

The Official Publication of the Florida Irrigation Society

PIPELINE

Summer 2014
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Ways to Increase
Sales over the Slow
Summer Months

Lack of Lien Rights Makes Contract
Review Even More Important For
Irrigation Designers

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Jeff Davidson

PRESIDENT

Jeff Davidson
813-917-9498
dlirr@aol.com

VICE PRESIDENT

Spencer Phillips
561-719-8747
spencer.phillips@horizononline.com

SECRETARY

Scott King
239-229-6491
scottking@kingls.com

TREASURER

Andy Voelz
941-650-1339
Andy.voelz@toro.com

PIPELINE / PUBLISHER

Cheryl Harris
Marketing & Communications
466 94th Avenue North
St. Petersburg, FL 33702
727-209-1595
Fax: 727-578-9982
pipeline@fisstate.org

ADVERTISING

Cheryl Harris
Marketing & Communications
466 94th Avenue North
St. Petersburg, FL 33702
727-209-1595
Fax: 727-578-9982
pipeline@fisstate.org

FIS HOME OFFICE

466 94th Avenue North
St. Petersburg, FL 33702
727-209-1595
Fax: 727-578-9982
administration@fisstate.org

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To My Fellow
Irrigation Related
Professionals,

I hope this summer finds you busy in spite of our abundance of rainfall. I would like to thank all of you for yet another very successful Water Summit. Although it was not beachfront, Orlando drew attendance particularly for the WaterStar certification program offered prior to the main meetings. I would like to thank all of our board members, members and guests who attended and especially our vendors who supported the Summit through participation in the Trade Show and other contributions. We had great educational programs from Disney's presentation of how they handle their irrigation management to better understanding workers' compensation and a special presentation on new Florida Plants by the Harry P. Leu Gardens Executive Director. We will continue to try to cover a wide spectrum of educational programs to keep you as informed as possible in our ever evolving industry.

As the summer months come to a close, I urge you to continue to be an active member of the Florida Irrigation Society at the Chapter and State levels. FIS

PRESIDENT'S MESSAGE

State is an excellent resource to our members on technical and licensing issues and is becoming the go to organization for standards for the state and local jurisdictions. Use the resources that FIS State has to offer. If you have a question, call FIS State Staff or contact any of the Officers or Directors.

If you have not already renewed your membership, I encourage you to do so. If you are not a member,

sign up today! Our voice as an industry only gets stronger through more participation.

In closing, I see the real estate market making a steady come back along with an increasing emphasis on conserving Florida's water supply. This will lead to keeping us busy and profitable.

Jeff Davidson
President



We know you work hard.
Let us work harder.

Lean on us for some of your business demands - we know we can work harder for you. This is why we've implemented the Partners Program and Business Solutions, and the Px3 Maintenance Package.

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Legislative News Update

By Diana Ferguson, Esq.
Rutledge Ecenia, P.A.

Now that the 2014 legislative session is behind us, it is time to take stock and begin looking forward to next year. The Legislature showed an impressive commitment to water and conservation-related programs in the 2014/15 budget. Land acquisition programs were funded at \$57 million in total. Most of the recommendations contained in the final report of the Senate Select Committee on Indian River Lagoon and Lake Okeechobee Estuaries were funded, at a total of \$172 million. This includes funding for the Everglades. Water projects were funded at almost \$90 million and \$50 million was allocated to the Florida Keys wastewater projects. Finally, \$30 million was provided for springs protection.

Of particular interest to FIS members, the Legislature approved a three-day sales tax holiday for ENERGYSTAR and WaterSense products. This sales tax holiday will run from September 19 through September 21, and will apply to the first \$1,500 of approved products, including weather or sensor based irrigation controllers. Purchases

are limited to one of each specific type of approved product with a sales price over \$500.

Going forward, Speaker Designate Crisafulli has emphasized the importance of water policy and we know that water will continue to be a legislative priority. Florida's Land and Water Legacy has succeeded in getting Amendment One on the ballot in the fall. Although some legislators have expressed concerns about the consequences of this proposed amendment, it is polling very well. If it passes, it will require the Legislature to allocate one-third of documentary stamp tax revenues to land and water conservation programs. The amendment is broad and includes most environmental programs. If it passes this fall, the Legislature will likely put forward implementing a bill next session to allocate the funding to various programs. This will be a significant and high-profile issue.

With so much money likely available for land and water programs, it is possible that this



Legislative News Update

will affect policies related to water supply and quality as well. For example, last year's springs legislation was doomed largely because money was not available to adequately fund the requirements of the legislation. Knowing that water is going to be actively discussed and debated, now is the time to coordinate and cooperate with our partners in the green industry to the extent possible to determine if there are policy changes that could benefit us collectively.

We must also continue to advance your voluntary certification through the Department of Business and

Professional Regulation. Next steps include reaching out to local governments to educate them regarding this certification and encourage them to rely on it rather than advancing differing local regulations. This would further streamline regulatory requirements and increase the number of statewide certifications issued, all of which will get us one step closer to achieving mandatory statewide regulation. It is critical that we first show support for the voluntary program. I look forward to working with FIS to help you achieve this.






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CHAPTER & INDUSTRY NEWS

Northeast Chapter

The Northeast Chapter held their July meeting together with the FNGLA Chapter on July 22nd. Nearly 65 people were in attendance, including a few new members. The FIS Chapter cooked a scrumptious barbecue feast for all.

The Northeast Chapter and FNGLA Chapter are working jointly on planning for an October project called WestJax Outreach. This program offers dental care for those

that can't afford it.

One of the Chapter's goals is to generate funds from this project for the Political Action Fund.

Correction: In our Spring 2014 Pipeline, we incorrectly listed the two At-Large Board members.

Clark Graham, Signature Control Systems, and Chip Brickell, Sanford's Landscape & Irrigation, Co., are the 2014 At-Large Board members.

Southwest Chapter

The Southwest Chapter announced Emma's 6th Annual Fishing Tournament will be held October 25, 2014 at Mullock Creek Marina in Fort Myers.



Pictured Left to Right: John Cullen and Steve Hall

The Chapter raised over 25K at their 2013 Emma's 5th Annual Fishing Tournament! All proceeds of the fishing tournament go to help Emma Faith Hall with ongoing therapy costs associated with fighting her brain tumor.

This year, Emma was afforded the opportunity to attend a three week remediation therapy program and get her new three-wheel strengthening bike.

For additional information on this year's tournament, email michelerhall@embarqmail.com.

Thank you Tampa Bay!

A huge shout out goes to the Tampa Bay Chapter for their donation of \$2,000 to the FIS Licensing Fund presented at the 2014 Water Summit at Embassy Suites Lake Buena Vista in Kissimmee.



Pictured Left to Right: Jeff Davidson, Larry Lentz

Irrigation Contractor License Exam Prep Classes Scheduled

Florida Irrigation Society has scheduled a License Exam Prep Class - Technical to be held in Orlando, Saturday, September 27, 2014 at FNGLA's The Landscape Show. On Monday and Tuesday, September 29 and 30, 2014, the License Exam Prep Class for Business & Finance will be held at Building Trade Education Service, Sarasota, FL.

All attendees are required to bring the reference books allowed for use during the State exam to the

workshop. Books can be purchased through sources listed on the Society's website. This class offers a Pass guarantee...anyone who fails the exam can take the workshop again with the instructor at no cost. Registration is now open and space is limited. Be sure to sign-up early to reserve your spot in the class by visiting the Society's website at www.fisstaterg.org. For additional information, call Florida Irrigation Society Headquarters, (727) 209-1595.

Lack of Lien Rights Makes Contract Review Even More Important For Irrigation Designers

Chad K. Alvaro, Esq.
Mateer & Harbert, P.A.

Generally speaking, irrigation contractors are protected by Florida's Construction Lien Law under Chapter 713 of the Florida Statutes. There are detailed requirements in order to take advantage of the lien law's protections: the property must actually have been "improved" (with limited exceptions), appropriate notices to owner and contractor must have been provided where required, and certain strict time limitations must have been met. A much longer article would be needed to address all those requirements, as well as the licensure requirements for different services that may be provided by irrigation designers.

But what about irrigation designers who design irrigation systems for

single-family residential homes?

Unfortunately, non-landscape-architect irrigation designers who provide strictly design work are not protected by Chapter 713. (Of course, they are protected if they perform the actual installation of the system.) Sec. 713.03, Fla. Stat., provides protection for architects, engineers, landscape architects, surveyors, and interior designers who provide design services for projects. They are even exempt from the requirement of serving a notice to owner, and are protected if their design plans are not actually used to improve the property (provided they have a direct contract with the owner). However, irrigation designers are not within the



definitions of architects, engineers, and landscape architects and therefore not entitled to a lien for their design services rendered. Aside from becoming a licensed landscape architect (which is recommended and, in fact, required for commercial systems and certain other applications), what can an irrigation designer for single-family residential application do to protect himself or herself?

The contract between the irrigation designer and his contractor becomes especially important given the lack of protection under Chapter 713. First, irrigation designers should be wary of "pay when paid" provisions which condition payment to the designer based on the contractor having received payment from his owner. Second, irrigation designers should make sure their contracts have a prevailing party attorneys' fees provision which will enable them to recover their attorneys' fees if they have to bring suit to get paid; this is especially important for smaller residential projects. Third, irrigation designers should carefully consider whether they want to agree to mandatory mediation or binding arbitration which would effectively close the courthouse doors to them. Finally, irrigation designers should set the

venue for any lawsuits for the county where the job is located; or, better yet, the county of their home office. Otherwise, the unwary irrigation designer could find himself required to sue in the far-off county of the contractor's home office.

Practically speaking, some contracts are "take it or leave it" from the contractor's perspective and there can often be little tolerance for negotiation. But, one thing is certain: if you don't ask for a contract concession like those above, you can be sure you won't get it.

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Photo Contest

The Florida Irrigation Society challenges you to capture the beauty of Florida for the cover of our upcoming issues of Pipeline. Starting with the Fall issue, we will be accepting your photographs for consideration for the cover of Pipeline.

FIS staff is responsible for judging the photos and reserves the right to publish submitted photos in other media, including the FIS website and future Pipeline issues.

Submission

Submissions should include the name of the photographer, the company, the date of the picture if known, equipment used (smart phone, digital camera, etc.) and a short description regarding the location. Only one photo entry will be accepted per photographer per issue. Photos are limited by your imagination, the FTC, and must be acceptable for print and public consumption.

Format

Images should be TIFF, JPG or RAW, and at your camera's highest resolution setting (jpgs preferred).

Electronic submission is preferred for quality and ease of use. All submissions become the property of FIS and will not be acknowledged or returned. Send electronic images to pipeline@fisstate.org with Photo Contest listed in the subject line.

Deadlines for Receipt

- Fall 2014 –
October 1, 2014
- Winter 2014 –
November 15, 2014
- Spring 2015 –
February 1, 2015
- Summer 2015 –
May 1, 2015



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By Kevin Colesworthy
Sales Manager
TWC Distributors, Inc.

and Tom Super
Nature's Blueprint, Inc.

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seem to always bid the job for less. Your clients want a lower price. How's an honest company supposed to make a living in this business?

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FEATURE



of the factors you see are in the same vein as factors for drainage. You understand accessibility for your workers and equipment; you locate borders and boundaries for underground piping; you're mentally separating the turf areas from the landscape beds and chances are you're stepping in low uneven areas that probably don't drain well.

that spend their days in the dirt and mud, you seem oblivious to the available contract addition right in front of you. It's Landscape Drainage! You already have the tools so there's little to no expense to get started. You just need to know what to look for.

Now look further. If you didn't see any mulch it's probably because there are no rain gutters. With 30"-40" of annual rainfall in Florida it's not hard to see that if you control the "splash" you'll reduce erosion and save on replacing mulch prematurely. Now, convincing the customer to hang rain gutters may not be as simple as suggesting to "throw some drain pipe in while I'm at it." It's often as simple as

If you actually spend time SELLING your work, hopefully you've walked the jobsite to review the conditions for an irrigation system. Many

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showing how Collection and Discharge come together.

Surface water moving in the same location over and over again shows visible erosion and shouldn't be hard to sell corrections for. How many downspouts do you run across that jet water onto the bare ground? It probably wasn't bare before the rains came but the mulch has been gone for months.

- Install catch basins under the exit point and use underground piping to move it away.
- If you direct the water to a collection point, an underground "barrel" such as an NDS Flow-Well can be plumbed to take water in and slowly weep the water back into the subsurface.

Everyone knows that standing water invites mosquitos, insects and plant disease. A small drainage job with a catch basin and some corrugated pipe can add \$400 to a homeowner invoice.

- If you see a ponding area and re-grading isn't a possibility, install a Drain box to collect the water and move it underground to a lower discharge point.
- If water is collecting in a relatively flat area install

products that serve as a French Drain and spread the water underground for hidden percolation.

Driveways, patios and decks are notorious for having a poor grade during construction. Water collects at the lower expansion joints and is not only an eyesore, but is often a pedestrian hazard.

- Similar to the ponding areas in the landscape, you can collect the water by installing linear Channel Drains to collect the water and move it elsewhere. Depending on the severity of the problem, this product is available in 1" to 12" widths with plastic or metal grates.
- Take the guess work out by using channel products that have the slope already molded in place.

Homeowners will typically address drainage issues if you'll present



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the situation while you're on site rather than a contract suggestion. The summer rainy months are the perfect time to review the problems with your customers, as they can see the work needed. Plan the projects to be done later in the drier months. If you'll remember that it's just as important to get paid for what you know, as it is for what you do, your sales and profits will surely increase.



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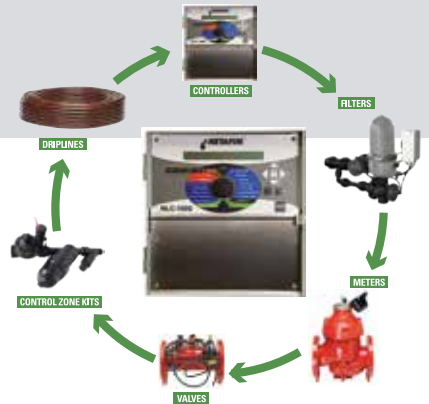
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To learn more about how Toro is “changing the game” in smart irrigation, visit us at: www.toro.com/irrigation



Florida Initiates Sales Tax Holiday for WaterSense Products

A bill was passed in the recent legislative session (HB 5601) allowing no sales tax be collected on the first \$1,500 of the sales price for a new ENERGY STAR product or WaterSense product during the period beginning on September 19, 2014, and ending on September 21, 2014. Take advantage of this period to increase sales to your clients!



Products eligible for this holiday are:

ENERGY STAR

- Room air conditioners,
- Air purifiers,
- Ceiling fans,
- Clothes washers,
- Clothes dryers,
- Dehumidifiers,
- Dishwashers,
- Freezers,
- Refrigerators,
- Water heaters,
- Swimming pool pumps, and
- Light bulbs.

WaterSense

- Bathroom sink faucets,
- Faucet accessories,
- High-efficiency toilets and urinals,
- Showerheads, and
- Weather or sensor-based irrigation controllers.

A person is limited to a single purchase for each specific type of item listed above with a sales price over \$500 during the holiday. A second purchase of the same type of product will be subject to tax

on the entire price. Yes, a little confusing, so be sure you apply the exemption correctly or you will be paying the tax instead of your customer.

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Ways to Increase Sales over the Slow Summer Months

Florida Irrigation Society Member *Dan Steuber*, President of F&S Enterprises, shares his thoughts on how his company stays busy and profitable during the summer months.

How do we at F&S Enterprises survive the dog days of summer and beat the rainy season? As my business enters its 25th year of irrigation work in South Florida, we have found some ways to keep us busy during the summer months.

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1. Let's get rid of the mosquitos! Sprinkler Magician is the answer. Sprinkler Magician is a mosquito control system for your customer's entire property – anywhere they have sprinklers, you can use Sprinkler Magician. The easy to install product lets your customer take back control of their yard and not get chased back indoors again!

A typical installation usually takes 2 to 4 hours with one technician and upwards of a \$700 profit. But, it doesn't stop there. Your customer will continually buy the Mosquito Magic 100% Organic Concentrate from you year round without solicitation. The recurring income is a great value as not many other products in our industry generate

recurring sales. Because the system will need repairs, it will continue to generate income. This can lead to monthly service contracts. In addition, we have found success advertising this product with Google-Ad. It has exposed us to new clients during the summer and year round. For additional information go to www.sprinklermagic.com.

2. We now offer our customers Rainbird Moisture Sensors which

help our customers save money. It easily installs into the system and keeps your customer's system off until water is needed, rather than when a rain sensor dries out. Moisture sensors help reduce Dollar Weed, Fungus, Mold, Root Rot, etc. all savings you should mention to your customers. A typical installation should only take a couple of hours and you should be able to sell them for a few hundred dollars. Normal return on your customer's investment will be 12 to 18 months, well

Turn your sprinkler system into a MOSQUITO MACHINE.



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3. Another booster for summer is converting systems to Pressure Compensating Heads. These reduce misting and over watering, ensuring that the water coming out are droplets, rather than mist. This reduces run times for the system. Ultimately, your clients realize a savings on their water and electric bills. A very nice profit can be made on these conversions. Almost all the irrigation manufacturers sell this type of head; we have found our best value using K-Rain, www.krain.com.

4. Last, but certainly not least, advertising!! We have used Web Pages and a Google-Ad which has led to new leads and sales. I suggest hiring a company that can create a website and manage your Google Ad. This can now be accomplished at a very reasonable cost. In order to stay ahead of the game, being on the web is a must! Old practices of advertising no longer bring the same results. If you are not taking advantage of internet advertising, you will fall behind your competitors. Most people



now search for contractor services on computers and smart phones. I believe the average is over 80% of all customers now use searches for all their contractor needs. Don't forget that advertising only in the months when customers start buying is too late. Start before the season and you will be on the "top of their mind" to call you.

Don't get discouraged about the summer months, start thinking outside the box and find new ways to sell to your current customers and bring in new ones!

Want to share your company's story? Contact the Florida Irrigation Society's office at 727-209-1595 or by email at charris@fisstate.org.

IT'S A WRAP!

2014 FLORIDA WATER SUMMIT



Pictured Diana Ferguson, FIS Lobbyist

The 2014 annual Florida Irrigation Society (FIS) Water Summit ended July 18th on a high note with a presentation by the Irrigation Association's Government Affairs Director, John Farner on "The Game is Changing: What Sustainability and Regulation Mean for the Future of Irrigation". The key-note presentation was sponsored by FIS Outdoor. This was just one of many high quality workshops given during

the three-days of the 2014 Summit in Orlando. This year the majority of the workshops carried continuing education credits for licensure and certification renewal. Other topics and speakers included:

- Using Efficient Irrigation Scheduling to Mitigate Effects of Drought, Judy Benson
- New & Underutilized Plants for Florida Landscape - Primer for Irrigation Contractors, Robert Bowden
- Rainwater Harvesting - Pros and Cons for Irrigation, Robert Drew
- Four Secrets to Successful Irrigation System Renovation, Blue Teeter
- GPS+IRR+GIS=Success, Mike Mongoven
- Understanding Green Building and the Role of the Irrigation Contractor, Nate Ritter
- Status of Florida's Water Supply,

Robert Wanvestraut

- A Case Study in Irrigation Management-The Disney World Story, Tom Wyatt
- Collections 101: An Attorney's Guide for Irrigation Contractors, Chad Alvaro and Brian Wagner
- Understanding Workers' Compensation, Jessica McCrackin, Sara Bigg, and Jonathan Fagerlund
- The Game is Changing: What Sustainability and Regs Mean for the Future of Irrigation, John Farner

WaterStar, an especially well attended program, offered a full day of instruction followed by an opportunity to sit for the WaterStar Certification exam. The course was taught by Deirdre Irwin of St. John's River Water Management District

and Kurt Thompson of Massey Services, Inc.

Attendees were treated to an evening of browsing new products and services during the Exhibitors' Reception on July 17. A special thank you goes to Hunter Industries Services, Inc. for their sponsorship of the reception. Exhibitors participating this year were Ewing, FIS Outdoor, Florida WaterStar, Hydro-Rain, Hunter, Kichler, KRain, LASCO Fittings, Inc., RainBird, Sprinkler Magician, Toro, Vista Professional Outdoor Lighting and Weathermatic.

Two University of Florida staff members, Maria Zamora and Michael Gutierrez, were also on hand to record all the activity during the trade show hours for use in





Pictured Left to Right: Spencer Phillips, Jeff Davidson and Diana Ferguson

their projects that focus on urban irrigation and irrigation for crop cold protection. Gutierrez thanked Board Member Spencer Phillips for inviting them to the Water Summit and stated that "FIS does great work facilitating both the organization and certification of industry members across the state" and they "are impressed with what FIS has in store for the future".

FIS State is working on dates for the 2015 and 2016 Water Summits

with preliminary plans to return to the beaches of the West and East Coasts. Watch for Save-the-Date announcements and information on the FIS State website later this year.

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Thank you to our 2014 Water Summit Exhibitors and Vendors





UPCOMING INDUSTRY EVENTS

Invasive Exotic Species and Management Workshop

September 4, 2014
UF/IFAS Okeechobee County Extension Office
Okeechobee, FL

The Water Expo

September 16 & 17, 2014
Miami, FL

Florida Green Industries Best Management Practices Certification

September 18, 2014
UF/IFAS Extension Orange County
Orlando, FL

FNGLA's The Landscape Show

September 25 - 27, 2014
Orange County Convention Center
Orlando, FL

Exam Prep Class (Technical) for the Florida Irrigation Contractors License

September 27, 2014
Orange County Convention Center
Orlando, FL

Exam Prep Class (Business & Finance) for the Florida Irrigation Contractors License

September 29 - 30, 2014
Building Trade Education Service
Sarasota, FL

Florida Green Industries Best Management Practices Certification

December 18, 2014
UF/IFAS Extension Orange County
Orlando, FL

TPIE (Tropical Plant Industry Exposition)

January 21 - 23, 2015
Broward County Convention Center
Fort Lauderdale, FL

MEMBERSHIP APPLICATION



Send to:
Florida Irrigation Society
466 94th Avenue N.
St. Petersburg, FL 33702

APPLICATION FOR MEMBERSHIP

I am: A New Member

Renewing my Membership

Note: All new applications are considered pending until approved by the Board of Directors at the next scheduled meeting.

Company: _____ Phone: _____

Address: _____ Fax: _____

City: _____ State: _____ Zip: _____ County: _____

Voting Representative: _____ Email: _____

For new applications:

Please list sponsor or Member company:

Would you like information about your local chapter: Yes No

For renewal applications:

If you are a renewing member, please list chapter affiliation here: _____

If you are renewing, please indicate most recent membership year: _____

Please indicate your Category and enclose relevant dues

	Annual Dues
<input type="checkbox"/> A Manufacturer	\$330.00
<input type="checkbox"/> B Distributor	\$275.00
<input type="checkbox"/> C Contractor	\$200.00
<input type="checkbox"/> D Consultant, P.E., L.A.	\$200.00
<input type="checkbox"/> E Irrigation System Operator	\$200.00
<input type="checkbox"/> F Associate	\$50.00
<input type="checkbox"/> G Technical	\$50.00
<input type="checkbox"/> H Student	\$10.00
<input type="checkbox"/> I Supporting	\$100.00

Helpful Category Information:

*Associate Members are employees of current FIS Member firms in categories A-E.

*Technical Members are individuals employed by educational institutions or governmental agencies.

*Students retain all Membership rights except voting Representation.

*Supporting Members are individuals that wish to be members that are not in the irrigation industry. (Example: Insurance Agents, Auto Dealers, etc.)

Please tell us about yourself so we can better serve your specific industry needs

- Installer of Irrigation Systems
- Dealer in irrigation equipment
- Distributor in irrigation equipment
- Irrigation System Design only
- Manufacturer
- Well Driller
- Operator of Irrigation Systems

- Registered Professional Engineer
- Registered Landscape Architect
- Certified IA Designer
- Certified Landscape Irrigation Auditor
- Other Certifications: _____

If your business is located in a county that requires an irrigation contractor license through testing, please provide your license number and county for Membership Directory listing.

License #: _____

County: _____

Applicant Signature & Date _____

Sponsor Signature & Date (New Members Only) _____

Payment may be made by check or credit card. Make Check payable to Florida Irrigation Society or go to www.fisstate.org to pay by credit card.

Questions? Call the Society at 727-209-1595 or visit our Web site at www.fisstate.org

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Florida Irrigation Society, Inc.
466 94th Avenue North
St. Petersburg, FL 33702

Last year, Armando told me he was making less on his bottom line and asked for ideas to turn that around. I told him about smart water products and practices, and gave him some tools to help him talk to his clients.

Now his profit has jumped 20% and his clients are thrilled with their lower water bills!

At Horizon, we believe that every month should be treated as Smart Irrigation Month. So, where do you start your practice of Smart Irrigation? **Right here.**

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Martin Munoz
13 years



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