

Off The Fringe

e-par Gets Americanized

For environmental superintendents, their options just grew by one.

The Australian firm e-par, developers of the award-winning “e-par Environmental Management System,” has launched e-parUSA. The new entity is poised to expand the reach of the e-par platform of programs and services into the United States.

Shortly after the announcement of e-parUSA came another announcement, that former Executive Director for Audubon International, Kevin A. Fletcher, Ph.D., had been selected to serve as the CEO of e-parUSA. *Golfdom* caught up with Kevin Fletcher shortly before the Golf Industry Show to discuss e-parUSA and his new job.

Golfdom: How hard was it to leave Audubon International after 10 years?

Kevin Fletcher: I still have a real close association with the staff there, but it was time to do something different. The timing ended up being kind of right to jump into something like this. Any time you have change like this, it's tough to go through. But on the other end, I'm more energized than I've been in a while.

Golfdom: Is there one main difference that makes e-par stand out from other environmental programs?

KF: I'll give you three: one, it's facility-wide. It's the first environmental management system that deals with the entire facility, including clubhouse operations. Second, an environmental management system is really focused on legal compliance, risk avoidance, things superintendents really care about. Third, there is a nifty automated feature built in — it has automatic notifications, so it makes the job a little easier for superintendents.

Golfdom: What's the cost for superintendents?

KF: We're still figuring it out, we're thinking in the range of \$900 to \$1,000 for a three-year commitment. It's easy



AUSTRALIAN ENVIRONMENTAL SYSTEM GETS LAUNCHED IN THE U.S. **BY SETH JONES**

to get into place, and there's a lot of value to having the facility enrolled and monitored over the three years. It's about a dollar a day.

Golfdom: What's the most frequent question you've been asked since it was announced that you were the new CEO for e-parUSA?

KF: What caused the change (for me), and from my perspective, all I'm interested in doing is helping drive environmental sustainability in golf, and this just gives me a new and different and I think better way to do that.

The official launch of the e-par V2 EMS, and e-par USA took place during the Golf Industry Show in Las Vegas. For more information about e-parUSA visit www.eparusa.com.

Kevin Fletcher, formally of Audubon International, will take the reins of the newly created e-parUSA.

