

# Environmental Stewardship for the Successful Golf Course Superintendent

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# Many Voices, One Song



# Key terms...

- **Environomics** – is the synergy created by blending cutting edge Environmental Stewardship within a progressive Business Plan.
- **Sustainability** – is the ability to renew, perpetuate and replicate environmental processes.
- **Transparency** – is the open communication of your environmental programs.
- **Green Public Relations** – the utilization of various media and communication skills to disseminate the details of your successful Environomic programs.

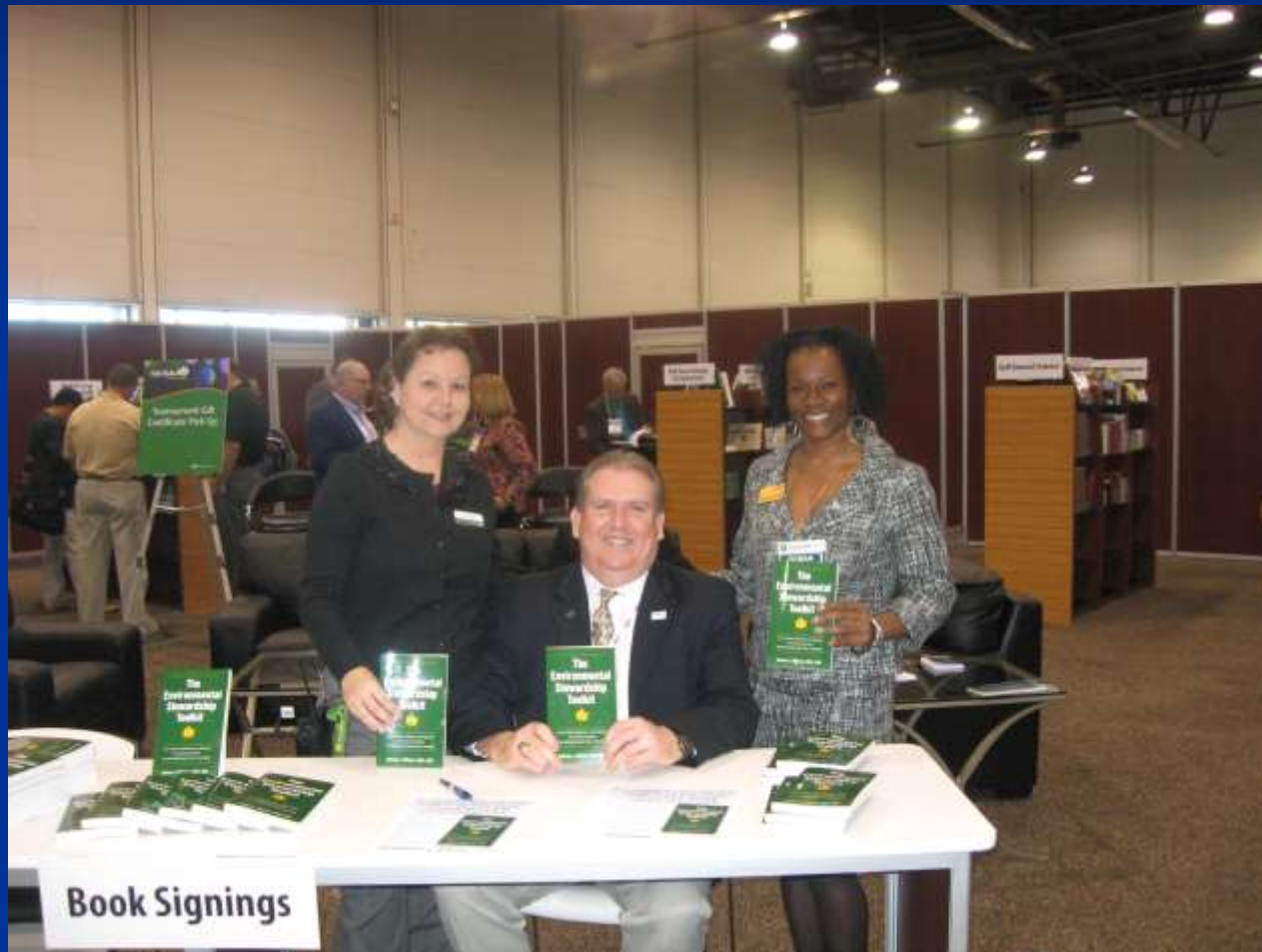
# Environomics 101

- [www.gcsaa.org](http://www.gcsaa.org)
- GCM
- Past Issues
- January 2008





# The Environmental Stewardship Toolkit



# The Environmental Plan: Essential Information

- Site Assessment
- Water Quality and Conservation
- Wildlife and Habitat Management
- Agronomic and Cultural Practices
- Integrated Pest Management
- Education and Outreach

# Taking the Virtual Tour: Site Assessment





**The Site Assessment includes all structural and environmental assets.**





# Water Quality and Conservation



# Extreme Environmental Stewardship often begins with water management





# Agronomic and Cultural Practices





# Integrated Pest Management (IPM)

## IPM Color Codes

- Green – Nothing of Note
- Yellow – Pest noted but within threshold
- Red – Pest Present and action required

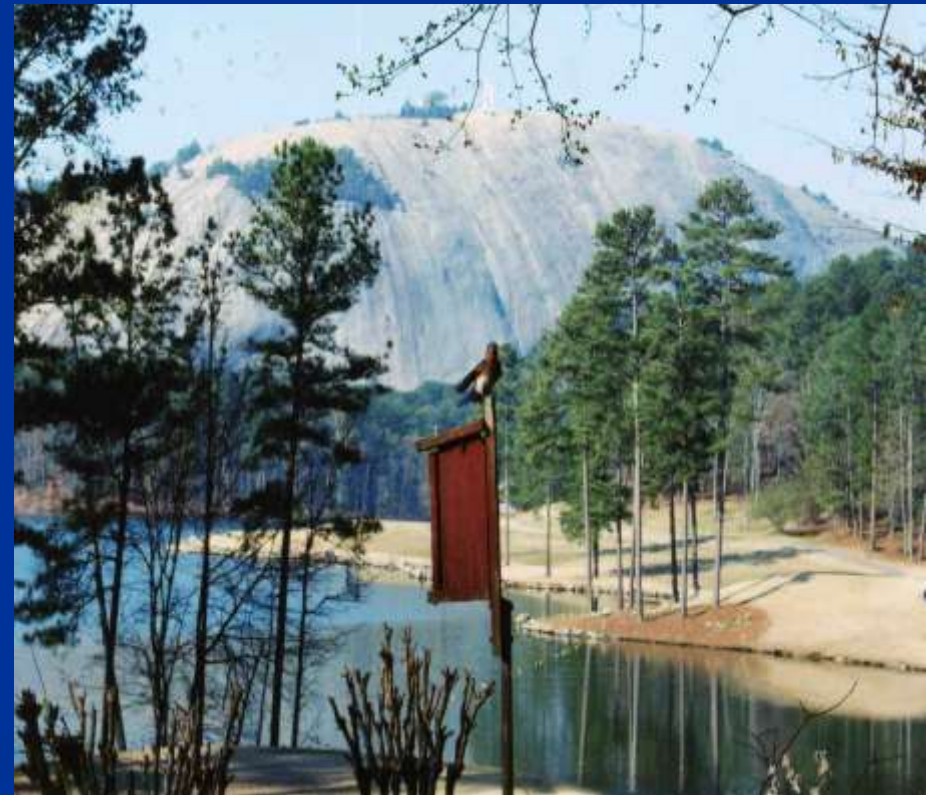
337 Green days, 15 Yellow days and 13 Red days in an average year

- First year savings, \$28,000 in chemical reduction
- [www.eifg.org](http://www.eifg.org) , IPM , Stone Mountain Golf Club, Anthony Williams

# Resource Conservation



# Wildlife and Habitat Management





# How committed are you?





# Green Public Relations; a picture is worth a 1,000 words



Look for details in every photo!





# Education and Outreach: Learn, Do, Teach and Repeat



# Community Engagement





# Local and Global Action!





As stewards of this land our jobs are  
never done!



# Environomic Summary

- Over \$285,000 saved
- Over 100,000,000 gallons of water saved
- Over 300 grounds/environmental related press items including the New York Times (front page), the Wall Street Journal and dozens of leading trade magazines/news papers ranging from the Atlanta Journal to publications from China and South Africa.
- 27 Industry Awards for Excellence in Stewardship

# Questions or Comments

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