



Getting Recognized for Good Stewardship

BY PETER BRONSKI

Remember the old adage that ponders, “If a tree falls in the forest, and no one is around to hear it fall, does it make a sound?” The answer, obviously, is “yes.” Similarly, if you do good things for the environment, but no one knows about them, are you really making a difference? The answer, again, is an unequivocal *yes!* By working with Audubon International to protect and sustain the land, water, wildlife, and natural resources around you, you are having a real, positive impact on the quality of our environment.

But there’s more. In addition to the sense of personal satisfaction and pride that comes from practicing good stewardship, garnering some much deserved recognition may take your efforts to new heights. Not only does a pat on the back feel good, it’s an excellent motivator, both for you to keep up the good work and for others to follow suit.

Getting recognized has numerous benefits. Positive publicity can enhance your organization’s reputation, improve employee morale and



Certification is an excellent springboard for publicity. Designation as the first Certified Audubon Cooperative Sanctuary Community garnered the City of Eufaula, AL, much positive media coverage, both locally and nationally. Eufaula found itself in the spotlight of none other than CNN in a news story *Big Green Dreams Inspire One Small Town*. The recognition is aiding the city in securing additional financial and technical support, including a recent National Park Service grant for a rail-trail project that will link downtown to outlying natural areas.

motivation, and generate support for continued environmental efforts. Equally important, publicity lets others know what you’re doing and sets a positive example. There’s no better way to inspire and motivate others than for them to see the results you achieve and the accolades you receive. Your story may be just the thing that sparks someone else to say “*I can do that, too!*”

Identify trade journals that might publish a story about your environmental efforts. Montessori Community School, a Certified Audubon Cooperative Sanctuary in Virginia, was featured in *Tomorrow’s Child* magazine in a story about its outdoor learning classroom. Roselawn Cemetery in Colorado appeared in *International Cemetery and Funeral Management*, for its efforts to enhance the cemetery landscape for wildlife.

First things first— Do something worth recognizing

Before you can be recognized for your efforts, you have to do something worth recognizing. Darren Davis, Certified Golf Course Superintendent at Olde Florida Golf Club (a Certified Audubon Cooperative Sanctuary since 1996), sums it up well with his “four steps of public relations:”

1. Do something good.
2. Do something good.
3. Do something good.
4. *Then* tell somebody about it!

Focus your pursuit of recognition around events and accomplishments of importance:

- **Achieving certification** in any of Audubon International’s various environmental programs is a noteworthy accomplishment. When a

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Dear Members and Supporters,

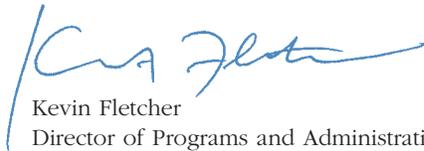
Imagine going to school for twelve years and never getting a diploma. How would you judge your progress? How would others recognize your accomplishments? Getting certified as an Audubon Cooperative Sanctuary is like earning that diploma—it's your and our way of documenting successes and achievements.

We know you're doing good things for the environment at home, school, and work—but actually measuring individual and collective results is important, too. How much water or energy have you saved? How much waste has been diverted from landfills? How much wildlife habitat has been created or protected? Documenting your results for certification is one way to find out...and to share your accomplishments with others.

Achieving certification is not that difficult, especially if you're practicing good environmental stewardship. You can take it step by step, applying for Certificates of Recognition in each component of the program, one at a time.

Not only does certification help you document your results, it also helps us measure our *collective* success. It demonstrates our combined accomplishments in terms of millions of gallons of water saved, thousands of acres of habitat created, tons of waste recycled, and thousands of people involved.

So if you're not yet certified, pull out your Certification Handbook today! Take one section at a time. Before long, you'll join the ranks of Certified Audubon Cooperative Sanctuaries and demonstrate the tremendous accomplishments that result from environmental action.



Kevin Fletcher
Director of Programs and Administration

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THE BULL AT PINEHURST FARMS, WI



Being an environmental steward starts with action, but there's nothing wrong with garnering a little positive recognition to give your efforts a boost. Our tips and suggestions will help you learn how to step into the limelight. (cover story)



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Summit Generates Support for a National Sustainable Communities Partnership

Audubon International and North Carolina State University (NCSU) recently hosted a summit with over 50 national leaders to discuss the formation of a nationwide Sustainable Communities Partnership. Partner organizations would assist municipalities across the country in blending economic growth with a community's environmental and social resources and concerns to foster more sustainable communities.

"What we have are communities throughout the country with real needs. But it's often difficult for them to find available resources to help them with sustainable planning and development," says Ronald Dodson, President and CEO of Audubon International. "At the same time, there are many resources already

out there, but they are not well coordinated. The Sustainable Communities Partnership would create a network of organizations that would offer one-stop-shopping for information, education, training, and technical services."

Held on October 8–9, 2003 at NCSU, participants from environmental, business, university, and public sectors explored ways to better match community needs with partner

resources. Participants identified critical community needs and available resources for achieving sustainability, as well as resource gaps.

Next steps include further exploring how the national Sustainable Communities Partnership would be structured, drafting a set of principles for member selection, and identifying funding sources. Audubon International and NCSU will continue to spearhead the effort. ●

EPA Names Audubon International as a 2003 PESP Champion

The Environmental Protection Agency's Pesticide Environmental Stewardship Program (PESP) recently selected Audubon International, along with fifteen other organizations, as *PESP Champions* of 2003. The award recognizes organizations for outstanding efforts to protect the environment and human health by promoting integrated pest management and pollution prevention.

The Audubon Cooperative Sanctuary Program was singled out for its partnership approach and for the tangible results its members have achieved. "This award belongs not only to us, but to all of our members, whose dedication and effort is improving the quality of the environment across the United States, and, increasingly, around the world," says Kevin A. Fletcher, Director of Programs and Administration for Audubon International. ●

2004 Golf-Environment Summit to be Held at Barona Creek Golf Club

On Wednesday, February 11, 2004, Audubon International will be holding its 2004 Golf-Environment Summit at Barona Creek Golf Club, just outside San Diego, CA. During this invitation-only event, members of the Golf Advisory Council will build from many of the themes of last year's discussions at the Catechee Summit, report on *Fifty in Five* activities, and develop ways to foster environmental stewardship throughout the golf industry. In addition, members of the Audubon Steward Network will meet to share strategies and resources for improving golf program involvement. For more information, please e-mail us at audubon@audubonintl.org, or contact Kevin Fletcher at (518) 767-9051, ext. 26. ●



Attention Golf Members: Look for us at the GCSAA Conference and Show

Thanks to the generosity of GCSAA, Audubon International will have a booth at the GCSAA Conference and Show in San Diego this February. We will be located in the Allied Association section, booth # S7609, across from the USGA. The Allied Association section is located in the Sails Pavilion on the upper level of the San Diego Convention Center, separate from the main trade show, but near registration, the business lounge, the internet café, and restaurants. Please stop by and say hello!

Our staff also will be conducting several seminars, including *Wildlife Management and Habitat Conservation* (2/10/04), *Integrated Environmental Management* (2/11/04), and *Green Business: An Environmental MBA for Superintendents* (Wednesday, 2/11/04, 5–6 p.m., room 25A). ●

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member achieves certification, Audubon International drafts a press release that can be sent to local and national media sources that the member deems appropriate.

- **Ecological restoration or naturalization projects**, such as a new wildlife garden, restored prairie, stream rehabilitation, or community tree planting, make excellent promotional opportunities. Because such projects are highly visible, they are easier for media and other audiences to recognize.
- **Events** that bring together people in support of the environment are another jumping off point for recognition. Fundraisers to support your stewardship efforts or the environmental work of others, birdwatching tours and nature walks on your property, and other public events are a natural fit.
- **Partnerships** that unite different groups in a common cause can provide the impetus for recognition. From cemeteries and scout troops to schools and golf courses, the partnering of diverse groups that may or may not normally work together for the benefit of our environment is reason to celebrate.
- **Intermediate milestones**—The impetus for recognition doesn't always have to come from only the most significant accomplishments and after years of hard work. Look for ways to communicate about progress you've made toward larger goals. In some cases, simply demonstrating a commitment to the environment by registering in one of Audubon International's programs or developing an environmental plan may be the right time to first seek recognition. Other intermediate milestones may include: formation of a resource advisory group, completion of a specific project or environmental upgrade, and achievement of Certificates of Recognition on the way to earning designation as a Certified Audubon Cooperative Sanctuary.



COLONIAL ACRES GOLF COURSE, NY

Don't be shy about applying for awards—the application process itself will help you better communicate clearly and concisely what you've accomplished. In 2000, Colonial Acres Golf Course in New York became the first golf course in the history of the state to be awarded the New York State Governor's Pollution Prevention Award. The course has continued to receive numerous accolades for its environmental achievements.

Getting into the limelight

There are a variety of ways to garner positive recognition, but the general idea is to spread the word—communicate, communicate, communicate. Don't expect accolades and positive press to come to you; you have to seek them out. In the end, recognition often comes down to sharing your environmental stewardship with the right people at the right time.

- **Press releases**—A press release is your way to announce that you've done something good for the environment. Use press releases when you've achieved major milestones, when major events are coming up, and when you want to highlight significant projects and partnerships. A press release must be timely and include basic details of *who, what, when, where, and why*.

Effectively using press releases requires targeting the right publications and the right editors or reporters, at the right time, with the right information. Check the typical content and style of the publications you want to target. Which ones might be good fits for the types of information you want to share? Is there a hook that might grab their attention?

- Members of Audubon International's various programs have been featured in countless newspapers; consumer and trade magazines, like *Chicago Wilderness*, *Sarasota Magazine*, and *Golf Course Management*; and many other media outlets. You can be too! Press releases are your ticket to media articles. When a press release works at its best, a particular publication, whether a magazine or newspaper (or perhaps even your local television or radio station) will do a story about you, your property, or your organization. In many cases, your local media may catch wind of your efforts and approach you about doing a story. But if you want to be proactive about positive press coverage, then a press release is the way to go.
- **Web sites**—If your organization has a Web site, then you have a wonderful tool at your disposal to share your efforts with others. The beauty of a Web site is that anyone with Internet access can visit your site, and, in terms of your time commitment to share the message, it's relatively passive.
- **Public events**—Hosting public events, such as a tour of your property or facility to showcase

stewardship efforts, makes people aware of your efforts. It is a slightly different approach that quite literally brings the recognition to you. For instance, the Town of Williamston, North Carolina, invited residents, community leaders, local business people, and media to a public meeting, and used the meeting as an opportunity to announce the Town's environmental commitment as the second community in the United States to formally enroll in the Audubon International Sustainable Communities Program. The announcement was met not only with praise and support from residents, but has also led to continued coverage of the community's efforts in the *Enterprise*, Williamston's local newspaper.

- **Environmental Awards**—Lastly, there can certainly be no more direct way to pursue recognition than by applying for environmental awards. Like achieving certified designation for your property from Audubon International, receiving an environmental award is clear and proof-positive recognition of your successful efforts to be a good environmental steward. Keep an eye out for local, regional, and



Use your Web site to highlight your environmental efforts.

Huntsville Golf Club, a Certified Audubon Cooperative Sanctuary in Shavertown, PA, developed an attractive Web page that showcases the club's nature trail, wildlife, and Audubon certification (<http://www.golf-huntsville.com/Guests/audubon/>).

Check out these members' Web sites for ideas on designing your own:

- Brick Utilities, NJ: http://www.brickmua.com/about_us/audubon/audubon.asp
- City of Cedar Rapids, IA—Gardner Golf Course: http://www.cedar-rapids.org/golf/gardner_audubon.asp
- Huntsville Golf Club, PA: <http://www.golf-huntsville.com/Guests/audubon/>
- Mt. Prospect Park District, IL—Mt. Prospect Golf Club: <http://www.mppd.org/golfawd.htm>
- Manila Southwoods, Philippines: <http://www.manilasouthwoods.com/Audubon1.htm>
- City of Overland Park, KS—St. Andrews and Overland Park Golf Clubs: http://www.opkansas.org/_Res/Parks_&_Recreation/Golf/audubon.cfm
- Sultan's Run Golf Course, IN: <http://www.sultansrun.com/SultansRunWeb/trail.htm>
- Short Hills Country Club, IL: <http://www.shorthillsgcc.com/audubon.htm>
- Whitlock Golf & Country Club, Canada: http://www.whitlockgcc.com/eng/non_members/audubon.asp

national awards for which you might apply. Some may be focused on overall environmental quality, while others will be more specific in nature, such as awards that recognize watershed initiatives, wetland protection, environmental education, or open space protection.

In the end

Remember that in the end, our shared goal, ultimately, is to improve the quality of our environment. The example you set will stimulate others to do good—and the more people get involved, the greater the gains for the environment. Recognition is certainly nice, but it's usually fleeting. Some people will be applauded loudly and often, while others less so. Do not be discouraged if recognition does not come readily to you. Recognition develops over time and must be earned. Inevitably, there will be some who deserve to be recognized that never will. No matter. Keep sight of the ultimate goal and be proud of your efforts.

As a member of one of Audubon International's programs, there's at least one organization that already recognizes the commitment and effort you've put forth to improve and sustain the land, water, wildlife, and natural resources around you. Keep up the great work! ●



Success builds success. Garnering positive publicity is an avenue to enhance your organization's reputation and improve employee morale and motivation. It also generates support for continued environmental improvements and encourages others to get involved. According to Matt Ceplo, CGCS, of Rockland Country Club in NY: "Achieving ACSP certification not only earned the respect and support of my entire membership, but was also helpful in my dealings with local agencies on water use issues during times of drought."

Seeing the Big Picture with GIS

BY ERIC DODSON

Do you care about water, wildlife, and habitats on your property? Do you want to know how your management strategies affect the overall quality of the environment in either a positive or an adverse way?

One way to get a sense of the impact of your actions is to go beyond the boundaries of your land and take a top down look—say, from a satellite's perspective. If you look at an aerial photo of your property you'll quickly notice that there is much more than what is contained within its limits. You may notice a park or natural area close by, a power line corridor, a body of water, or encroaching development closer than you might have thought. This big picture perspective can be extremely valuable in making decisions about how to manage your land best. That's because you are part of the natural and human

communities that surround you. You are part of the big picture.

One tool that is increasingly enabling us to see the big picture accurately and make good management decisions is Geographic Information Systems, or GIS. GIS is a computer-based tool typically used to gather and analyze information about a particular area of land. That may be a single property or an entire town, watershed, or region. The information gathered might be about wildlife habitat, wetlands, water quality, geology, and land use, or might include census data, roads, and property boundaries. The layers of information are then combined graphically on a map or series of maps. Together, the maps and data enable people to evaluate complex relationships and even measure changes in those relationships over time.

GIS in Action

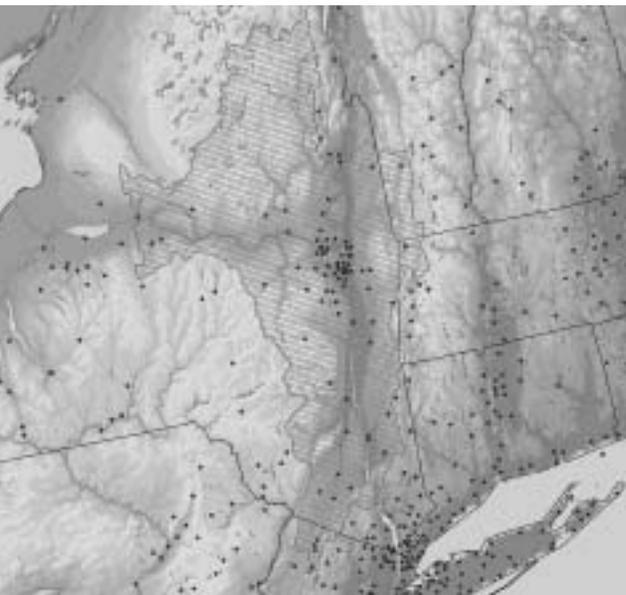
Audubon International uses GIS in several ways. GIS helps us to make good decisions about land use changes at sites enrolled in the Sustainable Development Program. For example, we are currently using GIS to evaluate site plans for The Sanctuary and Palisades projects—two housing and golf course developments outside Charlotte, North Carolina. Information about wetlands, wildlife habitats, water, and topography is compared with site development plans to determine acceptable building envelopes and areas that should be preserved. At both The Sanctuary and Palisades, GIS technology is helping us fit environmental, economic, and project goals together.

At the community level, GIS is used to track even more complex information. In Eufaula, Alabama, the first Certified Audubon Cooperative Sanctuary Community, we plotted on a map results of a citizen survey on quality of life issues, along with geographic and census information. By layering this information, we

were able to see whether issues of concern correlated with factors such as income and neighborhood location, or if there were significant gaps in survey participation within given parts of the city.

GIS is also taking center stage in Audubon International's Sustainable Communities Campaign, our organizational aim to foster more sustainable human and natural communities. GIS is informing us about how such factors as populations, infrastructure, land uses, geology, and protected natural areas affect environmental quality in various watersheds and ecological regions in which we and our members are working. For instance, we are bringing together government officials, non-profit organizations, and various land users, such as homeowners, farmers, and industry, in the Upper Hudson River Watershed in New York State. The maps we've developed give us a tangible visual guide for identifying areas in need of environmental improvement and devising strategies for watershed protection.

GIS is an excellent tool that will continue to influence our decisions about how to manage for environmental quality. If you'd like to learn more about how you might use GIS, visit the Environmental Systems Research Institute Web site at www.esri.com. This Internet site is a great place to discover ways to use GIS and also includes information on grants to help you get started. ●



This simple GIS map plots the location of ACSP members in the Upper Hudson River Watershed in New York State. Audubon International is reaching out to various stakeholders in the watershed to improve water quality.

Wired to Trash

BY JEAN MACKAY

You've heard of e-mail, e-commerce, and e-Bay. Now our computer-oriented culture has created another "e" for our lexicon: *e-waste*. Electronic or electrical products—ranging from computers, televisions, and stereo equipment to small appliances, such as irons and cell phones—become known as "e-waste" when they are disposed of or become obsolete.

E-waste is a fast-growing part of our waste stream, now making up approximately 1 percent of municipal solid waste. That might not sound like much, until you consider a few additional facts:

- It is estimated that by 2005, 130 million cell phones will be discarded annually, amounting to 65,000 tons of waste a year (*New York Times*, Oct. 8, 2002).
- Over 20 million personal computers became obsolete in 1998 alone; only 13 percent were reused or recycled (U.S. EPA).
- Circuit boards, batteries, and CRT (cathode ray tube) monitors contain hazardous materials, such as lead, mercury, and chromium. Each television and CRT monitor contains four pounds of lead, on average (U.S. EPA).

When electronics are discarded with regular household or workplace garbage, the toxics contained in them end up in your municipal landfill or incinerator, posing environmental and health threats. For instance, mercury from electronics has been cited as the leading source of mercury in municipal waste.

Fortunately, there are alternatives to just tossing a computer, VCR, DVD player, or other electronics in the trash. Here's what to do:

- **Evaluate:** Does the equipment still function well? If so, donate it. If not, recycle it.
- **Donate** computers and working electronics to a local charity or school. Not only will you help

someone else, you'll extend the lives of your electronics and keep them out of the waste stream for a longer time.

- **Recycle:** Electronics are made with valuable materials, such as steel, glass, and plastic, that can be recovered and reused. If your municipality has a recycling center, inquire about computer and electronic collections. Other options include electronic recycling companies, repair shops, or even a local electronics retailer, which may collect used products for recycling.

Unfortunately, much of our recycled electronic equipment ends up in dumps in the Third World. There, in the absence of environmental or worker safety regulations, low wage laborers pick through hazardous materials to scavenge for precious metals. Toxic substances readily contaminate soil and water. According to a 2002 report, *Exporting Harm: The High-Tech Trashing of Asia (Basel Action Network and Silicon Valley Toxics Coalition, 2002)*, as much as 50 to 80 percent of United States e-waste collected for recycling gets shipped out of the country. When you recycle, inquire about whether the recycler or reseller has taken steps to ensure that parts are not transferred to someone who might dump them overseas.

- **Dispose with Hazardous Wastes:** When your equipment is no longer functional and recycling is not an option, dispose of it with other hazardous wastes.
- **Buy Green:** Some electronic products are designed with environmental attributes, such as recycled content, energy efficiency, fewer toxics, and minimal packaging. Consumer demand for such products helps drive manufacturers to design greener electronics. ●

Where can I take my e-waste?

Contact the following organizations for information on donating, recycling, and buying green electronics:

Donations

- Goodwill Industries, www.goodwill.org
- Students Recycling Used Technology (StRut), www.strut.org, or call (503) 251-3771.
- Learning and Information Networking for Community via Technology (LINCT), www.linct.org
- Materials Exchanges, www.epa.gov/jtr/comm/exchange.htm
- Reuse Development Organization (ReDo), www.redo.org
- Southern Materials Waste Information Exchange (SWIX), www.ElectronicXchange.org

Recycling

- EIA Consumer Education Initiative (CEI), www.eiae.org; provides help for finding environmentally responsible options for donating and recycling electronics.
- International Association of Electronics Recyclers (IAER), www.iaer.org/search; offers an online directory of electronics recyclers.
- U.S. EPA's Product Stewardship Program, www.epa.gov/epr
- U.S. EPA Office of Solid Waste Emergency Response, http://www.epa.gov/epaoswer/osw/elec_fs.pdf

Buying Green

- National Recycling Coalition, www.nrc-recycle.org/Programs/electronics/index.htm
- Northwest Product Stewardship Council, www.govlink.org/nwpsc

(source: U.S. EPA)

What's the Difference?

Distinguishing Audubon programs for established golf courses from programs for new developments

EDGEWOOD COUNTRY CLUB, NJ



BY JEAN MACKAY

Golf courses across the United States and in 26 countries around the world are protecting and improving the environment with help from Audubon International programs. But when official names of our programs are abbreviated from “The Audubon Cooperative Sanctuary Program for Golf Courses” and “The Audubon Signature Programs” to simply “The Audubon Program,” as they often are in the media and among members, confusion can arise. *Who's doing what? What's required? What's the difference?*

To set things straight, we've developed this simple reference (chart at right) comparing the Audubon Cooperative Sanctuary Program for Golf Courses with the Audubon Signature Programs. We hope it answers your questions and helps you encourage your colleagues at established golf courses and at courses to be developed to participate.

Membership in the Audubon Cooperative Sanctuary System and Audubon Signature Programs is not limited to golf courses. Audubon International also works with others types of property owners and managers through its programs for corporate and business properties, cemeteries, schools, residential communities, resorts, and individual homeowners. These programs aim to educate, assist, and inspire millions of people from all walks of life to improve and sustain the land, water, wildlife, and natural resources around them.



Top: The Audubon Cooperative Sanctuary Program for Golf Courses offers information and assistance to *established golf courses*. By implementing and documenting a full complement of environmental management practices, a course earns designation as a Certified Audubon Cooperative Sanctuary.

Left: Golf courses that are *to be developed* receive assistance with environmental planning and sustainable development by joining Audubon Signature Programs. Audubon International is involved from the planning phase through construction and ongoing management once the course is open. Here, Golf Course Architect Ken Ezell (right), looks over the installation of drainage on a green at Villages of Sumter in Florida.

	AUDUBON COOPERATIVE SANCTUARY PROGRAM FOR GOLF COURSES (ACSP)	AUDUBON SIGNATURE PROGRAMS
What's the program?	The ACSP for Golf Courses is an education and certification program that promotes ecologically-sound land management and the conservation of natural resources on <i>established golf courses</i> . Participation is designed to help course personnel plan, organize, implement, and document a comprehensive environmental management program and receive recognition for their efforts.	The Audubon Signature Programs are education and certification programs that provide comprehensive environmental planning assistance to <i>new developments</i> , including golf courses. The programs assist owners and developers in applying sound environmental conservation and sustainable development practices while planning, designing, building, and managing the development.
Who can join?	Existing golf courses	Proposed projects, including golf courses, in the design or development stages
Are there different program levels?	No.	Yes: Bronze; Silver; and Gold Sustainable Development.
What program materials do new members receive?	<ul style="list-style-type: none"> • <i>A Guide to Environmental Stewardship on the Golf Course</i> • Certification Handbook • One-year subscription to <i>Stewardship News</i> • Membership art print and certificate 	<ul style="list-style-type: none"> • Signature Program Handbook • Landscape Restoration Handbook • One-year subscription to <i>Stewardship News</i>
What staff services are provided?	Audubon International staff are available for consultation via telephone and e-mail. Staff review requests for certification and discuss plans and projects with golf course personnel as the course progresses toward certification.	Audubon International (AI) staff are available for consultation via telephone and e-mail. Staff review routing plans, drainage, irrigation, habitat protection, and more as specified in the Natural Resource Management Plan. Bronze members develop this plan themselves, while AI staff write the plan for members at the Silver level. An Environmental Master Plan is prepared by AI for Gold members.
Are site visits included in membership?	No. Site visits are available on a fee-for-service basis.	Yes. Bronze members receive three site visits; Silver receive five to seven; and Gold members receive 16 to 20 site visits.
What is required for certification?	Courses must provide written and photographic documentation of meeting environmental management standards in six areas: Environmental Planning, Wildlife and Habitat Management, Water Conservation, Water Quality Management, Chemical Use Reduction and Safety, and Outreach and Education.	Courses must meet program minimum requirements, including monthly progress reports, the development and implementation of a <i>Natural Resource Management Plan</i> , and the construction of a maintenance facility based on program guidelines. Certification is subject to passing a final on-site audit.
Is there a requirement for re-certification?	Yes. Certified courses submit documentation every two years to show that they are continuing to meet program standards.	Yes. All Certified members submit an annual report and Silver and Gold members are re-audited with an on-site visit annually. Bronze members are re-audited every two years.
How much does it cost to register?	\$150 each year (U.S.) \$200 each year (International)	\$9,500 (Gold and Silver levels) \$12,500 (Bronze level) \$500/year renewable membership fee after the first year
Are there additional fees?	No. The program is designed to protect the environment using low or no cost management practices; capital improvements for infrastructure upgrades are not mandated.	Yes. Travel expenses for site visits, and expenses for environmental planning services are not included in the registration fee. Minimum standards for infrastructure (e.g., maintenance facility, irrigation system, wash pad) are required for certification.
If I drop out of the program, can I rejoin?	Yes.	No. Once a golf course has been released from the program for whatever reason, it is no longer eligible for membership.

A Rare Double Eagle at The Landings Club



**PHOTO AND TEXT
BY JUDY L. JOHNSON**

Under clear Autumn skies at The Landings Club in Savannah, Georgia, two young male bald eagles were spotted swooping and diving at each other in a classic eagle-style territorial battle. Suddenly, their talons got tangled and the two birds plummeted to the ground, landing just off the cart path at the number 10 tee of the Marshwood course. Thrashing momentarily, they soon realized they were locked together. Stunned golfers looked on in amazement as the two majestic birds settled into a calm acceptance of their dilemma. The hole was closed to play and the eagles remained for several hours until a wildlife ranger from the Georgia Department of Natural Resources arrived. With the raising of one wing by the brave ranger, the eagles released their grip and rapidly flew away. ●

Judy Johnson is accounting manager at The Landings Club, Inc.



Downeast Dialogue:

Maine's Environmental and Golf Communities Come Together in a First-Ever Series of Workshops

BY PETER BRONSKI

Towards the end of October 2003 Audubon International traveled to the coastal town of Portland, Maine, to host two days of workshops, entitled "Assisting Maine Golf Courses with Environmental Stewardship." The workshops, co-sponsored by Audubon International, Maine's Department of Environmental Protection, and the Casco Bay Estuary Project, were the first-ever gathering of a state's environmental community and golf industry to explore ways the two groups can work together to improve environmental stewardship on golf courses and promote participation in the Audubon Cooperative Sanctuary Program.

Portland Country Club, Maine's only Certified Audubon Cooperative Sanctuary golf course, provided a fitting backdrop for workshop attendees. A variety of speakers were showcased from numerous organizations, including Audubon International, the USGA, Maine DEP, Cornell University, local golf courses, and environmental consulting firms.

Day one catered to Maine's closely-knit environmental community, with representatives from the U.S. Fish and Wildlife Service, Maine DEP, Portland Water District, local environmental non-profits, and private environmental consultants in attendance. The second day brought together Maine's golf industry, including superintendents and club managers, who, in some cases, traveled many hours and more than 150 miles to be present at the

event. In total, nearly one hundred people participated in this precedent-setting series of workshops.

One of the most exciting developments to come out of the workshops is a new state-wide task force of environmental professionals interested in working with golf courses to help improve environmental stewardship. "From our perspective, the formation of a [task force] comprised of both environmental experts and golf industry representatives is a natural approach to promoting better stewardship," says Karen Young, Director of the Casco Bay Estuary Project.

A sub-set of the task force will focus specifically on the Casco Bay watershed, where environmentalists, golf course superintendents, and other concerned stakeholders are battling a variety of environmental concerns that threaten their quality of life and the natural heritage of the region. "Currently, our top two goals are to conserve and restore habitat and to reduce stormwater pollution, reflecting the environmental pressures of rapid development in the Casco Bay watershed," says Young. "Audubon International's Cooperative Sanctuary Program closely mirrors the priorities of the Casco Bay Estuary Project of habitat, toxics, stormwater, water quality, and stewardship."

A modest grant program funded by Maine DEP and administered by the Casco Bay Estuary Project is available to help golf courses finance technical assistance from local task force experts to improve environmental management and stewardship of their natural resources. ●

Representatives from environmental organizations, state agencies, and golf courses came together this fall to explore ways to work together to improve environmental stewardship on golf courses in Maine. Portland Country Club, Maine's only Certified Audubon Cooperative Sanctuary, showcased many of its environmental management practices during a tour of its facilities.

AUDUBON COOPERATIVE SANCTUARY PROGRAM

NEW MEMBERS

Golf Program

California

Braemar Country Club, Tarzana
La Jolla Country Club, La Jolla

Florida

Boca Greens Country Club, Boca Raton
Crown Colony Golf and Country Club,
Ft. Meyers
Glades Country Club, Naples

Georgia

Bent Tree, Jasper

Idaho

Circling Raven Golf Club, Worley

Illinois

Cinder Ridge Golf Course, Wilmington
White Eagle Golf Club, Naperville

Massachusetts

Vineyard Golf Club, Edgartown

Minnesota

Quarry at Giants Ridge, Biwabik

North Carolina

Devils Ridge Golf Club, Holly Springs
Fort Bragg, Ft. Bragg

New Jersey

Shetland Crossing, Warren

Nevada

IGM—Craig Ranch, North Las Vegas

New York

Bethpage State Park: Red Course,
Farmingdale
Olde Vine Golf Club, East Quogue

Ohio

Acacia Country Club, Lyndhurst

South Carolina

Cougar Pointe at Kiawah Island,
Kiawah Island

Tennessee

River Links Golf Club, Brentwood

Texas

Los Lagos Golf Club, Edinburg
Panther Trail, The Woodlands
Shady Valley, Arlington
Trophy Club Country Club, Trophy Club

Virginia

IGM—Countryside Golf Club, Roanoke
Stonehenge Golf & Country Club,
Richmond

Washington

Avalon Golf Links, Burlington
Sahalee Country Club, Sammamish

Wisconsin

Edgewood Golf Course, Big Bend

International

Doha Golf Club, Qatar

School Program

International

Penant Hills Public School, Sydney,
Australia

RECENTLY CERTIFIED AUDUBON COOPERATIVE SANCTUARIES

Crystal Downs Country Club, Frankfort, MI
Frenchman's Reserve, Palm Beach
Gardens, FL

Shady Canyon Golf Club, Irvine, CA
TPC of Boston, Norton, MA
University of Maryland Golf Course,
College Park, MD
Wawona Golf Course, Yosemite, CA

AUDUBON SIGNATURE PROGRAM

RECENTLY CERTIFIED SIGNATURE SANCTUARIES

Fazio Canyons at Barton Creek Club & Resort, Austin, TX
Forest Dunes Golf Club, Roscommon, MI (First Gold in Michigan)
PGA Golf Club—Dye Course, Port St. Lucie, FL
Red Tail Golf Club, Devens, MA (First Certified in MA)

RE-CERTIFIED SIGNATURE SANCTUARIES

The Legacy Club at Alaqua Lakes, Longwood, FL, *certified since 1999*
PGA Golf Club—North & South Courses, Port St. Lucie, FL, *certified since 1996*
Robinson Ranch Golf Club, Santa Clarita, CA, *certified since 2002*
Town of North Hempstead Harbor Links, Port Washington, NY, *certified since 2001*
Wuskowhan Players Club, West Olive, MI, *certified since 1998*

PROSKIM® LLC Named as Newest Audubon International Business Affiliate

Audubon International is proud to name ProSkim LLC as its newest Business Affiliate. ProSkim provides non-chemical weed removal systems for floating weeds in ponds and lakes, such as duckweed and watermeal. As a Business Affiliate, ProSkim actively supports the Audubon Cooperative Sanctuary System and donates a portion of each sale to Audubon International.

The ProSkim system removes floating weeds, as well as fall leaves and spring pollen, reduces the overall nutrient load in a natural pond, and provides an immediate improvement to the appearance and natural health of a pond without any chemical treatment. For more information, visit ProSkim during the GCSAA Conference & Show (booth 1640) or go to its Web site at www.proskim.com.

Audubon Steward Network

Did you know that nearly 100 ACSP members have agreed to volunteer their time to answer questions or assist others with ACSP certification? These Audubon Stewards are located in almost every U.S. state and in several countries worldwide. A complete listing is available online at: http://www.audubonintl.org/programs/acss/stewardship_network.htm. Don't hesitate to contact them. They have a wealth of excellent experience and expertise to share.

Please welcome the following new stewards:

- Christopher Borders-Split, Landscape Superintendent, TPC of Boston, Norton, MA, (508) 285-7925, chris_split@pgatourpc.com
- Thomas Brodeur, CGCS, TPC of Boston, Norton, MA, (508) 285-7925, tom_brodeur@pgatourpc.com
- Kyle Sweet, CGCS, The Sanctuary Golf Club, Sanibel Island, FL, (239) 472-8612, ksweet@sanctuarygc.com
- Terry Vassey, University of Martin, Martin, TN, (731) 587-7266, tvassey@utn.edu (moved from NC)



School Curricula, Activities, and More

Are you looking for curricula or environmental activities to share with your students? We've recently compiled a list of curricula and resources on a variety of environmental subjects, from amphibians to waste. To obtain a copy, e-mail jmackay@audubonintl.org or call (518) 767-9051, ext. 13.

Water Quality Monitoring

Golf courses enrolled in the ACSP test water quality in selected water bodies to determine positive or adverse impacts of golf course management practices. The Minneapolis Department of Parks conducted tests for two of its golf courses and reported results on the Web at: http://www.minneapolisparcs.org/documents/caring/WQ_Annual_2002/2002WR_6.pdf. The report is an excellent example of how to conduct tests and interpret results.

Can't Quite Grasp Water Quality Issues?

Enter *Robocow!* Here's a humorous and unorthodox approach to increasing your understanding of both problems and solutions to addressing water quality issues: http://www.agr.gc.ca/pfra/flash/robocow/en/robocow_e.htm.

All About Birds

This web site, part of the Cornell Lab of Ornithology's site, contains information about birds and birding. The site includes a bird guide, gear guide, information on how to attract birds, and multiple programs to record your observations. Visit: <http://www.birds.cornell.edu/programs/AllAboutBirds/>

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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Or sent via e-mail to:
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Audubon International is a non-profit environmental organization dedicated to fostering more sustainable human and natural communities through research, education, and conservation assistance. Programs seek to educate, assist, and inspire millions of people from all walks of life to protect and sustain the land, water, wildlife, and natural resources around them. Funding is provided by memberships, donations, and program sponsorship. The ACSS Golf Program is sponsored by The United States Golf Association.

The newsletter is printed on recycled paper.

Help us to keep up to date!
If you have a change of address or contact person, please let us know.
Call (518) 767-9051, ext. 12 or
E-mail jbatza@audubonintl.org

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