Kaye Communications, Inc.

Broken Sound Club

Boca Club News: August 2016 Issue

**‘The Birds and The Bees’ Will Be Front-and-Center**

**As Broken Sound Club Launches Its BEE Smart™ Initiative This September**

**With A ‘Honey of A Month’ Campaign**

With the endangering plight of the bee population on the rise throughout the country that threatens our eco-system and food supply, Broken Sound Club has taken ‘to the hives’ to do its part on the greens, in the club and throughout the community to increase appreciation, protection and populating of these hard-working, life-sustaining pollinators.

From its 22 active hives on its two Audubon Certified and GEO Certified golf courses – The Old Course and Club Course – the sustainability leader’s beekeepers tend to an average of 1 million bees to produce more than 1,000 ounces of pure, natural honey per year. Additionally, it produces a healthy environment for ‘the birds and the bees’, the Club’s general eco-system and Club members. It also yields impact on the Boca Raton community.

Thus during September, National Honey Month, Broken Sound Club will be launching its BSC BEE Positive™ community initiative with a BEE Smart ‘honey of a month’ awareness campaign. Created to share the eco, health and community benefits and advantage of installing hives and cultivating the sweet, pure golden crop for use in cooking, beauty and natural healing treatments.

Activities include:

* **‘BEE Positive’ reception** **with BSC eco-update:** for city, county and state officials, environment, business and community leaders with City Proclamation and announcement of a BSC BEE Positive Task Force and community challenge.
* **‘BEE Positive’ Tours:** on-site for children’s groups and schools in addition to presentation visits to community and homeowners organization meetings, Boca Chamber, school groups and children’s park and recreation centers
* **‘BEE Smart’ Lunch & Learn:** Beekeeping 101 for entities interested in joining the BEE Positive movement.
* **‘Honey of a Day’:** an interactive *beekeeping* family fun event celebrating the great pollinators and their liquid gold.
* **‘Love My Honey” Day Challenge**
* **‘Queen BEE For A Day’**
* **A BEE Smart interactive social media campaign** with Facebook, Facebook Live and Twitter with hashtags: #BeePositive #BeeSmartClub #LoveMyHoney #GotHives? #Boca4Bees #BocaBees
* **Chef cooking demos**: ‘serving up’ signature Broken Sound Club recipes for cocktails, smoothies, salad dressings, sauces, appetizers, entrees and desserts
* **Introduction of new signature honey-infused aesthetics treatments** at BSC’s Moonstone Spa & Fitness Center
* **Debut of new honey-spiked smoothies** at BSC’s Moonstone Café
* **Latest crop distributed in time to ‘sweeten’ members Jewish New Year** celebration with family

“For the month of September even our club’s initials BSC will take on new meaning as the Bee Smart Club in an effort to encourage others in the club industry as well as businesses and City parks to join us in stewarding this critical eco-critical mission in our City”, noted John Crean, CCE, BSC General Manager and Chief Operating Officer who is creating a BOCA BEE Smart Task Force. ”Our Club’s beekeepers and golf course maintenance director and environmental consultant look forward to helping other clubs, the City, businesses and parks and recreation ‘get their hives on’.”

**Beyond The Bees, Broken Sound Club Has Earned National and International Recognitions For Its Sustainability Best Practices**

Crean reported that BSC began its sustainability efforts on its greens with reclaiming water and adding birdhouses, a butterfly garden and true native areas on its golf courses. Looking internally at facility operations, BSC moved to paperless accounting, cardboard and paper recycling and installing of water reduction toilets, shower heads, motion sensor lighting systems with LED fixtures and bulbs, and replacing Styrofoam cups with biodegradable products made of corn starch before its large investment in composting. Most recently, BSC became the first club community to install a Tesla charging station and employ a beekeeper to install and maintain 22 beehives on its two golf courses. The Club’s 2013 transformational design and build of its the Moonstone Spa and Fitness Center earned LEED (Leadership in Energy and Environmental Design) Certification from the U.S. Green Building Council (USGBC).

Broken Sound Club’s (BSC) achievements and club industry leadership role in advocating for community and golf course sustainability were ‘center stage’ at last year’s Joint Hazardous Waste and Materials Management Training Conference in Long Beach, California. With more than 250 state and territorial solid waste managers, Environmental Protection Agency (EPA) staff members and industry experts in attendance, BSC Golf Course Maintenance Director and Environmental Consultant Shannon Easter shared how the Club that established the first industrial composting project in Florida continues to ‘naturally’ save lives and dollars while improving the quality of life and healthfulness of those who live, work and play within its community. Its innovation and environmental stewardship saves countless birds and other wildlife on its Audubon Sanctuary and GEO Certified golf courses, while responsibly reducing landfill disposal and minimizing the adverse affects fertilizer and other chemicals on golfers and residents. Impressed with its strides as a model in sustainability for other communities throughout the country’s 50 states and territories, the Association of State and Territorial Solid Waste Management Officials – that works closely with the national Environmental Protection Agency (EPA) -- tapped BSC to present the features, advantages and benefits of its composting of food and green space waste through its investment in anaerobic digestion.

|  |  |
| --- | --- |
|

|  |
| --- |
|  |

 |

For its best practices, BSC has received honors from the Florida Department of Environmental Protection for its impressive recycling rate that is consistently three times the statewide recycling rate for the commercial sector and was a Green Corporate Citizen award finalist at the department’s 2012 Corporate Recycling and Waste Conference. Most recently, the Club was awarded LEEDs certification for its Moonstone Spa & Fitness Center following its securing of a ‘Healthiest Club Designation’ from Prevo Health Solutions.

Recognizing its golf course-focused sustainability best practices, BSC was the second golf facility in
the U.S. and 14th in the world to be GEO Certified, the sustainability assurance of the Golf
Environment Organization, an international non-profit dedicated to supporting sustainability in the
sport of golf. According to Jonathan Smith, the Scotland-based CEO of GEO, BSC’s “vision,
commitment and teamwork have reduced resource consumption as they gradually naturalize the golf courses. Their flagship composting and water treatment projects have tremendous added benefits
for the club and the local community and demonstrate both innovation and determination to make a significant difference.”

Its two golf courses have also been awarded coveted Audubon Sanctuary certifications. According to Easter, golfers — on any given day — get a glimpse of a variety of endangered and protected birds. Recent sightings include the Red Crowned Parrot from Mexico (75 to 100 of them last year were spotted on The Old Course over a couple of weeks); Western Spindalis (Part of the Tanager Family); Ruby Throated Hummingbirds; and Bananaquits (adult male) to the majestic American Bald Eagle. New birdhouses have been included to bring in species of birds that are not but should be in the area, such as the Painted Bunting.