

CELEBRATING 22 YEARS IN THE WEST • WELCOMING OUR FIRST EDITION IN THE NORTHWEST
PREMIERE ISSUE! WWW.GOLFTODAYNW.COM • NUMBER 1 • MARCH

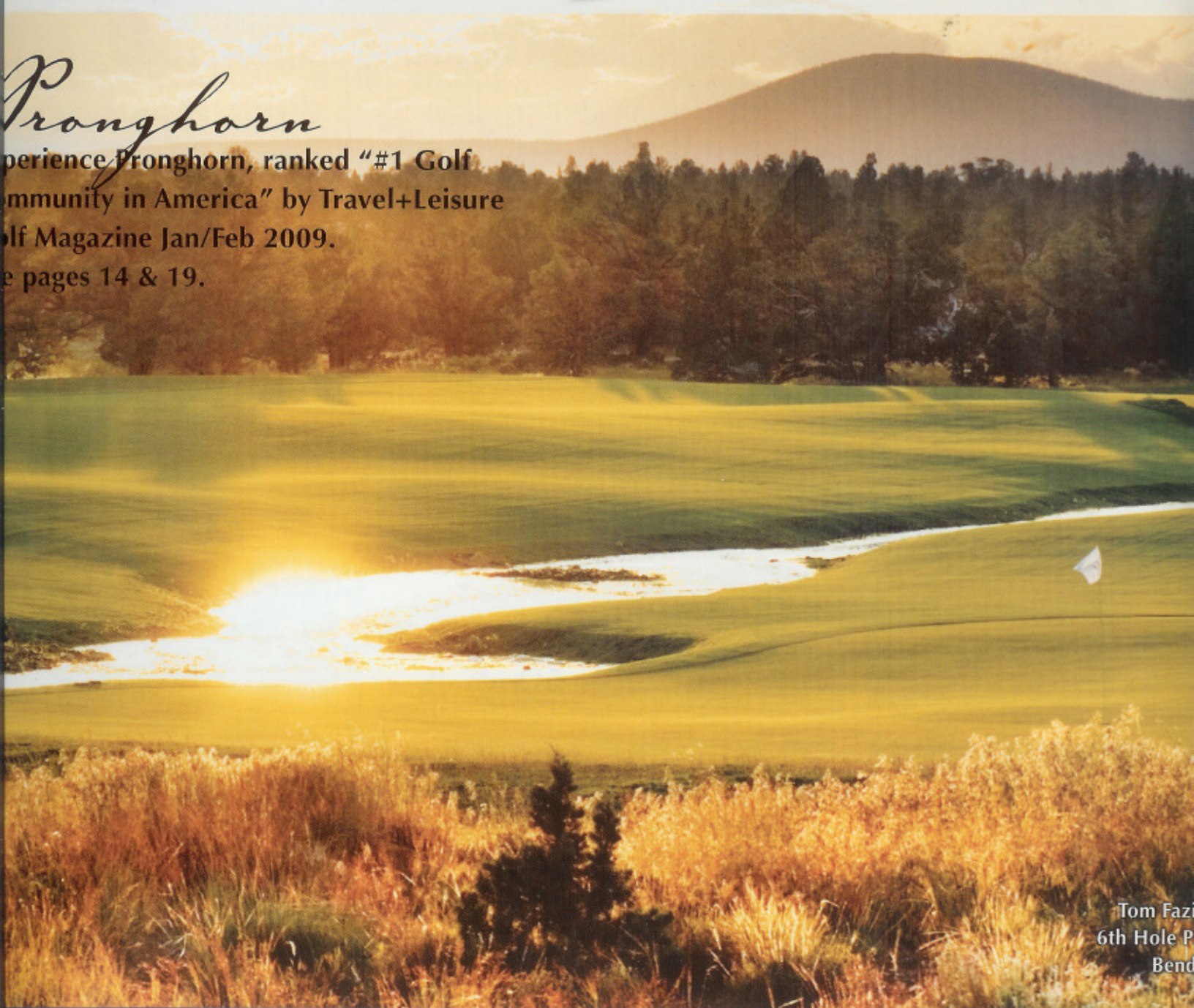
GOLF TODAY

northwest edition

Pronghorn

Experience Pronghorn, ranked "#1 Golf Community in America" by Travel+Leisure Golf Magazine Jan/Feb 2009.

See pages 14 & 19.



Tom Fazio
6th Hole P
Bend

WELCOME FROM THE PUBLISHER | SWAMI 1500 GPS | CLICGEAR CART | PALOUSE RIDGE GOLF C
CENTRAL OREGON'S PRONGHORN | WALKING YOUR WAY TO A BETTER GOLF SWING | FOREP

Arbutus Goes Green

Arbutus Ridge Golf Club in Southern Vancouver Island is known for its lush landscapes and ideal climate, so it seems fitting that Arbutus Ridge employees are passionate about the environment.

When General Manager Jason Lowe heard—via a performance review—team member Gracie Wilcox's concerns about making the workplace more eco-friendly, he realized that they shared a dedication for the environment, and asked her if she would be interested in chairing a Greening Committee at Arbutus Ridge. The Greening Committee has been instrumental in recruiting, connecting and inspiring employees.

The Greening Committee at Arbutus Ridge is made up of five to six team members from different departments; Gracie serves as chair, and Jason takes minutes and offers feedback and progress reports. The committee meets on a monthly basis, and discusses methods for making Arbutus Ridge more environmentally-friendly.

Gracie Wilcox explains that these projects vary in size and scale, and include setting up recycling areas, replacing/fixing an old refrigerator in the kitchen and measuring the golf club's carbon footprint. "Ultimately, our goal is to convert to self-sufficiency, to become completely carbon neutral," she comments.

Arbutus Ridge has seen benefits of the Greening Committee in many areas of the business. The physical environment (both indoors and outdoors) has been improved and made more eco-friendly; the focus on going green also attracts like-minded customers. Additionally, the current employees involved with the Greening Committee are empowered and energized about their ability to create positive change at Arbutus Ridge. "Even in smaller projects," Gracie

observes, "when [team members] can see results, it's contagious." Jason adds that the committee "gets like minds together to induce innovative ideas," increasing teamwork and motivation.

Furthermore, there were more team-member recruits this year than in previous years, and Jason believes the Greening Committee plays a big part in this. And because of these employee referrals, the company has not had to do much traditional recruitment this year. However, the Arbutus Ridge has advertised the Greening Committee to positive results in their recruitment ads, and is discussing whether to describe the committee and the golf club's dedication to environmentally-friendly practices during their interview process. "We want this woven into the fabric of our culture," Jason states.

Any company can benefit from a Greening Committee, and forming one is a simple process, based on bringing together those who care about the environment. Jason describes, "Once you have a chair, it's easy...then it's a matter of the mission statement and goals. Start by doing an inventory of what you are currently doing that is environmentally minded, and then listing future projects. When listing future projects, determine a cost (if applicable) and a payback period. This will help to prioritize."

Gracie advises to get as many people involved as possible and to start with less extensive projects so that committee members can begin green projects right away; these quick results can show all employees that the Greening Committee is improving the workplace. Jason adds, "At some point, it may be necessary to bring in third-party expertise and guidance," especially when setting and working to achieve long-term goals.

Greening Committee meetings should be structured and held on a regular basis; while scheduling these meetings can be a challenge, having motivated members will

continued on page 22

Book Review: Paper Tiger

(continued from page 20)

but too often the pearls of wisdom from his mentors disappear in the heat of tournament pressure.

There are tons of golfers who will identify personally with the hopes and pains that Tom Coyne writes so lucidly about. A few others will appreciate a highlight of his "development period"—when he ties Michelle Wie—Whoeee!

NOTE: I read this book AFTER I

read Coyne's newest book *A Course Called Ireland*. Both are good stories about golf, telling more about Coyne the man than Coyne the golfer.

Recommended for all the Wannabee heroes among you golfers!

Coyne is a keen observer of himself and others he encounters and we are given many insights into the brutal world of competitive golf, where many strive and only the very few make it through the ob-

stacles along the way.

He does include a couple of excellent coaches in his cadre of support. One as a swing coach (Jim Suttie) and one as a mental coach (Dr. Robert Winters) Note: their instructional advice, as contained in this book, merits attention by reader-players who are looking to improve their own games. ■

www.bigdaddydriv



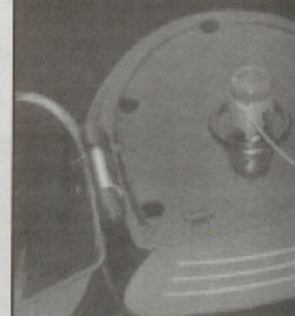
The Weed Whacker Golf Club



Looking for a Funny Golf Club?
Introducing the Big Daddy Driver: **The Funniest Driver Ever!** No, it's not a driver with a monster head, it's a driver with a Whacker Golf Club. It does it look like a driver? **FUNNY** and is a great conversation piece. Even better, it really cuts the grass.

Only \$44.95 plus shipping

www.bigdaddydriver.com
866-450-8188



"...it will become THE conversation piece of your round. I guarantee it."
-Bob Koczor, editor Golf Today