

# Tell Your Story with Pictures

Photographic displays with the environmental message.

BY JOELLEN LAMPMAN

As the old adage goes, a picture is worth a thousand words. But the power of a picture is far greater than a thousand words. Pictures speak to the masses and are an excellent way to educate patrons and the general public about your environmental stewardship efforts. They do not, however, do you much good if they remain in your camera, on your computer, or in a box on a shelf in your office. Here are some examples of how Audubon International members have used photographs to tell their environmental story.



More permanent weather-proofed outdoor displays can help introduce your environmental assets before patrons even enter the door. Outdoor displays show patrons you care about your property and want to show off your hard work.

Educational posters can be displayed in locker rooms, eating areas, the maintenance facility, bulletin boards, kiosks, bathrooms, or wherever there is free vertical space. Posters are a great way to generate interest in your stewardship endeavors.





An educational brochure is an excellent way to inform people about your general efforts or specific projects.

Brochures can be produced on a home or office computer with little expense. Brochures are great to enlist the help of local conservation organizations or members of your Resource Advisory Group.



#### What is Audubon International?

Audubon International is an independent, non-profit organization dedicated to improving the quality of life and the environment through research, education and conservation assistance. Crystal Springs Golf Course, in conjunction with CourseCo, Inc., has partnered with this environmental cause to create a win-win situation for you, the golfer.

#### How Does Audubon International Benefit the Golfer?

While you're playing a round of golf at Crystal Springs Golf Course, take some time to consider the surrounding environment. Not only can you enjoy a spectacular game of golf, but you can also appreciate the red-tailed hawks and white-tailed kites making use of our raptor perches, or the deer grazing in the roughs. Look around and seek out the natural habitats we have worked hard to provide and preserve for the surrounding wildlife - your efforts will be rewarded!

#### Audubon Certificates

1. Environmental Planning
2. Wildlife Habitat Management
3. Water Conservation
4. Water Quality Management
5. Chemical Use Reduction and Safety
6. Outreach and Education

Crystal Springs Golf Course has earned the above six certificates from Audubon International and is now recognized as a Cooperative Sanctuary.

#### How to Earn an Audubon Certificate

Audubon International requires that applicants provide a detailed account of the measures taken toward environmental conservation. For instance, the Water Quality Management Certificate would require that Crystal Springs Golf Course provide a prospectus indicating the ways in which water is conserved.

#### Sustainable Practices

- Crystal Springs Golf Course installed a new irrigation system that reduced watered acreage from over 120 acres to 74. The non-irrigated areas between tee and fairway have been allowed to grow naturally. These native areas have been planted with California fescue, Blue Wild Rye, and Fescues to provide a food source for wildlife and to create corridors connecting native areas around the property. The reduction in irrigated turf saves water, electricity, fuel, and chemical and fertilizer applications.
- All green waste created on site is recycled. Wood chips are used in landscaping and around trees to reduce weeds.
- All cans and bottles from the course are recycled.
- Only plants that are native to the San Francisco peninsula are used in landscaping projects.

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[www.playcrystalsprings.com](http://www.playcrystalsprings.com)



Opportunities to tell your story digitally are expanding. Computers and DVD players can be attached to digital displays and run slide shows and PowerPoint presentations. Although the cost up-front is a bit more, a digital display is the most flexible display option. You can quickly and easily change the display at any time and see those changes instantly.

Always send your press release with good, high-quality photographs. They are much more likely to be picked up by the local media.

## News

# The wild ways at Avondale

By MICHAEL COURT

IT'S hard to ignore the extraordinary and varied birdlife whenever you play golf at Avondale, on Sydney's north shore.

The course has one of the most spectacular gatherings of birdlife of any Sydney golf course and that has been recognised with recent tributes to its environmental excellence.

Avondale has now been named as a certified Audubon Co-operative Sanctuary by the educational division of Audubon International.

Avondale's hard-working course superintendent, David Warwick, has led the effort to obtain sanctuary status for Avondale and is also being recognised for environmental stewardship by Audubon International.

Australian flora and was instrumental in the significant increase in the use of indigenous plants around the course.

"Fortunately, his replacement, Mark Massingham, shares Alex's passion for native flora and will ensure the continuation of our flora management program."

Warwick said water conservation and quality were also key objectives at Avondale.

Warwick is also a director of the Australian Golf Course Superintendents Association and has also been appointed an Audubon steward in Australia.

He has already been approached by several Sydney-based golf course superintendents seeking advice on the Audubon Society and the process of gaining accreditation.



Avondale Golf Club . . . leading the way in preserving and enhancing wildlife in Sydney.





Using frames makes it easier to keep your display fresh with seasonal pictures. You can also combine property photos with other posters and brochures to personalize any display. Your property is home to many natural resources — let others know!



Use your golf cart placard holder to share information about your endeavors, wildlife, and plants on the golf course. You can even create a wildlife scavenger hunt for golfers as they tour the golf course.





# Stone Creek Golf Club

An update on golf course conditions and weekly activities



Stone Creek

Home

Case Studies

Photo Gallery

Video Gallery

Golf and the Environment

Maintenance Staff

Buck Shots

## Monday, July 25th

We finally turned on the well! Once again our summer has been late to arrive and we have been able to use water from Beaver Creek up until now. We actually got the word from the Watermaster over a week ago that we reached our limit on the creek. But since then, we have had enough rain to keep us from having to irrigate so we just left the well off. Good news is the fairways are down about 45 from the previous night.



## David Phipps, Superintendent

Oregon City, Oregon

[View my complete profile](#)



## Michael Turley

Assistant Superintendent

## Course Information

Architect: Peter Jacobson/Jim Hardy

*Blogs are an excellent way to tell your story, especially if told with lots of pictures.*



Many internet companies and software manufacturers have programs that help you put together a hardcover book of your best photos. These coffee table books can be placed in eating and gathering areas, used as gifts, or sold. Check out [www.Blurb.com](http://www.Blurb.com) or do a keyword search for "create your own book" to get started.

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