

Golf Inc.™

SEPTEMBER 2008

A seventh at St. Andrews **18** ◀

Private club innovations **22** ◀

Development hot spots **34** ◀

Inaugural Green Awards

ENVIRONMENTAL



EXCELLENCE

Makena, Klawah Island, Fairmont Southampton, Troon Golf, Love Architecture capture top honors in Golf Inc. competition.

GOLF INC. 2008 GREEN AWARD WINNERS

BEST GREEN COURSES

Commitment to the environment earns Makena, Kiawah Island, Fairmont Southampton top course honors in the inaugural Golf Inc. competition. Troon Golf, W.R. Love Course Architecture capture first-place recognition as well.

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More than 20 years ago—long before the term “ecotourism” became a marketing catch-phrase—operators of Kiawah Island Resort were giving guests the opportunity to donate \$2 per night toward preservation of the island’s natural habitat.

That commitment to environmental responsibility was an important part of the basic philosophy of the coastal South Carolina project.

“Since Kiawah Island Golf Resort was established in the 1970s, all development has been carefully designed to blend into the island’s natural habitat,” said Michael Vegis, a spokesman for the resort. “And as the world does become more eco-conscious, the resort has responded with a variety of new initiatives and a renewed sense of commitment to protecting the natural habitat.”

That commitment to environmental stewardship is one of the primary reasons that Kiawah Island was selected as one of five winners of the inaugural Golf Inc. Green Awards.

The South Carolina resort was joined by Makena Golf Course in Maui, Hawaii and Fairmont Southampton Golf Course in Southampton, Bermuda, as winners in the golf course category. Troon Golf was the first-place winner in the companies and associations category and William R. Love Golf Course Architecture finished on top among product and service providers.

Their efforts are setting an example for courses, developers and companies all over the world. Around

the globe, golf is growing and—in many cases—leading the environmental movement.

As part of its commitment to promoting responsible environmental stewardship, Golf Inc. created the Green Awards to recognize the courses and companies that have taken concrete steps to adopt that same philosophy and to set an example for others.

Winners were chosen on the basis of their outstanding and innovative programs and practices that protect and preserve the environment. We asked winners to submit detailed information about their efforts, including evidence of the impact—both physically and fiscally—and documenting positive effects on the environment.

“Our long-term goal is to encourage owners and developers throughout the globe to embrace the game’s connection to nature and to be responsible caretakers of the environment,” said Publisher and Editor-in-chief Jack Crittenden.

To do that, Golf Inc. sought to spotlight the most innovative, technologically advanced and cost-effective methods for achieving those goals.

The judges included Dr. Mike Hurdzan of Hurdzan/Fry Golf Course Design; John Crowder, vice president of ValleyCrest Golf Course Maintenance; and Greg Lyman, director of environmental affairs for the Golf Course Superintendents Association of America.

Winners of this year’s competition will be honored at the Fall Golf Inc. Conference at Camelback Inn & Resort in Scottsdale, Ariz., Sept. 29 – Oct. 1.

THE WINNERS

Courses

Makena Golf Course *Maui, Hawaii*

Kiawah Island Golf Resort

Kiawah Island, S.C.

Fairmont Southampton Golf Course

Southampton, Bermuda

Companies & Associations

Troon Golf *Scottsdale, Ariz.*

Product & Service Providers

William R. Love Golf Course Architecture

College Park, Md.

HONORABLE MENTION

Courses

TPC Sawgrass *Ponte Vedra Beach, Fla.*

Hunting Hawk Golf Club *Glen Allen, Va.*

Resort at Pelican Hill *Newport Coast, Calif.*

Companies & Associations

Marriott Golf *Orlando, Fla.*

Product & Service Providers

Club Car Inc. *Augusta, Ga.*

Makena Golf Course, Maui, Hawaii



The project

Located in Kihei on the Maui coastline, Makena may not be as well known to televised golf fans as its professional Tour stop neighbors Kapalua, Kaanapali and Wailea, but it is second to none of them in its proactive and comprehensive environmental preservation program. And the Maui Prince Resort's two Robert Trent Jones Jr. designed courses, owned by the Dowling Company and Morgan Stanley, hold their own for scenery, challenge and overall quality as well.

Judges were unanimously impressed with the scope of Makena's environmental sustainability campaign. Makena's efforts encompass everything from plant and wildlife preservation to water management to technologically advanced energy-saving solutions and green building practices on their new clubhouse. While some of those strategies are still in the developmental stage, the efforts still received a Certification in Environmental Planning this year from Audubon International's Cooperative Sanctuary Program.

What they did

Environmental preservation efforts at Makena included use of integrated pest management techniques, maintaining food and cover for wildlife and incorporating native plantings. Water conservation and management programs involved introduction of Seashore Paspalum turf that thrives on water generated by a privately owned wastewater treatment plant and brackish water and an upgraded, more efficient irrigation system.

Environmental checklist

- PLANT AND WILDLIFE ENHANCEMENT
- SWITCH TO PASPALUM TURF
- WATER CONSERVATION AND MANAGEMENT
- ENERGY SOLUTIONS
- GREEN CLUBHOUSE

The payoff

On the energy front, a 200-kilowatt photovoltaic system is being installed on the water treatment plant to create a net zero cost for energy needed to treat and pump the wastewater. The facility is also installing a \$75,000 wind turbine for further energy conservation. The planned new clubhouse is being designed to become the first golf clubhouse in the country to receive LEED Platinum certification.