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Ron Dodson and **Bill Love** are the founders of Love & Dodson, LLC a firm that specializes in sustainable planning, design, construction and management of golf courses, recreational facilities and sanctuaries. www.loveanddodson.com

THE ECOGOLFER PLEDGE

For the entire time that I have been working in the golf industry I have been told that golf courses are designed and managed for golfers. I've also been told that it is golfers who can either support more environmentally oriented golf course design and management, or demand that courses be managed in ways that cause environmental problems.

I have always thought and advocated that properly sited, designed and managed golf courses can be great forms of land use. In addition I know that environmentally oriented course management can actually save money and resources. But, I have heard over and over again, "We can't do this or that, because our members won't stand for it."

I believe much of this is just opinion that isn't based in fact. I also believe that it is a small minority of golfers who tend to loudly express themselves and make superintendents miserable.

The problem is that the vast majority **don't actually say much** of anything one way or another, so the "noisy golfers" get all the attention and that leads to the belief that "most" golfers prefer the manicured look that often leads to a **bad reputation** for the golf industry.

The vast majority of golfers simply are looking to enjoy themselves, play the game, have a good meal and a few drinks and be on their way. The problem is the vast majority don't actually say much of anything one way or another, so the "noisy golfers" get all the attention and that leads to the belief that "most" golfers prefer the manicured look that often leads to a bad reputation for the golf industry.

As you may know, I am now the

volunteer chairman of the International Sustainability Council and Audubon Lifestyles (isc-audubon.org). Recently, ISC-Audubon launched the EcoGolfer League, which is a basic membership opportunity for golfers to show they actually do care about golf and the environment and are willing to take some simple actions while they are playing the game to demonstrate that commitment. This is called the EcoGolf Pledge, which is comprised of 10 easy-to-practice items that every golfer should be doing anyway.

To become an ISC-Audubon EcoGolfer all one has to do is visit isc-audubon.org and join up. It is a \$25 annual membership, which will include a number of benefits, including golf related items and discounts on ISC-Audubon products and ISC-Audubon golf events. The EcoGolfer League was just recently launched in conjunction with the announcement of the ISC-Audubon EcoGolf Celebrity Golf Tournament Series. This Tournament series will kick off in early April

this year and over 30 film, television and sports celebrities have registered to play in the April event, which will be held at the Westin Diplomat Golf Club in Hollywood, Florida.

The EcoGolfer League and overall effort to get more direct involvement by golfers has already picked up some good speed and has been written about around the globe in just the first few weeks of its existence.

Every golf course superintendent

should want every golfer to become involved in the EcoGolfer League. This is a great way for all environmentally oriented golf course superintendents and managers to build a network of golfers who are not only supportive of their conservation management actions, but to actually see golfers become more active in doing their own part to help courses become more engaged in conservation on the course. **GCI**

The EcoGolfer Pledge

- Walk rather than ride in carts when practical.
- Avoid walking in and disturbing natural vegetation, wildlife habitat, and out of play areas.
- Avoid water's edge areas on the golf course, especially where the chance of shoreline erosion is high.
- Be respectful of the local wildlife on the golf course, and don't molest, stress or disturb them.
- Use reusable water bottles when I'm on the golf course.
- Dispose of recyclable items in recycle bins when available.
- Pick up and properly dispose of trash found on the golf course whenever I see it.
- Pick up and dispose of broken tees found on the course.
- Repair and replace divots in the fairway, and ball marks on the greens.
- Seek out and play golf courses who have adopted sustainable management policies, management practices and environmental.





Our mission is to preserve and enhance green spaces in our communities where we live, work and play.

BECAUSE GREEN MATTERS.

A national non-profit service organization, Project EverGreen works to help spread the good word to consumers about well-maintained lawns and landscapes, sports fields, parks—anywhere that green exists. The more people believe in the environmental, economic and lifestyle benefits of green spaces, the better off we'll all be.



WORKING TOWARD A SUSTAINABLE FUTURE.

Together with key industry partners, Project EverGreen has established the following programs to help make a greater impact, sooner:

GreenCare for Troops SnowCare for Troops



- Project EverGreen connects military families with lawn and landscape companies, as well as snow removal companies to receive free services while their loved one is serving overseas.
- More than 3,500 contractor volunteers and 12,000 military families have signed up for GCFT, while 1,100 contractor volunteers and 1,500 military families signed up for SCFT.
- These popular programs have garnered attention on TV and in newspapers across the nation including Mike Rowe's *Dirty Jobs* and NBC's *Nightly News*.

Community Based Revitalization Projects

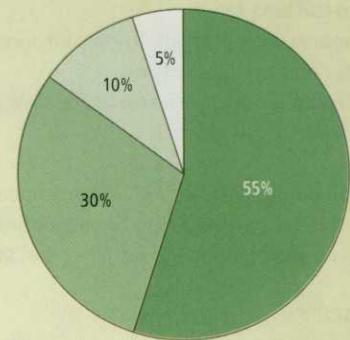
- Focused community revitalization and renovation projects across the United States encourage industry professionals, consumers and anyone who's passionate about healthy green spaces to work together to improve their city and surrounding areas.
- Over the last seven years, our message has made a positive impact in: Akron, Ohio; Milwaukee, Wisconsin; Greensboro, Raleigh and Charlotte, North Carolina; Ft. Myers, Florida; Toronto, Canada; and San Antonio, Texas.
- Maintained green spaces generated community engagement, involvement and communication among residents, city leaders and visitors.

GreenCare for Youth

- By reaching out to children of all ages, we can create a greener tomorrow.
- The Art of Green Spaces Competition, sponsored by Birds and Blooms, encourages students to use all forms of art to share how they feel about the green spaces in their lives.
- Golf bag tags, featuring messages on the benefits of green spaces, are given to participants of the GCBAA Sticks for Kids program.
- Youth sports field renovations make playing surfaces better and safer.

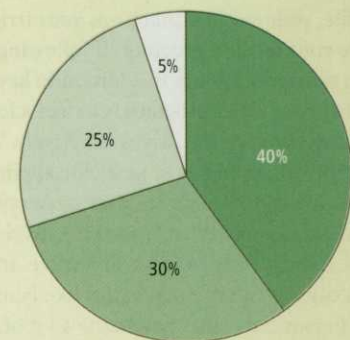
YOUR SUPPORT HELPS US SPREAD THE GOOD WORD.

- Company contributions (55%)
- Service contractor contributions (30%)
- Associations/Media/Agencies (10%)
- Individual contributions (5%)



HOW YOUR CONTRIBUTIONS ARE UTILIZED.

- Programs (40%)
- National marketing/communications (30%)
- Administration (25%)
- Fundraising (5%)



For more information about Project EverGreen, call us toll-free at 1-877-758-4835 or check us out on Facebook at www.facebook.com/ProjectEverGreen.

www.ProjectEverGreen.com

(MORAGHAN continued from page 28)

ready to hit, hit!

- Get off your cell phone
- Practice on the range, not the course. And those five practice swings before each shot don't help
- Mulligans? Extra shots through the green? Certainly not if anyone is waiting. And even if they're not waiting. Don't
- When it comes to choosing which tees to play, leave your ego in the car and play to your skill level. And even then, "playing it forward" is always a smart idea
- If you must use a rangefinder or GPS, do it quickly and appropriately: It doesn't help on a shot less than 60 yards
- Plumb-bobbing and walking around the hole checking the breaks isn't necessary to make your two-footer for a 7
- Rake footprints when leaving a bunker
- Fix ball marks on the green
- Park your cart or place your bag or trolley on the side of the green closest to the next tee
- Be honest with yourself. Know and accept your limitations. You'll play better and have more fun
- Understand the biggest reason for slow play among us 20 handicappers is the \$5.00 golf ball

If we all do our part, the USGA can concentrate on its core competencies: the Rules of Golf, conducting national championships, and causing/settling equipment controversies. **GCI**

(ANTHRACNOSE continued from page 76)



Like many diseases, anthracnose thrives in extended moist conditions.

Keeping in mind the needs of the turf and considering those needs to adjust your fertility, irrigation and soil management practices appropriately in a timely manner will in fact greatly reduce your chances of anthracnose. If you have a chronic and recurring condition for Anthracnose development, take a strong look at your

soil profile, your cultural practices, your irrigation management and of course your fertility program. If following the sound practice of applying nutrients foliarly in addition to key granular applications, insure that your foliar program is in fact a foliar one and that your droplets are covering the leaves effectively. This will aid in not only your fertility program but in pesticide applications, as well.

If pesticide applications are necessary, speak with your colleagues in your regions about what is working for them as that is probably the most effective advice you will receive. In addition, follow key research coming out of universities like Penn State, N.C. State and Rutgers in particular that have done a lot of work in Anthracnose control methods. But always remember that universities can never match your conditions or stresses, so use the research as a guideline to finding a program that works best for you... and always follow label recommendations. **GCI**

Carmen Magro, MBA, CGCS, is the founder and chief agronomist of Agronomy Management Solutions, and a frequent GCI contributor.

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to superintendents?**

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YOU'RE NOT FIRED

Unless you're a backwards magazine reader, you'll have already digested our cover story on trends in employment and termination in our happy little industry these days. If you are a backwards reader and you're starting here, please go to the beginning of the magazine and read that story before you read this column. At the very least, glance at the monkey on the front cover. Go ahead...we'll all wait for you.

(Pause)

Okay, now that we're all literally on the same page, let's begin!

For the record, I've been fired twice in my life...both times without actually being "fired."

The first time happened when I was about 16. I was a delivery driver for a florist and absolutely loved the job because I got to make women happy all day by handing them pretty flowers. Then, I ran into a curb and just shredded a tire on the delivery van. The owners – normally nice people – turned ugly and wanted to deduct the cost of the tire out of my pay (which

For the record, I've been fired twice in my life...both times without actually being "fired."

was some grand amount like \$3 an hour, I think). I told them I didn't think that was fair. They told me they didn't really need an extra delivery driver anyway and my position no longer existed...and I believe they actually did deduct the cost of the tire out of my last check, too. I was downsized and screwed before I graduated from

high school. Lesson learned: If your boss wants to get rid of you, he will.

The second time I was "not fired" was when I was kicked out the door at my old magazine nine years ago. I had been successful in many ways there, but I was also an arrogant dumbass drunk and I didn't work and play well with others in that big corporate environment. At the time, the place was run by humorless executives and investment bankers who didn't give a steaming pile of crap about my magazine or this market beyond the fact that there was a profit to be turned.

I knew I'd worn out my welcome so I told the company and my immediate colleagues that I was leaving to do my own thing but I wanted some kind of continuing role. We were negotiating a consulting deal that would have kept me involved as a figurehead and made my transition into self-employment a lot simpler. Since I felt my departure was imminent, I decided it was okay to booze it up at a trade show – despite being on double-secret probation for earlier issues with drinking. Someone who didn't like me much (still doesn't) ratted me out to the boss, a very nice guy who was forced to "not fire" me a couple of days later. Instead of being canned, I was "asked to resign." The bottom line was no consulting deal, no severance to speak of and a big friggin' mess for them and for me. I can't blame anyone else...it was totally self-inflicted...but they had decided they didn't want me around anymore – even as a consultant – and I gave them a convenient and cost-effective way to get rid of me.

The lesson I learned was the same one I learned in high school: If your boss wants to get rid of you he will.

Mistakes? I've made plenty. But I have gained some valuable insight

along the way, such as:

- Be nice. It sounds insane, but don't be a jerk to work with. Stay calm, don't yell and scream and don't take everything personally. Remember: this too shall pass.

- Instead of fixing the blame for every problem on someone or something else, just fix the problem. Eventually, if another person or thing is the real problem, fix it without anger or remorse.

- Learn. The only really stupid mistake is making the same stupid mistake twice.

- Add value to everything you touch.
- Try really hard to listen and remind yourself not to be the smartest guy in the room.

- Teach, don't lecture.

- Talk to your customers (golfers) as much as possible. Your job is to satisfy some need they have. Figure out what it is and how you can do it.

- Don't mistake your job with your identity. Your title is not who you really are.

- It doesn't matter who gets credit.
- Don't take it home with you.
- Everything is better if you work with good people and you're passionate about each other.

I'll leave you with a simple thought from the late Steve Jobs that captures how I felt about my experience with being "not fired" that may be some consolation to you when and if you face the same moment: "I didn't see it then, but it turned out that getting fired from Apple was the best thing that could have ever happened to me. The heaviness of being successful was replaced by the lightness of being a beginner again, less sure about everything. It freed me to enter one of the most creative periods of my life."

Think about it... **GCI**

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