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

Just a few weeks ago, I was watching the U.S. Open being played at Medinah Country ub in Medinah II. What made this course challenging was that every fairway was lined Just a rew weeks ago, I was watching the U. S. Open being played at medinan 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 Club in Medinan, IL. What made this course challenging was that every tairway was inter 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. It dawned on me that a great opportunity exists here. We could have a win-win situation. It dawned on me that a great opportunity exists here. We could have a win-win situation. the environment. It dawned on me that a great opportunity exists here. We could have a winewin 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 chare of planting some of these tresident bush is asking Congress to approve the National Tree Trust Act of 1990, rie would like to see ten billion trees planted. We could do our share of planting some of these ten billion trees. It would belo generate more oviden and give us cleaner air. It would also the blimp was spectacular.

would like to see ten billion trees planted. We could do our share of planung some of data 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 fairware on I don't ten billion trees. It would nelp 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 area the superintendent in the future. But what a great way to let the world know that we are 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 parti The demand for new housing continues. Many municipalities have placed severe to develop new homesites these municipalities are get stuck in the trees all the time. The demand for new nousing continues. Many municipalities nave praced severe restrictions on builders. In order to develop new homesites these municipalities are be dedicated to greenhelte narke etc. What could have been a resurceuons on punceers. In order to develop new nomesites these municipanties 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 dot 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 colf course was building to the requirement for open space A beautiful new colf courses which satisfy the requirement for open space A beautiful new colf courses which satisfy the requirement for open space A beautiful new colf courses which satisfy the requirement for open space A beautiful new colf courses which satisfy the requirement for open space A beautiful new colf courses which satisfy the requirement for open space A beautiful new colf courses which satisfy the requirement for open space A beautiful new colf courses was builded at the course of the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses are builded at the course open space A beautiful new colf courses a doing our part!

uctiment 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 courses, which sausing the requirement for open space. A beautiful new goit course was built not too long ago in California and turned over to the local municipality. It is now a public off course with greens fees of \$75 per round. Not only does this golf course satisfy the not use long ago in Cantornia 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 enage, it also generates income to the municipality. The developer gained as well. He realized that the demand for homes around the golf arreway was strong. As your know homes around colf courses are sold at promium prices. Bon course with Breens rees of \$10 per round. Not only does uns Bon en need for green open space, it also generates income to the municipality. The developer gamed as well, the realized that the demand for nomes around une gond course was strong. As you know, homes around golf courses are sold at premium prices. Even non-dolfers appreciate the calm corene mood of vast expanses of dreen areas and are course was strong. As you know, nomes 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 reacting the main them.

Even non-gomers appreciate use caim, 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 mole to have more regreational areas. It gives us the opportunity to most the deal of ten many trees, and donate them (if they have to) back to the municipalities. 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 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 irrigation whenever possible. We can implement cound water management practice 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 or imgauon 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. and technologies, such as turi and tree growth regulators. Such practices with improve the standard of living in our communities and ensure our own present and future employment. the greenhouse effect. DENNE Jud

We can have our cake and eat it too.