

The Official Publication of the Florida Irrigation Society

PIPELINE

Winter 2014
www.fisstate.org

SPECIAL REPORT FROM COMMISSIONER PUTNAM

2015 OUTLOOK

- FLORIDA WATER STAR PROGRAM
- CREDIT CARD FRAUD
- TAX INCENTIVES

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Hope everyone had a great holiday season and a great year-end to business.

The new year is looking to be another busy one. In saying busy I mean profitable. Let's not wait until October to show a profit on our work. This year we as contractors can show our worth and not just be the guy at the end of the job who has to make up for job delays by pulling a rabbit out of our hat in order to bring the job in on time. This is usually the case on all of the new construction work, whether it is residential homes or a large commercial project, where you have to throw in extra men and lots of overtime to help the contractor out. Did you have all of those extra men, man hours, and overtime in that job estimate? I would say most of the time you don't. This doesn't account for the stress on you, your family, and your health. When you do spend time with family are you still working and worrying about how you are going to get that rabbit out to make everything happen?

Let's make sure that the jobs we are doing are also conservation-minded for water use. As most plans we see aren't designed with water conservation in mind, why not sit down with the owners,

architects, engineers, and general contractors initially to design and install a conservation-minded system and prepare a watering plan for the project over the course of the year. Remember, this is our livelihood! If we don't go about it with this in mind we may work ourselves right out of a job due to water issues.

We had another meeting with the folks in Alachua County regarding licensing and water ordinances in December and a report by Dr. Michael Dukes, Director, UF/IFAS, on one of his studies regarding ET based controllers and sensors. His project studies aren't complete but so far they are showing great results. We were also given a report on in-house audits by a large apartment management corporation with apartment communities from south Florida to Arizona. The report highlighted changes made in irrigation, landscape, and turf (utilizing outside contractors) to conserve water; monies spent to accomplish the water savings; and the return on investment. The return was longer than the normal 2.5 years but they felt it was money well spent.

In other areas we are working on backflow ordinance changes without notification to contractors. Contractors are notified when they

all for an inspection by way of a red tag. Hitting our wallets is not the way to let us know when changes are made. We all have to stay involved with our county and city governments. I recommend you get to know those inspectors and building officials by talking to them at least once a month and attending their meetings and local FIS chapter meetings. Your wallet will benefit by knowing the changes in advance of bidding those jobs.

In closing, let's get a positive start to the new year by staying informed, keeping others informed, and nurture a positive working relationship with competitors. The Florida Irrigation Society is here to help and mainly consists of volunteers who care about our industry and professionalism. The benefits you reap will also benefit the industry as a whole. Remember, there is strength in numbers and we need you! Keep us informed of the issues and challenges you are facing via an email through the website (www.FISstate.org).

Jeff Davidson
President

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

The recent mid-term election resulted in a switch of power from the Democrats to the Republicans in the United States Senate, as well as a widening of the Republican margin in the Florida House of Representatives. The passage of Amendment 1 and its forthcoming implementing legislation will also be an item of interest for Florida Irrigation Society members going forward. Please find below a summary of these and other noteworthy developments following the mid-term election.

Governor

After record spending and a massive campaign on both sides that included much negative messaging, Governor Rick Scott was re-elected by a narrow margin. Polls showed the two candidates, Governor Scott and former Governor Charlie Crist, within the margin of error for weeks.

Cabinet

Other cabinet races were much more predictable this election cycle. Chief Financial Officer Jeff Atwater, Attorney General Pam Bondi, and Commissioner of Agriculture and Consumer Services Adam Putnam,

all Republicans, were re-elected by wide margins.



Congressional Delegation

While Republicans gained control of the United States Senate, there was little change in the Florida congressional delegation. Republican incumbents Daniel Webster, Bill Posey, John Mica, Ron DeSantis, Richard Nugent, and Ted Yoho have been reelected to Congress, as have Democratic incumbents Corrine Brown and Alan Grayson.

Democrat Gwen Graham, daughter of former Democratic Senator and Governor Bob Graham, defeated Republican Congressman Steve Southerland. Notably, Graham was the only Democratic challenger to defeat a Republican incumbent in a congressional race. Republican Miami-Dade school board member Carlos Curbelo defeated Democratic Congressman Joe Garcia.

Five incumbents were uncontested.

Legislative News Update

These include Republicans Gus Bilirakis, Mario Diaz-Balart, and Ileana Ros-Lehtinen, and Democrats Kathy Castor and Ted Deutch.

Florida House

House Republicans have regained a supermajority, picking up six seats. Republicans targeted seven seats and needed to win five of them. The only Democrat of the seven to win re-election was Dwight Dudley in Pinellas County. In the Tampa Bay area, Republican Shawn Harrison defeated Democrat Mark Danish and Republican Chris Sprowls defeated Carl Zimmerman. In Central Florida, Republican Scott Plakon defeated Democrat Mike Clelland, Republican Mike Miller defeated Democrat Linda Stewart, Republican Bob Cortes defeated Karen Castor-Dentel, and Republican Rene Plascencia defeated Democrat Joe Saunders. There are now 81 Republicans and 39 Democrats in the Florida House.

Florida Senate

The Florida Senate remained unchanged in its overall numbers, at 26 Republicans to 14 Democrats. This falls short of a supermajority. There were few hotly contested Senate races. However, Democrat Maria Sachs defeated Republican challenger Ellyn Bogdanoff and Republican Jeff Brandes defeated Democratic

challenger Judithanne McLauchlan.

Constitutional Amendments

Amendment 1 - PASSED

The Florida Water and Land Conservation Initiative was a citizen initiated constitutional amendment. The measure will dedicate 33 percent of net revenues from the existing excise tax on documents to the Land Acquisition Trust Fund. This fund is designed to manage and restore natural systems and to enhance public access and recreational use of conservation lands. Funds will be expended to acquire and improve conservation easements, wildlife management areas, wetlands, forests, fish and wildlife habitats, beaches and shores, recreational trails and parks, urban open space, rural landscapes, working farms and ranches, historical and geological sites, lands protecting water and drinking water resources and lands in the Everglades Agricultural Area and Everglades Protection Area. The leading organization campaigning for the initiative was Florida's Water and Land Legacy, Inc.

Amendment 2 - FAILED


The Florida Right to Medical Marijuana Initiative was a citizen initiated constitutional amendment. The measure would

Legislative News Update

have legalized the cultivation, purchase, possession, and use of marijuana to treat medical conditions when recommended by a licensed physician. The measure would also have ordered the Florida Department of Health to register and regulate producers and distributors of medical marijuana and to issue identification cards to patients and caregivers utilizing marijuana. The measure was sponsored by People United for Medical Marijuana, a group primarily backed by attorney John Morgan.

Amendment 3 - FAILED

The Florida Prospective Judicial Vacancies amendment was a legislatively-referred constitutional amendment. The measure would have empowered the governor to prospectively fill judicial vacancies by appointing a justice or judge from among at least three, but not more than six, candidates selected by the judicial nominating commission, if those justices or judges were leaving office at the same time as the current sitting Governor. The amendment was introduced in the Florida Legislature by Senator Tom Lee as Senate Joint Resolution 1188.



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CHAPTER & INDUSTRY NEWS

Northeast Chapter

The Northeast Chapter held their 6th Annual Creek Wars Triple Challenge tournament on November 8, 2014. We had a great turnout with 62 boats participating and 39 of those weighed fish in! Over \$9,000 was awarded to winners in 12 categories. The tournament raised roughly \$27,000 that will be split among our charities: Firehouse Subs Public Safety Foundation and Guy Harvey's Ocean Foundation. We are excited to let you know that a portion of the money raised will

be donated to our Florida Irrigation Society's Contractor Licensing Fund. Firehouse Subs continues to be a great partner with us and we look forward to many more years of working together.

In addition, The Northeast Chapter along with FNGLA will be installing irrigation and landscaping in January 2015 for the WestJax Outreach Project. This group provides free dental care for those in need.



Tampa Bay Chapter

Over fifty Tampa Bay Chapter members and guests gathered in the Club level of Amalie Arena on Thursday, December 11, 2014 to celebrate the holidays and witness the Tampa Bay Lightning hockey team defeat the Carolina Hurricanes 2 – 1.

The Chapter donated \$1,000 in gas, grocery, and merchandise gift cards to The Spring of Tampa Bay (www.thespring.org), an organization whose mission is

to prevent domestic violence, protect victims, and promote change in lives, families, and communities.

Tampa Bay Chapter Officers for 2015 are: Larry Lentz, Valley Crest, President; Dana Bryant, Austin Outdoors, Vice President; Ken & Martha Wagenbrenner, Aqua Pro Irrigation, Secretary; and Mike Ballenger, Ballenger & Co., Inc. Treasurer.

Volusia Chapter

A lot has been happening in Volusia County! We have been reviewing changes to the county's "Water Wise Irrigation Ordinance" at our monthly meetings. Our goal is to have a report back to the Health Department by the end of the first quarter in 2015.

Several members have taken the prep course for the State License and are planning on taking the test the first part of 2015.

The chapter had a great turnout at our annual golf tournament which raises money for the Salvation Army's Christmas Angels. For the past 10 years we have supported this wonderful organization and were able to match last year's donation. The Salvation Army does a thorough check on the families that receive money to make sure that they are in need. We are always delighted when they send us pictures of the families that we were able to help.

Irrigation permits for our county were up again this year, almost double from the amount pulled in 2010. Unfortunately, well permits are still very low.

We have had crazy amounts of rainfall this year. East Coast cities like Daytona had a surplus of ground water and well readings of 11+ inches for the year in comparison to western cities like Deland that had a deficit of minus 6" for the year.

The County wrote and adopted a very stringent fertilizer ordinance to keep fertilizers out of our lagoons, rivers and ground water aquifer. In addition, the County also provided a workshop to county and city representatives, contractors, water purveyors, etc. to discuss ways on how to improve water quality county-wide.

Volusia County Chapter would like to wish everybody a safe and healthy holiday and a prosperous New Year.

Southwest Chapter

The Southwest Chapter held their Emma Hall's 6th Annual Fishing Tournament on October 25, 2014 at Mullock Creek Marina. We are pleased to announce that the chapter raised over \$18K

for Emma Faith Hall's Medical Trust Fund. If you would like to follow Emma's incredible progress, you can visit her website at www.emmafaithhall.com

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Special Report from Commissioner of Agriculture Adam H. Putnam to FIS

By Adam H. Putnam,
Florida Commissioner of Agriculture

In a state known for diversity, we have one common identity: water. The three major sectors of our economy – tourism, agriculture and construction – all rely on a healthy supply of water. And with our population climbing toward 20 million and tourism expected to surpass 100 million annual visitors next year, our demand for water will only continue to grow.

Our quality of life in Florida is also tied to water. Whether you like to fish, kayak or relax on the beach, many of the recreational opportunities our state has to offer rely on a healthy supply of water.

Water is, unquestionably, our greatest asset. But it's also our greatest challenge. Every corner of the state is experiencing some kind of water crisis. In Apalachicola, for example, inadequate water flows have depleted our world-famous oyster resources. Lake Okeechobee, on the other hand, discharges 1 million gallons of water a day because the dike is not strong

enough to hold as much water as the lake collects. At the peak of last year's rainy season, we discharged 5 billion gallons.

To address these challenges, Florida's water policy must be flexible, comprehensive and long-term.

Here in Florida, we can get 90 inches of rain one year, and experience drought the next year. Our water policy must be flexible enough to manage both extremes. We should pursue options to capture and store water when it falls, replenish aquifers and distribute water as needed.

Florida's water policy must be comprehensive, not just focused on the Everglades. Apalachicola Bay, the St. Johns River and springs are other important elements of Florida's water resources, and we cannot afford to neglect them.



Similarly, we cannot afford to shift our attention from one water crisis to the next. Our water policy must be long-term. Improving the health of our water bodies and growing our water supply to meet future demand is going to take time; therefore, we must develop and implement long-term strategies.

Finally, Florida must be the leader in developing and implementing its own water policy. The federal government has sought control in recent years with the proposed Numeric Nutrient Criteria, which was not based on sound science and would have cost Florida millions to implement. Fortunately, with the help of Attorney General Pam Bondi and the Florida Legislature, we were able to maintain authority over our water resources and implement our own standards, which are scientifically proven to have a positive impact and will not put businesses under in an effort to achieve results.

With the proposed expansion of the Clean Water Act, the federal government is again seeking to assert its authority over Florida's waterways. The proposed rule is not yet proven to have a positive impact on the environment, but is certain to be a drain on our state's economy at a time when we have just recovered from the

financial crisis and Great Recession.

With strong leadership in Tallahassee, I'm confident we can work together to address Florida's water crisis. We must adopt policies that are flexible, comprehensive and long-term to protect Florida's common identity – water. I look forward to working with the Legislature this upcoming session to help secure a healthy and abundant supply of water to meet our future needs.



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How to Protect Yourself from Credit Card Fraud

By Lawrence Fiorella,
Vecter of Vero

Contrary to what you may believe, anyone can become a victim of credit card fraud, not just those who seem easily duped. Skimming devices and unsecured Wi-Fi connections can fool even the most tech-savvy consumer, putting your identity and finances at risk.

In this article we'll review some popular tactics used by thieves to steal your personal information. Understanding how credit card fraud happens will help you learn how protect yourself.

How Thieves Get Your Credit Card Information

• Skimming Devices

A thief may attach a skimming device to an ATM, Gas Pump or other point of sale device requiring a PIN. In one swipe, the thief now has access to your bank account making it easy to make unauthorized transactions. Skimming scenarios are also common at restaurants and bars

where the skimmer has possession of your card and it is not in your immediate view. To prevent becoming a victim of skimming, pay close attention to the device when you are swiping your card. Look for visible traces of scuff marks or glue. These are signs that the device may be unsecure.

• Internet Connections

Simply browsing the Internet in your favorite coffee shop can put you at risk for fraud. Unsecured Wi-Fi connections make it easier for hackers to intercept online transactions, passwords and other private information. Protect yourself from falling victim by enjoying your coffee and not looking over your personal finances or sensitive information.

• Phishing

Phishing is an attempt to acquire sensitive information such as usernames, passwords, and credit card details by masquerading as a trustworthy entity. Text messages

and emails from your bank that ask you to log into your account, are very common phishing attempts. If you follow through, phishers will quickly have access to your account information. To protect yourself from phishing, report any unsolicited message by contacting the customer service phone number on the back of your debit or credit card.

Credit card fraud can also lead to identity theft. It's a good idea to check your credit report to make sure nothing looks suspicious. Each major credit-reporting agency must provide you with a free copy of your report once a year upon request. If you see fraudulent activity on your credit report, contact the three major credit bureaus (Equifax, Transunion and Experian) to place a fraud alert on your credit file.

How You Can Protect Yourself from Fraud

There are some simple things you can do to limit your exposure to fraudulent activity.

- **Know who you're doing business with.**

Before you provide a company with your credit card information, do a little bit of research. Google the company name and phone number; read online reviews and look for

any negative feedback on the company. This will help you decide whether or not it's worth the risk.

- **Review your transactions on a regular basis.**

Once a thief has access to your sensitive information, they may be able to make purchases under your name, without your knowledge. Reviewing your transactions on a regular basis will help you catch suspicious activity early. If you see charges you are unfamiliar with, contact your bank or card issuer immediately.

The items above are just a few ways thieves can obtain your identity and credit card information. If you suspect fraud you should contact your credit card company and local consumer protection agency immediately.

Did You Know?

Do you find yourself frequently needing information in different municipalities? You might want to check out this website <https://www.municode.com/> to research codes and ordinances around the state. Simply click on Browse the Library, select Florida, and select your county, city, or municipality.

Tax Incentives and Deductions for Contractors Are Now Available for 2014

By Rich Shavell,
CPA, CVA, CCIFP

In the fall a contractor met with his tax advisor to discuss year-end tax planning and he was told to pay in a certain amount of taxes by December 31st - or maybe it was with a fourth quarter estimated tax coupon at January 15th. Either way, with the law that Congress just passed maybe some or all of those tax dollars didn't need to be paid. Let's take a look at how you may be able to lower your 2014 taxes.

The Tax Increase Prevention Act of 2014 was passed by Congress on December 16, 2014 and signed by the President on December 19, 2014. The Bill extends 55 important deductions and credits that expired at the end of 2013. With this law Congress extended these tax provisions just through the end of the year 2014 leaving uncertainty again for 2015; that is Congress must again act to move these provisions forward. And yet many in Congress believe that permanent extensions of these policies could lead to increased spending on research, new

investments, and increased wages and jobs.

Regardless, Congress again only extended these tax provisions for the one year. So while there is uncertainty as to availability for 2015 and future years, let's look at how four of these provisions can help contractors lower their taxes.

First, the most important item for contractors is the extension of favorable depreciation rules. These two depreciation rules enable contractors to invest in equipment and mitigate the cost by accelerating the tax depreciation deductions. The extension of Section 179 depreciation and bonus depreciation can save contractors thousands of dollars a year.

Section 179 depreciation permits immediate expensing in the first year of up to \$500,000 of cost for business assets such as computers, furniture, machinery, and



FEATURE

equipment. For example, if a business pays \$80,000 for a used backhoe, the entire amount could be deducted in the first year. At a 39.6% (the current highest individual) tax rate for S Corporation shareholders, this is approximately \$31,000 immediate tax reduction and savings for 2014. For 2014, the expensing deduction is reduced if the business acquires more than \$2 million of qualifying assets.

Separately, bonus depreciation allows contractors to write-off 50 percent of certain purchases in the first year. Just remember that the asset needs to be new (not used) for bonus depreciation. So if you purchased a new paver in 2014 for \$100,000, the immediate additional \$50,000 of depreciation equates to \$19,800 in tax savings, again assuming a 39.6% tax rate. Note that you can utilize both

Section 179 expensing and bonus depreciation depending on your specific circumstances and the unique rules limiting each of these provisions.

The second way the new tax bill helps contractors is the work opportunity tax credit (WOTC). The WOTC credit amount is 25% or 40% of an employee's first year wages. The employee must be a new hire and a member of a target group. These target groups are comprised of people typically faced with high rates of unemployment.

The maximum credit amount per employee ranges from \$2,400 to \$9,600 and can be carried back one year or forward up to 20 years if you have no taxes due in the year the credits arise. Remember that credits reduce your tax liability dollar for dollar, so credits save you more money than deductions.



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The third item contractors need to note in the Tax Increase Prevention Act is the empowerment zone employment credit. It's intended to help distressed communities by providing incentives some of which can benefit contractors working in the zone. You just need to know two things: are your jobs in a qualifying zone; and do you have employees who worked on that qualifying job who also lives in a zone.

Businesses are eligible for a \$3,000 credit for each employee who both works in one zone and lives in that or another area designated as a zone.

Because the only information you need from your employee is where he or she lives, qualification for this credit is relatively easy to determine. Unlike the WOTC where the employee needs to establish upon hire that they are part of a target group member, employees have already provided their home address.

Fourth, a credit relatively untapped by contractors is the research activities credit, often called the R&D credit. This was also retroactively extended for one year thru 12/31/14. This complex credit rewards taxpayers for expenditures to improve products and processes.

There is a four part test to determine if the expenditures are essentially for the purpose of developing a new or improved business component and be technological in nature.

Companies of all sizes can claim this credit based on specific costs incurred. This may include items such as new irrigation design, testing or engineering, development of systems, and pipe system work. This is certainly worth discussing with your tax advisor.

Even though just retroactive for tax year 2014, these credits and deductions can save contractors significant tax dollars this coming season. Now, if only Congress would provide more certainty by making these credits and deductions permanent so it is not until the holidays each year before we know what rules apply for the year just ended.

Rich Shavell is President of Shavell & Company, P.A., CPAs and Consultants based in South Florida. Shavell & Company serves contractors of all sizes with financial statement, tax, and consulting services.

Rich can be reached at 561.997.7242 or via www.shavell.net



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And The Winner Is...

We are pleased to announce Pro Care Landscaping & Design, Inc. is the first winner for Florida Irrigation Society's photo contest. Pro Care Landscaping & Design, Inc. has been proudly serving all of Central Florida for 20 years. Pro Care offers many services and specializes in landscape construction including irrigation installation and repair and landscape maintenance. No job is too big or small and customer satisfaction remains their number one goal.

Pro Care has won many Blue Ribbons for Landscape Volusia County HBA Parade of Homes. In addition, they have also won 1st place for three years in a row for Best Water Wise Irrigation System in Volusia County Parade of Homes. The professional, friendly staff has designed and installed numerous residential, commercial and housing community projects.

Pro Care is dedicated to using green, environmentally friendly material and design solutions in every project. Pro Care is

always on the cutting edge of leading technologies. We thank them for their submission and continued support of the Florida Irrigation Society.

Photographer - Art Ferguson

Company - Pro Care Landscaping & Design Inc.

Description - Photo taken in the backyard of a single family dwelling in New Smyrna Beach, FL, December 2013

Equipment used - Smart phone

The Florida Irrigation Society challenges you to capture the beauty of Florida for the cover of our upcoming issues 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 settings (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

- Spring 2015 – February 6, 2015
- Summer 2015 – May 6, 2015
- Fall 2015 – August 5, 2015
- Winter 2015 – November 3, 2015



What Were They Thinking?

The homeowner really wanted to protect this 12" Pop up! The fittings and elaborate cage are set in the concrete base that was buried underground.

Photo is courtesy of TriCo Irrigation - Venice, Florida.

Florida Water Star Program Aids in Conservation-Minded Planning

By Robin Grantham,
Southwest Florida Water Management District

As Florida's population continues to grow and demands for water increase, irrigation professionals are on the front lines in the battle to conserve and protect Florida's water supply.

While great strides have been made to conserve water indoors, thanks to initiatives like the Environmental Protection Agency's WaterSense® program, there is still much that can be gained outdoors through the design and installation of efficient irrigation systems and landscapes. As construction continues to increase on new homes and developments, it's imperative that members of the Florida Irrigation Society are trained and equipped to design and install water-efficient systems to help ensure Florida's long-term water supply.

The efficient design of irrigation systems and landscapes is a major component of the Florida Water Star (FWS) Program. This green building certification program was developed by the St. Johns



River Water Management District to help reduce water use. The FWS program, which is now administered statewide by Florida's water management districts, includes indoor criteria like efficient faucets, showerheads and toilets, as well as outdoor criteria pertaining to irrigation system design and plant selection. The effective outreach, education and implementation of the FWS program has resulted in more than 2,100 homes achieving certification statewide as of December 2014.

To assist landscape and irrigation professionals prepare for the FWS program requirements, the FWS program partnered with the Florida Nursery, Growers and Landscape Association (FNGLA) to offer the FWS Accredited Professional (AP) program. This program provides advanced education to practitioners in the landscape and irrigation fields, resulting in the sustainable design and implementation of projects that conserve water resources and achieve FWS program certification.

From the day you become a FWS AP, this additional training will help you deliver landscape designs and irrigation systems that work together to provide your clients with better water efficiency, exceptional performance, and an overall superior level of quality. With more and more developments requiring green building expertise, the FWS AP credential shows a clear commitment to your professional growth.

The program provides two types of accreditation: FWS Accredited Irrigation Professional and FWS Accredited Landscape Professional. This accreditation is available for irrigation professionals, landscape design professionals and licensed landscape architects in the areas

of irrigation design and installation as well as landscape design and installation.

The FWS AP training offers a full day of classroom learning with four hours concentrated on irrigation design and four hours concentrated on landscape design. The irrigation portion of the course includes all aspects of the program's irrigation criteria, from smart controllers to completing a water budget calculation. Plant selection, plant placement and shade coverage are just a few of the topics included in the landscape portion of the training.

To become an FWS AP professional, attendees must participate in both the irrigation and landscape portions of the training and achieve a score of at least 80 percent correct on the accreditation exam. Attendees are not required to complete both exams and can choose to take either the landscape or the irrigation accreditation exam. The FWS AP exam consists of 120 questions in multiple choice format. Candidates have three hours to answer all questions and are highly encouraged to bring laptop computers to the training and exam, as many resources are available online for the examination.

The value of the FWS AP accreditation is underscored in the value homeowners gain when installing a landscape and irrigation system. Your clients rely upon professionals to be sure their landscapes are designed and installed to last while not depleting their pocketbooks. Irrigation and landscape professionals that complete the FWS AP training can provide their clients with value-added water efficiency in features and designs as well as the best combination of materials and equipment that will work together to deliver better performance and conserve our water resources



Here are just a few of the required FWS irrigation criteria that you can practice to reduce outdoor water consumption:

- Encourage homeowners to use less high-volume irrigation — High-

volume irrigation is defined as any sprinkler or emitter with a flow rate of 30 gallons per hour or 0.5 gallons per minute or greater and is used to irrigate turf grass and other plant materials that have a greater watering requirement. Try to reduce high-volume irrigation for the following reasons:

- In Florida, high-volume irrigation is frequently run for longer periods than necessary, resulting in overwatering. Additionally, excess irrigation water can result in stormwater runoff, polluting our waterbodies.

- High-volume irrigation devices have lower application efficiencies in comparison with micro-irrigation.

- Use micro-irrigation in landscape beds — Micro-irrigation includes emitters that apply less than 30 gallons per hour or 0.5 gallons per minute. Most types of micro-irrigation deliver water below the plant canopy and directly to the root ball, resulting in higher application efficiencies than sprinklers. Higher application efficiencies allow for effective irrigation while using less water than sprinklers. Also, lower application rates allow more

time for water to infiltrate the soil, reducing the likelihood of runoff.

- Use check valves in low-lying areas — Water pressure affects sprinkler performance. As gravity pulls on water, the pressure can accumulate at lower heads, which can cause up to one gallon of water to leak from low-lying heads every time the system shuts off. A check valve is a component that increases the resistance of the sprinkler pop-up mechanism and prevents water from leaking or “weeping” out.

Join the next FWS AP training to learn more ways you can help your clients save water and money. The next FWS AP training is scheduled for Tuesday, February 3, 2015, in Palm Coast. At this training, we’re taking a new approach and including a tour of a FWS certified demonstration landscape at 2 Utilities Drive, Palm Coast at 8:30 a.m. Following the tour, attendees will go directly to 400 Peavy Grade, Palm Coast, for the classroom portion of the training. The exam will take place the following day, Wednesday, February 4, 2015, at 400 Peavy Grade, Palm Coast. Additionally, the following CEUs are available:

- Board of Landscape Architecture — 7.25 CEU hours
- FNGLA-Certified Professionals — 4 CEU hours
- Irrigation Association — 4 CEU hours
- Volusia County Irrigation License — 4.5 CEU hours

The training is \$25 and lunch is provided. The exam cost is \$50. To register and pay for the exam and training, please contact FNGLA’s Merry Mott at mmott@fn gla.org or 1-800-675-3642. Additional FWS AP trainings are offered throughout the year. To be placed on an email list for notification of trainings, please email Robin. Grantham@WaterMatters.org.

Becoming an FWS AP gives you a competitive edge and shows existing and potential clients that you have the key knowledge, experience and credibility to provide a landscape design and irrigation system that is aesthetically pleasing, protects you and your customer’s beautiful waterways and allows them more financial freedom from utility bills.

Water Smart Innovations Conference Recap

By Scott King, FIS Secretary
Preferred Building Systems, LLC

Greetings Fellow Irrigators!

In October, I had the privilege of attending the Water Smart Innovations Conference in Las Vegas as your Florida Irrigation Society representative compliments of Hunter and Ewing. It was an excellent conference and I want to share with you some of the trends and facts that were presented.

First and foremost, it's a good thing we live in Florida! The sod on the US West Coast is bad and they are implementing several programs and studies in an effort to correct the problem. Cities and towns are offering money to those residents that are willing to remove the sod and replace with at least 50% plants in combination with aggregates, mulch, artificial turf or hard scape. After battling this for so many years, they seem to accept the heat factor of inorganic ground cover as

a better alternative than anything that needs water to live. Could this possibly be contributing to Global Warming? Only time will tell.

The conference keynote speaker emphasized that future water use needs to be a balance of extracting water from in-place sources with enough being left in place so as not to disturb the ecosystems. Government agencies on the West Coast are no longer damming and diverting natural waterways. This has led to saving 33% of their water use over a 12 year period. Additionally, the Southwest has seen a population increase of 20%. The government agencies in that area are working diligently to make sure they can control their water use; but the projected population increase and multiple drought years are making their task difficult.

Here are some trends and facts presented during the conference:

- There will be a big push toward tiered water billing rates while keeping revenue neutral
- Allowances for projected water use figures are based on 71% efficiency rating for irrigation systems
- A recent University of Florida study found that Soil Sensors save 61% of water usage vs. Rain Sensors at 21%
- 15-16% of all water use is lost to leaking infrastructure and pipelines
- Multiple Cloud based ET controllers were on display from a lot of manufacturers, not just the top three
- Only 8% of national agriculture water use is low volume or drip

I did my best to network on behalf of FIS and handed out many FIS business cards. I found that the people attending the conference

were very interested in the differences between water issues we could face here in Florida as opposed to out West. It was well worth my time to learn about some of the future issues that could arise in our home state and that are already being confronted in the West. If anyone would like to hear more about the IA conference, please feel free to contact me at 239-229-6491.

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2014 NEW MEMBERS TO THE FLORIDA IRRIGATION SOCIETY

Welcome to the following 2014 new members of the Florida Irrigation Society. The many benefits that FIS State has to offer its membership continues to be strong and we are excited to share those with our newest members.

Associate Members

Chris Beason, Valleycrest
Desiree Doty, Ewing Irrigation Products
Shane Dupuy, Ewing Irrigation Products
Ryan Hill, Ewing Irrigation Products
Jerod Jesso, Ewing Irrigation Products
Kate Jimenez, Ewing Irrigation Products
Kevin Jones, Ewing Irrigation Products
John Redmond, The Toro Company
Scott Sharp, Ewing Irrigation Products
Cole Swaford, Ewing Irrigation Products
Craig Undeck, Valley Crest
Landscape Maintenance
Rob Whaling, The Toro Company

Consultant, P.E., L.A. Members

Mike Mongoven, Mongoven
Mapping & GIS Services
Michael Prevost, Prevost Stamper, Inc.
Roy Tveite, RT Irrigation Design, LLC

Contractor Members

Geoffrey Bori, Grountek Irrigation
Todd Coon, Tri County Landscape
Wayne Cote, Wayne's Water Works
Steve Davis, American Irrigation
Services, LLC

Patrick Erwin, Green Construction
Technologies, Inc.
Anthony Giordano, Brickman Group
Terry Hancock, Edgewood Landscape
and Nursery
Charlie Hemelgarn, Estate Landscaping
& Lawn Mgmt.
Michael Mantei, Cardinal Landscaping
Services Inc.
Ritchie McIntosh, Seacrest Services
Josh Moore, BlueH2O Irrigation and
Landscaping
Jorge Napoles, Napoles Irrigation Corp
Michael Rosenbleeth, Grass Roots Lawn
& Landscape
Joshua Sapp, Josh & Jennifer LLC
Jeff Scofield, Earthscapes Complete
Landscaping Inc
Neil Stephenson, Raintree Irrigation
Services
Brian Tasca, The Sprinkler Doctor, Inc
Faustino Torres, Watering T
echnologies Inc
Frank Tursi, Be Green Landscape
Contractors, Inc.
Travis Williamson, B & R Industries, Inc.
Ron Wright, Plantmasters Lawn
Maintenance, Inc.

Distributor Members

Dominick Pagano, Melrose Supply
& Sales Corp

Irrigation System Operator Members

Fred Lica, Prestige Property

CHAPTER & INDUSTRY

Management

Richard Yeager Jr., City of Boca Raton

Manufacturer Members

Dave Martindale, Hydro-Rain

Irrigation Products

Peter Olt, Sprinkler Magician

Student Members

Alexander Galva, Greenscape

Supporting Members

Juditte Dorcy, Career Source

Tampa Bay

Paul Flaig, Scarr Insurance Group

Jesus Galvan, Galvan Brothers Lawn

& Landscaping, Inc.

Jose A. Garcia, The Water Expo

Patricia Hoot, PH Consulting

Jessica McCracken, Scarr

Insurance Group

Mira Pervazova, Career Source Pinellas

Randy Phillips, Forest Hills Landscaping
and Tree Farm

Joseph Scicchitano, Tampa Lawn
Salon, Inc.

Michael Stoddard, Associates
Agency, Inc.

Technical Members

Chris Claus, City of St. Petersburg

Chris Cumston, Village Of Wellington

Stacie Greco, Alachua County

Environmental Protection

Brian Hopper, Village of Wellington

Deirdre Irwin, St Johns River Water

Management District

Kevin Layne, City of Orlando

Armando Puentes, Village of Royal

Palm Beach

V. Paul Sawyer, Village of Royal Palm

Augie Vargas, Village of Wellington



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Keeping You Informed

Have you missed out on important emails from the Florida Irrigation Society? Has your issue of Pipeline not arrived in the mail? You may need to update your contact information with Headquarters. FIS members can update online at **www.FISstate.org**;

call (727) 209-1595 or email pmanrique@fisstate.org.

Membership Dues reminders are sent via email approximately 60 days before the due date. If you haven't seen your renewal, give FIS staff a call.

Congratulations to New FIS 2015 Officers

Florida Irrigation Society officers for 2015 are: Jeff Davidson, Davidson Landscape and Irrigation, Valrico, President; Spencer Phillips, Horizon Distributors, Boynton Beach, Vice President; Scott King, Preferred Building Systems, Cape Coral,

Secretary; and Andy Voelz, Toro, Bradenton, Treasurer. Directors will be voted on at the upcoming Winter Meeting. Results will be emailed to membership and published in 2015 Spring Pipeline.

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



EARN \$100 CREDIT TOWARDS MEMBER DUES

Vector Technologies is a new business partner with the Florida Irrigation Society which offers FIS members discounted rates for their credit card processing service. They are focused on providing the highest quality Merchant payment processing services using the latest advances in payment technology. All members benefit from their 20+ years of processing experience and a dedicated staff to assist FIS with all of your processing needs. Check services, ATM/Debit cards, gift cards and full service credit card transaction processing are just some of the resources available to qualified businesses. Not currently processing with Vector Technologies, call Larry Fiorella at 888-795-1280 for a detailed cost analysis.

The Florida Irrigation Society program highlights are as follows:

- Credit Card processing – An established rate will be given to all members of FIS. This rate will be below industry standards.
- Equipment – Processing equipment will be available at

wholesale rates. For all service type merchants, we are recommending our latest win-win situation: the ability to swipe all cards using a Nextel phone and an attached adapter. This will result in the merchant always receiving a swiped rate. Immediate credit card authorization at the site. It will no longer be necessary to call the office for authorization or bring a signed receipt to the office to be entered into the terminal.

- \$100 Dues Rebate - For any member that signs-up for the services, Vector Technologies will pay \$100 towards your next annual membership dues. For any new member to FIS they will pay \$100 towards their first year's dues.
- Association Support - Vector Technologies is also providing revenue sharing with FIS State. A percentage of their profit based on member usage comes back to the Association.



UPCOMING INDUSTRY EVENTS

Winter 2015 Ornamental and Turf Pest Management Workshop

Saturday, January 10, 2015 – UF/IFAS Extension Orange County, Orlando, FL

TPIE (Tropical Plant Industry Exposition)

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

Jacksonville Landscape Show

February 12 – 13, 2015 – Jacksonville Fairgrounds, Jacksonville, FL

Florida Irrigation Society's Water Summit

July/August 2015- Check www.fisstate.org for updates

Irrigation Association-Irrigation Show & Education Conference

November 9-13, 2015 Long Beach, CA

Submit your industry events for consideration to Pipeline.pipeline@fisstate.org

EXHIBITOR SPACE STILL AVAILABLE

Jacksonville Landscape SHOW

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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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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.

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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.**

Talk to your local Horizon representative for tips and ideas on how to increase your bottom line with smart water products.

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