

Water and Conservation Survey to Launch

Environmental management is a bit of a “buzzword” type phrase in our line of work, and for good reason. Within our inner circles of the golf industry, we realize how responsible we are with nutrient and water management, habitat development, Integrated Pest Management (IPM), Best Management Practices (BMPs), and so forth. And while many of our golfing constituents see these practices embraced and employed each time they hit the links, so much may not be true about the perception of the general public and our legislators.

The point is, perception is reality, but perception isn't always aligned with reality. We find ourselves in the middle of an era where words like sustainability, going green, organic, and stewardship are used to describe practices that govern many industries across the board. And while I think many of us embrace our environmental progressiveness, we need to do a better job of communicating it.

That's why GCSAA is seeking your help in gathering data about our water and conservation practices. Collected data will be compared to information gathered in 2006, and used to gain a picture of water and environmental stewardship in the profession. The survey can be completed online and will be available from Oct. 1 - Nov. 17 at <http://www.gcsaa.org/Environment/Environmental-Profile/Golf-Course-Environmental-Profile-Overview>. I want to encourage all golf course superintendents (GCSAA members and non-members) to be champions for this effort. Together, we can use this material for the advocacy and betterment of our profession as we communicate the *good* things happening on our golf courses. And as always, thank you in advance for your commitment!



Chose Rogan

GCSAA Field Staff



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