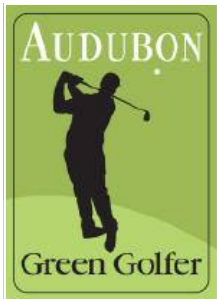


Fact Sheet



Green Golfer Challenge The Bear Trace at Harrison Bay Harrison, TN Paul L. Carter, CGCS



Located nearby Chattanooga, the Bear Trace at Harrison Bay is surrounded by both water and heavily-wooded land, making an ideal setting for the course.

We decided to participate in Audubon International's Green Golfer Challenge to help The Bear Trace at Harrison Bay fulfill requirements for certification in Education and Outreach in the Audubon Cooperative Sanctuary Program for Golf Courses. We thoroughly enjoyed being participants in the Green Golfer Challenge. I think the Challenge is an easy and effective way of presenting the environmental elements of golf to golfers and guests

The Bear Trace at Harrison Bay is an 18-hole Jack Nicklaus Signature Golf Course operated by the State of Tennessee and located 25 miles from downtown Chattanooga, Tennessee. The golf course is located on Tennessee State Park property with 11 holes touching water. Although the golf course is home to a multitude of wildlife, insects, and plant life, there are no homes located on golf course property.

Our display table was the best part of our challenge program. I borrowed the idea from a previous Green Golfer Challenge participant. I spent about two hours with a local graphic designer and was able to put together a display that cost us \$216.89 for the tri-fold poster and printouts.



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Once we got the display up we saw the attention and participation in the program drastically pickup. I was surprised by how many of the handouts, which were Audubon International fact sheets, were taken weekly. I saw many people during the year reading these fact sheets while eating their lunch or waiting out a weather delay.

We chose to place a display table in the clubhouse where nearly everyone who came to play at the course would see at some point during their visit. Clubhouse and operational staff encouraged golfers and guests to become involved in the Challenge. They told our guests about the Challenge and the Green Golfer sign-up table and greatly supported our efforts.



Our display table was also set up within 15 feet of the area we normally use to register participants for outings and tournaments. We spoke with the people checking in the golfers for the outings and tournaments, explained the challenge to them, and ask them to direct their participants to the Green Golfer sign-up table after they had registered. This request was always met with approval and I think we got some great numbers from this approach.

I feel that overall the challenge was a great, subtle way to reach golfers about the importance of being environmentally sensitive while playing their round. In the future, I would like to have monthly drawings for prizes from the golf course (shirts, hats, a round of golf, etc.). I don't think it would cost much to do and would increase interest in the program.

Paul L. Carter, GCSAA Certified Golf Course Superintendent,, led the effort to obtain certification in the Audubon Cooperative Sanctuary Program for Golf Courses at The Bear Trace at Harrison Bay. The environmental program he helped to initiate already has garnered positive results for both staff and golfers at The Bear Trace at Harrison Bay. Members, guests and staff have a greater appreciation for the natural beauty of the golf course and better understand how actions – both direct and indirect – impact wildlife, waterways and other aspects of the environment.

For More Information about the Green Golfer Challenge, please contact:

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