



Raising the Almighty Dollar

A new butterfly garden, nest boxes, lake bank landscaping, a compost bin, an attractive display board...so many Audubon project plans, so little money. How do you raise the almighty dollar when competing interests tug at every purse string?

Audubon Cooperative Sanctuary Program (ACSP) members are as creative in raising money as they are in spending it. Many simply shift budgeted funds to cover some ACSP expenses, while others look to fund new stewardship activities with savings garnered through conservation measures, like reduced water or chemical costs.

And then there's that third option: *fund raising*. Here's where the big bucks for big ticket items and smaller change for ongoing expenses can be found. We've asked several members to share their experience raising money for Audubon projects. Borrow their good ideas to help you raise needed funds for your conservation activities. If you'd like additional details, you can contact them directly via email at the addresses provided.

Running, a Fund-Raiser

BY KEITH THOMPSON

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Everyone gets tired of the same old fund-raisers: car washes, bake sales, rummage sales, raffles. At Innsbrook, we brainstormed on how to raise money in an innovative way for our Audubon projects and decided to organize a 5K/10K/Fun Run. For those of you not up on the lingo, a 5K is 3.1 miles, the 10K is 6.2 miles, and our Fun Run is 2 miles. It has proven to be a fun—and successful—way for a not-for-profit organization to raise money.

Proper planning is essential to ensuring success for any event. Start by organizing a committee of people known to be reliable and who have good follow-through skills. There's nothing worse than finding out at the last minute that someone didn't take care of his/her responsibilities. The committee should not exceed



Fund-raising events, such as Innsbrook Resort & Conference Center's annual walk/run (above and at left), are great ways to raise awareness and funds for ACSP projects.

six people; if you have too many members, it can be difficult to get things accomplished. One of the six members must be the chairperson, whose responsibility is to oversee the event planning and ensure everything comes together.

There are five main components to organizing a run: 1) the course itself; 2) marketing; 3) registration; 4) volunteers and EMS; and 5) awards. Each has its own considerations.

The course must start and finish in the same location. If your event has two or more distances (i.e., 5K and 10K) you will need to integrate both runs onto the same basic course. This allows you to use the same water stations and volunteers.

Special consideration should be given to safety. Will traffic need to be controlled at intersections or will streets need to be shut down completely? In addition, the course must be clearly marked. Most runs use



Dear Members and Supporters,

We hope you enjoy this issue of Stewardship News. We just concluded our 2003-2004 strategy and planning process, and with a budget and plans in place it's time to start making things happen this year. Over the next six issues you'll have a sense of our long-range goals with terms like Earth Fund, Fifty in Five, Sustainable Communities, Treasuring Home, and many others. If you ever have a question about any of our initiatives, our actions, or our programs, please contact us. We want you to continue to be a part of our plans for helping the environment where people live, work, and play.

Our continuing thanks,



Kevin Fletcher
Director of Programs & Administration

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Welcome to our newest members and certified properties.

A steady stream of birds is on the move during fall migration from northern breeding grounds to southern wintering sites. Make your property an inviting stopover with tips on page 6.



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Audubon Staff Speak Out on Smart Growth and the Environment

Audubon International President Ron Dodson, along with Mary Kay Santore of the U.S. EPA discussed how growth decisions impact the environment during *Smart Growth—Is it Clear?*, a conference hosted by the Alabama Chapter of the American Planning Association in May. Drawing upon his expertise in sustainable planning and community involvement with Eufaula, AL, and elsewhere, Dodson addressed how to identify environmental resources and shape growth in a way that builds upon them.

The environment topped the agenda again during a *Leadership North Carolina Summit*, held in Ashville in May, in which Dodson addressed critical environmental issues, as well as the role of partnerships in forging a healthy environment and a robust economy. The conference provided a forum to educate a broad spectrum of leaders from higher education, industry, and government about Audubon International's work to foster sustainable resource management, development, and community planning.

In June, Kevin Fletcher, Director of Programs & Administration, attended

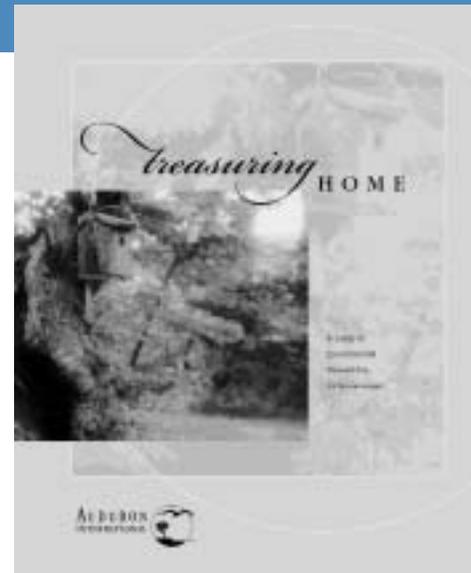
and spoke at the *Multi-State Working Group on Environmental Performance* (MSWG) in San Antonio, Texas. Fletcher spoke to 50-plus people about Audubon International and the Audubon Cooperative Sanctuary System approach—with the intention of having state and local governments adopt these programs. The MSWG is an organization that convenes government, non-government, business, and academic interests to conduct research, promote dialogue, create networks, and establish partnerships that improve the state of the environment, economy, and community through systems-based public and private policy innovation.

Speaking at *The Performance Institute's Environmental Solutions Summit 2003* in Washington, D.C. in July, Fletcher again sought to raise awareness of the ACSP among federal and state government agencies. Along with educating government personnel at events like this, Audubon International continues to work closely with the U.S. EPA and state agencies to offer the ACSP as a voluntary environmental management tool for individuals and organizations. ●

Audubon International Staff Retreat to the Adirondacks

Lake Placid Resort in New York's Adirondack Mountains was the setting for Audubon International's annual staff retreat on June 12–13th. Right at home on an ACSP member property, staff worked towards refining the organization's current vision and mission statement to include concepts of sustainability and our programs' focus. Discussion also

centered on this year's goals and plans under the umbrella of Audubon International's Five Year Strategy, developed in 2002. With Whiteface Mountain and Lake Placid as the backdrop, a lot was accomplished. Our thanks and appreciation to the staff of the Lake Placid Resort for an enjoyable and productive retreat. ●



Take the Treasuring Home Pledge

Valuing and caring for the natural resources and unique landscapes in the places we call home is critical to creating a healthier and more sustainable environment for the future...and it all starts in your own backyard. Audubon International's new guide to environmental stewardship for homeowners, *Treasuring Home*, includes simple indoor and outdoor actions, as well as steps for extending environmental stewardship efforts from households to neighborhoods and communities. Make a commitment to get involved where you live by taking the Treasuring Home Pledge, included in the guide. If you would like to obtain a copy of the guide, or purchase multiple copies for distribution, contact Audubon International at (518) 767-9051, extension 13, or email jmackay@audubonintl.org. The guide is complimentary to donors to Audubon International's Earth Fund. Homeowners are also welcome to view the guide and take the pledge online at www.audubonintl.org/homepledge. ●

Raising the Almighty Dollar

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simple signage (directional arrows, mile markers) to mark the route. Paper/laminated signs attached to wooden stakes work well.

Once the course is set, you are ready to start marketing the event. Marketing has four basic principles: 1) Product, what are you trying to promote/sell; 2) Place, where is it located; 3) Promotion, how will you send your message; and 4) Price, how much will it cost. With these principles in mind you should be able to develop as simple or as complex of an advertising campaign that you feel is necessary.

A registration form is your tool to convert potential business into realized business. This form will include: the name of the run, distance of run, date, time, location, age categories, cost, prizes awarded, T-shirt size, any sponsors' names, and a health disclaimer. The second most important item on your registration form is what you are raising money for. Just stating it is for "The Warren County Audubon Conservancy," as in our case, is not enough. Be specific, "Money raised from this event will help to purchase plants for the wetland project." Tell people where their money is going!

Volunteers are the operating system for the run and determine the overall success of your event. They handle registration, water stations, and timing—just to name a few. Explain to the volunteers their responsibilities and how each responsibility is interdependent. When all the players understand the significance of each other's roles the event will operate much smoother. You do not want to forget a valuable volunteer group: your local EMS services. Having a staffed ambulance on site in case there is a medical emergency is a must. Your local tax dollars have already paid for their services. In the seven-year history of Innsbrook's walk/run event, we have never had an emergency, but we have always been prepared.

Recognizing the winners of the different age categories is a must. Most runs give a free T-shirt to all runners and award trophies or medals to the top finishers in each age group for men and women. Yet since these events attract everyday people—not professional runners—offering more practical awards might be more appreciated. For example, at the 8th annual walk/run in 2004, Innsbrook will award the winners with native plants in pots, which will be painted gold and silver for the appropriate finishing marks. The color of the pots will fade, but once planted in the garden, they will become a conversation piece and an advertising tool for years to come.

Hosting a Tournament

BY JERRIANN KIRKWOOD

*The Landings Club, Georgia
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It was a beautiful May day for our 5th Annual Audubon Cooperative Sanctuary Golf Tournament held on the Landings Club's Oakridge Course in Savannah, GA. Wildflowers were in bloom and the bluebird nesting boxes bustling with activity. The fairways were alive with springtime.

Although there is a budget for



The Landings Club capitalizes on an opportunity to show how contributions are spent. When people see the positive results of their donation, they are much more likely to contribute again.

certain natural landscaping and wildlife projects each year, the opportunity to do more is so great that several years ago the Landings Club's Audubon Committee initiated efforts to raise more money to fund them. The annual golf tournament is our major fundraiser and over the past five years we have raised more than \$50,500 from this event alone.

Our tournament is a totally volunteer effort. A few months before the event, our Audubon Committee appoints a tournament chairperson and three or four other key people to share responsibility for organizing the event. These volunteers work on publicity, get raffle prizes and hole sponsors, secure registrations, coordinate the tournament with the club pros, and write *thank you* notes. In addition, the larger Audubon



Playing for a worthy cause, (from left to right) Joan McKeon, Sandy Doward, Pat Goode, and Gaylen Young support Audubon projects at The Landings Club by participating in its yearly fund-raising tournament. Between 1999 and 2002, The Landings Club's six golf courses achieved ACSP certification.



Committee members call past participants and help at the registration table on the day of the tournament.

Good publicity is crucial for piquing interest in a fund-raising tournament. We cover a number of bases, including feature articles, flyers, e-mails to golf members, and word-of-mouth, to help us generate interest. I also ask a popular bird columnist to mention the tournament in her articles—she dovetails this nicely with information about our bluebird nesting activity.

The club's graphics people make posters and flyers for our pro shops, and also develop registration forms. Don't miss an opportunity to solicit donations, especially from people who can't attend the tournament. Our entry forms include the following: "Yes, I want to be a Hole Sponsor at \$100 per hole. Enclosed is my check;" and "Sorry, I cannot attend. Enclosed is my donation." This year, money from hole sponsors totaled \$1,600 and there were nine private contributions totaling \$545.

The cost to enter the tournament is \$50 per person and mulligans can be purchased at the time of sign up at three for \$10, or two for \$10 on the day of the event. Members can charge these fees to their club accounts, making it a bit more convenient to pay. Winner's prizes are paid from the gross proceeds. One-third of the 192 participants this year received a prize. These included \$1,025 in credits in the golf shops and four bluebird-nesting boxes.

If you are just starting out in the ACSP, or have identified the need to host a fund-raiser, our recommendation is to continually keep your community updated about your environmental projects and progress. Write articles

in your newsletter, post photos or a display in a visible location, and invite local media to visit. Tell people why it's important and how it benefits them. When golfers know what's going on they will be much more likely to support your efforts when a fund-raiser comes along.

Dinner Dance and Silent Auction

BY SHELLY FOY

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At Hobe Sound Elementary School in Hobe Sound, Florida, we have a very successful dinner dance and silent auction that we host annually, and we are able to make about \$15,000 each year for our ACSP projects. Here is how it works:

Fortunately, we have a great relationship with a local golf club, whose superintendent is a member of our Audubon Committee. Once a year, they give us use of their beach club and also give us a great deal on the cost per person for a nice dinner and drinks. We hire the band and then we determine what our per-person cost is based on our maximum number of 200 guests. A local print shop prints our tickets for free, and the cost to attend the event is kept low so that ticket sales just cover our costs to hold the event. The money we make comes from the silent auction.

We have a dedicated group of Audubon Committee and parent volunteers who help to solicit items for our silent auction. We do a letter writing campaign to both local businesses and state attractions, and we send a flyer home with all students soliciting auction items from parents or their businesses. We also stop by local businesses and ask for donations, and once we secure an item we make sure to tell them this is an annual event and that we would appreciate them thinking of us the next year also. Since we have been doing this for seven years now, we have a very large group of supporters that donate items every year.

The tickets go on sale about six weeks prior to the event and we sell them through the school office and

What Does It Cost?

We're often asked what an average member can expect to spend on implementing projects and getting certified. Our best answer is that it truly varies widely from project to project and from property to property. Member surveys and anecdotal accounts suggest that some get certified on a shoestring and others spend a lot of money. Some members make initial outlays for naturalization projects, nest boxes, or other conservation projects, but report a solid return on their investment through cost savings, or at least break-even between expenses and savings. Others report that while they spent money on various projects, the environmental and public relations value of their efforts was beyond measure. What you spend will depend on your budget and what you want to do. Don't let financial concerns hold you back from getting certified. If you have questions or want to discuss your unique circumstances, please contact us.

through our Audubon Committee members. We send flyers home, put an announcement on the bulletin board in front of the school, have information on our school website, and utilize the school newsletter as well. Once an event like this gets established, you don't have to worry about ticket sales; everyone always looks forward to coming and we pretty much sell out every year.

Bid sheets are printed for auction items as they come in, and the flowers for the tables are donated by a local flower farm. Our volunteers gather the day before the event to set up the auction and decorate tables.

As long as you have a few good people who are willing to help out each year, the time investment is not that great for the amount of money you can receive. You can always start small (our first auction raised \$7,500) and build on it each year. ●

Students Jump Right in to Water Quality Testing

BY FREDRIK REALBUTO



A multi-year water quality monitoring project is educating students and helping to build community awareness of the Onesquethaw/Coeymans Creek watershed.

On a frigid afternoon in January, nine high school seniors enrolled in Applied Biology at Ravena-Coeymans-Selkirk High School in upstate New York don wading boots and prepare to test water quality in a local stream. After trudging through several feet of snow, they wade through the frigid waters of the Onesquethaw Creek, climb the opposite bank and hike a short distance to the Coeymans Creek, where they will collect and analyze several samples. Maybe field work isn't as easy as they anticipated.

But the students are a determined group. They are among the school's best and brightest, chosen for their maturity and ability to work independently, to monitor water quality bi-weekly throughout the school year. The real-life lesson is part of a joint project coordinated by the Audubon Society of New York State, and underwritten by Selkirk Cogen, a local producer of steam and electricity.

"This was a great learning opportunity for students," says biology teacher Matt Miller. "They learned that the stream is alive and what we do to it directly impacts its overall health. They also learned that field work is not just fun and games. It's science and there's a need to keep an accurate record of their findings in order for the project to have value."

Located in Audubon International's backyard, the Onesquethaw-Coeymans Creek has been the focal point for its local watershed research, education, and outreach efforts. The creek's unique geological properties—limestone bedrock, riddled with sinkholes, caves, and little soil cover—make it vulnerable to airborne and surface water pollution.

Engaging high school youth in analyzing water quality not only sharpened their skills, it also gave them a chance to contribute to the

larger community. As part of the project, students prepared a report and presentation of their findings, including trends, anomalies, and predictions for the future. At the end of the school year in May, they presented their findings to the Board of Education, parents, and members of the local community.

Overall, water quality was found to be good, thanks to widespread woodland buffering along much of the creek and limited residential and industrial activity within the watershed. The students' findings were consistent with prior sampling done by NYS Department of Environmental Conservation and will be archived for future reference.

The data and reports also will serve as a baseline for students taking over the project for the 2003-04 school year and in years to come. Selkirk Cogen has generously provided \$3,600 to fund the project for a second year.

"I'm proud of the work the students were able to accomplish and thankful to the Audubon Society of New York and Selkirk Cogen for making the program a reality," shares Miller. "We're expanding the project to include macroinvertebrate sampling this year and my students are ready to jump right in." ●

Going the Distance

BY JEAN MACKAY

Kathy Linville is stocking up on black-oil sunflower seed and keeping her cat from roaming freely in her rural backyard in Pickens, SC. In suburban Nashville, TN, Yvonne Means added shrubs, grasses, and wildflowers to her yard. Like many homeowners who have taken the *Treasuring Home Pledge* (see page 3 for details), Linville and Means are getting ready for one of the year's great natural spectacles: the autumn departure of many of North America's most colorful songbirds, hawks, and waterfowl.

Millions of birds will take to the skies this fall as they travel from the U.S. and Canada, where they breed, to Mexico and Central and South America, where they spend the winter. As they travel, birds face tremendous obstacles in making a successful journey. In fact, an estimated 60% of most songbirds hatched in any given year do not live to see their first birthday.

Migration has always been perilous. In addition to natural threats, such as starvation, competition, disease, storms, and drowning, migrants face numerous human hazards. Collision with cars and buildings, pesticide poisoning, cat predation, shooting, and loss of key resting and feeding habitats are among the threats birds may encounter.

Of these, finding habitat—places that provide food, shelter, and water—along their route is the single most critical need of migratory birds. With suitable habitat, birds *can* survive the journey.

And that's where you come in. How you manage your backyard, combined with the actions of your local community to protect its larger open spaces, has a dramatic impact on the survival of migratory birds. ●

Top 10 Tips for Helping Migratory Birds

Go the distance in your backyard to help migratory birds go the distance during migration.

1. **Set a welcome table.** Plant fruit-bearing shrubs and trees that are native to your local area to provide birds the fuel they need for their journey.
2. **Keep some wild areas.** Leave some natural areas in your yard, such as hedgerows, woodland understory shrubs and leaf litter, and meadow areas, to provide places where birds can feed, rest, and seek protection from predators and inclement weather.
3. **Make it safe!** Keep your cat indoors. America's 30 million cats kill hundreds of millions of migratory songbirds each year.
4. **Provide protein.** Insects provide an essential source of protein for birds. If harmful pest outbreaks occur, evaluate cultural, biological, and chemical solutions. Strive to get insect populations back in balance using an environmentally-sensitive approach.
5. **Put up a bird feeder** to supplement natural food sources. In addition to fueling birds heading south, your feeders will sustain birds that spend the winter in your area.
6. **Add water.** Maintain a clean water source, such as a bird bath or backyard pond, especially if there is limited access to natural water sources near your property.
7. **Consider permanent protection.** If you own significant acreage, consider placing a conservation easement on your property to protect it in perpetuity. Consult a local land trust for guidance.
8. **Keep track.** Identify the birds that visit your yard to gauge the success of your efforts.
9. **Pass on your enthusiasm.** Share your knowledge and enthusiasm for birds and healthy landscaping with a child, a neighbor, friend, or community group. The more people get involved, the greater our collective success will be.
10. **Take it one step further.** Urge your community to protect wetlands, woodlands, stream corridors, and other open spaces. Local planning board and zoning meetings, as well as community planning or visioning sessions, are good places to voice your views. Local conservation organizations can offer additional resources for community involvement.

Sustainable Education

BY NANCY RICHARDSON

“In the end, we will conserve only what we love; we will love only what we understand; we will understand only what we are taught.”

Baba Dioum, Senegalese ecologist

The Audubon Signature Program is premised on the belief that sustainable development is key to improving the quality of life and the environment and building a healthy future. Getting there is the tricky part. To achieve greater sustainability requires not only a blend of new technology, innovation, and sound ecology, but, equally important, education to bring everyone from investors and developers to architects, staff, and local community residents on board.

Each Signature Program member implements an education plan designed to create and nurture an environmental ethic and to provide opportunities to foster environmental understanding, appreciation, and action on site. The plan draws upon the cultural, historic, geographic, and natural resources of the larger community in which the project is located to help people appreciate the nature of the place where they live, work, and play.

As we continue to work with people throughout the country, we find that each member has a unique approach to educating others about the outstanding things that it is doing to foster sustainability. Each, in its own way, is broadening the foundation for a long-term commitment to environmental stewardship and sustainability.

Staff Training and Community Outreach

City of Arlington’s Martin Luther King Jr. Sports Center and Tierra Verde Golf Course, Arlington, TX

Internal and external education is an integral part of the success that the City of Arlington’s sports complex and golf course have achieved as Texas’ first Audubon Signature Sanctuaries. At Tierra Verde, new employees are given a presentation on the golf course’s role in the community and the environment. Weekly staff meetings allow the opportunity for staff to discuss issues that affect the course and its environmental objectives and attempt to build knowledge of various plant and wildlife species on site.

Martin Luther King Jr. Sports Center sponsored an Earthfest to educate the local community about caring for the environment. The inaugural event drew more than 700 visitors to demonstrations on composting, recycling, tree care, native plants, and landscape design. Activities included numerous vendors, food and entertainment, a plant sale, a golf tournament at Tierra Verde Golf Club, and a children’s area with special appearances by Radio Disney. The event was coordinated with support from the City of Arlington Parks and Recreation Department, Neighborhood Services Department, Engineering Services Department, Office of Communication, and the Texas Parks and Wildlife Department.



John Davis, Urban Biologist for Texas Parks and Wildlife, explains planting methods for wetland grasses as part of Tierra Verde staff training for a wetland enhancement project.

The City of Arlington also reaches a variety of groups through presentations and tours hosted by Tierra Verde Golf Course staff, including presentations to turfgrass management students from Texas State Technical College, Arlington Conservation Council, Master Naturalists, Texas Native Plant Society, Arlington Organic Gardening Club, local superintendents, and citizens.

MLK Sports Center is an 85-acre community park located in southwest Arlington and includes six ball fields, a children’s playground, concession and restroom buildings, and park maintenance center. During the past year, over 75,000 guests visited the complex for athletic leagues and tournaments, special events like Earthfest, and enjoyment of the natural surroundings. Tierra Verde Golf Course is built on 93 acres of the 250-acre sports complex.

Right: Students learn about environmental management at Bonita Bay Club East as they explore careers in the golf industry.

Sharing the Land Program

Bonita Bay Club East, Naples, FL

Under the direction of Jim Schilling, Director of Golf Course Operations, Bonita Bay Club East invites high school students to the golf course through Work Skills, a county-wide high school initiative sponsored jointly by the Foundation for Lee County Public Schools, School District of Lee County, and local businesses and industry. During each Sharing the Land session, students spend time working with golf course employees to learn about a variety of environmental management strategies and explore careers in the golf industry. Recycling, native plant landscaping, use of insulated glass and natural lighting for energy conservation, and overall golf course operations are covered during the typical session. Shilling also conducts a week-long workshop on environmentally-sensitive golf course operations for teachers during the summer. The teachers then share what they've learned with students to better direct their career choices.

Bonita Bay Club East achieved certification as an Audubon Signature Sanctuary in 1998. The 1,440-acre property includes a 900-acre cypress preserve that is the largest stand of bald cypress left in its natural state in Florida. There is no housing at Bonita Bay East, where 98% of the landscape material is native vegetation.



School groups, such as this one from St. Helen's Catholic School, visit Indian River's Florida Scrub Jay Preserve and learn how protecting and conserving habitat directly relates to a sustainable environment.

Soaring Eagles Program

Indian River Club, Vero Beach, FL

Jack Taylor of Pelican Island Audubon Society gives a two-hour bird-spotting expedition at Indian River Club one Monday each month. Participants from the 300-acre private golf community are given a checklist of local wildlife and encouraged to spot as many species as possible, while also learning about the ecosystems that make up the property. Inspired by her own children's positive response to the bird program, Nancy Boros, the club's general manager, decided other students should have the same opportunity. Shortly thereafter, Boros hatched the Soaring Eagles Program, which invites students and teachers to attend the monthly bird outing.

In a further show of commitment to community relations and education, Indian River owner and developer Jeff Reynolds offered to donate \$100 to the first school that spots an eagle on the property. To date, numerous schools have visited and students are eager to be the first to score the prize.

Indian River is set among mature pine forest, oak hammock, Carolina-style savannah, and elevated coast sand dunes. The east end of the site is one of the last undeveloped sections of the Atlantic Coastal Ridge, which hosts one of the largest stands of sand pine in Indian River County. In addition to birding tours, Indian River also spreads its environmental messages by providing charity rounds of golf to the Coastal Conservation Association and Vero Beach Junior Golf Program, as well as hosts tournaments for the Environmental Learning Center, Boys and Girls Club, and the Humane Society. ●

Signature Program members interested in exploring ways to develop staff training and community outreach activities may contact Nancy Richardson at (270) 869-9419 or email nrichardson@audubonintl.org.



Common Commitment

BY PETER BRONSKI

10,623 miles. 14 hours.
15 different time zones.
2 separate hemispheres.

At first glance, Selkirk, New York, the home of Audubon International's United States headquarters, and the city of Adelaide, Australia, appear to be worlds apart. But from another perspective, they couldn't be more similar. Each shares common environmental concerns, such as water quality and quantity, loss of biodiversity, and habitat degradation. And also in each place, Audubon International is spreading its unique message of good environmental stewardship to empower people to impact the quality of the environment and their way of life positively.

Recently, the two places grew even closer as Audubon International Staff Ecologist Joellen Zeh traveled to Australia at the invitation of the Australian Golf Course Superintendent's Association (AGCSA). Zeh gave two presentations at the AGCSA Turf Conference—*Habitat Management*, and *The Golf Course as a Model for Sustainable Resource Management*. It was an opportunity not only to deliver Audubon International's educational message first hand, but also to understand better the unique environmental issues faced by Australian ACSP members.

During her travels between Adelaide, Gold Coast, and Sydney, Zeh met with Royal Botanic Garden Sydney (<http://www.rbgsyd.gov.au>), and Greening Australia (<http://www.greeningaustralia.org.au>). Her aim was two-fold: educate Australian organizations about Audubon International and the ACSP; and identify local resources to help ACSP members better manage their properties for environmental quality.

For Zeh, one highlight of the tour-de-force down under was visiting two Certified Audubon Cooperative Sanctuaries—Lakelands Golf Club, in Gold Coast, Queensland, and



Eighty-three percent of Australians live in cities, like Sydney, making Audubon International's message of caring for the environment where people live, work, and play, especially relevant.

Avondale Golf Club in Pymble, New South Wales. At both courses, naturalized areas took center-stage. "I was very impressed with the areas that David Warwick [Avondale Golf Club] had converted from turfgrass to native bush," says Zeh. "After two years of growth, I could see no evidence that these areas were once managed as turfgrass."

And also at both courses, the superintendents are not content to stop with certification and idle their environmental efforts. Each continues to expand natural areas, with Darren Moore from Lakelands particularly focusing on areas around the course's water features. Both Moore and Warwick are anxious to bring their experiences to local schools. A friendly competition to help the first school in Australia earn designation as a Certified Audubon Cooperative Sanctuary has even developed between the two.

International Impetus

The exemplary efforts of Australian superintendents like Warwick and Moore are especially commendable since, as Zeh notes, the issue of golf and the environment has not reached the same momentum in Australia that it has in other parts of the world. At least not yet. Australia is fraught with its own environmental

concerns, foremost among them water. As Earth's driest continent, water quantity and conservation are paramount, and water quality also figures prominently. The golf and the environment nexus is sure to become more prominent in Australia in the coming years, and Warwick and Moore have already set themselves apart as leaders for the golfing community there.

Audubon International's presence in Australia—helping people help the environment *where they live, work and play*—couldn't be more well-placed. While Australia averages fewer people per square mile—just six—than almost anywhere else on Earth, 85% of Australians live in cities. And the real threat to Australia's environment lies in these populated urban and suburban areas where environmental impact is greatest.

With the proven success of Audubon International's environmental approach, enthusiasm of individuals and organizations in Australia, and the leadership of ACSP members like Avondale Golf Club and Lakelands Golf Club, the outlook for the outback is bright. And while ACSP members in Adelaide and New York may be worlds apart geographically, they're side-by-side in spirit with a shared commitment to good environmental stewardship. ●

AUDUBON COOPERATIVE SANCTUARY PROGRAM

NEW MEMBERS

Golf Program

California

Apple Valley Country Club, Apple Valley
IGM at Canyon Lake, Canyon Lake
Rooster Run Golf Club, Petaluma
Teal Bend Golf Club, Sacramento

Connecticut

Redding Country Club, Redding

Florida

Red Stick Golf Club, Vero Beach
Seminole Golf Club, Tallahassee
Sugar Mill Country Club, New Smyrna
Beach

Illinois

Lena Golf Club, Lena

Kentucky

Devou Park Golf Course, Covington

Maryland

Queenstown Harbor, Queenstown

New York

Brookville Country Club, Glen Head
Crab Meadow Golf Course, North Port
Hudson Hill Golf Course, Mt. Kisco

North Carolina

Lake Toxaway Country Club, Lake Toxaway

Ohio

Cumberland Trail, Pataskala
Ohio University Golf Course, Athens

International

Glenelg Golf Club, Adelaide, Australia
Golf Serres De Pals, Girona, Spain

Business Program

Illinois

Possibility Place Nursery, Monee

Kansas

Sprint World Headquarters, Overland Park

School Program

Texas

Crockett Elementary, San Marcos

RECENTLY CERTIFIED AUDUBON COOPERATIVE SANCTUARIES

Basin Harbor Club, Vergennes, VT
Lawrence Links Golf Course, Antelope, CA
Meadow Hills Golf Course, Aurora, CO
Pelican Sound Golf Course, Estero, FL
Mary and Frank Szydowski Property,
Albany, NY

RECERTIFIED AUDUBON

COOPERATIVE SANCTUARIES

Eagle Pines Golf Course, Lake Buena
Vista, FL, *certified since 2000*
IGM—Brigantine Golf Links, Brigantine,
NJ, *certified since 1999*
Loblolly Pines, Hobe Sound, FL, *certified
since 1995*
Osprey Ridge Golf Club, Lake Buena
Vista, FL, *certified since 2000*

AUDUBON SIGNATURE PROGRAM

New Signature Members

Plantation Oaks Golf Course, Ormond, FL

Recently Certified Signature Sanctuaries

The Villages at Marion (Torri Pines of
The Nancy Lopez Legacy, Amberwood,
and Oakleigh)

Recertified Signature Sanctuaries

The Club at Mediterra, Naples, FL,
certified since 2001



Walking the Walk, Talking the Talk

Members at **Echo Lake Country Club** in Westfield, NJ, learned that their golf course is more than just a place to play golf during the club's third annual Nature Walk, held in May. Organized by mechanic Andre Schlauberg and green committee member Mike Kelly and led by Holly Hoffman, former director of the Union County Trailside Nature and Science Center, this year's walk attracted about 35 members and their children. As they explored

wildflowers, ponds, gardens, and nest boxes, the course's wildlife residents did their part to put on a fine display. Bullfrogs, black-crowned night herons, and bluebirds were in full view, and participants witnessed a turf battle between a crow and a pair of orioles. A continental breakfast and slide show entitled "How to Attract Birds to Your Backyard" rounded out the program. Kudos to the staff at Echo Lake for their excellent outreach efforts!

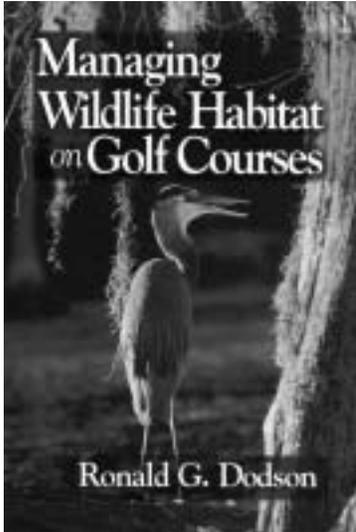
Congratulations!

The Old Collier Golf Club in Naples, FL, has won the top award in its field for environmental stewardship from the **Council for Sustainable Florida** for 2003. The awards competition recognizes organizations, institutions, and individuals who have demonstrated exemplary leadership by integrating environmental, social, and economic considerations into their policies and practices.

Old Collier, opened in 2001, was the first Audubon International Gold Signature Sanctuary golf course in the world. Designed by Tom Fazio, it features seashore paspalum, a saltwater-tolerant grass used on the entire course. It was the first in the world to irrigate with brackish and saline water and the first to landscape with indigenous plants that are 100-percent saltwater tolerant.

Audubon International's Online Store

has a variety of books, videos, and products to help people start or expand environmental activities. Visit www.audubonintl.org/store/. Here's a sampling of what we offer:



Managing Wildlife Habitat on Golf Courses by Ron Dodson. 2000.

This book gives a user-friendly framework for successful environmentally sensitive land management practices. The book includes projects, case studies, and an essential foundation for anyone interested in the potential value of golf courses as wildlife habitat. 177pp.

Stewardship Signs

Show the commitment you've made to the environment with an 11.5"x 15" sign, made of 100% recycled thermo-plastic that stands up to the elements.

Environmental Yardage Books

In cooperation with The HoleView, we offer a unique yardage book for Certified Audubon Cooperative Sanctuary and Signature Sanctuary golf courses that includes hole-by-hole information on environmental stewardship.

Nest Boxes

Audubon International members receive a discount on nest boxes from Coveside Conservation. Attractive and long-lasting boxes for a variety of cavity-nesting birds are available.

Stewardship News

Audubon International publishes *Stewardship News* six times a year. Inquiries, contributions, or letters to the editor should be addressed to:

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Audubon International is a non-profit environmental organization dedicated to improving the quality of life and the environment through education, conservation assistance, and research. Programs seek to engage people in environmental stewardship and sustainable resource management and development where they live, work, and play. Funding is provided by memberships, donations, and program sponsorship. The ACSS Golf Program is sponsored by The United States Golf Association.

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*Helping people
help the environment*



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