

Does “Sustainability” Matter?

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Sustainability Does Not Matter!

1. The word has lost its meaning.
2. It is simply a marketing tool.
3. It assumes and asserts problems that are not real.
4. It evokes irrational fear about the future of golf.
5. The golf industry is dictated by supply and demand.

Sustainability Does Matter!

1. It is the measure of golf's financial, environmental, and social viability.
2. Financial sustainability is measurable.
3. Environmental sustainability is necessary.
4. Social sustainability defines golf.
5. Sustainable Management Practices are a scientific discipline.

If sustainability really matters, golf *must...*

1. “Celebrate Diversity!”
2. Establish measurable, financial standards.
3. Adopt environmental quality control standards – ISO, EPA.
4. Be affordable, enjoyable, contributing, and relevant – now and for the future.
5. Emphasize professional management skills – not politics and salesmanship.