

Continued from page 33

misses man-caused global warming as a threat and is convinced that spending any money to research it "is a huge waste." Hiers is concerned if public and private entities spend a lot on global warming initiatives, they won't have much money left to spend on the environmental issues that really matter, like preserving conservation land and inventing more energy-efficient engines.

"They'll be spending money that's counterproductive to golf instead of productive," he says.

It also concerns Hiers that government regulations pertaining to global warming could help to increase the price of golf course maintenance. Hiers figures the cost of golf course maintenance has increased 700 percent since 1970. He doesn't want junk science to cause it to go up anymore.

Even though he's an opponent of global



The fear factor

With his long, wavy gray-tinged hair and shiny diamond earring, Ferrier looks like somebody who would march up and down the street carrying a sign that reads, "Save the World! Stop Global Warming Now!" But looks are deceiving in this case. Ferrier's sign would be more apt to read — "Global Plus Warming Equals Nonsense."

"I like to keep them off guard," says Ferrier, who may look like a liberal but is a self-described conservative who keeps a folder of newspaper clippings from *The Wall Street Journal* and other publications on important news issues.

Ferrier remembers growing up in the late 1950s and early 1960s and being thoroughly terrified by reports of the prospect of nuclear war. That news was exaggerated, he says. Now Ferrier insists he's witnessing something similar with reports on the dangers of global warming, and says it's irresponsible of the people who push it as some kind of apocalypse.

"Let's not scare everybody out of their minds if we're not even sure why it's happening," Ferrier says.

To Lonon and others who believe that global warming is a concern, it's not a matter of scaring people. It's a matter of dealing with reality, especially when so many scientists report that the United States could experience more hurricanes, floods, droughts, heat waves and wildfires if people don't start doing something to control global warming.

"We should be concerned about it because we are members of society," Lonon says. "We should figure out how to use our education and influence to help society.

"And we, as an industry, should act as responsibly as we can." ■

“For me to say that global warming is a bunch of ballyhoo, that shows a fair amount of ignorance on my part. I think we have to be cognizant of it, and we have to change our lifestyles to help keep it from getting worse.”



— **JIM NICOL**, CERTIFIED SUPERINTENDENT OF HAZELTINE NATIONAL GOLF CLUB IN CHASKA, MINN.

warming, Hiers is a proponent of doing the right thing to preserve the environment — on and away from the golf course, from irrigating responsibly to driving more energy-efficient vehicles. (Hiers, by the way, drives a hybrid Toyota Highlander).

Wasting money is not the only financial issue that troubles global warming detractors. Ferrier says he's bothered that people like Al Gore, who received an Academy Award for his global warming documentary "An Inconvenient Truth," are using the issue as a vehicle to cash in. Gore, however, has stated that all profits from the movie and an accompanying book on the topic are going to help spread the message about the dangers of global warming.

Imagine How Your Turf Feels?



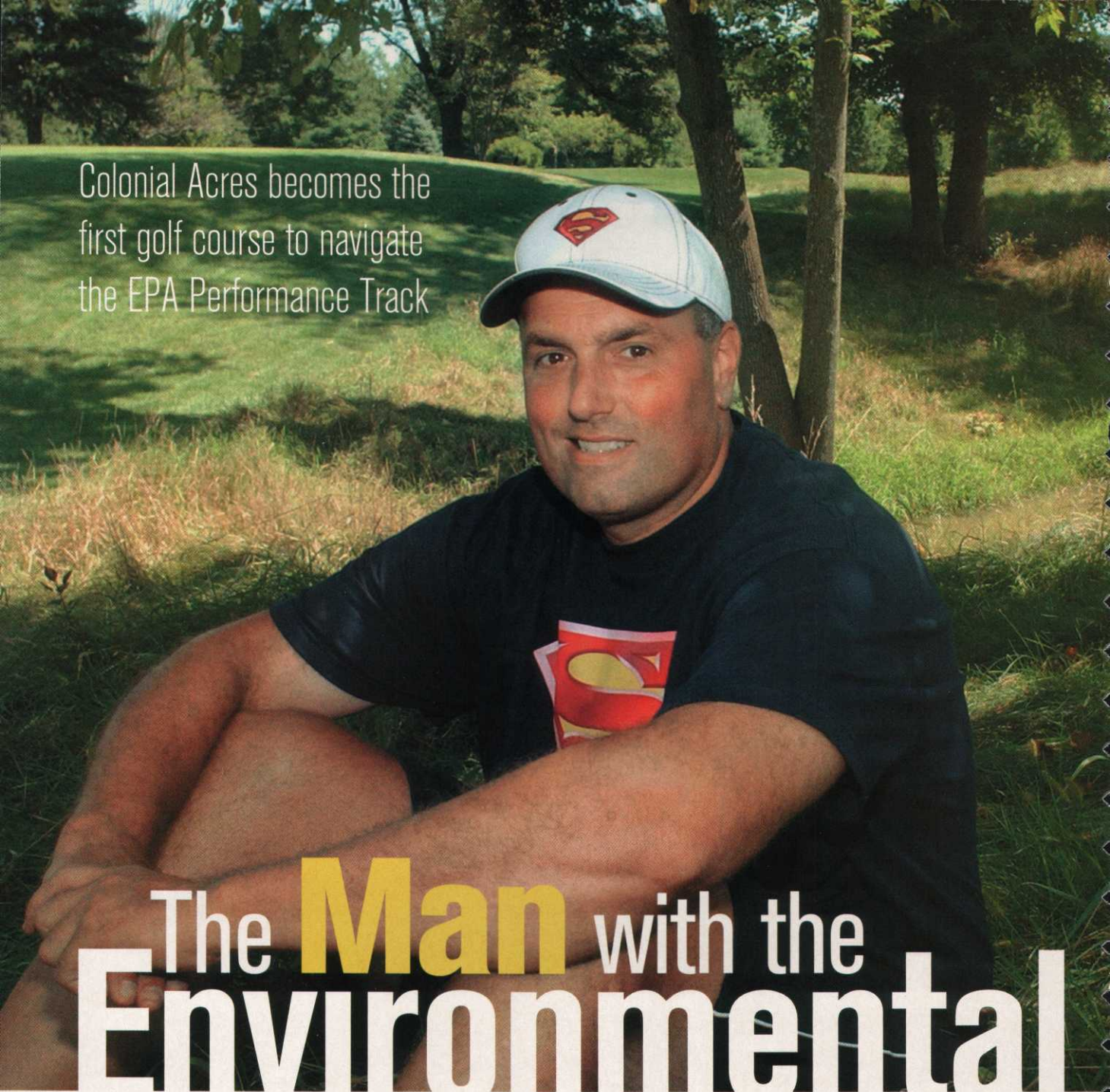
There's no better relief for the burn of summer stress than the new and improved ProteSyn from Floratine, now with Amino-Lok Technology.

ProteSyn has helped superintendents battle summer stress for years, and the new formula makes energy management even easier, by renewing fuel sources before they're depleted, beating respiration stress, and offering a complete solution to plant strength.

INTRODUCING THE NEW & IMPROVED PROTESYN



Find out more about the new ProteSyn with Amino-Lok Technology at www.floratine.com.



Colonial Acres becomes the first golf course to navigate the EPA Performance Track

The **Man** with the Environmental

By David Frabotta
Senior Editor

I'm bringing the EPA by in 20 minutes," she said over the phone.

Pat Blum's heart skipped a beat and a wave of panic surged through him. But it was temporary. After all, what could a superintendent do with less than a half-hour to prepare for an inspection?

"What the hell. Why not," Blum told Joel Zeh, manager of the Audubon Cooperative Sanctuary Program, which teaches and certifies sustainable land management. Then

he hung up the phone, looked around and thought, "Oh my God, The EPA is coming. What do I need to do?"

The answer was: nothing. It was 2003, and Blum already had elevated his nine-hole Colonial Acres Golf Course in Glenmont, N.Y., to be one of the most environmentally friendly golf courses in the country. It had been Audubon-certified since 1998, and Blum was continually courting Zeh's opinion for ways to go above and beyond the minimum standards of its certification program. Way beyond. And