

## Green golfer pledge

A golf course staff should encourage golfers to be better environmental stewards. One way to do that is have them take the Audubon Green Golfer Pledge. Copies of the pledge can be placed in the pro shop or given to the starter to hand out on the first tee. This is an inexpensive way to promote environmental stewardship among golfers.

The pledge states:

"I value the nature of the game and accept my responsibility to ensure that golf courses are managed in harmony with the environment. I pledge to:

- Be kind to the course: repair **ball marks** and replace divots to help maintain playability.
- **Walk**, rather than use a cart, when possible. Walking promotes physical fitness, healthy turf and a clean environment.
- Look for consistent, true **ball roll** on greens rather than speed. Lower mowing heights required for fast greens are the root of many turf and environmental problems.
- Keep play on the course and stay out of **natural areas**. Respect designated environmentally sensitive areas and wildlife habitats within the course.
- Use **trash and recycling** receptacles and encourage others to do the same. If you see trash, don't pass it up – pick it up.
- Appreciate the **nature** of the game. Watch for wildlife as you play and support the course's efforts to provide habitat.
- Educate others about the **benefits** of environmentally responsible golf course management for the future of the game and the environment.
- Encourage the golf course to be an **active participant** in environmental programs such as those offered by Audubon International."

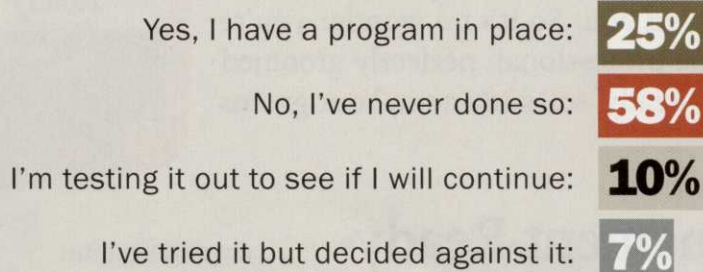
For more information, visit [www.golfandenvironment.org](http://www.golfandenvironment.org).

# Operational analysis

In the fight to remain competitive, increase the bottom line and generally improve their businesses, golf course owners and managers critique their operations to see where they can improve. Yet, some don't know exactly where to begin. If you don't, start by identifying and analyzing components of the operation, says Eric Mauck, executive vice president of operations at Oglebay Resort in West Virginia. Here's a list to help:

- Technology
- Marketing
- Strengths, weaknesses, opportunities and threats
- Customer service
- Tee-time usage
- Core operations performance
- Maintenance practices
- Capital needs
- Financial performances
- Staffing structure
- Industry standards comparison
- Local, state and national trends
- Golf market and market share

### As a golf course superintendent, do you topdress your fairways?



Source: Online poll of 134 respondents