

BRIEFS



IPM SEMINAR SCHEDULED

PHOENIX — The major concepts of a sound Integrated Pest Management program will be presented by Dr. Karl Danneberger of Ohio State University here Sept. 3. Presented by the Cactus and Pine Golf Course Superintendents Association and Golf Course Superintendents Association of America, the seminar will focus on managing turfgrass under environmental stress as well as pest management and pesticide resistance. Advanced registration is required and will include lunch and a reference manual. People may call 800-472-7878 for more information.



FLORIDA ASSN. PROMOTES INDUSTRY

ORLANDO, Fla. — The Florida Turfgrass Association (FTGA) has announced the continuation of its most aggressive public-service campaign, creating awareness of Florida's most prolific environmental resource — turfgrass. The FTGA has developed 30- and 60-second public-service announcements for television and radio to air in 24 markets throughout the state. The PSAs feature professional golfer Lee Janzen explaining the benefits of turfgrass.

MID-AM RETAINS DATES

CHICAGO — Reversing a decision announced earlier this year, the Mid-America Horticultural Trade Show (Mid-Am) has abandoned plans to change the show's 1998 dates, confirming that it will now take place Thursday through Saturday, Jan. 15-17. Earlier, the Mid-Am board of directors had announced plans to change to a Wednesday-through-Friday pattern, but unsuccessful attempts to renegotiate labor contracts thwarted the effort.



HEART OF AMERICA SETS CONFERENCE

KANSAS CITY — The Heart of America Golf Course Superintendents Association (HAGCSA) will hold its 1997 Golf & Turf Conference at Harrah's North Kansas City Hotel & Conference Center here Nov. 5-6. The second annual event will feature full-day seminars by U.S. Golf Association agronomists. More information is available from Olivia Golden, HAGCSA, P.O. Box 419264, Kansas City, Mo. 64141.

Audubon Int'l streamlines campaign, goes primetime

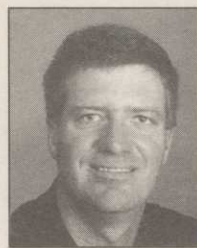
Elkington takes reins as global spokesman...

By MARK LESLIE

SELKIRK, N.Y. — Featuring PGA Tour star Steve Elkington as its international spokesman, Audubon International is launching the Audubon International Golf & the Environment Campaign in October in an effort to educate golfers globally "to be stewards of the game, stewards of the rules and stewards of the environment."

"The awareness will get golfers to think about the history and heritage of the game, its link with nature, that it's a walk with wildlife — the whole gamut," said AI President Ron Dodson. "It will also make them aware not only of the rules of golf but of the environmental rules, the stewardship responsibilities like not littering, fixing divots, repairing ball marks and remembering that they are playing on living plants."

Pointing out that golfers are mostly interested in playing golf, Dodson said from his headquarters here: "You need to have a



Steve Elkington



Lee Mangum

By MARK LESLIE

SELKIRK, N.Y. — With a former golf course superintendent now at its helm, the Audubon Cooperative Sanctuary System (ACSS) has streamlined the certification process and made it look "less scary" to potential members.

The ACSS boasts 2,200 active members, including 107 that are fully certified, and it hopes the program change will boost new

memberships.

The new system "won't necessarily be a lot quicker but less complicated and confusing," said Lee Mangum, who left an assistant superintendent post at Squaw Creek (Calif.) Golf Course to take the position as ACSS director. "We combined our resource inventory at the same time as the environmental planning step, so a golf course can get right into the certification process immediately."

In the past, a superintendent would fill out his course's

Continued on page 16

Continued on page 16



Flagstone of varying shapes and sizes can help eliminate the wear problem on cart path edges.



Flagstone edging a winner

DALLAS — When greens and grounds superintendent Mark Price departed The Northwood Club here this spring, he left successor Scott Ebers a present: good-looking edges to cart paths that once were worn and torn by golf carts and maintenance vehicles.

Facing dead grass on the edges of the paths in a number of spots, Price installed pieces of flagstone of varying shapes and sizes to the edge of the paths.

The results, Ebers said, are excellent, and "eliminated the wear problem while keeping the paths aesthetically pleasing."

The flagstone was installed two ways, both of which worked well:

- The soil was stripped and the flagstones installed in place, dry; and
- Concrete was poured between all the pieces of flagstone to hold them firmly in place.

International Turf Society shrinks world of research

By MARK LESLIE

SYDNEY, Australia — The International Turfgrass Society (ITS) attracted scientists here from around the world in July, exchanging findings on research ranging from physical turf attributes to breeding and genetics, to environmental issues.

Meeting once every four years, the ITS "gets the whole research community in sync," said Dr. Rich Hurley, director of research for Lofts Seed Co. "You get to know people around the world and what they're doing. Otherwise, a person could be working on the same thing and you wouldn't know about it."

The ITS, he said, also promotes collaboration. "You can become a friend and working associate with someone on the

See research stories, page 20

other side of the world through the society," Hurley said. "People get to know each other and communicate via fax, e-mail and telephone. The conference is a catalyst to cooperation."

"It also gets people focused on the different climates and worldly problems. I think it makes research more efficient because it makes everybody aware of what's happening in the world."

A case in point, he said, is the international acceptance of new bentgrasses developed in America.

"There's a great interest in them around the world," he said. "They are being used

in Australia, Japan and Europe. That's a big step up. They are hopping on the bandwagon, and I think a lot of it is this global community we have. It's so easy to spread information around.

"Superintendents in foreign countries receive the major magazines. They know instantly what's happening here in the States, so when a new grass comes on the market they're on them."

Dr. Pam Charbonneau of the University of Guelph is the new president of the ITS and will oversee host duties for the next session in 2001.

In the meantime, Immediate Past Secretary Dr. Jack Hall of Virginia Tech is coordinating publication of the 1997 meeting papers.



## AI, Elkington plan educational campaign

Continued from page 13

program that will capture their imagination and attention."

With this in mind, AI and Elkington are taking "a multi-year, multi-layered approach," Dodson said. "It will start out with awareness, then appreciation, then understanding and, finally, action. It may take months or years to get to the 'action.'"

An Australian who lives in Houston, Elkington is partner in Major Landscapes, which designs golf courses and the landscapes around them.

Dodson interviewed several Tour players before deciding on Elkington as the spokesman. "We talked about philosophy and what we believe in and what he believes in," Dodson said. "The fact that he lives in Texas but is an international player is a good fit, we think."

The campaign will kick off at the PGA Tour Championship in Houston the weekend of Oct. 31-Nov. 2, and will include public service announcements, posters and an ongoing magazine insert. "During the winter there will be public reminders," Dodson said.

## Certification streamlined

Continued from page 13

resource inventory and have to wait for a conservation report before he or she could get started on the program. The Audubon book *A Guide to Environmental Stewardship*, Mangum said, "provides all the necessary tools they need to get started."

The certification process, he said, "was crunched down as best we can. We want to keep it credible. The success of the program is that it's an educational process. For them to get instantly certified would serve no purpose. It will take at least a year and, typically, three years."

An environmental planning form tells superintendents the minimal requirements to receive certification, "so they know up front what it will take in the six categories," Mangum said. Members work toward certification in each of the half dozen areas of course preparation. Once they are certified in all areas, their course is fully certified.

Mangum was assistant superintendent for three years at Squaw Creek, which is maintained completely without chemicals. In his new position, he is also director of Audubon International's (AI) school, individual and business programs.

Nancy Richardson directs the AI's Signature System and Gold Signature System.

"It will begin full-force next spring."

One component, Audubon Showcase Magazine, will be a four-color insert in Links and Golf Course Management magazines, beginning in November. It will showcase one or more Audubon golf courses and include interviews with course ar-

chitects and superintendents, he said.

"Down the road," Dodson added, "we will try to create an opportunity for golfers to register their own backyards in the Audubon Cooperative Sanctuary Program, or form an Audubon club specifically for golfers."

## Tatum named to FTGA board

TAMPA, Fla. — The Florida Turfgrass Association (FTGA) has named Rick Tatum to the board of directors of the 1,200-member organization.

Tatum has been golf course superintendent of The Forest Country Club in Ft. Myers the past four years. An active member of the FTGA since 1989, serving as committee chairman in 1995-1996, he has also been actively involved with the Everglades Golf Course Superintendents Association the past three years.

The FTGA directs its efforts toward increasing awareness throughout the state of the fundamental importance of the Florida turfgrass industry.

# HERE. THERE. EVERYWHERE.

## HOW'S THAT FOR APPLICATION GUIDELINES?

