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Fall 2009

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FEATURES

10 Selecting the Right Plant for the Right Place

The end-user, whether they are a green industry professional or a gardening enthusiast, has become thoroughly confused about selecting the right plant for the right place. Learn more in this article.

16 Dispelling Myths: Accurate Information on Florida's New Irrigation Laws

This article discusses two Florida legislative bills that will affect how landscape irrigation is practiced statewide.

24 Water Summit Brings Industry Together

This year's FIS summer meeting was a gathering of irrigation industry professionals from all over the state. Workshops and panel discussions focused on the profession's best practices and trends.

DEPARTMENTS

4 PRESIDENT MESSAGE

6 INDUSTRY NEWS

22 MEMBERSHIP

28 SALES & MARKETING



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It is said that you can't stand in the same river twice. While that may be true, who knows where that water may have traveled in the past? There is an estimated 326,000,000 cubic miles of water on the earth. Other estimates reveal: 3,000 cubic miles of water in a gaseous state throughout the atmosphere at any one time; 55,000 cubic miles in lakes, rivers and other surface reservoirs; 2,000,000 cubic miles of subsurface water. It has been here since the creation of earth, and it hasn't diminished or increased since. Matter can neither be created nor destroyed. It is, however, being constantly redistributed in the hydrologic cycle. Solar radiation evaporates water from lakes, rivers, seas, and oceans. It also gives life energy to plants causing them to transpire, which is the releasing of water as a vapor from the above ground parts of the plant. This evapotranspiration is the subject that we as irrigators concern ourselves with most.

Nature's distribution of water is not always perfect, nor is man's. It is not a crisis of water quantity (i.e. water shortage). It is an issue of water quality and availability. It is an issue of how we manage the distribution of the resource. I do not consider myself an environmentalist, but a conservationist. If we are distributing raw ground water or reclaimed water on to plant material in a responsible manner, what can be wrong with that? We cannot let the uninformed redefine the discussion, no matter how passionate they may be. We must not only rival there passion, but surpass it. Remember science and reason is on our side.

Irrigation has been a valued and noble occupation since the earliest of civilizations. The Romans used water not only for sustenance, but also for quality of life just like modern society. People come to live and visit Florida for its' beauty. We are a substantial and integral part of that equation. Don't let yourself be bullied or swayed by those who do not understand basic physics or economics. Keep yourself armed with the facts and continue to represent yourself and your society admirably.



Best Regards,

Matthew Shreves

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The WaterOptimizer™ saves water when properly used. It's a smart irrigation system that uses sensor technology to provide landscapes with the moisture they need, but no more. A new law in Florida, Chapter 373.62 allows HOAs, community development districts and large properties an exemption of irrigation restrictions if they use this new technology.



"The market potential for a tool like this that helps residents comply with water restrictions is huge," said Broward County NatureScape Irrigation Manager Robert Carew. "People can follow watering restrictions and still overwater, but this technology works to

combat that through use of soil moisture sensors."

"The Florida Wildlife Federation supports this technology because we

know that smart conservation practices are critical to protecting the quality of life including the environment and the landscapes we love," said Florida Wildlife Federation Policy Consultant Jay Liles.

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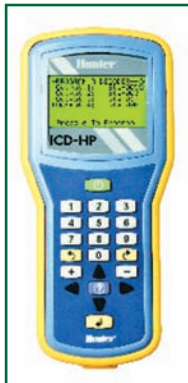
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US Patents for Water Technologies Rose

Among seven categories of water technologies, more U.S. patents were issued during 2008 for inventions in the "water purification" category than in any other, according to a recent study. The report, Water Technology U.S. Patent Landscape Annual Report, indicates that among 384 water technology patents issued last year, there were 124 patents and 1,958 claims made in the "water purification" category. Other leading categories were water reclamation and treatment (96 patents, 1,534 claims) and water conservation (65 patents, 1,051 claims). The category with the least patent activity was "metering," with 16 patents and 274 claims. Data were also presented for these other water technology categories: irrigation, desalinization and/or distillation, and hydro/wave/tidal power.

Hunter Releases Wireless Decoder

Hunter Industries introduces the first wireless decoder programmer and diagnostic tool for the company's ICD two-wire decoder control systems. The ICD Handheld Programmer is designed to simplify installation, maintenance and diagnostics of two-wire decoder controlled irrigation systems. The ICD-HP can turn stations on and off, measure the current draw, and check the solenoids, without disconnecting any wires. Visit www.hunterindustries.com for more information.



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Tampa To Start Conservation Committee

The Tampa Bay Chapter will hold their annual Christmas party on December 1, 2009 at CDB's Southside. The Chapter has come up with a plan to have educational speakers at the monthly chapter meetings for next year. The Chapter is working with the City of Tampa and trying to set up a water conservation committee to hopefully avoid an irrigation ban like the one that occurred this year.

'Give Back to Community' Project Underway

The FIS Southwest Florida Chapter is gearing up for their 1st Annual Give Back to the Community Project for the City of Cape Coral. The Chapter will be re-doing the landscaping and irrigation on Yacht Club Median as a way to give back to the community that supports them. The City of Cape Coral has been very supportive in their struggles with unlicensed contractors.

Central FL Temporary Board

The Central Florida Chapter would like to announce its tentative board that will serve for the rest of this year. The Chapter will vote on new Board members in January. The temporary Board or Directors include: President Tom Allen; Vice President Judy Benson; Treasurer Mark Payton; Secretary Eric Sondgeroth; and board members James Jenkins, Bill Hagen and Tommy Outlaw.



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Fish For A Cause! "Emma's Tournament"

To be held November 14, 2009, the FIS Southwest Chapter would like to invite you to participate in a charity fish tournament at Mullock Creek in Ft. Myers. All proceeds will go to Emma Faith Hall to help this 7-year-old with ongoing therapy costs associated with fighting her brain tumor. Please join us in a day of fun and support for Emma to continue her costly therapy programs. Please RSVP with Tom Super at 693-5488 or visit emma.faith.hall@facebook.com. Cost is \$75; includes lunch and prizes.



Chapter Educates Town Association

The Palm Beach Chapter is continuing its involvement in local irrigation water management issues. Members of the chapter have been educating the Town of Palm Beach's Civic Association on new technologies to control and monitor irrigation systems. The Town of Palm Beach held a water workshop to learn more about ET controllers and soil moisture sensors. The town will hold two more workshops to discuss the topic of irrigation water conservation.

The chapter also had a joint meeting with the FNGLA Palm Beach Chapter to review the newly-revised state statute 373.62. FNGLA's Governmental Affairs director, Jim Spratt, explained the



changes made to the statute and how it will affect irrigation contractors. The Chapter really appreciates the FNGLA for inviting them to attend the session.

The Chapter would also like to remind our members that the SFWMD will be adopting the Florida Water Star program and all interested in participating should contact the SFWMD for more information. At the next chapter meeting, there will be information pertaining to the Florida Water Star program.

The next chapter meeting will be held at Duffy's in North Palm Beach at the intersection of PGA Blvd and US 1. The meeting will be held on Nov. 10 at 6:30 pm.

UPCOMING EVENTS

For more information, please visit www.fisstate.org or call Jennifer Amarosa at 813-839-4601

NOVEMBER 2009

November 3

Tampa Bay Chapter Meeting
CDB's Southside, Tampa

November 10

Northwest Florida Chapter Meeting
Perry's of Niceville Legendary
Seafood & Steaks, Niceville

Palm Beach/Martin County
Chapter Meeting
Duffy's Sports Grill, Palm Beach Gardens

Volusia Chapter Meeting
Clubhouse Restaurant,
Daytona Beach

November 18

Southwest Florida Chapter Meeting
Alligators, Fort Myers

November 20

FIS Winter General
Membership Meeting
Historic Dubsdread Golf Course,
Orlando

DECEMBER 2009

December 1

Tampa Bay Chapter Christmas
Party CDB's Southside, Tampa

For more information, please visit www.fisstate.org or call Jennifer Amarosa at 813-839-4601

Selecting the for the



Increasing consumption of water for use in home lawns and gardens, golf courses and athletic fields is creating quite a ruckus throughout much of Florida. Ordinances placing square footage restrictions on turfgrass are being drafted by county governments and local municipalities at a dizzying speed, causing great angst in the green industry. Similarly, water management districts are imposing water use restrictions in an attempt to curtail outdoor water usage.

Right Plant Right Place

Assessing Drought Response of Turfgrasses Using a Linear Gradient Irrigation System

By Dr. J. Bryan Unruh

The green industry also has seen companies with savvy marketing practices touting one turfgrass species over another by stating that one uses less water when compared to another. Couple these marketing practices with the incendiary newspaper headlines, such as “The Devil Grass: Water-Hungry St. Augustinegrass Sucking up Fresh Water” and “Thirsty Grass Has Evil Roots”. The end-user, whether they are a green industry professional or a gardening enthusiast, has become thoroughly confused about selecting the right plant for the right place.

Great confusion also exists around the terminology used to define a plant’s ability to handle drought conditions. For the purpose of clarity, “drought resistance” is the ability of a plant to survive prolonged drought stress through drought tolerance and drought avoidance mechanisms.

Drought tolerance occurs when plants either “escape” the drought through life cycle modifications such as entering dormancy sooner or producing seed for regeneration purposes. Plants may also tolerate the drought through cellular

level adjustments, making them hardier.

Drought avoidance occurs when plant factors are modified. For example, certain turfgrass species grow deeper roots or have enhanced root viability. Both of these factors influence soil water uptake. Turfgrasses with deeper roots can mine the water from greater soil depths. Additionally, certain plants have the ability to limit or reduce evapotranspiration (ET) allowing them to avoid drought stress. Factors such as shoot density, number of leaves per unit area, and leaf orientation all affect ET rates. Similarly, leaf width and leaf extension rate contribute to the total leaf area. A larger leaf area equates to a larger evaporative surface and generally equates to greater water usage. When a plant is able to maintain adequate tissue water content, they can avoid or postpone the stress.

Maybe a better phrase to use when talking about the influence of drought on turfgrass is “drought response”. Grasses undergo many changes in response to drought and many of these responses go unnoticed but have a profound effect on the plant’s ability to withstand drought. Some are often very difficult to quantify,



Fig. 1. Prior to the installation of the irrigation system, the topsoil was removed to a depth of 12" and stockpiled.

while others are readily observed and easily quantified. With this in mind, and the fact that little or no field research has documented which turfgrass actually performs best under drought conditions, we initiated a project to gain a better understanding of the drought response of the major turfgrass species and cultivars grown in Florida.

LGIS Construction

A Linear Gradient Irrigation System (LGIS) was constructed at the University

of Florida, West Florida Research and Education Center near Pensacola, FL. The system was modeled after a system designed and installed at Texas A&M University by Dr. Milt Engelke. The LGIS is designed as a triple row irrigation system with the central line having an irrigation headspacing equal to 33% of the throw of the irrigation heads.

This spacing allows for considerable overlapping from head to head and ensures uniform distribution of water perpendicular to the irrigation line. The outer two rows of irrigation heads were triangulated to the central head of the center trench. The LGIS measures 160' wide (80' on either side of the center irrigation line) and 750' in length. The irrigation lines were aligned according to prevailing winds to minimize cross winds that influence irrigation uniformity. During the research phase, the outer rows of heads are not used. The outer heads were used only during the establishment period to ensure uniform plot establishment.

Prior to the installation of the irrigation system, the topsoil was removed (12" depth) and stockpiled using heavy equipment (Fig. 1). The subgrade was laser-leveled and shaped to provide 5" drop from the outside inward to ensure



Fig. 2. The subgrade was laser-leveled and shaped to provide 5" drop from the outside inward to ensure all surface water flows to the center as evidenced during the rain event.



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all surface water flows to the center (Fig. 2). After the subgrade was established, the topsoil was replaced, and the final grade was established using a laser-level.

Starting the week of September 9, 2008, twenty-seven commercially available turf cultivars were planted on 10' X 80' plots perpendicular to the line of the irrigation heads (Fig. 3). This allows for the comparative performance of each of the grasses under very high water application (center of the LGIS) to the outer edge which receives no supplemental irrigation. All of the sod and shipping costs were donated by sod producers from Florida, Alabama, Georgia, South Carolina and Texas. The mammoth logistics efforts of getting all the sod delivered in a timely manner was facilitated by Ms. Betsy McGill, Executive Director of the Florida Sod Growers Cooperative.

An additional thirty turfgrass breeding lines (African bermudagrass, zoysiagrass, carpetgrass, and centipedegrass) from Dr. Kevin Kenworthy's program were plugged on 18" centers (Fig. 4).

Drought conditions early this year afforded us the opportunity to start collecting some field data (Fig. 5). Because of seasonal and annual variations in climatic conditions, conclusive results from this research will not be available for several years.

For more information on this project or others conducted by Dr. J. Bryan Unruh, please contact him at jbu@ufl.edu.



Fig. 3. Twenty-seven commercially available turf cultivars were planted on 10' X 80' plots perpendicular to the line of the irrigation heads.



Fig. 4. Turfgrass breeding lines (African bermudagrass, zoysiagrass, carpetgrass, and centipedegrass) from Dr. Kevin Kenworthy's program were plugged on 18" centers on the LGIS.



Fig. 5. A dry period in June 2009 allowed for some initial data collection from the turfgrass cultivars planted on the LGIS.

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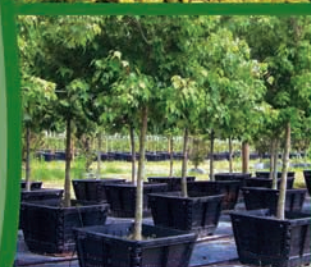
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*Seth Pflum,
Spartan Landscaping, LLC*



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An aerial photograph of a coastline, showing a large body of water on the left and a sandy beach on the right. The water is a deep blue, and the beach is a lighter, sandy color. The overall scene is captured from a high angle, looking down at the coast.

DISPELLING

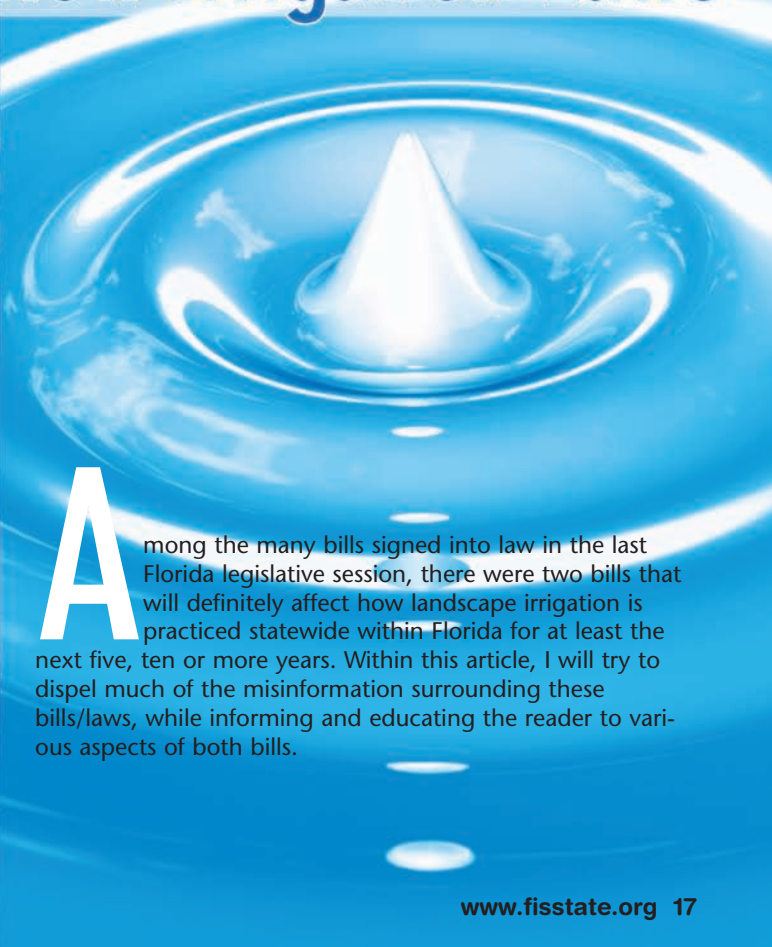
Accurate Information On Florida

By David Wickham, ASLA, FIS, MS



BIG MYTHS:

Florida's New Irrigation Laws



Among the many bills signed into law in the last Florida legislative session, there were two bills that will definitely affect how landscape irrigation is practiced statewide within Florida for at least the next five, ten or more years. Within this article, I will try to dispel much of the misinformation surrounding these bills/laws, while informing and educating the reader to various aspects of both bills.

If anyone wants to read either bill in its final passed/enacted wording, they can be found at:

For S.B. 494

http://laws.flrules.org/files/Ch_2009-199.pdf

For S.B. 2080

http://laws.flrules.org/files/Ch_2009-243.pdf

To begin with, there are two general items associated with both bills/laws that everyone needs to understand:

- Both of these new bills/laws went into legal effect on July 1, 2009.
- The new laws allude to landscape irrigation systems utilizing water conserving devices or switches (rain shut offs and evapotranspiration (ET) systems) that inhibit or interrupt system operations as only adequate water conservation instruments, but, they specifically change several existing Florida law's wording for the utilization/installation of irrigation soil moisture sensor systems on irrigation systems.

SENATE BILL 494

The following are S.B. 494's major changes to Florida Statute 373.62, Water Conservation (which modifies the May 1, 1991, legal requirement that all new automatic irrigation systems install a rain shut off device.)

- 1 Perhaps the most interesting and major change is, "A licensed contractor who installs or performs work on an automatic landscape irrigation system must test for the correct operation of each inhibiting or interrupting device or switch on that system. If such devices or switches are not installed in the system or are not in proper operating conditions, the contractor must install new ones or repair the existing ones and confirm that each device or switch is in proper operating condition before completing other work on the system."
- 2 A licensed contractor is now statewide defined in these changes as, "An individual who holds a specific irrigation contractor's license issued by a county."
- 3 If a licensed contractor doesn't test, install, correct or repair devices and switches as indicated in #2 above within a reasonable time period, then penalties are to be levied on the licensed contractor. For the first offense, the fee is \$50; for the second offense, \$100; and for the third and all subsequent offenses, the penalty is \$250. The penalty monies are to be used to offset the administration, enforcement and further water conservation activities by the licensing county/entity.
- 4 The Florida Department of Environmental Protection (FDEP) was directed to create a model water conservation ordinance by January 15, 2010, for local governments to use, or, may adopt and enforce by October 1, 2010. (Water management districts were also directed to concern themselves with FDEP provisions/documents.) That is, unless the local government creates, imposes and adopts a more stringent water conservation ordinance by that date.
- 5 In lieu of landscape irrigation systems having an interrupting or inhibiting device or switch (rain shut off or Et system), a properly installed smart soil moisture irrigation sensor control system, using multiple soil moisture sensors, with remote monitoring and adjustment capabilities can now be installed on landscape irrigation systems. Moreover, these multiple soil moisture sensor irrigation systems

“The new laws allude to landscape irrigation systems utilizing water conserving devices or switches (rain shut offs and evapotranspiration (ET) systems) that inhibit or interrupt system operations as only adequate water conservation instruments, but, they specifically change several existing Florida law’s wording for the utilization/installation of irrigation soil moisture sensor systems on irrigation systems.”

with remote monitoring can apply for a local or water management district days-of-the-week exemption/ variance, with appropriately installed signage. Plus, that they still need to comply with any other watering restrictions applying to this type of soil sensor system.

- 6 A licensed contractor is required to certify that any soil moisture sensor control systems and remote monitoring are installed properly. However, on an annual basis, only a licensed engineer or licensed landscape architect (not a licensed contractor) shall perform an annual maintenance review of all soil moisture control systems/devices and remote monitoring for compliance and certifying them

for continuing a days-of-the-week exemption/variance continuation.

SENATE BILL 2080

The following are S.B. 2080 major changes to Florida Statute 373.185, Local xeriscape ordinances:

- 1 The words “xeriscape and xeriscaping” are deleted and replaced with the wording “Florida-friendly landscape or Florida-friendly landscaping”.
- 2 Any model Florida-friendly landscaping and irrigation ordinances, covenants and restrictions and other technical assistance, promulgated by a water management district or a local government must follow the FDEP “Florida-Friendly Landscape Guidance Models for Ordinances,



Covenants and Restrictions” manual (www.dep.state.fl.us/water/non-point/docs/nonpoint/ffl-mo-ccr-1-09.pdf), “The Florida Friendly Best Management Practice for Protection of Water Resources by the Green Industries” (www.dep.state.fl.us/water/non-point/docs/nonpoint/grn-ind-bmp-en-12-2008.pdf) and many other FDEP materials and documents. These FDEP materials and documents include efficient irrigation system standards, guidelines and other water-conserving

practices which have been prepared with the assistance of the Florida Irrigation Society and other Florida landscape and irrigation stakeholders.

- 3 No deed restriction, covenant and/or local government ordinance, may prohibit or be enforced so as to prohibit any property owner from implementing a Florida-friendly landscape (or efficient irrigation system) on his or her property.

There are numerous other minor irrigation bill/law items that you, as true FIS irrigation professionals, may need to be concerned with. However, the above is meant to dispel much of the misinformation concerning these bills/laws. Take this information and citations to your local municipal or county government and/or water management district to assure their proper implementation. Should anyone need more information, clarification, etc., contact me through the Florida Irrigation Society.



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INVOLVEMENT & INFLUENCE:

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By **Matthew Shreves**, FIS President

Our strategy moving forward in 2010 will require you and your chapter's involvement and influence. Many things have been accomplished this year. We have completed the certification exam for Florida Water Star through St. John's River Water Management District. The Tampa Bay chapter successfully rallied support to end the outdoor water ban imposed by the City Council and they graciously sponsored the outstanding new FIS website. The Southwest Chapter continues to

influence Sarasota County's Landscape Ordinance. The Palm Beach-Martin County chapter is working with the FNGLA in their education efforts to write a scheduling module for their certification program and, along with the Tampa Bay Chapter, they are working on new technician and higher level training programs for the FIS. The budding Northwest chapter continues to take root. Our colleagues in Central Florida are doing a great job to reinvigorate their chapter. The Northeast Chapter continues to thrive, advocate, com-

municate and teach us how to have fun doing it. I am proud of what you have accomplished and the many contributions each of you have made to the Society this year. That is why I would like to propose an action plan for the chapters this year.

Going forward, we need the treasurer's report from the individual chapters. This is required reporting of the State's financials as a part of our tax records and maintaining our non-profit status.

One of our most prosperous chapters is the Dade-Broward chapter. The FIS needs your help to re-energize this chapter. If you have any influence or acquaintances that are willing to show leadership and involvement in those counties please enlist them.

Our education efforts throughout the state continue to evolve. We need your help in this arena as well. As a

professional, please solicit your Board member and submit your education topics and questions. All questions and training need be submitted to the education committee in order to be validated. This will help members throughout the state and add to cohesion among the chapters and the value of membership. We are also sending out an all call for a member or group of members who can assist us with Spanish translation. Our goal is to offer different levels of irrigation training and trouble shooting in Spanish. We are also interested in teaching basic job site Spanish. Beyond the technician level, it has been suggested, rightfully, we develop a Nursery Irrigation Design curriculum.

We are working on goals and objectives in small groups as well. In process

is development of a PDF file that explains the rewrite of Florida Statute 373.62 to homeowners. This is the recently passed Senate Bill 494 that requires irrigation contractors to check the rain sensor or soil moisture sensor's efficacy before any other work is performed. Further, it requires the property owner to repair or replace a non-working sensor in a reasonable time. Members will then be able to print it on a leave behind card or on their invoices. We will also need your help in promoting this message as a public service

campaign through funding and personal contact to all stakeholders including the water purveyors themselves.

The FIS has joined the EPA WaterSense program as a promotional partner. While we diverge with the EPA WaterSense on some of their policies, it is agreed that it would be of more value to influence the

discussion from the inside.

By now you are aware that we have begun the licensing effort anew. A survey has been circulated to compile your direct input on the legislation. The results from the survey will be published at the Winter Meeting on November 20, and again in the next issue of Pipeline. While our political action fund remains underfunded, the Board has agreed the political climate is ripe. It is the consensus of the Board that if we do not push this legislation forward, we will be subjugated by a bill introduced adversarial to our position. At the conclusion of the Winter Meeting's general session, a round table discussion will be held. These are a couple of avenues to make your opinions heard. Your input is desired, this is your Society.

"I am proud of what you have accomplished and the many contributions each of you have made to the Society this year. That is why I would like to propose an action plan for the chapters this year."

FIS's WATER SUMMIT



Omni Orlando Resort at Championsgate



The FIS's Florida Water Summit was held July 15-17, 2009 at the Orlando Omni Resort at Championsgate. The event started off with a FIS-sponsored Irrigation Association CIC Course that was taught by Kurt Thompson. There was an exhibitor and FIS Board reception held for all attendees. Afterward, a 9-hole mini golf tournament was held.

On Friday, the main conference was held. Ed Klass, who is the Irrigation Association Chair for the Contractor Common Interest Group and past president of the Georgia Green Industry Association, was the keynote speaker. He shared his empowering ideas to challenges regard-

ing watering restrictions within the irrigation industry. There were numerous educational sessions, including Florida Regulatory & Legislative issues, industry technology (where various manufacturers spoke regarding new technology available and the benefits of these items), contractor panel discussion (where principal contractors and landscape irrigation managers discuss market opportunities and challenges in the industry), and converting to low volume session.

The event was wrapped up with a behind-the-scenes tour of the water-saving landscape and irrigation techniques employed by SeaWorld's horticulturists at the park's newest attraction "Manta".

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BECOME A CHAPTER BLOGGER!



Take a minute to explore the new features and information that is now available. One specific feature introduced is the ability to blog with other members of FIS. This tool will allow you to discuss important code changes and irrigation practices, read or make important announcements and get the very latest on what is happening with your chapter!

BLOGGING INSTRUCTIONS:

- ▶ To register, go to www.fisstate.org and navigate to your chapter's page (listed on the left) and then click on the link on the chapter page to go to the blog.
- ▶ At the right bottom of the blog page, you will see a link named New User Registration. Click that link, it will take you to a login page. You will type in your desired User ID and email address, and then click register.
- ▶ You will receive a confirmation email that contains your password. (If you do not receive this email, please check your spam folder. If you have still not received it, contact the FIS webmaster.)
- ▶ Once logged in, visit your dashboard, where you can edit your account and write posts. From there, you can update your profile, change your password and participate in the blog.
- ▶ At your dashboard, go to the left menu under Posts and click the Add New button. This will allow you to type a blog entry that will appear on the blog page.
- ▶ In order to comment on someone else's post, visit the main blog page and click on the Comments button below the post. Your comment will not appear on the main page. Other users will only be able to read it by clicking on Comments.



GROW YOUR REVENUE BY
SELLING MORE
to **EXISTING**
ACCOUNTS

By Jeff Carowitz, Strategic Force Marketing

There's no doubt that the fight to attract new business is intense. Companies are already reporting their competitors are taking aggressive measures to capture new accounts. So why not focus on the great customers already on your list? They know you, like you and trust you.

The excellent rapport you have with your long-term customers means you can focus on selling new products and services rather than first having to sell yourself. Getting the appointment is easy. And, they're typically happy to listen to what you have to recommend.

In recent years, marketing schools have promoted a new concept to measure the value of ongoing relationships. Called "lifetime value of a customer", this method calculates the long-term stream of income delivered by the loyalty and continued purchases of existing clients. Studies with repeat buyers revealed that the longer a customer stuck with a particular service provider, the more profitable the account became.

Seems obvious doesn't it? Yet many companies ignore the value of long-term accounts. They fail to have a plan to nurture their best clients and maintain their loyalty.

I often do survey research to help my clients understand why customers stop buying from them. A typical answer is neglect. Customers feel their business was being taken for granted. Nobody brought them new ideas or new products that might be helpful to them. Their relationship with a key owner or manager had disappeared, leaving them with no one to handle their concerns. Such neglect leads to lost opportunities. In fact, the customer

churn that results drives unnecessary additional costs to find replacement customers.

When you recognize the value of long-term accounts and put in place processes and programs that ensure they receive good service, new opportunities open up to enhance the relationship.

Identify high-impact landscape improvements to coax additional spending from your current accounts. Smart ideas include smart controllers, drip irrigation conversions, landscape lighting, bowl-style water features, and more. Improvements that create instant appeal sell better than those with hidden benefits.

“Your largest sales opportunity may be with the customers you already know.”

It's a mistake to think that all of your customers are pinched by a tough economy. There are many that will continue to make discretionary purchases regardless of the economic situation. For example, many elderly Americans live on fixed incomes, but the payments from annuities, pensions and social secu-

urity still add up to substantial sums. My neighbor, whose husband enjoyed a substantial bonus this year from the oil industry, just invested in over \$20K in landscape improvements. Identify the customers on your list that have the ability to continue to spend.

Focus in on a target list of a dozen key accounts that need to hear more from you in the weeks ahead. Then contact each one with information and pricing on things you know they need. Go get some orders!

Jeff Carowitz is a leading consultant to the green industry. He can be reached at Jeff@StrategicForceMarketing.com or 760-532-7034



FLORIDA IRRIGATION SOCIETY, INC.

APPLICATION FOR 2009 MEMBERSHIP

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Person to be designated as Voting Representative: _____

Name/Company of FIS Member Sponsor: _____

MEMBERSHIP CATEGORY	DUES	AMOUNT ENCLOSED
A. Manufacturer	\$330	_____
B. Distributor, Dealer, Mfg. Rep.	\$275	_____
C. Contractor	\$200	_____
D. Consultant, P.E., L.A.	\$200	_____
E. Irrigation System Operator	\$200	_____
TOTAL AMOUNT ENCLOSED		\$ _____

THE FIS ALSO HAS MEMBERSHIP CATEGORIES FOR SUPPORTING, ASSOCIATE, TECHNICAL, AND STUDENT MEMBERS. IF YOU FEEL THAT ONE OF THESE CATEGORIES IS APPROPRIATE FOR YOU PLEASE CONTACT THE FIS AT (800) 441-5341.

PLEASE MARK THE APPROPRIATE CLASSIFICATION(S) FOR YOUR MEMBERSHIP

- | | |
|---|---|
| <ul style="list-style-type: none"> 1. Installer of irrigation systems 2. Dealer in irrigation equipment 3. Distributor in irrigation equipment 4. Irrigation system design only 5. Manufacturer 6. Manufacturer's Rep 7. Well Driller 8. Registered Professional Engineer | <ul style="list-style-type: none"> 9. Registered Landscape Architect 10. Certified IA Designer 11. Operator of irrigation systems 12. Certified Water Evaluator 13. List Other Certifications: _____ |
|---|---|

As a membership benefit, FIS will publish licensed contractor members (from counties that require testing) in the Membership Directory and on our Web Site (www.fisstate.org). If your business is located in a county that requires an irrigation contractor license through testing and you wish to be included in this listing, please provide us with your license number and county.

LICENSE # _____ COUNTY _____

Have you or your company ever been a member of the FIS before? _____

If so, when and how was the membership listed? _____

Are you a member of an FIS Chapter? If so, please name chapter. _____

If application for membership is accepted, the undersigned agrees to comply with the bylaws and minimum standards and specifications of the Florida Irrigation Society.

Signature of Applicant/Date

Signature of Sponsor/Date

Return with check to: FIS, P.O. Box 13502, Tampa, FL 33681

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