

ALBANY, N.Y. — Saying that solid waste reduction and recycling is connected to a rebuilding state economy, New York Gov. George E. Pataki has asked for applications for the 1997 Governor's Waste Reduction and Recycling Awards program.

"The amount of solid waste diverted from disposal through waste reduction and recycling in New York State is increasing as

New York citing solid-waste reducers with governor's awards program

we continue to rebuild New York's economy and improve its economic competitiveness," Pataki said. "These goals are connected."

Awards will be given in two categories: innovation and

achievement of excellence.

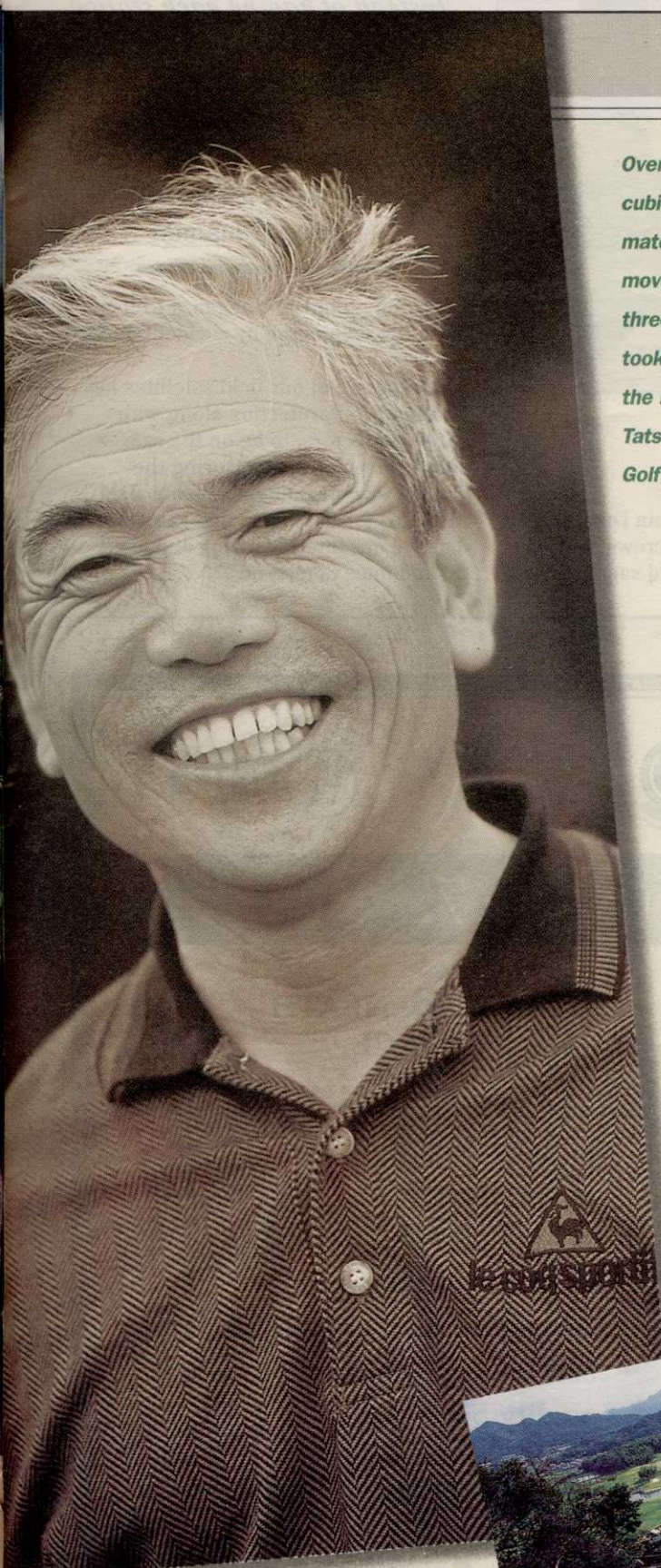
Applications, which will be accepted through June 18, are available from the Division of Solid & Hazardous Materials, Bureau of Waste Reduction & Recycling, New York State De-

partment of Environmental Conservation (DEC), Room 212, 50 Wolf Road, Albany, N.Y. 12233; or by contacting Kim Thurn at 518-457-8829.

Applicants will be judged by industry experts and DEC staff on

their reduction and recycling achievements, as well as their overall environmental record, the economic benefits of their overall programs, the extent of employee participation and benefits to the community and environment.

"Recycled waste is diverted from landfills and incinerators and put to economically productive use, creating new industries and jobs along the way," DEC Acting Commissioner John P. Cahill said.



Over 1.7 million cubic meters of material were moved in the three years it took to construct the beautiful Tatsuno Classic Golf Club.

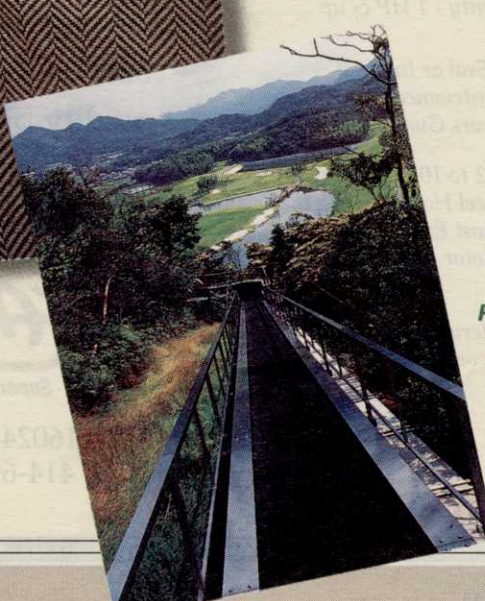


A popular Japanese children's song about dragonflies originated in the nearby city of Tatsuno — inspiring the golf club's logo.

Golfers who hit one off-line may have to choose between a penalty or a chance encounter with a bamboo viper.



Players who choose to walk get a periodic lift from escalators placed at some of the course's steepest locations.



Superintendent Hiroshi Eto maintains two separate bentgrass greens for each of Tatsuno's 18 holes, to help reduce stress during the summer.

Phillips comment

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"course" side of the golf business.

There are tournament-style sponsorships like Yamaha's and Deere's. These can be effective for the folks at Deere because, of course, they make turf equipment. However, Deere also makes consumer products, so there's a [CAUTION: cheesy marketing word to follow] "synergy" there. Does this synergy exist for Scotts? Yes. Does it exist for Yamaha, maker of golf cars and... motorcycles? Hard to say.

Then there are testimonial-type sponsorships, whereby a manufacturer will pay a resort to become the official supplier of [insert product category here]. Ransomes has been particularly active in this area, signing up St. Andrews and Pebble Beach. Of course, superintendents at these courses aren't obligated to use Ransomes products wall to wall, but the manufacturer can use the [here comes another one] "branding" associated with the resort to promote its own products.

We can't forget the trade show-oriented sponsorship like those on display at the Golf Course Superintendents Association of America (GCSAA) show, where a manufacturer can sponsor just about anything — from the GCSAA Tournament (Toro) to Japanese and Spanish translation services (Ironite). In my mind, the effectiveness of this particular sponsorship relies heavily on the event. I know Toro, for example, creates mongo good will among superintendents with its tourney involvement. Can the same be said for American Cyanamid and Club Car, who team up to sponsor the Innovative Superintendent breakfasts? Hard to say.

When it comes to good will, I say it's hard to match the sponsorships that take place on the local chapter level, whereby companies pitch in to make possible all manner of activities: tournaments, conferences, research grants, newsletters, etc. Because chapters are usually small and organized through grass-roots efforts, manufacturers are able to make consistently positive, more personalized impressions with their sponsorships of chapter events.

It's called getting bang — tangible bang — for your buck.