

**B**eing somewhat of a word guy, I've always been intrigued by bumper stickers. I like the way so much can be said in so few words. Bumper stickers are also quite revealing of the driver's personality and character.

THINK is a bumper sticker to which we all can relate. I know a lot of people who would benefit from some more thinking before they choose to start acting.

Taking the "think" concept a little further, there's another bumper sticker that always catches my eye — THINK GLOBALLY, ACT LOCALLY. That's one that should apply to all of us as members of this unique fraternity who get to locally impact the globe every day. And it really doesn't matter whether you're a public, private or resort superintendent, we all have an obvious duty to perform responsibly to our local community and to the environment.

### Somebody's on our side

I got on the Internet recently to see what was out there in regards to golf and the environment. Expecting to see positive search results from RISE and negative results from The Sierra Club, what I did find caught me totally by surprise.

*EarthShare.org* is the Web address of an organization I assumed would be just another golf course-bashing, tree-hugging club that has nothing better to do with its time than sharpen its fingertips for more accurate pointing results.

What I found there instead was a list of golf course-friendly and superintendent-friendly suggestions for the golfer as to how he or she can be more earth-friendly.

As I read over the list, the floor came closer and closer to my jaw. Surely, I thought, this group must have been founded by a golfer — maybe even a superintendent golfer. I mean, here is an organization that is a federation of America's leading nonprofit environmental and conservation charities, and the first entry on its list of how golf can support the environment is, "Replace all divots."

Of course, you may read that and say, "Big deal. Golfers see that every day and still don't replace their divots or repair their ballmarks." To that I say, "Read on."

## Unlikely Source Gives Good Advice

BY JIM BLACK



WOULD PEOPLE  
HEED THESE  
SUGGESTIONS IF  
THEY HEARD THEM  
FROM A LEADING  
ENVIRONMENTAL  
GROUP INSTEAD  
OF FROM A  
SUPERINTENDENT?

How many times does a golfer see, "Accept the natural limitations and variations of turf-grass plants growing in a natural environment (e.g., brown patches, thinning, loss of color)?" Or, "Be willing to play on brown grass during periods of low rainfall?"

These are just two examples from the group's 20-bullet list of things that should be published in a ... *For Dummies* book. You know — *Golf and the Environment for Dummies*.

Also included in the list are topics on golf car usage (less is better), recycling programs, accepting aeration practices and respecting environmental areas as designated. After reading through the list, I couldn't help but think to myself: Would people heed these suggestions if they heard them from a leading environmental group instead of from a superintendent?

In my own personal journeys, I've found that fear is usually based on the unknown. In applying that principle to golf and the environment, the fear of a negative impact is based on the fact that critics just don't know.

They don't know the science. They don't know the professionalism and training that superintendents have received. They don't know the technical research involved in the formulation of chemicals and fertilizers we use. And frankly, they don't want to find out.

But what if they were to find out through an environmental group that can touch on these subjects in a way as to not be a threat to their intellect, but more to address these subjects through their sensibilities?

If the message gets through, then so be it. I encourage you to share *EarthShare.org*'s list with your golfers. Maybe it will encourage them to THINK.

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*Jim Black, a veteran public golf course superintendent, can be reached at [greenkeeperjim@yahoo.com](mailto:greenkeeperjim@yahoo.com).*