

Sure Thing #3:

**DIMENSION[®]
CONTROLS
NEWLY
EMERGED
CRABGRASS[†].**

There are some things in life you can count on. Like Dimension[®] herbicide. You can count on it to control all season long. You can count on it to provide early postemergent control of crabgrass. And you can count on it not to stain. With Dimension, there's never a doubt.

 Dow AgroSciences

Dimension^{*}
Specialty Herbicide

ALL YOU NEED. ALL SEASON LONG.

For the latest university trials from your region, visit our Web site at www.DimensionHerbicide.com

*Trademark of Dow AgroSciences LLC. Always read and follow label directions.

†Prior to tillering.





TIRED OF LOOKING FOR GRUBS?

Relax. No matter what species you find, when you get Merit[®], you get rid of grubs. It nips every major grub type from egg-lay through second instar. And application timing isn't critical because of its residual power. So get off your knees. Keep your course in great shape. Get guaranteed, season-long control with the most effective grub eradicator on the market. Merit. Fear no grub. To learn more, call 1-800-331-2867 or visit BayerProCentral.com.

MERIT[®]

**BACKED
by BAYER.**



Bayer Environmental Science

Bayer Environmental Science, a business group of Bayer CropScience
95 Chestnut Ridge Road, Montvale, NJ 07645 | Backed by Bayer and
Merit are trademarks of Bayer. | Always read and follow label directions
carefully. | ©2004 Bayer CropScience

Doing the Right Thing

Arcadia Bluffs has matured into a magnificent-looking and challenging course that attracts golfers from throughout the Midwest.

ARCADIA BLUFFS

Continued from page 30

biology from Alma (Mich.) College. He then attended Michigan State University and received a two-year certificate in the school's Turfgrass Management Program. Then it was on to the famous Crystal Downs Country Club (located in Frankfort, Mich., about 30 minutes from Arcadia), where Emling worked for five years, including four years as assistant to certified superintendent Mike Morris.

Emling credits Morris for teaching him the ropes of environmentalism on the golf course, and Morris says Emling's reputation as a sound environmental superintendent continues to grow.

"I speak for myself and Paul when I say we bend over backwards to preserve this land and keep the character of our area as pure and natural as possible," Morris says.

Emling enjoys the outdoors so much that he's known to put in 12-hour days at the course and go home to work in the huge perennial gardens in his 3-acre yard.

Shriver says Emling surrounds himself with people who share his ideals. Emling credits his crew members, most who have been with the

course since the accident occurred, for the tenacity they bring to their jobs. One of Emling's crew members is Scott Tuthill, the course's foreman and spray technician, who says Emling takes an "extremely cautious" approach to balancing golf course maintenance with environmental preservation.

"Paul really enjoys the outdoors — boating, hunting and fishing — and he

doesn't want to ruin the environment that he treasures so much," Tuthill says.

While Lyman commends Emling for remaining modest about his environmental practices, he would like to see more people outside the golf industry find out about Emling's ecological doings at Arcadia Bluffs.

"We want to make stewardship efforts known to a lot of audiences, the least of which is in the golf industry," Lyman says. "We want to be able to document progress and tell it to the golfing public."

Shriver predicts that a more prominent course will someday make Emling an offer he can't refuse and steal him away to be its superintendent. But Emling insists he doesn't want to leave Arcadia Bluffs.

It's a wonder he didn't leave after the accident occurred, Morris says. "A lot of guys probably would have quit," he adds. "But Paul realized he had a job to do and stuck with it."

Frederick Emling is not surprised his son was so resolute immediately following the accident.

"He wasn't sad when it happened," the elder Emling says. "He was just the opposite — he was upbeat. He wasn't going to let that bother him."

One thing is for sure: Emling's blood pressure doesn't soar anymore when "bad" things happen to the course, like golfers complaining about the patch of clover near the No. 8 tee box. He says his perseverance after the accident made him a stronger person and superintendent.

"A few weeds out on the course aren't so bad in the grand scheme of things," Emling says with a toothy smile.

Standing on the bluff between the lake and the 11th hole, Emling scans the horizon — the waving trees, the fluttering fescue and the white-capped waves — and soaks in the sounds, sights and smells around him. It's clear he cherishes this area on the course, what with its spectacular view in all directions. It's surely a more pleasing view than Emling witnessed six years ago as he stood on the bluff.

That said, Emling doesn't dwell much on the past and the nightmare he endured in 1998. Just the opposite, he is a forward-looking person and says Arcadia Bluffs is his dream job.

"I thank God every day for this," Emling says of his job. "I feel so fortunate to be here." ■

Emling says Arcadia Bluffs is his dream job. With views like this, who can argue?



LARRY AYLUWARD



Must be the Floratine.

The strongest turf.

It can get tough out there, even without the occasional wandering elephant. Floratine's field-proven, university-tested performers like Perk Up, ProteSyn, and Floradox Pro deliver exceptional stress resistance and recovery power. Floratine is the real deal. Your turf will appreciate the difference.



Up With the EPA

How one superintendent embraced the agency's strict standards to strengthen his course's environmental image

BY FRANK H. ANDORKA JR., MANAGING EDITOR



Pat Blum, superintendent at Colonial Acres Golf Course in Glenmont, N.Y., took a phone call from his friends at Audubon International, who told him they had someone they'd like him to meet. When

they told him the person was an Environmental Protection Agency (EPA) representative — and that they wanted to meet him at the course in a half hour — Blum's heart fluttered for a moment.

But Blum, whose tireless work on behalf of protecting the environment has been recognized by the New York Department of Environmental Protection and the GCSAA over the past three years, quickly recovered his composure. Sure, he told them, bring the EPA representative down.

“In general, the EPA thinks of golf courses as toxic waste dumps, as do many members of the nongolfing public,” Blum says. “I wanted to show people *that* perception was all wrong.”

After that chance meeting last July with Tristram Gillespie, pollution prevention coordinator in the EPA's New York office who was at Colonial Acres to explore the course's Audubon initiative, Blum embarked on an effort to enroll his course in the EPA's Performance Track program, an agency program that recognizes businesses that go above and beyond their environmental requirements.

Gillespie was so impressed with Colonial Acres that he suggested Blum apply. The superintendent knew it wouldn't be easy, since Colonial Acres was the first golf course ever to try for the designation. But Blum, who never



Pat Blum uses algae-eating fish instead of chemicals in his course's ponds.

shies away from trying to improve the course's image, jumped at the chance to make his golf course even more environmentally sound.

Thanks to the efforts of Blum and its members, Colonial Acres earned the Performance Track designation in May, becoming the first — and so far the only — golf course to do it. Blum encourages other superintendents to consider joining him.

"There are some great environmentalists in this industry, and we should highlight them at every opportunity," Blum says. "Working with the EPA gives us another chance to do it."

What is the Performance Track?

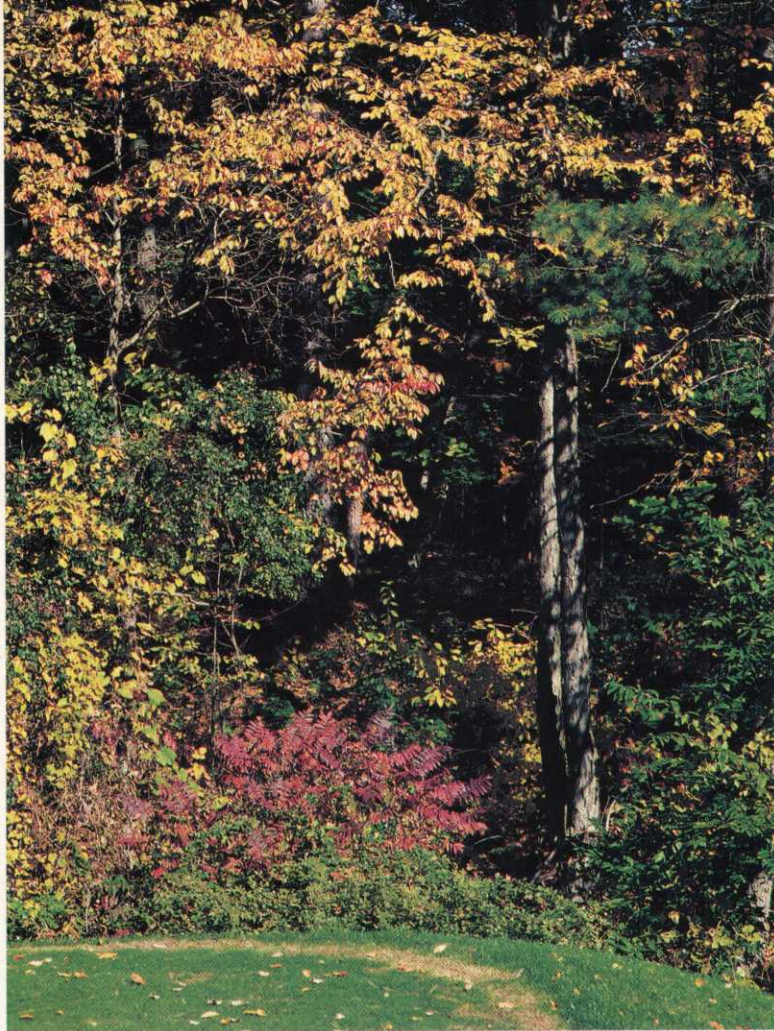
Before applying for the Performance Track program, Blum did his research to figure out what the program was all about.

The EPA launched its Performance Track program in 2000. It currently has more than 300 business members nationwide, but the agency had never targeted golf courses for enrollment. After hearing about Audubon International's Cooperative Sanctuary and Signature Sanctuary environmental programs, specifically Colonial Acres, the EPA contacted the organization to see how its work could dovetail into a Performance Track outreach program for golf courses.

To be involved in the Performance Track, businesses must meet the four following criteria:

- They must have a strong record of cooperating with state and federal regulations.
- They must also have a documentary history of environmental achievement (which is where Audubon's program gives superintendents a head start) and commit to two (or four) future achievements from a host of categories, including air improvements, water improvements and controlling pollutant discharges, among others.
- They must have an environmental management system in place, identifying each of the effects they have on the environment and demonstrating that they have methods of measuring them.
- They need to make their efforts public, whether that's in talking to the media, local community or being involved with the EPA in ongoing publicity projects.

The EPA liked the documentary side of what Audubon International did and used its programs as templates for other golf course projects.



"We wanted to measure some different items and cover some issues in a little more depth, so we had to modify what [Audubon] had already done," Gillespie says. "But we liked its basic programs, and I used it on another project I was working on."

What it takes

Blum started his quest to join the Performance Track last November. Although he's a member of the Audubon Cooperative Sanctuary Program, which superintendents often criticize for burdening them with too much paperwork, the amount of Performance Track paperwork staggered him — befitting the governmental program it is.

The EPA demanded hard numbers about practices like gasoline and water use per year, and how many pollutants each piece of equipment emitted (measured in pounds per year). Then it wanted him to feed all the information into a preset formula to benchmark his course so the EPA could measure progress. Blum set some hard and fast environmental goals to reach within four years. He stopped and restarted the application three times be-

Continued on page 38

Colonial Acres keeps diverse layers of trees, shrubs and understory plants on its borders to create a good wildlife habitat.

PHOTOS COURTESY OF AUDUBON INTERNATIONAL

Continued from page 37

cause of the amount of information the EPA wanted.

"This was a whole new level," Blum says. "These were things we'd never documented before, even under Audubon's program, but the EPA wanted more — so we did it."

It wasn't all paperwork, however. Blum also got the opportunity to do what he enjoys most — educating the non-golfing public about the role superintendents play in protecting the environment. He explained to the EPA some of the proactive steps superintendents use to be good environmental stewards, like spot treating pests and the growing practice of turning more maintained turf back to nature.

Blum educated them about how careful superintendents are when they make chemical applications to avoid unintended environmental consequences. He says the EPA officials he spoke to



"It goes beyond what we do for our environment now — we need to worry about our children's environmental future, too."

PAT BLUM
COLONIAL ACRES GOLF COURSE
GLENMONT, N.Y.

seemed surprised and pleased by superintendents' environmental awareness.

"They'd never heard of some of those practices before," Blum says. "Some of the EPA people we talked to were golfers, but many were not. We had to teach them the building blocks of golf course maintenance. They were willing to learn about what we do. I found that encouraging."

Blum finally submitted his completed application in January, and the EPA

approved it the following month. Colonial Acres received its Performance Track certificate at a meeting for the program's newest members.

"I'm not going to pretend it wasn't a lot of work, but there's a payoff in getting our message out," Blum says. "I would encourage the rest of my colleagues to consider getting involved with the program for that reason alone."

Joellen Zeh, program manager for Audubon's Cooperative Sanctuary Program for Golf Courses, concurs.

"I'd like to see other environmental leaders in golf get involved in the program," Zeh says. "The positive publicity it would generate would be invaluable."

Rewards good behavior

In return for adhering to EPA's strict performance standards, members of the Performance Track earn some flexibility when it comes to EPA regulations, says Marcia Seidner, an EPA's regional Performance Track director who oversees New York, New Jersey and other territories. That doesn't mean they're exempt from the regulations, but it does mean they might get slight deadline extensions that nonmembers wouldn't get, have permits expedited or environmental impact decisions made ahead of others. Members are also inspected less frequently than other facilities.

"Since the EPA doesn't regulate golf courses directly, those perks don't apply as easily to them," Seidner says. "We'd love for superintendents to let us know what

Continued on page 40

Turf and irrigation solutions for all your needs



FEATURING:

- Hunter[®] GOLF Products
- Seed / Fertilizer / Pesticide
- Drainage Pipe & Fittings
- Irrigation Supplies & Equipment
- Moisture Sensors
- Erosion Control
- Water Features

135 BRANCH LOCATIONS

from the Golden Gate
... to the Sunshine State

EWING
Irrigation ♦ Golf ♦ Industrial

complete online catalog at:
www.ewing1.com

800.343.9464



It's noon AND THE COURSE
SUPERINTENDENT'S WORKDAY IS *half over.*
Only 8 hours to go.

Our accessories are designed to require little attention
so you can devote your time to what really matters.
www.paraide.com



Not All Mycorrhizal
Products are created
EQUAL!

Demand Performance



At Plant Health Care, Inc. All products are subjected to rigid laboratory Quality Control tests. PHC mycorrhizal products have guaranteed spore counts and are manufactured using tested processes that ensure the spores arrive unharmed and ready to effectively colonize roots. We add formononetin, an exclusive ingredient that stimulates the rapid colonization of mycorrhizal fungi.

Be assured that PHC mycorrhizal products are not made from non-spore propagules, reformulated or heat processed.

Quality,
performance-driven
products is our
promise to you.



Quality Matters

For additional product information or distributor locations
Call 1-800-421-9051 or go online to
www.planthealthcare.com

Up With the EPA



Continued from page 38

incentives they could use so we can tailor a better program that would encourage golf courses to get involved."

Zeh says adding the EPA's visibility to a course's résumé makes its commitment to environmentally sound practices easier to understand for more golfers.

"It's not a replacement for the educational value and personal attention of the Audubon's programs, but it's certainly complementary to what we're doing," Zeh says. "It's a mutually beneficial relationship for both of us — and golf courses win with both programs."

For Blum, it allowed him to continue his advocacy for the golf course industry on a larger stage — and get some publicity for his executive course in the bargain. Blum now sits on the EPA Advisory Council for the program and has made it his mission to convince the EPA there are good environmental practices in the golf course maintenance industry. But Blum has a much more personal reason for advocating environmentally sound golf course maintenance.

"It goes beyond what we do for our environment now — we need to worry about our children's environmental future, too," says Blum, who has two chil-

Blum has installed nesting boxes around the course to attract bluebirds and tree swallows to nest on the course.

dren, Samantha, 8, and Zach, 3. "If we can get more golf courses involved in these kinds of programs, we can lead the way for others to join us."

Count Gillespie among those Blum convinced that superintendents can be excellent stewards of the environment. In fact, Gillespie says golf courses have made it easier for him to sell the voluntary environmental protection through pollution prevention to other businesses.

"Having the golf courses on board makes it easier to convince other industries to join us," Gillespie says. "Golf courses are often some of the most visible members of a community."

Gillespie also credits Blum for opening his eyes — and the eyes of others — to the possibilities of getting golf courses involved on good terms with the EPA.

"Pat's energy is contagious, and it's really exciting to see the work he's done with his course," Gillespie says. "The more I get involved in the industry, the more I realize there are more people like Pat out there — and that's a great story for the industry to tell." ■