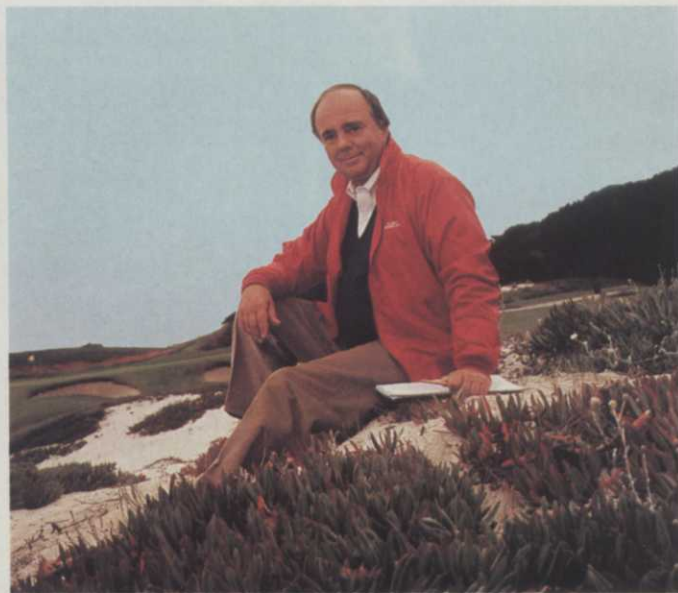


blom bns not



Jones: Architects, supers must show environmentalists 'we follow the rules.' Photo by Terry Husebye

...serving the environment. Get off your butts."

Bill Roberts, the GCSAA's past president, defends Metzenbaum's statements.

"He's not saying anything different than we're saying," Roberts observes. "We are simply going to have to be environmentally responsible."

Famed golf course architect Robert Trent Jones Jr., in a speech to the USGA Green Section (just one day following Metzenbaum's presentation), confirms:

"Get off your butts."

—Senator Howard Metzenbaum

"The message is loud and clear," Jones says. "The environmental movement is here to stay. But let me caution against the violent kneejerk reaction to environmentalists. They only want what we want: to make the country a better place."

"Show them that we follow the rules. That we are dedicated environmentalists and getting better. That we have learned to be lean with our chemicals and water. That we now have new and different kinds of grass and plants."

"Golf is not an environmental problem—it's an environmental answer."

—Jerry Roche

'Informational' sign posting earns high marks from golfing public

■ This program, using write-on, wipe-off signs, didn't just advise golfers of pesticide applications. The signs also served to inform golfers of other maintenance practices like aerifying and top-dressing. Participating golf course superintendents, to varying degrees, took advantage of the opportunity to give golfers course maintenance information beyond chemical applications.

Posting is growing at golf courses in the United States. Some states require it to warn golfers of the possible presence of pesticides. (Nebraska does not.) Typically, courses post with pre-printed signs in language—depending on one's views of pesticides—that might seem threatening.

"This was not the typical 'caution/warning/pesticide-applied' approach," explains Dr. Roch Gaussoin of the University of Nebraska. The university, in cooperation with the Nebraska Golf Course Superintendents Association, came up with the more informational posting program. "These signs had multiple uses."

A snapshot of the courses using the

voluntary posting:

- Four public, three semi-private, and three private.
- Two nine-hole and eight 18-hole courses.
- Five with fewer than 30,000 rounds per year, four with 31,000 to 60,000 rounds, and one with more than 60,000 rounds.

Golfers responded positively to a different kind of posting program at 10 Nebraska golf courses in 1992.

- Annual maintenance budgets ranging from less than \$50,000 to \$249,000.

When Gaussoin surveyed golfers and superintendents at the 10 courses at the end of the 1992 season, both groups said they supported this more-inclusive posting.

For instance, 74 of the 75 golfers answering the survey said they felt the program should continue the following

season, while eight of the 10 superintendents said they would definitely use the program the next season. The other two said they probably would.

Although a few of the golfers admitted they were indifferent to posting, most felt either "positive" or "very positive" toward the program.

Gaussoin said six of the 10 superintendents said they felt a stronger relationship with golfers on their courses because of the program. None felt the posting had weakened their relationship with course users.

"Public relations is one of the critical facets of being a superintendent," said Gaussoin. "Anything a superintendent can do to improve the relationship with golfers is obviously a plus."

Gaussoin said superintendents shouldn't worry about giving golfers too much information about golf course maintenance.

"It's a benefit because the golfer feels a little more involved in what the superintendent is doing, and can perceive what the superintendent is doing as doing as more professional," he added.

—Ron Hall