests. We come at it from different views. And we must bring those together for a common cause.