

## Audubon International releases environmental stewardship guide

SELKIRK, N.Y. — Audubon International has released its 2002 edition of "A Guide to Environmental Stewardship on the Golf Course." The guidebook is designed to help superintendents and others interested in environmental

management to blend environmentally responsible practices into the day-to-day operations of golf course management.

The book incorporates knowledge gained through Audubon International's 10 years of

work to help golf courses serve as ecologically valuable green spaces throughout North America, while reducing potential environmental impacts associated with golf course operations. The 128-page guide covers a variety of topics, including environmental planning, wildlife and habitat management, chemical use reduction and safety, water

conservation and water quality management, and how to build support through outreach and education activities. Project plans, case examples, and reference materials are included to help golf courses achieve their environmental goals.

"The guide was written to serve as a resource for turf professionals, students, and

golf course members of the Audubon Cooperative Sanctuary Program," explained Jean Mackay, Audubon International's director of educational services and principal author and editor of the guide. "We hope it helps people take action to ensure that more and more golf courses are managed with sensitivity to the environment."

## Distribution

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to do it," said Gill. "In 2000 I broke away and we set up independent agents like Billy Griffith, and teamed with Nick Spardy with Simplot Partners which was looking to come into the Southeast. A lot of companies had products they wanted in the market, but didn't have ability to put salespeople in the market.

"We realized that if we knew who the customer was and we had good representation to that customer, then we could outsource his supplies through the best vendors," he continued.

The key to the deal was hooking up with Sunniland, which delivers large bulk items such as seed, fertilizer and soil amendments to Lowe's and Home Depot, and Vopak, which delivers smaller items to the pest control industry and Ace Hardware stores.

"These companies already have trucks running and they drive past golf courses every day," said Gill. "They were looking to add more freight to make their delivery systems more economical. With these partners on board we can get products to golf courses at the right time and still be cost effective."

With Florida set up, Gill is now focusing on finding partners in other parts of the Southeast.

"If we can get this model up we will expand to Georgia, South Carolina and Alabama and the rest of the Southeast in the next 18 months to two years," he said. "We are already looking for partners in each area that will work with us." ■

## PTI FarmLinks

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Pursell said the marketing strategy of bringing superintendents and other end users to the facility for training has been worthwhile.

"The positive reaction presses us on to continue what we are doing," he said. "It is fun to be able to do something different. When we can do this we are not competing on the same page as a Lesco or some of the other larger companies."

FarmLinks, which will play from 7,544 yards, is scheduled to open in mid-April 2003. ■



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