

FROM THE PUBLISHER



The challenge of the 21st century is upon us. What used to be a once in a while media story has turned into a full-fledged, on-going media event. Hardly a day goes by without some mention of the environment, clean air, the greenhouse effect, water abuses, etc.

In the landscape construction industry there is an old saying, "When the building trades sneeze, landscapers catch the cold." When the building industry slows down the landscape industry gets the worst of it.

The same could begin to happen in the institutional market. As more attention is paid to the environment, we could become the goat if we don't dot our I's and cross our

T's. Because we are highly visible we should begin to take a leadership position in protecting the environment.

Just a few weeks ago, I was watching the U. S. Open being played at Medinah Country Club in Medinah, IL. What made this course challenging was that every fairway was lined with trees. It seemed that there were thousands of trees all around. The overhead view from the blimp was spectacular.

It dawned on me that a great opportunity exists here. We could have a win-win situation. President Bush is asking Congress to approve the National Tree Trust Act of 1990. He would like to see ten billion trees planted. We could do our share of planting some of these ten billion trees. It would help generate more oxygen and give us cleaner air. It would also make the courses more challenging. Of course, as a duffer, I need wider fairways so I don't get stuck in the trees all the time.

It goes without saying that taking care of these trees would put a greater burden on the superintendent in the future. But what a great way to let the world know that we are doing our part!

The demand for new housing continues. Many municipalities have placed severe restrictions on builders. In order to develop new homesites these municipalities are requiring that more space be dedicated to greenbelts, parks, etc. What could have been a detriment to the builders is being used to their advantage: They are building new golf courses, which satisfy the requirement for open space. A beautiful new golf course was built not too long ago in California and turned over to the local municipality. It is now a public golf course with greens fees of \$75 per round. Not only does this golf course satisfy the need for green open space, it also generates income to the municipality.

The developer gained as well. He realized that the demand for homes around the golf course was strong. As you know, homes around golf courses are sold at premium prices. Even non-golfers appreciate the calm, serene mood of vast expanses of green areas and are willing to pay for it. This enables the developers to build more golf courses, plant them with many trees, and donate them (if they have to) back to the municipalities.

More golf courses create more jobs for our industry. It helps satisfy the demand of the people to have more recreational areas. It gives us the opportunity to meet the goal of ten billion new trees (but let's plant them in the right place) and make a contribution to ending the greenhouse effect.

We can set an environmentally sensitive example by using effluent and recycled water for irrigation whenever possible. We can implement sound water management practices and technologies, such as turf and tree growth regulators. Such practices will improve the standard of living in our communities and ensure our own present and future employment. We can have our cake and eat it too.