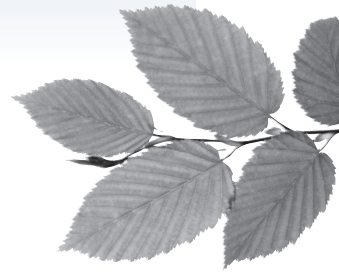




Refining Our Approach



RON DODSON

The highest grossing film in 1985 was a science fiction adventure movie that featured Michael J. Fox traipsing through time in a flying DeLorean. The film was so popular that it was followed by two additional versions. It is hard to believe that it has been nearly 30 years since the film hit the big screen.

It is also difficult for me to believe that it has been 25 years since a small group of individuals who were interested in conservation re-started The Audubon Society of New York State, which later became known as Audubon International. Many things have changed over the past 25 years, some positive and some just the opposite. However, one thing that hasn't changed is the commitment that the staff of Audubon International has to helping people help the environment where they live, work and play. We continue to be committed to doing whatever we can to protect

and enhance the quality of the environment, with a focus on wildlife and water as our "litmus" test of the effectiveness of our efforts on the environment.

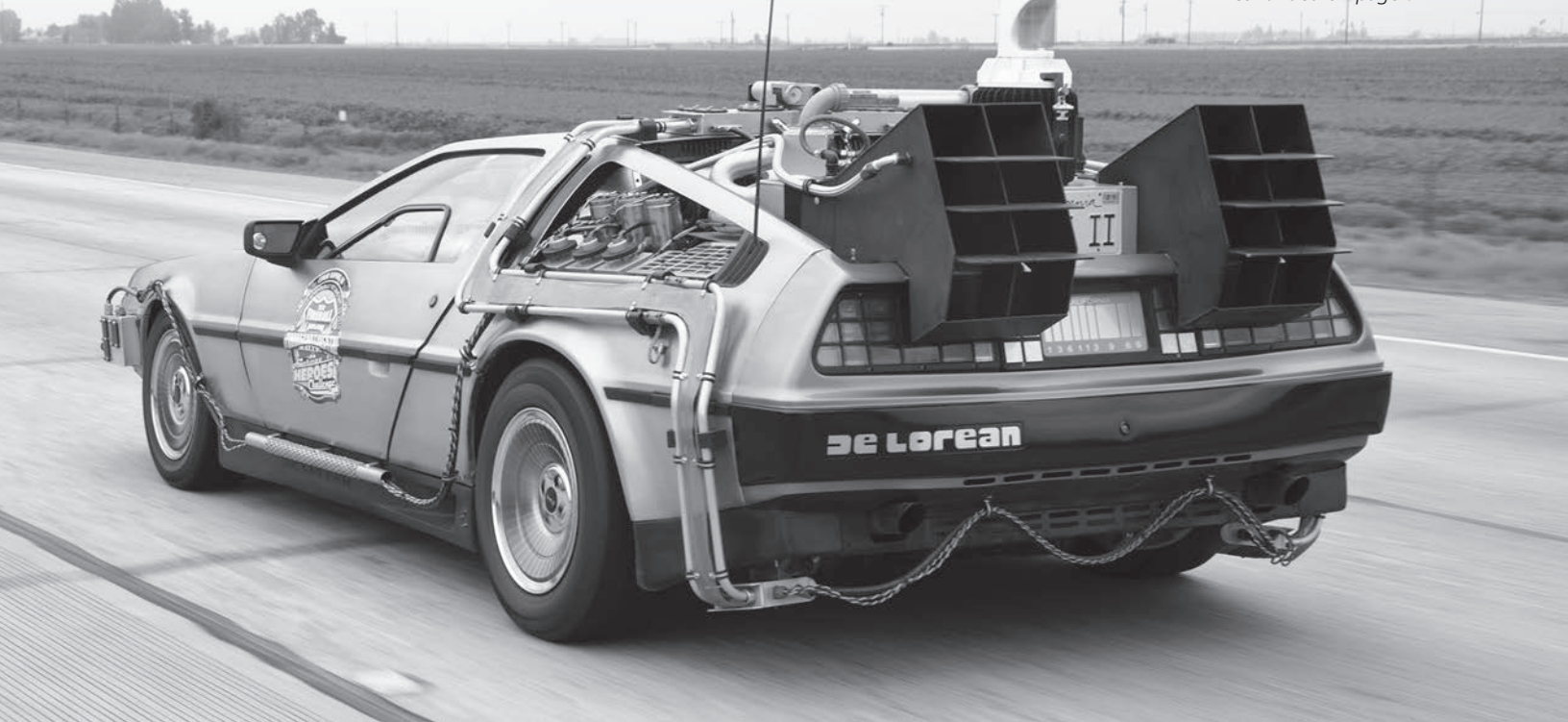
Over the past 25 years, it has been interesting to see many other organizations create similar approaches to working positively with people and businesses as opposed to their previously negative, anti-everything approach to defending the environment. We were the first environmental organization to take such an approach and in the early years we were regularly beat up for our actions of advocating conservation. To a degree it is somewhat pleasing to see some of our early detractors now promoting similar approaches to what we created a quarter century ago.

It has also been interesting to see the development of the "buzz word of the year" approach to advocating for environmental action. *Certification*

of one type or another is being hyped by hundreds, if not thousands of groups. *Sustainability* is thrown around so much and with so many different meanings that it has nearly become meaningless. *Green*, in one form or another has been used so much that many people have started complaining of "Green Fatigue."

Through all of this, Audubon International has worked diligently to stay true to our mission and our focus. There were years when it must have seemed like I was leading us to become involved in various activities that may have sounded well off the mission. However, I was advocating for energy efficiency and appropriate waste management because we knew that the exploration, production and transmission of power often adversely impacts wildlife habitat and water quality. We know that the most elegant way to

continued on page 3



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Hilton Head Earns Green Community Award

The town of Hilton Head Island has earned the Audubon Green Community Award. "As the first community to receive the Green Community Award in the State of South Carolina, Hilton Head has demonstrated a strong commitment to ideals of sustainability—economic vitality, environmental protection, and social responsibility," says Suzi Van Etten, Manager of the Sustainable Communities Program. "With the surrounding natural landscape of this barrier island, Hilton Head has much to celebrate. It is a unique destination filled with residents that care deeply about the place they call home." For more information about the Sustainable Communities Program, or to learn how your community can become involved, contact Suzi Van Etten at svanetten@auduboninternational.org.

Lampman to Attend Seventh International IPM Symposium

Joellen Lampman, ACSP Director, will be attending and co-presenting at the Seventh International Integrated Pest Management Symposium this March in Memphis, Tennessee. Symposium sessions will address IPM across disciplines, internationally, in the market place, agricultural, structural community settings, horticultural, and natural environments. For more information, visit www.ipmcenters.org/ipmsymposium12.

Kevin Fletcher Leaves Audubon International

After ten years with Audubon International, Kevin A. Fletcher, Ph.D., has moved on to pursue new adventures, career opportunities, and interests. In the interim, Audubon International's President, Ronald G. Dodson, has assumed the responsibilities of the Executive Director. The Board of Directors and the staff would like to wish Kevin all the best in his future endeavors.

The Board of Directors has started a search for the next Executive Director of the organization. The nation-wide search is now underway, with hopes of filling the position within the next couple of months. Anyone interested in the position, should contact the Executive Director Search Committee to obtain a copy of the position description. If interested, email Ron Dodson at rdodson@auduboninternational.org.

Fifty One Percent of 2012 PGA Tour Golf Tournaments Certified

The 2012 PGA Tour golf tournament season has officially kicked off with the *Hyundai Tournament of Champions*, which was won by Steve Stricker, who shot twenty-three under par. More impressive to us however, is that the tournament was played on Audubon International Certified Kapalua golf course on the island of Maui, Hawaii.

The PGA Tour events in 2012 will feature forty-five tournaments in various locations around the country. Twenty-three of those golf courses have been designated as Certified Audubon Cooperative Sanctuaries by Audubon International! That means that during this year, fifty-one percent of the televised PGA Tournaments will be held on golf courses recognized by Audubon International. We think this is something to celebrate and we hope that the PGA Tour and the television hosts think it is too!

Don't forget to follow us
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Refining Our Approach

Continued from page 1

manage waste is to not create it in the first place and using energy more efficiently and becoming less wasteful saves money.

Many people refer to Audubon International as “that golf group.” I have even heard comments from our own staff that the organization seems to be getting a “bit top heavy with golf course members.” In fact, we are neither a golf group, nor top heavy with golf course members. We are an environmental organization that advocates conservation of biological diversity and we want to work with people to help improve the environment around where they live, work and play. We are so pleased to see thousands of people, who previously were not involved, have now become engaged in conservation action.

Thanks to the support of many, Audubon International has accomplished much in the past twenty-five years. The journey however has only just begun. While we have proven to help the properties where our programs have been implemented, we also know that in the communities where those properties are located, biological diversity has decreased. That means that now is not the time to suffer from “Green Fatigue”, but instead it is time to continue to spread our message, to connect with and motivate others in those communities. We must encourage them to follow the lead of those that have set an example. In the coming months and years, we at Audubon International plan to “reintroduce” ourselves to the world as a committed, conservation oriented organization, with a quarter century of experience, which created an entirely new approach to engaging and motivating people to take environmental stewardship action and publicly recognizing those that do so. We will stay true to our history, our heritage and our mission while reaching out to all people, everywhere to become active stewards of our environment. Like the movie, Audubon International is going “Back to the Future.” ●

From the Course to the Community

SUZI VAN ETTEN



One of the most important parts of working towards certification in all of our programs is education. Teaching golfers, residents, and property managers about the importance of environmental stewardship has a watershed effect: they can take the lessons to where they work, live, and play. But, what happens when you go beyond the property boundary? Are your neighbors good environmental stewards? What if your neighbors aren't practicing environmental stewardship? Maybe they use too much fertilizer on their lawns and it affects your water quality. Or perhaps they mow up to the creek that borders the adjacent property line. If your property has residential neighbors, you may find they don't always understand what you are doing on the

property. They may even misunderstand your methods or stewardship activities and think what you are doing will lower their property value.

Stewardship and education do not have to end at the property line. In all of our programs, community outreach is important. We ask that you not only let others know what you are doing as a program member, but also to motivate the surrounding community to take small (or big) steps to be good environmental stewards. You can use what you are doing on your property as a living example of environmental stewardship. Whether your neighbors are aware of what you're doing as a member, or they agree with your activities, Audubon International can help you reach across property boundaries by educating the

continued on page 4

From the Course to the Community *Continued from page 3*



< Two residents of Heritage Hunt help to clean the Little Bull Run, a tributary on the property of the Chesapeake Bay. Before the project began, the Little Bull Run and the area of its banks were littered with a great deal of trash and construction material. The project is now an annual event funded by the State of Virginia.

∨ Heritage Hunt Homeowners Association celebrates earning Audubon International's Neighborhood for Nature Award.

members of your community.

As a member, your property becomes a model or an “incubator.” Whole communities can use these “incubators” as demonstration sites, or living classrooms for residents. The benefits to the community are numerous, from cutting community costs to improving existing services. Two distinct programs were created at Audubon International to answer the questions, “How can we get our neighbors to understand what we’re



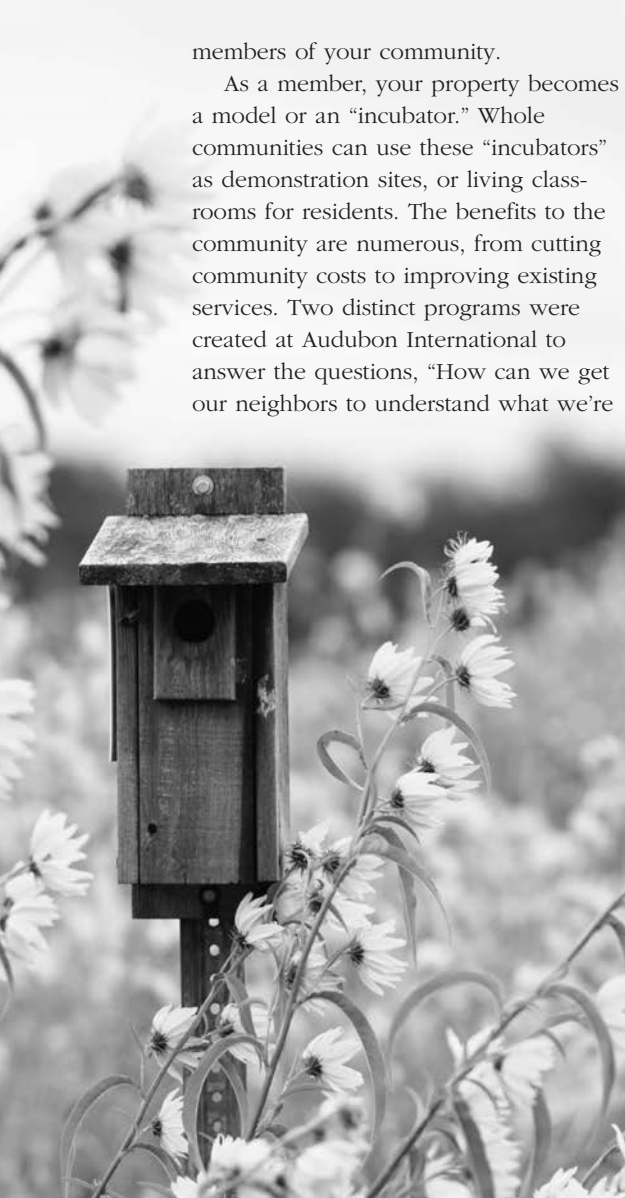
doing?” and “Is there a program for the whole town?”

The Green Neighborhoods Program is designed to help your neighbors understand what you are doing, why it is important, and what they can do in their homes to be good stewards. The program is for any type of organized neighborhood association, official or unofficial. Green Neighborhood members complete an assessment and then complete projects in each of the track areas: wildlife, water, resource management, educational and community outreach. After completing a project in each track area, they will earn the Neighborhood for Nature Award. Each project is given an Audubon Project Award.

The Sustainable Communities Program is more comprehensive and designed for communities that want to go the extra mile. The community must have a centralized form of government, from a Homeowners Association to a Municipal Government. The community will need

to reflect on policies that set standards for residential stewardship like landscaping and transportation. The first step of this program is called “Green Communities,” which involves completing an assessment, sense of place survey, and a demonstration site. Your property is already a great demonstration site for the community and a model for property owners in the region, so your community is a step ahead!

Your property is on track to be a great example for properties all over the world. If you want to reach out to your neighbors and get them on the same track, we have the program for you. Whether you want the neighbors to understand (and stop complaining about) naturalized areas or you think the community would benefit from a long-term plan for sustainability, help is out there. Contact Suzi Van Etten, Sustainable Communities Program Manager, at svantetten@auduboninternational.org for more information on either program! ●



Everything Except the Oink

BY JOELLEN LAMPMAN

My grandfather was incredibly thrifty. As an Irish orphan and father of twelve during the Great Depression, providing for his family with an Air Force Sergeant's salary wasn't easy. There was never much to go around. Paper, string, clothing, food, and pretty much everything needed for everyday living was stretched as far as it would go. I remember him saying that they used everything except the oink, although I doubt a whole hog ever made it into his life.

This memory struck me as I was taking a mistakenly placed recyclable item out of the trash and moving it to the recycling bin. The amount of non-recyclable, non-compostable trash in my can is much less than the average household, but going through the trash got me thinking. Despite the daily news reports about the state of the economy today, I would argue that these are days of prosperity. If you don't believe me, then take a look in your own trash cans and dumpsters. Whether at home or at work, what you find there can help you determine how to be more efficient.

As Paul Hawkin points out in his book, *The Ecology of Commerce*, "Business has three basic issues to face: what it takes, what it makes, and what it wastes." These three issues are intimately connected to your bottom line. Looking in your dumpster and then expanding your search to look for other evidence of waste can be a useful exercise in determining how to make your clubhouse and golf course more efficient, stream-lined, and environmentally friendly.

Most of us do not have the luxury of being around during construction, so we are going to skip over the decisions for heating and cooling, good insulation, efficient windows, and the thousands of other choices that can reduce the natural resources needed to build and maintain



the clubhouse, amenities, and grounds. Instead, let's focus on a few smaller day-to-day decisions that can make a big impact over the long term.

The clubhouse should provide lighting that facilitates a comfortable atmosphere which allows for different types of activities. Electricity is what we use to keep the lights on. If you touch a regular incandescent light bulb, you will feel that not only is the electricity making light, but it also generates a lot of heat, which you end up paying for. Additionally, in the summer months, you pay for air conditioning to overcome the excess heat these types of bulbs create. Changing to compact fluorescents or LEDs reduces the amount of electricity needed to create light because much less heat is generated.

Let's move into the kitchen next. Whether you are making breakfast, lunch, or dinner vegetables, meats, grains, spices, water, and heat are used.

continued on page 7



Individuals can make a difference!

Become a member of Audubon International and join individuals across the country who are taking environmental stewardship seriously by providing critical financial support for our non-profit environmental education organization.

Chances are there is a business, a golf course, a school, a development project or a community in your region that is a member of an Audubon International program. As a result, your environment—the place where you live, work and play—has benefited. If you are taking the time to read this, you are clearly interested in the work that Audubon International is doing to have a positive impact. Now the question is—what are you doing to become a part of the action?

You can become an Audubon Partner for the Environment by donating \$25 or more. Members receive a complimentary quarterly e-newsletter, as well as additional email notifications of special events, summits and workshops offered by Audubon International. We hope we can count on your support!

Because Audubon International is a tax-exempt, 501(c) (3) charitable organization, your donation is deductible to the full extent allowable under applicable federal tax law and regulations and may also be deductible under state law. To become an Audubon Partner for the Environment, please complete the form below and return to: 46 Rarick Road, Selkirk, NY 12158, Attn: Development. For questions, please contact our Development Office: 518-767-9051 x120.

**Please mail completed form
with payment to:**

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State _____ Zip _____

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Donation Amount \$ _____

Check enclosed (make checks payable to Audubon International)

Please charge my credit card MasterCard Visa American Express

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Card Number _____

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Signature _____





At Grete Bay Country Club, “pesticides and fertilizers used to be applied right to the edge of the water and the banks were mowed and eroding. Now we let the banks grow out naturally and let the band of rough beside the pond grow higher. We have also begun to use biological fungicides and only organic fertilizer on the adjoining fairway. The pond is now crystal clear and the natural banks are supporting [wildlife] and the erosion has been stopped,” states Kenneth B. Thompson, Grete Bay Country Club, Somers Point, New Jersey.

Everything Except the Oink *Continued from page 5*

As a result, food scraps are created and excess food is often produced, which needs to be packaged. Disposal fees are expensive, so this is a good place to look for ways reduce the amount of waste going into your dumpster.

All non-meat wastes can be scraped into a separate container which can then be added to a composter. Once broken down, the finished compost can be used as a soil amendment and fertilizer for landscape beds, reducing both the amount of fertilizer and water used to maintain these areas. Compost is the perfect example of how you can turn something “you waste” (food scraps) into something that “it takes” (finished compost) to create something that “you make” (an attractive landscape).

When we talk about turf grass management, “what we make” is defined by turf grass quality and the demand for playability and aesthetics. This demand is driven by location, budget, and, most importantly, golfer expectations.

Expectations for lush, green wall-to-wall turf grass have led to an increase in “what it takes” to manage it. Increased use of nutrients, water, and fuel has led to increases in “what it wastes”, which includes increased grass clippings, runoff, NOx, and CO2. The primary challenge for the golf industry as a whole is to reign in expectations.

Information gathering is vital when determining what turf grass quality any given club can realistically attain. The type of turf grass already established on the course, soil and irrigation water tests, staffing, budgets, and golfer expectations must all be taken into account. Only then can reasonable mowing heights be set and economic and functional thresholds be established.

Through their participation in the Audubon Cooperative Sanctuary Program for Golf Courses, the staff at Monarch Beach Golf Links in Dana Point, CA evaluated their turf program and decided to make some changes. “By raising the



thresholds and allowing some pest issues to exist without affecting the overall quality of the golf course, we save fuel, chemicals, labor, and the added impact on the environment of chemical applications,” stated Golf Course Superintendent, Kelly McCaffrey. “The overall reduction in chemical use for the property has meant we save money on purchases, but also save on the operations of the facility.”

Obviously, turf grass and clubhouse management is going to continue to require resources to meet the expectations of golfers and club members. But decisions like leaving the clippings on turf surfaces, making bulk purchases, replacing light bulbs, and composting are going to help ensure that “what it takes” does not turn into “what it wastes.” ●



Audubon International at the 2012 Golf Industry Show

We are pleased to be attending the Golf Industry Show in Las Vegas, February 27–March 2, 2012. If you are attending, please stop by our booth (#1588) and say hello.

Stewardship News

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

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The newsletter is printed on recycled paper.

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