

[About GCSAA](#) | [Join GCSAA](#) | [Career](#) | [Education](#) | [Resources](#) | [News](#) | [Forums](#) | [Customer service](#)

News Releases

[Tournament fact sheets](#)

[Leadership surveys](#)

[About GCSAA](#)

[GCSAA publications](#)

[Golf course facts](#)

[Articles for reprint](#)

[Contact us](#)

News - Releases

Larkin to lend industry expertise

The Environmental Institute for Golf adds one more to Advisory Council

Another highly respected member of the golf industry has agreed to serve on The Environmental Institute for Golf advisory council.

Owen G. Larkin, president of the Vineyard Golf Club in Edgartown, Mass., will join eight other members to comprise the nine-person advisory council.



Owen G. Larkin

As one of the most environmentally sensitive golf courses ever built in the United States, the Vineyard Golf Club is maintained as a completely organic facility. The 18-hole golf course, located on Martha's Vineyard, uses a maintenance program where all conventional pesticides have been replaced with bio-stimulants and composted fertilizers.

"I firmly believe the future of the game revolves around its relationship with the environment," Larkin said. "I am excited to be involved with The Institute because it has the opportunity to have a profound positive influence on the game of golf."

The purpose of the advisory council is to provide guidance to The Institute's board of trustees in the areas of outreach, fund-raising and strategic planning. The members were selected to the advisory council to enhance The Institute's ability to cultivate relationships with current and potential donors, as well as communicate the importance of the work conducted by The Institute.

The other members of the advisory council include: Tom Crow, founder of Cobra Golf and a retired trustee for The Institute; Dana Garmany, chairman and CEO of Troon Golf; R.D. Hubbard, owner of Bighorn Golf Club in Palm Desert, Calif.; Vernon A. Kelly Jr., president of PGA Tour Golf Course Properties; Jamie Ortiz-Patiño, owner of Valderrama Golf Club in Sotogrande, Spain; Robert Sillerman, CEO of FXM, Inc.; H. Thomas Webb III, senior vice president of residential development for Crescent Resources; and Frank Weed, COO of Medallist Developments.

"Owen Larkin is a wonderful addition to the Advisory Council," said Greg Norman, chairman of the advisory council, CEO of Great White Shark Enterprises and an Institute trustee. "He is passionately committed to environmental stewardship, as evidenced by his efforts at The Vineyard Golf Club. I look forward to working closely with him."

The goal of the advisory council is to have 10 members by the end of 2004 and increase it to 30 over the next three years. The advisory council will hold its first meeting Nov. 16 at The Medalist Golf Club in Hobe Sound,

Fla.

The Environmental Institute for Golf, the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA), is a collaborative effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment. The Institute concentrates on delivering programs and services involving information collection, research, education and outreach that communicate the best management practices of environmental stewardship on the golf course. For more on The Institute, visit www.eifg.org.

Since 1926, GCSAA has been the leading professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to more than 21,000 individual members in more than 72 countries. GCSAA's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org.

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