



# NGCOA

## AC 2015

### Annual Conference

February 23-26 • San Antonio, TX

[www.ngcoa.org/conference](http://www.ngcoa.org/conference)

In conjunction with



golf industry show

N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

# **Environmental Sustainability: Real World Strategies for Success**

**Tuesday, February 24<sup>th</sup> from 10:30AM - 12:00PM**  
**Henry B. Gonzalez Convention Center - Room 217C**

# Environmental Sustainability: Real World Strategies for Success

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## What's on golf's environmental agenda?

**Nature:** Conserving and enriching biodiversity as well as contributing to the functioning of ecosystems as healthy semi-natural landscapes for people and wildlife.

**Water:** Acting as protected green space within watersheds, innovating highly efficient irrigation technology and practices, investing in infrastructure to reuse and recycle low-quality water, developing and renovating courses to require less irrigation.

**Energy:** Minimizing energy consumption and harnessing renewable resources.

**Pollution control:** Enhancing air, water and soil quality through responsible professional land and resource management.

**Supply Chain:** Driving a greener economy through sustainable purchasing and moving toward zero-waste businesses.

**Community:** Providing healthy recreation for all ages; youth programs; jobs and training; meeting place for families and businesses; and an event platform for charitable fundraising.

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## Prepare golf for the future

The golf industry is dedicated to continually improving the construction and management of environmentally-responsible and economically-viable golf courses. Golf provides significant value to the environment and is the only sport in the world with an eco-label from the Rain Forest Alliance and Forest Stewardship Council.

## Value

The game's leading organizations endorse the International Golf Federation's "Statement on Sustainability" to employ environmental best practices.

The goal is for course managers and developers to continuously improve water conservation, water quality protection, energy savings and pollution reduction. Highlights:

- Provide ecological and economic benefits to local communities.**
- Protect habitat for wildlife and plant species.**
- Use natural resources efficiently.**
- Respect land adjacent to golf properties.**
- Support ongoing scientific research of eco-friendly solutions.**

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## Did You Know?

- 77% of 18-hole golf facilities have taken steps to conserve energy.
- 91% of acreage on an 18-hole golf course is considered “green space” that provides benefits to the eco-system.
- Golf courses account for more than two million acres of green space in the U.S.
- An average 18-hole course comprises 150 acres including 50 acres of rough, 30 acres of fairway, six acres of greens and tees, 24 acres of forest and 11 acres of water.



[www.wearegolf.org](http://www.wearegolf.org)

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## Today's Agenda...

Through this interactive discussion, you will learn how multi-course operators and their superintendents are considering the environment in their daily operations.

Implementing environmentally sustainable best management practices.

Activating environmentally sustainable initiatives, such as *Operation Pollinator*.

Engaging environmental stewardship programs, such as Audubon, e-par, and GEO.

Balancing what is *right* for the environment with what is *right* for their bottom line.

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*“The environment is everything that isn't me.” - Albert Einstein*

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## Facilitator

Walt Osborne, National Account Manager – Golf; Syngenta Turf and Landscape

## Panel Members

David H. Robinson, Senior Director - Golf Grounds; Marriott International / The Ritz-Carlton Hotel Co., LLC  
Michael McClafferty, Superintendent; Camelback Golf Club  
Collier Miller; Director, TPC Agronomy, PGA TOUR Golf Course Properties  
Tom Lively, Director, Golf Course Operations; Tournament Players Club San Antonio

## Topics for discussion

Turf Reduction  
Public Relations  
Water Conservation  
Species Protection  
Pesticide and Nutrient Reduction  
Water, Fertilizer, and Pesticide Containment

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## David H. Robinson

Senior Director - Golf Grounds; Marriott International / The Ritz-Carlton Hotel Co., LLC

**David is responsible for ongoing golf grounds operations and development**

**He earned a degree in Golf Course Management and a Certificate in Turf Equipment Management from Lake City Community College**

**Prior to his current role, he served as Superintendent of Golf Grounds at Marco Island Marriott Beach Resort, Golf Club & Spa in Naples, Florida**

**He is a Certified Golf Course Superintendent and a Certified Golf Irrigation Auditor**

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## Michael McClafferty

Superintendent; Camelback Golf Club

**Michael has worked in the golf course industry for the last 15 years**

**He earned a certificate in Turfgrass Management from Michigan State University**

**Prior to his current role, he served as golf course superintendent at two daily fee venues**

**His principle focus since arriving at Camelback has been looking for ways to promote a thriving native plant and grassland habitat while controlling labor costs**

# Environmental Sustainability: Real World Strategies for Success

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## Camelback Golf Club:

Turf Reduction, Water Conservation, and Public Relations

Before



After



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Turf Reduction, Water Conservation, and Public Relations

Before



After



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## Collier Miller

Director, TPC Agronomy; PGA TOUR Golf Course Properties

**Collier is responsible for the oversight and support of the TPC Networks golf course maintenance department, agronomics, PGA TOUR tournament preparations, and construction specifications and grow-in for new developments**

**He began his employment with PGA TOUR Golf Course Properties, Inc. in 1994 as Golf Course Superintendent at the TPC Summerlin and TPC Las Vegas**

**He studied Ornamental Horticulture/Turfgrass Management at California Polytechnic State University in San Luis Obispo, CA**

**He has been a Class A, Certified Golf Course Superintendent since 1991**

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## Thomas Lively

Director, Golf Course Operations; Tournament Players Club San Antonio

**Tom is a 1982 Graduate of the Michigan State University, Turf Management Program.**

**He is a 33 year member of the GCSAA and Class A Certified in 1992.**

**Tom joined TPC San Antonio in March 2008.**

**Tom is responsible for all Turf Management, Construction, and Environmental Planning and Management**

**Tom was the National Winner- Resort, 2011 GCSAA Environmental Leaders in Golf Award**

**TPC San Antonio became Audubon Certified in February 2013.**

**He has been responsible for PGA TOUR Tournament Preparation for:**

**2010 – 2015 Valero Texas Open , Oaks Course**

**2010 – 2014 AT&T Championship, Canyons Course**

**Prior to his current role, Tom served as Director, Golf Operations at Medinah Country Club for seven years during which Medinah was host to the 2006 PGA Championship. Prior to Medinah, Tom served as Golf Course Superintendent at Ruth Lake Country Club and Ridge Country Club in the Chicago area.**

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## Tournament Players Club San Antonio: Water, Fertilizer, and Pesticide Containment



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## Tournament Players Club San Antonio: Water, Fertilizer, and Pesticide Containment



**Thank you!**



NATIONAL GOLF COURSE OWNERS ASSOCIATION