



# What Zombie Movies Teach Us About Environmental Stewardship

By Kevin A. Fletcher, Ph.D.

I'm not a huge horror movie fan, but I do enjoy most shows about zombies. Sunday date night with my wife (after the kids get to bed) consists of Tequila on the rocks and AMC's excellent zombie series, *The Walking Dead*.

It dawned on me that there are some parallels between surviving in a zombie-filled world and managing a golf facility in a sustainable, environmentally-friendly way. Yes, avoiding and fighting the undead is not that different from dealing with golfers, members, turfgrass and green committee members. Before you snicker, let me provide some examples:

**1 Keep Your Head on a Swivel or You Might Lose It (Self-Assessment First):** One of the biggest mistakes made by the living in the zombie-filled world is moving around without really being sure where you're going or what's looming ahead. Sure that alleyway is clear now, but what's around the corner, or behind you for that matter? Your eyes need to stay open and darting in all directions or they'll become zombie appetizers. It's the same with golf course environmental management. It always pays to conduct an initial environmental review or assessment. Ask yourself some hard questions about your environmental plans, operations, procedures, etc. It

may help you create a clear vision (need eyes for that) and avoid getting bitten in the rear.

**2 Don't Run Into a Dark Building at Night (Make a Plan):** The first to go usually do so because they aren't thinking. "Hey, let's hide in that abandoned building!" Well it wasn't abandoned, was it? Now you're innards are serving as a zombie calamari appetizer. Once you have a handle on the state of your environmental game through a self-assessment, make a plan. Don't just run around looking for places to hide. You need to take your environmental threats and opportunities head-on. Make improvements where they need to be made by planning for them, not winging it. Is water your biggest issue? Make a water conservation plan a priority. Be smart.

To read the rest of Fletcher's zombie-golf survival guide — which includes six more tips and even a surprise ending — visit the *Golfdom Daily* at [www.golfdom.blogspot.com](http://www.golfdom.blogspot.com).



*Kevin A. Fletcher is President & CEO of e-par USA and is dead-icated to helping golf course management professionals fight with the ghosts and ghouls that make up a comprehensive approach to environmental stewardship and sustainability. Feel free to trick or treat him at [www.eparusa.com](http://www.eparusa.com).*

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That's intentional. Moving forward, we're going with the "less is more" approach. North Coast Media, parent company of *Golfdom*, and our sister publications, *Landscape Management* and *Athletic Turf News*, hired an honest-to-goodness expert on digital media, a talented young woman by the name of Bethany Chambers. She brings with her real world experience as well as a masters degree from Northwestern University's prestigious Medill School of Journalism. And with Bethany's help, we're going to streamline our e-news offerings for maximum impact.

We're rolling most of our e-news properties into one: the *Golfdom Insider*. Expect this e-newsletter twice a month. We're going to shorten it, including only items we think will educate, enlighten and once in a while entertain.

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