

By JEAN MacKAY

SELKIRK, N.Y. — Audubon International is developing an Environmental Performance Audit for use by the Club Managers Association of America (CMAA).

With a nationwide network in place to disseminate environmental information to its membership, CMAA looked to Audubon International as the leading environmental resource to develop a full-facility environmental audit to address all components of a facility, including golf, food and beverage, aquatics, tennis and more. The audit is intended to be an internal self-assessment or evaluation that uses standard, widely accepted environmental management practices to measure overall environmental performance.

"Club managers have become increasingly interested in environmental issues because of their impact on club operations," said Jim Singerling, CMAA executive vice president and CEO. In addressing environmental issues at facilities, the Environmental Performance Audit will be an integral part of the education program for the more than 5,000 CMAA members who manage more than 3,000 country, city, athletic, faculty, yacht, town and military clubs. Understanding and managing the impact of their club operation on the surrounding environment is vital to protecting the environment, preserving the natural beauty of a facility, and making positive contributions to the communities and customers they serve.

The focus of the audit is to allow managers to assess the status of their clubs relative to environmental issues that their facilities may face. Once the audit is completed, an Environmental Performance Index will be calculated for the entire facility. The audit, together with the index, will provide a straightforward, inexpensive means to evaluate management practices that ensure environmental quality.

Scheduled to be unveiled at the CMAA World Conference in Atlanta, Ga., next February, the audit will include six key components to measure overall environmental performance. For each component, a series of Environmental Performance Indicators is being developed to help evaluate performance in each area.

- Environmental planning, training, and communication
- Wildlife and habitat management
- Water conservation and water quality management
- Waste reduction and recycling
- Chemical use reduction and safety through integrated pest management and best management practices
- Energy conservation

"We're designing the audit to

be comprehensive, but easy to complete," said Dr. Miles (Bud) Smart, director of environmental planning for Audubon International. "We also want managers to be able to evaluate themselves instead of having a regulatory agency look over their shoulders. The user-friendly au-

dit will help managers identify their strengths as well as any areas that need improvement."

Facilities will also be invited to join Audubon International's Cooperative Sanctuary System to increase their knowledge, gain support for environmental projects, and work toward certification.

"Working in cooperation with Audubon International and the U.S. Golf Association [USGA], this full facility audit allows us to go beyond just the golf course and assess all facility components that impact the environment — from the kitchen to the tennis courts," said Singerling.

"We believe the existing relationship between the USGA and Audubon International — combined with the dedication of both organizations to environmental issues — offers an unparalleled partnership in CMAA's effort to take environmental management to an exciting new level."

*Jean MacKay is education director for Audubon International, headquartered in Selkirk, N.Y.*

## GOLF AND THE ENVIRONMENT

### Environmental Performance Audit to help club managers

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