

AI, Elkington plan educational campaign

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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

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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.

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