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# The Sustainability Issue



## COLUMNS

- 10 **From Dodson, with Love**  
*Ron Dodson and Bill Love: Brett Favre Did It [Twice], So Why Can't I?*
- 30 **Outside the ropes**  
*Tim Moraghan: An Open Case For Sustainability*
- 46 **Irrigation issues**  
*Brian Vinchesi: Sustainable Irrigation: Different Soaks For Different Folks*
- 78 **The Monroe Doctrine**  
*Monroe Miller: Sustainable Before Sustainability Was Cool*
- 93 **Design Concepts**  
*Jeffrey D. Brauer: Better Practice Ranges*
- 97 **Game plan**  
*Henry DeLozier: Right On*
- 104 **Johnny Turf Nerd**  
*John E. Kaminski: Why Push What You Can't Define?*
- 110 **Parting shots**  
*Pat Jones: Doing the right thing*

## DEPARTMENTS

- 4 **Teeing off**  
Habit-forming
- 6 **Letters**
- 8 **The Whiteboard**
- 106 **Travels with Terry**  
Equipment ideas
- 109 **Classifieds**
- 109 **Ad index**

## FEATURES

- Q&A**  
20 **UP TO THE CHALLENGE**  
The new Audubon International CEO is ready to take on the group's evolving mission.
- Course**  
40 **ROUGH CUT**  
TPC Southwind uses fine fescue as natural areas, and saves time, resources and money in the process.
- Community**  
72 **COMMUNICATION IS KEY**  
When it comes to wildlife, the staff at The Sanctuary knows it can't isolate the club.
- Species**  
90 **TALKIN' TURKEY**  
Paul Carter's efforts to increase the turkey population at The Bear Trace in Harrison got golfers to gobble in delight.
- Course**  
32 **DESERT FOREST**  
Wildhorse Golf Club's Scott Sutton says toodle-oo to 52 acres of turf in favor of desertscapes and thousands of trees to save water and boost the course's wildlife population.
- Course**  
42 **TWO BIRDS, ONE STONE**  
Instead of spending thousands on both removing dead brush and purchasing pine straw, The Club at Mediterra combines the two?
- Species**  
80 **STICK YOUR NECK OUT**  
When endangered animals depend on your environment for survival, it's time to coexist.
- Species**  
84 **STRICT BALANCE**  
Raptor Bay GC features unique and innovative wildlife conservation initiatives.
- Community**  
48 **TEXAS PRIDE**  
The City of Arlington employed comprehensive, sustainable resource management principles when designing, building, and then managing Tierra Verde Golf Club.
- Species**  
88 **BIRDS OF A FEATHER**  
Among its sustainability initiatives, Currituck Golf Club is a temporary home for more than 400 bird species.
- Sustainability**  
94 **A JOURNEY, NOT A DESTINATION**  
GCI's Bruce Williams outlines a practical guide to adopting sustainability principles at your course.
- Species**  
92 **MORE THAN A HOLE IN ONE**  
When a colony of animals calls your golf course home, it may be easier to just move them.
- REAL SCIENCE**  
99 **REAL SCIENCE**



## HABIT-FORMING

**A**s I write this, I have been tobacco-free for about two months. Yay.

This is the first time I've ever seriously attempted to quit after 30 years of furiously sucking down a pack (or two) a day, every day. I'm afraid I'm now addicted to nicotine replacements like the gum and inhalers, but I'll get off those soon enough. I honestly believe I won't ever smoke another cigarette again. The fact is that I'm tired of the stink, the obvious health risk, the expense and the indignity of being shoved outside into the smoker leper's colony all just to feed this ludicrous addiction. But mainly I'm fed up with being a hypocrite and telling my sons and others I love that they shouldn't smoke. For once, I'm practicing what I preach and trying to be a halfway decent example.

This event is not nearly as life-changing as getting sober three-and-a-half years ago, but it's actually been harder to quit cigarettes than it was booze. With alcohol, I sort of had an epiphany and simply didn't need to drink anymore. It was a friggin' miracle, to be honest.

Conversely, smoking is a nasty beast of an addiction. The constant craving for nicotine gnaws at you like a little demon slowly clawing his way out of your body. But, the habit – the physical act of lighting up, inhaling, waving the burning tube around and finally crushing it out underfoot – is the hardest thing to shake. This enormously self-destructive and stupid habit had simply become part of me. The idea of giving it up was incomprehensible...until I did.

Habits are, I think, mostly good. Wake up the same time, exercise the same time, go to work the same way, stop at the same Starbucks, etc., etc. Habits create predictability and generally allow you to streamline your day-to-day life. Being a creature of habit is largely a positive thing (except if your habits include Marlboros, cheap vodka, meth, farm animals, etc.).

Superintendents are enormously habit-

driven professionals. In my experience, you find routines and programs that work and you stick with them. You may tinker, you may adjust but you generally don't try to fix what ain't broken.

That's why I want to suggest that we, as an industry, develop a new habit: telling our environmental story every day.

Repeat after me:

*Golf courses are living, breathing community assets. Greenspace is an invaluable part of every city. Courses provide habitat for wildlife. Turfgrass has the amazing ability to cleanse the air, filter pollutants from water and cool the atmosphere. We use water wisely and well. We are stewards of the land first and foremost. Golf sets an example others should follow.*

Not only should you make a habit of telling that story, but your employees can make it a habit, too. So should the golf professional, the general manager, the owner, the green chairman and any or all of your

members/players who value the course for the gifts it gives them.

Communicate with all of them via blogging, posting those simple GCSAA fact sheets on your bulletin boards, giving little talks to the whole staff and generally always having your "elevator speech" ready to go when you meet anyone who you can influence.

You can make a habit of changing minds and attitudes about golf. You can make a habit of helping to transform the average person's perception of golf from "Tiger Woods" and "guys in funny pants" and "manicured and artificial" to "a beautiful place where people exercise and enjoy an outdoor experience."

We, as an industry, have largely broken many bad habits like over-reliance on inputs, using water unwisely and assuming that resources are unlimited. Now our next challenge is to make sure that future generations view us for what we are: wonderful sustainable greenspaces.

Make a habit of telling our story and we will overcome that challenge. **GCI**



**Pat Jones**  
Editorial director and publisher

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# CONTROLLING THE TOUGHEST WEEDS REQUIRES A POWERFUL PUNCH!

Particularly stubborn weeds – such as wild violet, ground ivy, black medic, clover and other species found in cool-season turfgrasses – call for tough weed control. That is the constant challenge of herbicide producers, who are leveraging the latest field research and chemistry to develop formulations that pack a punch against these particularly hard-to-control weeds.

A formulation with active ingredients including sulfentrazone, a phenoxy and triclopyr creates a potent, fast-acting solution for tough weeds, says Jim Goodrich, product specialist for Kansas City, Mo.-based PBI-Gordon Corp. Sulfentrazone is a protox inhibitor, which works by preventing a key enzyme required for chlorophyll production, and it provides enhanced speed as well as yellow nutsedge suppression. Triclopyr provides an extra kick for controlling problem weeds such as wild violets.

One product that includes this formulation and provides a precision performance tool for turf managers is T-Zone™ Broadleaf Herbicide for Tough Weeds. Even hard-to-control weeds show visible injury within a few hours, and weed death can occur within 10-14 days.



As shown in this before and after treatment photo, wild violet was eliminated from the treated area after 14 days.

The low-odor, oil-based formula opens up more application opportunities than most herbicides. Improved cool-weather resistance allows for a wider span of applications in the growing season. And because T-Zone is rainfast in just three hours, weather interference is less of a concern.

T-Zone™ is a trademark of PBI-Gordon Corporation. T-ZONE™ has a CAUTION signal word and good toxicological, environmental and ecological properties compared to standard herbicides. Always read and follow label directions. 2/13 02443

## FEEDBACK

We'd like to hear from you.

E-mail us at [gci@gie.net](mailto:gci@gie.net) with your thoughts and opinions.



## More on the fire

You do a wonderful job with GCI. I really admire and respect people who have great energy and passion for what they do no matter the vocation... The writing seems to be ahead of the curve and at times has some edgy insight. Most of all, you seem to strike a chord with [superintendents] that other industry publications seem to miss at times.

Keep up the good work. You are a wonderful asset to the turfgrass industry.

I find the cause of the FarmLinks fire (After the fire, March 2013) so curious because I fear fire in our shop.

Many years ago I had a electric roller start on fire on the first green and it needed a fire extinguisher to put it out, I wish I had investigated the issue more thoroughly. I wonder now, "What if that had started in the shop?" I have seen electric golf carts go up in flames, and now wonder how that happen?

Enter **bit.ly/14i4V4p** into your web browser to read "After The Fire." If you're reading this on the iPad/iPhone app, simply click the image.

Andrew Kjos, CGCS  
Trump International Golf Club  
West Palm Beach, Fla.

*The editor's respond: That's a great question, Andy. In our excitement and enthusiasm in putting together the cautionary tale that came out of the FarmLinks fire, we simply forgot to add its cause. We went back and asked, and according to the good people at FarmLinks, the fire was started by a simple lightening strike. This just adds to the tale that this act of God could happen to any facility, anywhere, and it's best to be prepared for any contingency.*

## Believe it or not



**EDITOR'S NOTE:** We received an unprecedented amount of feedback about Pat's February Parting Shots column. If you haven't read it yet, enter **bit.ly/Xqr5vu** into your Web browser. If you're using the iPad/iPhone app, just click the image to access a copy of the column.

I enjoyed reading your February Parting Shot. Well said.

I thought you might enjoy an article ("A Worthy Calling, August 2011) I wrote on the subject for The

Perfect Lie newsletter a few years ago. I doubt I will push turf on my kids, but if they want to go that way I will fully support them because our world needs more people with the character qualities refined by the life of a superintendent.

Dan Tolson  
Superintendent/  
3 Creek Ranch Golf Club  
Jackson, Wyo.

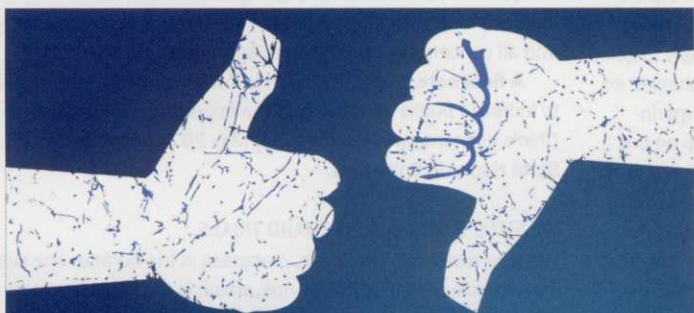


Whenever I get the opportunity to read Pat Jones' column, it either brings a tear to my eye, as "You Gotta Believe" did, or it makes me laugh like hell, as "You Gotta Believe" did, as well. Great article, Pat. Hit the nail hard on this one, my friend.

John V. Andersen, CGCS  
Regional director of agronomy  
Century Golf Partners

Damn near brought a god damn tear to my eye. Well written and extremely well thought out. You hit the nail on the head. My own boys will read it when they visit their superintendent dad this weekend. Thanks for this, Pat.

Thad Thompson  
Terry Hills Golf Course  
Batavia, N.Y.



## We want your feedback.

Did you like an article in a recent issue?  
**Let us know.**

Does your opinion differ from that of one of our columnists? **Then share it.**

GCI prides itself with being its readers' magazine, and we want to make sure you have a forum to voice your thoughts and opinions.

## Got something to say?

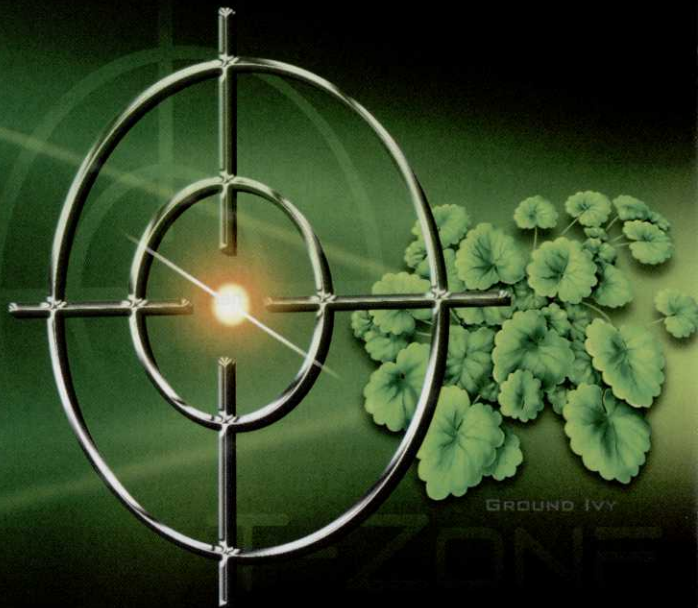
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[ REPORTER'S NOTEBOOK ]

# Dispatches from a **USGA REGIONAL CONFERENCE** and **GEORGIA TURF TRIALS**

Last month GCI's assistant editor Katie Tuttle trekked to Georgia to check in on Valent's herbicide trials, then on to Dayton, Ohio, to attend the USGA Regional Conference. Here are a few items of note she picked up along the way.

### USGA REGIONAL CONFERENCE, DAYTON, OHIO.

**New Legislation.** A draft bill on nutrient management for water quality in Ohio circulated back in March. Comments on the bill

were due by April 5. While the bill does not apply to golf courses, this may change, so it's important for superintendents to keep up on the bill. There's a possibility that fertilizer certification (education) could be added to the pesticide applicator licensing.

**Better education.** The USGA is working on a new way to present the rules of golf, making it easier for newbies and students to understand the game. The five-year campaign will position the

USGA as the leading educational resource to help golfers better understand the rules, thus making the game less intimidating and more welcoming.

**Augusta quality? No way!** If you think you can get tournament quality playing greens all year round, think again. Paul Vermeulen, the PGA Tour's director of competitions agronomy, shared what exactly goes into making Augusta tournament-ready. The time and effort in the days leading up to the tournament can't be maintained year round, even at

tournament courses. To prove his point, Vermeulen showed pictures of Augusta not during the Masters. Believe me, it looked just like your course probably does.

**Excite, Engage, Execute!** If you want a good, well-running course, you're going to need to do one major thing: communicate. Whether it's your staff, your members, or the community you're a part of, it is important to stay in contact with everyone so you know what is going on. A course can't run on income alone, and it's your job to make sure everyone is happy and all concerns or problems are addressed.

**A final note.** May 26-31 is Ohio Turfgrass Week, designated to increase public awareness of the importance of turfgrass to Ohio's economy and environment. May 29 is Turfgrass Day at the State House in Columbus.

### VALENT'S GEORGIA SUREGUARD TRIALS.

**What to expect.** In the south, crabgrass is the number one summer annual, replacing *Poa annua*, which is the biggest winter annual to control. Another problem grass you might see this summer is goosegrass. Once goosegrass is up and the plants mature, it becomes extremely tolerant to herbicides.

**Careful where you step.** Herbicides can be tracked, both by foot traffic and cart traffic. If you have warm season grass boarding cool season grass, they require completely different care and you want to be extra careful that you don't overlap the products. However, SureGuard solves that problem. You can apply SureGuard close to cool season turf and not have to fear tracking or damage to the grass.

**Temperature is everything.** When examining the testing plots, it was somewhat difficult to see extremely obvious results. The results were still there, but the unseasonably cold weather in Georgia had a very obvious effect on growth.



## What a difference a year makes...

Big thanks to our buddy Brian White, superintendent at Wichita Country Club, Wichita, Kan., for sharing these starkly contrasted images of his course with us.

"Here's an interesting comparison between a warm year and a cooler year," White says. "Zoysia is slowly starting to come around in the (2013) picture, whereas at this point last year we were already green." Credit goes to assistant superintendent Dallas Cockrell for taking the pictures.





# From THE FEED



[ DISPATCHES ]

When Randy Samoff's crew at the Redstone Golf Club gets ready for a tournament, he makes sure everyone knows what's going on. But his Twitter feed isn't just photos of beautiful greens - it's full of shots of those greens in the making, so the public can see his crew in action. Here are some of our favorites from the recent PGA Tour Shell Houston Open.



Randy Samoff @RedstoneSuper



Bunker plate packing crews getting some TV time for some of the upcoming preview shows.



Toro 5510s making some magic happen out there today. Precision cutting tool finely tuned by the best equipment staff!



Don't be long on #4. Trust me, it won't stop.



Euro Connection knocking it out on 10 today. Sweden and Denmark representing! Simon Mansson and Michael Jorgensen.



Join the conversation  
on Twitter @GCIMagazine!



## Bruce Williams reports in from China, Malaysia and Singapore

Bruce Williams, GCI's globetrotting reporter, recently returned from an extensive Asian trip that involved teaching, listening and learning. Here are some dispatches from his travel journal. Be sure to check out the iPad/iPhone app version of the May issue to read Bruce's entire Asia golf report and to view a slideshow spotlighting his trip highpoints.

### Making the trip

"A valuable lesson is to always take a business card or two from your hotel that will get you back home. The address is both in English and Chinese characters."

### The China Golf Show

"The show is not your typical golf trade show, but a show that involves all of golf. The goal is to promote all phases of golf including the consumer side of the business. So imagine a trade show that has several components... I do not have any firm statistics from the show but I have a gut feeling that numbers were up slightly in terms of booth space sold and also participants."

### Education

I attended seminars taught by Dr. Beth Guertal from Auburn University and also by Pat Finlen, President of GCSAA. All the seminars were in English and with standing room only. Simultaneous translation was available and used by about 25 percent of the participants. I have found that Chinese superintendents are eager to learn. They are bright and pick up things quickly. Undoubtedly it is imperative to keep providing continuing education in order that golf course maintenance can prosper in Asia.

### Kuala Lumpur, Malaysia

"Imagine a golf course with 18 holes and 200 workers. I saw greens being aerified with a single bit from an electric drill run off of a generator (it could take a week to finish a green). Fairway verticutting was cleaned up by ladies that were elbow to elbow with brooms and dustpans. All weeding was done by hand."



### Singapore

"There are some great golf courses on this city/country island and the superintendents are veterans. As usual I pick up new tricks on weed control and pest management on every visit."







## BRETT FAVRE DID IT (TWICE), SO WHY CAN'T I?

I recently announced my intention to retire from Audubon International, effective Aug. 2, 2013. That date seemed appropriate as it is my 65th birthday.

Some people thought this meant I was going to simply sit on a boat dock somewhere and occasionally cast a line, while sipping an adult beverage. While that sounds pretty good, I have no intention of putting away my ambitions to improve the quality of the planet we all live on.

I've been involved in the environmental movement for around 35 years, with the last 25 being spent mostly working with private property owners and managers in an effort to encourage them to include environmental conservation in the way they manage their properties. But, my primary goal was to offer educational

programs, and initiatives of ISC-Audubon – quite frankly because I feel they have developed an approach and attitude superior to what anyone else offers. The ISC-Audubon programs and my new approach is not only the natural evolution of what I started and created over two decades ago, it's an approach everyone should get behind.

ISC-Audubon is a collation – an umbrella organization – of several not-for-profit organizations and initiatives that have combined forces to advocate sustainable living and lifestyles. The three primary organizations include the International Sustainability Council (ISC), Audubon Lifestyles, and Audubon Outdoors.

The ISC is a think-tank organization focused on stimulating discussion and actions connected with the ISC Principles of Sustainability. The ISC

between people and natural resources. As our society becomes more urbanized, we are distancing ourselves from natural resources. We have become a computer-based, information-based society and the last cow we saw was in a Chick-Fil-A commercial! Simply put, if people are disconnected from nature, they do not understand it, appreciate it, respect it or value it. If they don't value it, then they will not be motivated to conserve it, and our global environmental problems will spiral completely out of control.

Earth's ecosystem are in rough shape. Millions of people around the globe are "living" on less than one U.S. dollar per day. Billions of people are living without access to clean water and sanitation services. Fresh water supplies are dwindling around the globe, which will lead to conflicts over water. We are not on a sustainable path. Not here in the U.S., not anywhere on Earth.

So, this is not a time to retire. I certainly have no intention of doing so. I never really did. This is a time to get busy, to get focused, to say it like it is, and to get in people's faces who just don't "get it." This is a time to take a new approach. A better approach. And I hope that each and every one of you who have supported me through the years come with me once again, and help me as I continue my lifelong crusade to get people to be better stewards of the environment.

After 35 years, I have two grandsons and a granddaughter, and the question I have is, "What sort of a legacy am I going to be leaving my grandchildren?" What sort of legacy are you going to be leaving the next generation and the one after that?

So let's get going. I want you to join me in this cause, and more importantly I want you to join ISC-Audubon today. No, make that right now! **GCI**

This is a time to take a new approach. A better approach. And I hope that each and every one of you who have supported me through the years **come with me** once again, and help me as I continue my lifelong crusade to get people to be better stewards of the environment.

information and motivation to individuals in the hopes at least some of the owners/managers would become leaders and advocates of conservation beyond the borders of the properties they were responsible for.

With a few rare exceptions, looking back at my life's work I feel that goal has been somewhat of a failure and still remains unrealized.

In this next chapter I intend to take a more proactive, in-your-face approach to environmental stewardship. I am pleased to say I have accepted the position of chairman of ISC-Audubon, and in this new role I intend to focus on promoting the membership,

is also the "keeper" of the ISC Seal of Sustainability, which is a rating system that will be applied to the various certification programs in existence, in an attempt to level the playing ground and take some of the "spin" off the "spin" that many groups are now slinging around the media outlets.

Audubon Lifestyles is focused on delivering programs directly to people and businesses who have an interest in embedding sustainability and environmental stewardship into the way that they manage their homes and businesses.

Audubon Outdoors is aimed at bridging the growing disconnect