

Honors Course Honored by USGA For Conservation Activities

The Honors Course in Ooltewah, Tenn. has been chosen as the first golf course recognized for its conservation efforts under the USGA sponsored Audubon Cooperative Sanctuary Program for Golf Courses.

In recognition of its achievement, The Honors Course, site of the 1991 U.S. Amateur Championship, was awarded an original oil painting by artist Adriano Manocchia depicting a view of the ninth hole, capturing its natural habitat, its nest boxes and its wildlife, such as the eastern bluebird, pileated woodpecker and mockingbird.

The Audubon Cooperative Sanctuary Program is sponsored by the USGA and administered by the Audubon Society of New York State. It seeks to protect and enhance wildlife habitat on existing and planned golf courses, enhance the image of golf courses as sanctuaries for wildlife and encourage all those associated with the game to become more knowledgeable about environmental issues and take an active role in conservation practices on golf courses.

Several factors contributed to the decision to recognize the practices of The Honors Course.

The course was constructed in har-

mony with the existing site topography, thereby minimizing the negative environmental impact of excessive soil disturbance. Naturalized tall grasses are encouraged to grow in areas between greens, tees and landing areas. Native shrubs and tall grasses border the roughs, streams and pond shorelines. Nesting boxes for birds are located throughout the course and the superintendent, David Stone, an avid naturalist, has instituted several programs to help identify, monitor and encourage a variety of wildlife species utilizing the course environment.

Further information about this pro-

gram may be obtained by contacting the Audubon Society of New York State, Inc. or the USGA.

Audubon Society of New York State, Inc.
Hollycock Hollow Sanctuary
Route 2, Box 131
Selkirk, New York 12158
(518) 767-9051

Five hundred limited edition prints, signed and numbered by the artist, are available for sale at a retail price of \$195. Proceeds will be used to support the Audubon Cooperative Sanctuary Program. To order a print, contact the USGA order department (1-800-336-4446).

GCSAA Launches Recruitment Campaign

GCSAA's board of directors is seeking the participation of current members and affiliated chapter presidents in a new member recruitment campaign. The campaign "In Search Of" new GCSAA members began in September and runs through November.

The "In Search Of" campaign is designed to involve current GCSAA-member superintendents in promoting the international association's benefits to superintendents who are prospective members. GCSAA mailed a "how-to-recruit" package to all current GCSAA-member superintendents in late August.

The package includes a brochure that outlines techniques for approaching and signing up potential members, as well as copies of the "GCSAA and You" brochure. Recruiters may present this brochure to potential members to provide them with information about the association and its benefits.

At the same time, a separate mailing introducing GCSAA and its benefits was sent directly to prospective members, to help "pave the way" for current members' recruiting efforts.

Advertisements supporting the "In Search Of" campaign were scheduled for the September, October and November issues of *Golf Course Management* magazine. Articles about the recruitment effort will appear in *GCM* and *Newsline*, GCSAA's membership newsletter, during the three-month campaign.

For more information, contact GCSAA's membership department at 913/832-4480.

In Brief . . .

• **Some politicians and environmental groups are calling for a new approach to solving environmental problems.** "Market-based environmental incentives" would operate by making those companies that create environmental problems bear the total cost to society through higher product costs. Costs for waste generation by companies and individuals would be geared to the amount they produce. In the same respect, if a company produced a chemical that contaminated groundwater supplies, that company or companies that manufactured that product would pay for the total cost of cleanup. Keep a close eye on state legislators for market-based approaches that apply to golf courses and development.

1991 MGCSA Monthly Meeting Sites

| Date | Location | Sponsor |
|-------------------------|---|-----------------|
| Oct. 7 | Hastings CC (lunch) | R & W Golf Cars |
| November (first wk.) | Weather permitting, Golf at Faribault G&CC | |
| November 20-21-22 | Annual Conference Northland Inn | |