

SustainAbility

A joint publication from Audubon Lifestyles and The International Sustainability Council

The Risks for Businesses who don't embrace Sustainability

The concept behind sustainability is as simple as it is compelling: resources may only be used at a rate at which they can be replenished.

When most people see the word "resources," they think immediately of natural resources. But in order to thrive, businesses actually need three types of resources: environmental (e.g., natural resources), social (including employees, customers and general societal goodwill) and economic (money).

In fact, these three factors comprise a common definition of business sustainability: increasing short- and long-term profitability by holistically managing economic, social and environmental risks and opportunities.

This definition is relevant both in times of recession and during economic growth periods, because the main drivers of sustainability don't change. These three factors have been the drivers of business success since mankind has been engaged in business endeavors. While sustainability may seem to run counter to the profit-maximizing doctrine of running a company, the concept of creating sustainable business processes is increasingly seen as a key to long-term success.

Organizations can work toward sustainability in many ways, but to be truly effective sustainability initiatives cannot stand alone. They must transform the organization as a whole. This takes individual and coordinated efforts from all segments of a company.

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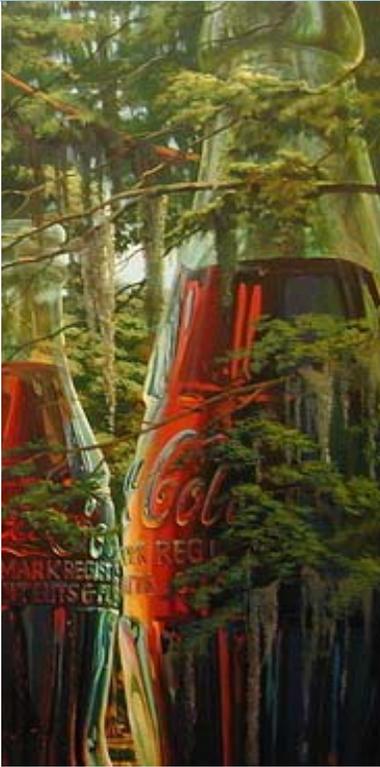
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Clean Drinking Water Concerns?

The next sustainability revolution is clear--safe drinking water with the help of sustainable, affordable technology. But we've got some work to do.

In a land dotted with public drinking fountains, we tend to think of clean water mostly as an issue for people who live far away. While it remains a crisis in developing areas, water safety is increasingly pressing closer to home.

The EPA has announced that it plans to tighten drinking water standards, restricting four cancer-causing compounds. EPA administrator Lisa Jackson says that the U.S. must use the law to promote new technologies that address emerging drinking water challenges.

The Risks for Businesses (*Continued...*)

Look at Sustainability Strategically

Nike, Coca-Cola, and Nestle are examples of companies that go about this strategically. They have figured out that if you do not change the way you operate -- and the way your supply chain operates -- you're potentially putting your entire business model at risk. They know that risk encompasses more than financial risk. If a company loses its societal mandate to do business then it faces as much risk as if it were struggling financially.

Nestle understands that to continue making very high-quality food products requires a planet that can produce a reliable supply of natural products. Its "Creating Shared Value" approach focuses on specific areas of the company's core business activities -- water, nutrition, and rural development.

Coca-Cola has been very aggressive around water development and protection, both for agriculture as well as in communities. Although the company does not own farms, it realizes that it has "significant opportunities within its global supply chain to develop and encourage more sustainable practices to benefit suppliers, customers and consumers."

Nike, which relies heavily on globally outsourced manufacturing operations, is working to increase its focus on sustainable business and innovation. It is integrating the concept across its business strategies to create a more sustainable approach aimed at providing greater returns to the company's business, communities, contract factory workers, consumers and the planet.

"significant opportunities within global supply chain develop and encourage more sustainable practices to benefit suppliers, customers and consumers."



Incentive Offered to Encourage Membership in Sustainable Golf Program

Seeking Pilot Members and participants in the Audubon Lifestyles Sustainable Golf Facility Program the organization is offering an incentive to encourage golf courses who wish to become involved in the sustainability movement evolving within the golf course industry. This incentive opportunity was made available in part from contributions and donations given by supporters of the Audubon Lifestyles Sustainable Golf Facility Program.

The first golf facilities that choose to participate will be rewarded. Audubon Lifestyles will waive the \$500 registration fee required to join the program to the first golf facility in each of the fifty states within the United States, each Province in Canada, and each Country in the rest of the world who register in the program. This Pilot Member incentive provides a potential to grant over three hundred complimentary memberships, and will stay in effect until 2011.

Those facilities that join as pilot members will not only become the first courses recognized as part of the Audubon Lifestyles Sustainable Golf Facility Program, but also help review and ensure that the program materials “make sense in the real world”, and that what is being covered in the self assessment/audit process of the program is actually covering all pertinent sustainability topics. A variety of golf course types from public, private and resort to large and small are being encouraged to get involved. The Sustainable Golf Facility Program is available to facilities of any budget or size. Sustainability doesn’t have anything to do with the size of the budget, but it has everything to do with the attitude and focus of how a golf facility is being managed.

We are proud to announce the first three members to join the Audubon Lifestyles Sustainable Golf Facility Program:

The Old Collier Club—Naples, Florida

The course landscape was designed with both players and natural wildlife in mind. Turf areas are limited to 77 acres. More than 50 acres of mangrove and wetland habitat have been set aside as a wildlife preserve, and another 109 acres of continuous native habitat corridors are also preserved.

The Rim Golf Club—Payson Arizona

Rated the No. 1 residential golf course in the Southwest three years in a row in Golfweek magazine’s list of “America’s Best Residential Golf Courses,” and No. 1 in Arizona, The Rim Golf Club’s par-71 championship course is the highlight of the community and the collaboration of the legendary design team of Tom Weiskopf and Jay Morrish.

The Reserve at Lake Keowee— Sunset, South Carolina

Jack Nicklaus has placed his signature on The Reserve at Lake Keowee with a 7,112-yard masterpiece designed for the entire family. From sunrise to sunset, from the scenic shores of Lake Keowee to the backdrop of the Blue Ridge Mountains, The Reserve at Lake Keowee bursts with natural beauty and an endless array of outdoor activities.

Golfpreserves lends it’s Support for the Sustainable Golf Facility Program

Golfpreserves® is pleased to join with Audubon Lifestyles and the Audubon Lifestyles Sustainable Golf Facility Program to further the environmental awareness and stewardship of the natural resources at the participating golf facilities. For too long, golf course facilities have been viewed as detractors to the environment, rather than the environmental asset for which they hold the potential. Programs such as the Sustainable Golf Facility Program bring to the golf facility and the public a mechanism of recognizing the importance of business and management activities at the golf facility that can clearly benefit the environment, and this important green space of our communities.

The intent of Golfpreserves® is to highlight the importance of the carbon dynamics at golf facilities, and how the asset of the sequestered carbon might be used to create needed research to further the environmental stewardship of golf. In these difficult times, golf is stressed by the economic environment and the mobilization of information and assets not heretofore used is an intelligent way to facilitate golf’s recovery from the economic downturn of the day. We look forward to working with you and others throughout the golf industry in improving golf’s use of its environmental assets and promoting this to the public. Thank you for joining with us in these efforts.

We recognize the hard work that you have done to create Audubon Lifestyles and the Sustainable Golf Facility Program and we highly approve of it.

To view the Letter of support from Golfpreserves go to:
www.audubonlifestyles.org/programs/

The logo for Golfpreserves, featuring a stylized green 'G' followed by the word 'Golfpreserves' in a bold, black, sans-serif font.

Fertilizer Buying Guide

A sustainable lawn or garden starts with healthy soil. Natural fertilizers promote the growth of beneficial bacteria, earthworms and fungi that build soil structure and foster healthy plants.

1. Have your soil tested by your local USDA Cooperative Extension Service to determine pH and what nutrients, if any, your grass is missing, or test it yourself with a soil testing kit.
2. Once you know the pH, you can add organic matter to help balance it. Lawns prefer slightly acidic soils with a pH range of 6.5 to 7, but flowers, shrubs and trees vary in their pH preferences. Lime helps balance acidic soil, while sulfur helps with alkaline.
3. To find out the nutrient content of a fertilizer, look for the "NPK" number (NPK stands for nitrogen, phosphorus and potassium). A "5-6-5" NPK number, for instance, means that a fertilizer is 5 percent nitrogen, 6 percent phosphorus and 5 percent potassium with the remaining 84 percent representing filler material.

The Village of Blume earns ISC Chartered Member Status

The International Sustainability Council (ISC) has announced that the Village of Blume, a newly planned neighborhood located in Harrisburg, North Carolina has been designated as an ISC Chartered Member.

The developer of the project, Taylor Properties Group LLC, sought assistance from Audubon Lifestyles, Inc. With our guidance and support the Village of Blume is proud to have successfully developed an approved Sustainability Charter that complements the development's sustainability efforts.

"We believe that the Sustainability Charter developed for The Village of Blume captures all the elements that we are attempting to implement in our project." stated Bob Taylor of Taylor Properties Group. He continued by stating, "We are in total agreement with what we have sent to the ISC Council, and feel it represents our commitment to advancing the Principles of Sustainability at the Village of Blume.

The ISC Principles of Sustainability serves as a basis for preparing and adopting a place-based Sustainability Charter for governmental agencies, universities, businesses and not-for-profit organizations, and becomes a public declaration of how the ISC Chartered Member intends to manage itself over time, and in accordance with the Principles of Sustainability.

Visit the Village of Blume Facebook page at:

www.facebook.com/pages/Harrisburg-NC/Friends-of-the-Village-of-Blume/311758813859

For more information

35246 US Hwy 19 #299
Palm Harbor, FL 34684

Phone: 727-744-6831

Fax: 727-733-0762

Email: info@audubonlifestyles.com



Additional Resources & Sources

Audubon Lifestyles	www.audubonlifestyles.org
The International Sustainability Council	www.thesustainabilitycouncil.org
The Reserve at Lake Keowee	www.thereserveatlakekeowee.com
The Old Collier Club	www.theoldcolliergc.com
The Rim Golf Club	www.therimgolfclub.com
Sustainability Campaign	sustainabilitycampaign.blogspot.com
Energy Star	www.energystar.gov
American Society of Golf Course Architects	www.asgca.org
Coca Cola	www.coke.com
Nike	www.nike.com
Nestle	www.nestle.com
National Geographic	www.nationalgeographic.org