

SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

Map out a Sustainable Future by using Geographic Information Systems

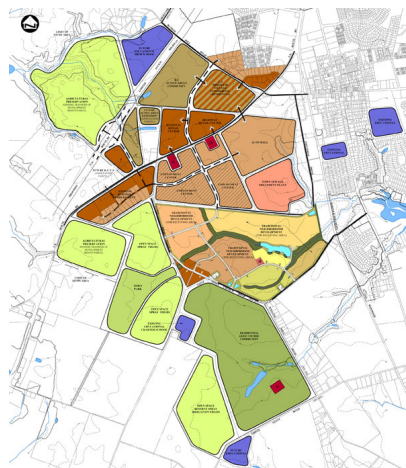
Environmental management and stewardship programs integrate a broad spectrum of data with the analysis tools of GIS to provide a better understanding of how elements of natural communities interact across a landscape. GIS is used worldwide in ecology labs, planning departments, parks, agencies, and nonprofit organizations to promote sustainable growth.

Accurate information about the local landscape is critical to making decisions about what to protect and how to protect it. Digital maps of sites can be linked to a relational database that stores topography, baseline data, site documentation, and aerial digital photography.

GIS is an important tool in habitat and species management and protection. GIS enables the study of animal populations at a variety of scales as well as analysis tools to study habitat corridors; migration patterns; and the influence of parks, reserves, and sanctuaries for wildlife conservation.

And lastly, GIS is ideal for mapping and inventorying vegetation across landscapes and to better understand threatened and endangered species inventories for scientific and managerial applications.

If you are a member of Audubon Lifestyles and have a question about how your project can better incorporate GIS in your sustainability planning efforts, get in touch with us and we'll help you get started.



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Simple Actions Go a Long Way... don't get discouraged with your Sustainability Efforts

As our daily lives seem busier than ever, most of us can get overwhelmed by being told of changes that we can make in the way we live in our daily environments. If each person just changed a few things, we would all make a huge impact on reducing carbon emissions and excess waste. We can all collectively help produce a change in the way that many large companies do business. We have seen it with organic produce and other more natural organic groceries. Ten years ago we did not see as much organic produce and other organic, healthier groceries available in the larger grocery chain stores. People have demanded healthier options. The

more options that are available, the more affordable and accessible these options become.



Sustainable Demonstration Project at Scotland Yards Golf Club Taking Shape

With the economy still in the doldrums, a group of business and non-profit organizations has come together with an 18 hole golf course in Florida to demonstrate that embedding and embracing the tenets of sustainability regardless of the size and budget of the golf course will provide economic viability and provide a foundation upon which to deliver environmental and social benefits.

Audubon Lifestyles is coordinating the project at the Scotland Yards Golf Club, located between the small citrus towns of Zephyrhills and Dade City, and within easy driving distance of both Orlando and Tampa, Florida. Florida has been one of the states most impacted by the downturned economy, and so it made perfect sense to our team to prove the potential to doubters of sustainability by implementing sustainable management practices on a golf facility in a location that has been hardest hit with tough times.

David Rinaldo, General Manager of Scotland Yards said, "The past several years has been a real challenge to the entire golf industry, and our course certainly hasn't been any exception."

The Rinaldo family built and opened the course in the 1970's and sold the course several years ago. But, as is often the case, that business transaction didn't work out, and the Rinaldo's now find themselves reacquiring their old family course again.

"While we certainly care about the environment, if we can't maintain a financially viable business, we simply would not be able to continue to function. We were very excited to learn about the benefits of operating more sustainably, and couldn't be happier to become involved as a demonstration project that showcases sustainability on golf courses." Rinaldo continued.

Eric Dodson, CEO of Audubon Lifestyles has pulled together a small, but growing group of businesses that have agreed to contribute their time, expertise, products and services to the project.

"We hope that we can prove to other golf facility owners who may be struggling in this economy that it doesn't matter what how big or small your golf facility's operating budget is— that it just makes financial sense to embrace the sustainability opportunities that are available in the market right now." Dodson says.

David Rinaldo has agreed to implement the recommended actions developed through the project, and to document the results over time.

Ron Dodson of the Dodson Group llc, a consulting firm who has agreed to participate in this project said, "The main focus of the Sustainable Demonstration Project at Scotland Yards Golf Club is on economic viability. Simply stated that means 'make more, spend less'. We believe that there are some adjustments that can be made regarding the overall management of the golf course, which will not only reduce expenditures, but improve the overall quality of the golf course. With reduced expenditures, coupled with improved quality, it is our belief that the course will see increased play. Increased play means more income."

At present the groups who have agreed to participate in the Sustainable Demonstration Project at Scotland Yards Golf Club are: Audubon Lifestyles, who will serve as lead project coordinator; True North Outdoors from Kansas City, Kansas who will provide sustainable landscape management advice and services; Love & Dodson, based in College Park, Maryland who will take the lead in the sustainable planning, design and development for the project; Turf Feeding Systems as a producer of fertigation systems based in Houston, Texas has agreed to donate a fertigation system; The Dodson Group llc who will offer sustainability and environmental consulting including mapping the entire course, and; Trusty & Associates based in Council Bluffs, Iowa who will provide Public Relations and Marketing Firm.

Sustainable Golf

by John Sanford, ASGCA—Sanford Golf Design

It's no secret...the golf industry is suffering along with most mainstream businesses in the U.S. today. Daily fee courses need players, private clubs need members and the NGF reports more courses have closed than opened over the last two years. How is the game we love ever going to be healthy again? Most agree we will never see growth of the game like we did in the late

90's / early 2000's but there are steps to be taken industry-wide to insure golf's health and prosperity. Golf courses must be designed, maintained and operated to be "sustainable" in our communities and this must happen on three different



fronts. Golf courses must be Ecologically sensitive, Economically stable and Enjoyable. For the most part architects have done a good job building ecologically sensitive courses over the last 15 years but there is always room for improvement. Most new course designs are regulated to reduce water consumption and respect natural ecosystems and we are happy to oblige. As new course construction comes to a screeching halt we must focus on renovating existing courses with these same principles and be "easy on the land". In addition to ecological sensitivity golf courses must continue to be beneficial in the community by accepting surrounding storm water, recycling effluent, filtering nutrients and rehabilitating degraded sites.

Too many courses were built during the real estate boom and with no real "stand alone" business plan. Costs to maintain and operate the courses were not considered and therefore many are "upside down". Financially these courses must be reevaluated to determine the target player, market fees and operating/maintenance costs must be creatively reduced to allow the course to "stand alone" economically. One huge factor in this formula is maintenance costs. Americans have come to expect perfect conditions better known as the "Augusta Syndrome". You know, greens stimping at 12, immaculate bunkers, fairways - green and lush. In most cases this is not realistic. Remember when the game was just as fun when greens rolled 8, bunkers were real hazards and fairways were firm and fast? In fact, some would agree the game was more enjoyable under those conditions.

Just as important to the sustainability of the game....golf must be ENJOYABLE!! As architects we must remember the average golfer shoots around 100 and only 2% of the golfers play the Championship tees. It's time to stop building courses with hopes of attracting the next new tour event and start producing courses that all players can enjoy. Speaking of "enjoyable", golf courses can be enjoyed by those outside the game itself. Another American mindset is that golf courses are exclusive to golfers. Is this good for the community? Doesn't the most well-known course on the planet open it's boundaries to picnickers, joggers, dog walkers, and horseback riders on Sundays? What is wrong with this concept? Let's not restrict our beautiful park-like settings to one lone activity. Let's be better neighbors and invite the community to share our sacred grounds every once in a while. It might go a long way to improve the perception of our presumed "elitist" sport and bring some players back into this great game.

Critter of the Season— The Black-capped Chickadee

A bird almost universally considered "cute" thanks to its oversized round head, tiny body, and curiosity about everything, including humans. The chickadee's black cap and bib; white cheeks; gray back, wings, and tail; and whitish underside with buffy sides are distinctive. Its habit of investigating people and everything else in its home territory, and quickness to discover bird feeders, make it one of the first birds most people learn.

Size & Shape

This tiny bird has a short neck and large head, giving it a distinctive, rather spherical body shape. It also has a long, narrow tail and a short bill a bit thicker than a warbler's but thinner than a finch's.

Color Pattern

The cap and bib are black, the cheeks white, the back soft gray, the wing feathers gray edged with white, and the underparts soft buffy on the sides grading to white beneath. The cap extends down just beyond the black eyes, making the small eyes tricky to see.



Habitat

Chickadees may be found in any habitat that has trees or woody shrubs, from forests and woodlots to residential neighborhoods and parks, and sometimes weedy fields and cattail marshes. They frequently nest in birch or alder trees.

America's Greenest Companies in the Global 100

Eight U.S. companies are among the most sustainable in the world according to Corporate Knights, a Toronto-based media company. After making significant strides in sustainability in 2011, Apple, America's most valuable company, is noticeably absent from the U.S. ranks.

The United States has much to learn from two other countries that led the way in the Global 100. The United Kingdom was the sustainability champion with 16 companies in the Global 100 list. Japan was second with 11 firms that were recognized for sustainability. The United States tied for third place with France which also had eight Global 100 companies.

The Global 100 is an annual project conducted by Corporate Knights, the company for clean capitalism, and is the most extensive data-driven sustainability assessment in the world. The key criteria used to qualify sustainable companies include carbon/energy/waste/safety productivity, leadership diversity, CEO-average worker pay ratio, employee turnover and innovation capacity.

A complete list of the Global 100 is available [here](#).

Four Sustainability Trends Among Retailers

1. Looking closer at supply chains. More retailers are evaluating the sustainability of their suppliers, including energy use, hazardous material, greenhouse gas emissions and water use. Some even require manufacturers to produce an annual report, so they can better gauge their total environmental footprint and be more transparent with their customers. Many big retailers are relying on third-party organizations, including The Sustainability Consortium and the Fair Factories Clearinghouse, to help them conduct supplier reviews.

2. Focusing on end of life. Some retailers are getting more active in helping consumers responsibly dispose of their products — and that's because if they don't, it's very likely the items will end up in landfills. Target Corp. offers recycling centers in its stores for plastic bags and aluminum, among other materials. The Gap in 2010 collected 360,000 units of denim to be repurposed into home insulation.

3. Educating consumers. Retailers have to be careful not to inundate consumers with sustainability information — especially in stores. But they're finding ways to make it more engaging and transparent. WalMart's Love, Earth Jewelry collection, for instance, allows people to trace their jewelry's journey "from mine to market." Whole Foods and IKEA created their own green labels.

4. Engaging employees. Retailers are actively asking their employees to help them lower their environmental footprint — and that's tough: Retailers tend to have high turnover rates, which means employees don't feel quite as engaged in the business. But some have been quite successful. Some, like Walgreen, are forming green teams of employees passionate about sustainability or hosting volunteer drives to help with local environmental nonprofit efforts.

For more information

35246 US Hwy 19 #299
Palm Harbor, FL 34684

Phone: 727-733-0762
Fax: 727-683-9153
Email: info@audubonlifestyles.org



Additional Resources & Sources

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| Audubon Lifestyles | www.audubonlifestyles.org |
| The International Sustainability Council | www.thesustainabilitycouncil.org |
| The Cornell Lab | birds.cornell.edu |
| Sanford Golf Design | www.sanfordgolfdesign.com |
| Scotland Yards Golf Club | www.scotlandyards.com |
| Technorati | www.technorati.com |
| Turf Feeding Systems | www.turffeeding.com |
| Small Business Trends | www.smallbiztrends.com |
| The Dodson Group | www.thedodsongrp.com |
| Love & Dodson | www.loveanddodson.com |

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