**WEDNESDAY-JULY 31ST**

Earn credits toward your Irrigation Association Certifications, Landscape Architecture license renewal, USGBC LEED Credential Maintenance.

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<th>ROOM</th>
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<td>Henry Goudreau</td>
<td>Skip Wright Jim Carefoot</td>
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<tr>
<td>7:00 - 8:00 a.m.</td>
<td>Registration</td>
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<tr>
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<td>People Management Part 1</td>
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<td>The Art of Negotiating</td>
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- Introductions
- References, procedures, exam strategy, highlighting
- Technology and Practices for Water Conservation in Landscape Irrigation Part 1
- FL Statute 455, AIA & OSHA
- Builders Guide to Accounting
- Technology and Practices for Water Conservation in Landscape Irrigation Part 2
- FL Contractor’s Manual
- Testing Introduction
- Review and Q & A

* Landscape Architects 4 Optional Credits Approved
### THURSDAY - AUGUST 1ST

**Expo Hall Open from 5:00 p.m. - 7:00 p.m.**

Earn credits toward your Irrigation Association Certifications, Landscape Architecture license renewal, USGBC LEED Credential Maintenance.

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#### Schedule

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<td>7:00 - 8:00 a.m.</td>
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<td>Lunch</td>
</tr>
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<td>1:00 - 3:00 p.m.</td>
<td>Exit Strategies</td>
</tr>
<tr>
<td>3:00 - 3:15 p.m.</td>
<td>Break</td>
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<tr>
<td>3:15 - 5:00 p.m.</td>
<td>Marketing</td>
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#### Vendor Reception

Celebrate the 2013 Vendor Reception in style in the Island Ballroom of the Sheraton Sand Key Resort. Visit vendor booths, network with industry colleagues and enjoy a fun night celebrating the advances made this year in the Irrigation industry! Light hors d’oeuvres and a cash bar will be available.

* Landscape Architects 4 Rules and Law Credits Approved
FRIDAY - AUGUST 2ND

Expo Hall Open from 7:00 a.m. - 2:30 p.m.

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<td>7:00 - 8:00 a.m.</td>
<td>Breakfast in Expo - Island Ballroom</td>
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<td>Keynote Address - Rep. Ben Albritton, Florida House of Representatives District 56 Wauchula</td>
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<td>“Survival of the Fittest” - Suzanne Graham - President, Florida Home Builders Association</td>
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<td>State Licensure Update - Diana Ferguson, Rutledge Ecenia, P.A., FIS Legislative Consultant</td>
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<td>HDPE: Is it the wave of the future? - Doug Zak, CMF Global and Chris Menno, Stahlman-England Irrigation</td>
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<td>11:15 - 12:00 p.m.</td>
<td>Vendor Presentations</td>
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<td>1:00 - 2:00 p.m.</td>
<td>Codes &amp; Standards - Brent Mecham, Irrigation Association</td>
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<td>Break in Expo - Island Ballroom</td>
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<td>Smart controllers, where we’ve been and future directions - Dr. Michael Dukes, University of Florida</td>
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<td>3:30 - 4:30 p.m.</td>
<td>Florida Irrigation Society Business Meeting</td>
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Chapter BBQ
6:00 - 8:30 p.m.
The Tampa Bay and Southwest Florida Chapter will host a BBQ on Friday night after the Water Summit for all attendees. BBQ Family Friendly Food, Drink, Games for Adults and Children as well as Face Painting. Sand Key Park (located next door to hotel, driving not necessary)

SATURDAY - AUGUST 3RD

Fishing Trip
Half a day of fishing on the Super Queen from 8:00 - 12:00 p.m (fishing tackle provided). Depart from Clearwater Marina approximately 2 miles north of Sheraton Sand Key Resort. Room Still Available
8:00 - 12:00 p.m.  Wednesday - Room: Starfish
People Management
Instructor: Charles Vander Kooi
It takes a certain type of person to be able to motivate and effectively manage a construction crew. The good employee who has gone bad (egg sucking dog), the 4 different personalities needed in a business, communication with contractors, and many other topics that are vital to effectively running a company.

1:00 - 3:00 p.m.  Wednesday - Room: Starfish
7 Things Contractors Always Ask
Instructor: Charles Vander Kooi
Will address the 7 most asked questions by attendees. How should I organize my company? How should I deal with lowballers? How much growth is good? How do I keep in control? What figures should I be looking at? Do I get the people first? Or the work? When should I keep, or sell equipment?

3:15 - 5:00 p.m.  Wednesday - Room: Starfish
The Art of Negotiating
Instructor: Charles Vander Kooi
Most contractors only think about negotiating a job when you talk about negotiating. Yet they negotiate every day with their employees, existing job owners, and even with their family. This talk will show you how to take negotiating from the usual adversarial relationship to positive methods of arriving at win/win solutions.

8:00 - 12:00 p.m.  Thursday - Room: Starfish
Financial Management
Instructor: Charles Vander Kooi
This program focuses on how to manage your company’s financial health. Key ratios to look for in the balance sheet are pointed out and explained. How to structure your P&L statement to be able to manage your overhead and your company owned equipment.

1:00 - 3:00 p.m.  Thursday - Room: Starfish
Exit Strategies
Instructor: Charles Vander Kooi
At some time in everyone’s career they begin thinking about and Exit Strategy. The need for a well planned strategy that includes topics such as: Stock Sales, Asset Sales, Principal, Employees, and Outside Investors. What you need to clean up in your company in order to exit smoothly.

3:15 - 5:00 p.m.  Thursday - Room: Starfish
Marketing
Instructor: Charles Vander Kooi
What Marketing is and how to get more sales and grow your company. The difference between Advertising and Marketing and a solid plan for turning leads into sales.

8:00 - 12:00 p.m.  Wednesday - Room: Bay
How to Find Train Motivate and Retain Employees - Interested in building (and keeping) the perfect team?
Instructor: Kevin L. Dougherty, Consultant, Speaker, Author
Addressing proven recruiting methods, leadership skills, productivity enhancement, and motivational techniques, this program is designed for anyone who manages people, including business owners, field foremen, office managers, department heads, superintendents, and estimators. This program has proven to be a number one convention program, and a leading frontline efficiency tool.

1:00 - 5:00 p.m.  Wednesday - Room: Bay
Providing Professional Customer Service - Looking to leave even the most difficult customers with smiles on their faces?
Instructor: Kevin L. Dougherty, Consultant, Speaker, Author
To each employee, this dynamic and effective program will communicate the need to be more company-minded and sales-oriented. Practical, proven, and entertaining, this program’s comprehensive approach to customer service makes this program mandatory for anyone who has contact with customers, including service technicians, drivers, dispatchers, foremen, receptionists, salespeople, accounting personnel, managers and owners.

8:00 - 12:00 p.m.  Thursday - Room: Bay
How to Get the Job at Your Price - Tired of the bidding race and cutting your price to get the job?
Instructor: Kevin L. Dougherty, Consultant, Speaker, Author
This module will teach you to sell the value of your company rather than defend the cost of your work. The program emphasizes professional sales and marketing strategies that you can put to immediate use to avoid the price shopping rat race. Ideal for anyone who sells or presents your company to customers, including owners, estimators, salespeople, and service and office managers.

1:00 - 5:00 p.m.  Thursday - Room: Bay
Getting More Done Turning Today’s Rat Race into a Productive Workplace - Do you run your business, or does your business run you?
Instructor: Kevin L. Dougherty, Consultant, Speaker, Author
Does it ever seem like there is just more to do than you can get done? In today’s world, most of us are asked to get more done in less time. This program will help you develop the basic personal and organizational skills to enhance your productivity. More than just time management, this course demonstrates the need to clearly understand leadership priorities and the ways to implement them, offering insights to supervisors, owners, managers, key employees, or anyone interested in personal and organizational productivity.
8:00 - 5:00 p.m.  Wednesday - Room: Sand Key
Florida Contractor's Business & Finance Exam Primer
Instructor: Henry Goudreau
For the first time ever, the Florida Irrigation Society is offering a full-day CRAM class primer to better prepare our members to pass this difficult portion of the exam. The course will disclose the computer based testing procedure, reveal your passing strategy, outline the best way to prepare and take you through each book. It will also disclose the important parts that need your extra attention, expose your weak areas of the exam you need to brush up on. At the end of the day we will put you though an actual test exercise.

8:00 - 5:00 a.m.  Thursday - Room: Sand Key
Florida Irrigation Licensure Training
Instructor: Kurt Thompson
This 8 hour course provides the candidate a review of the principles and resources needed to pass the technical exam needed to become a Florida Licensed Irrigation Contractor. It is also an ideal training course for those professionals wanting to learn the irrigation industry's best practices. Course Highlights:

- Site Analysis – Plants, Soils, Water Source
- Plan Reading
- Specifications
- Code Compliance
- Product Application
- Precipitation Rates
- Valve Sizing
- Pipe Sizing
- Static & Dynamic Pressure
- Pump Sizing
- Performing Irrigation Take-offs
- Preparing Submittals
- Obtaining Permits
- Preparing for and Installation
- Installing Products
- Creating a Record Drawing
- Performing Maintenance &Repair
- Scheduling
- Soil-Plant-Water Relationships
- Water Conservation
- Job Safety
- Backflow Rules
- Water Use Restriction

8:00 - 12:00 p.m.  Wednesday - Room: Palm
Technology and Practices for Water Conservation in Landscape Irrigation
Instructor: Skip Wright
Increasing emphasis on water conservation has challenged the irrigation industry to design, install and manage irrigation systems more efficiently. This course will assist in teaching the industry the most efficient methods to use less water when irrigating plant material. Course topics to include water conservation control systems, distribution, sensors and pressure management and regulation.

1:00 - 3:00 p.m.  Wednesday - Room: Palm
Wire Tracking
Instructor: Jim Carefoot
Learn techniques to track wire, locate valves, and locate wire breaks. This will include instruction on equipment operation and skills required to successfully troubleshoot wiring problems in the field.

3:15 - 5:00 p.m.  Wednesday - Room: Palm
Irrigation Pumps
Instructor: Jim Carefoot
Overview of centrifugal pumps including component identification, terminology, and applications. Design and selection of centrifugal pumps including calculating NPSHA and NPSHR. Overview of pump stations designed for landscape irrigation including components and applications. This will also include selection and performance of pump stations.

8:00 - 12:00 p.m.  Thursday - Room: Palm
Landscape Irrigation Rules and Regulation
Instructor: Skip Wright
Due to water conservation efforts the State of Florida and local municipalities have adopted new rules and codes to regulate the design, installation and management of landscape irrigation systems. This course will cover an introduction to rules and regulations, local ordinances, regional rules and regulations, State rules and regulations and national rules and regulations.

1:00 - 3:00 p.m.  Thursday - Room: Palm
Two Wire Troubleshooting
Instructor: Vince Noletti
Various types of products used in our industry are presented along with an explanation of the pros and cons. This is a seminar with lots of visual aids and products to touch and feel.

3:15 - 5:00 p.m.  Thursday - Room: Palm
Grounding
Instructor: Vince Noletti
This seminar covers the requirements of the National Electrical Code (NEC), the laws of physics governing this subject, and best-recommended practices as prescribed by the Institute of Electrical & Electronics Engineers (IEEE.) The material is presented in very basic way terms.
GENERAL SESSION

8:00 - 8:30 a.m.   Friday - Room: Palm/Bay
Keynote Address - Representative Ben Albritton, Florida House of Representatives, District 56 Wauchula

8:30 - 9:00 a.m.   Friday - Room: Palm/Bay
Suzanne Graham - President, Florida Home Builders Association
“Survival of the Fittest”
Perhaps no industries suffered more during the economic downturn than housing and construction. Yet through a survivor mentality, home builders, contractors and their allied professionals are now playing a lead role in Florida’s economic rebound. The President of the Florida Home Builders Association (FHBA) offers her insights into this dramatic turnaround which required changes in products, pricing, and most of all attitudes. She explains how her association is winning some major legislative victories in Tallahassee and Washington, and where FHBA stands on the important water issues that impact her industry and ours. Don’t miss this compelling story of survival… and success.

9:00 - 9:30 a.m.   Friday - Room: Palm/Bay
State Licensure Update - Diana Ferguson, Rutledge Ecenia, P.A., FIS Legislative Consultant
Will update FIS members on the implementation of the new voluntary statewide specialty license for irrigation contractors being offered by the Department of Business and Professional Regulation. We will also discuss the next steps necessary to continue pursuing the ultimate goal of mandatory statewide regulation.

9:30 - 10:00 a.m.   Friday - Room: Palm/Bay
Florida Water Star - Robin Grantham, Southwest Florida Water Management District
Florida Water Star is a voluntary water conservation certification program for new homes and commercial developments designed to increase water efficiency in landscapes, irrigation systems and indoors. Following Florida Water Star criteria will conserve water for your customers, as well as Florida’s environment. The program consists of criteria for three types of construction/development: Residential, Commercial and Institutional, and Community. Florida Water Star aligns with certification and recognition programs such as the Florida Green Building Coalition’s (FGBC) green standard, ENERGY STAR® and LEED, providing a project with as much recognition as possible. Florida Water Star began in 2006 and is administered by three of the state’s water management districts and the FGBC. The program increases building appeal by adding resale value and saves homeowners money on utilities and landscape maintenance costs.

10:30 - 11:15 a.m.   Friday - Room: Palm/Bay
HDPE: Is it the wave of the future? - Doug Zak, CMF Global and Chris Menne, Stahlman-Englund Irrigation
Presentation will be an HDPE “101”, it will cover the history, information about the properties, correct applications in design and design life. It will also include the fusion process and why it’s the best choice for the long term irrigation industry. Will be touching on installing HDPE from the contractor prospective and why we prefer installing a complete, fully fused HDPE system.

11:15 - 12:00 p.m.   Friday - Room: Palm/Bay
Vendor Presentations
Hunter Industries
Kichler Landscape Lighting/D & M Sales of Florida
Rain Bird Corp
Toro
Water Optimizer
Weathermatic

1:00 - 2:00 p.m.   Friday - Room: Palm/Bay
The Changing Landscape of Codes and Standards for Irrigation - Brent Mecham, Irrigation Association
In the last few years many groups and organizations have developed codes and standards that affect landscape irrigation systems including the sources of water available for use as well as how the systems should be designed and installed. In addition, a number of green initiatives have created requirements to make landscapes and irrigation more sustainable. The changes in the marketplace can provide new opportunities to those who know how to incorporate them into their business practices.

2:30 - 3:30 p.m.   Friday - Room: Palm/Bay
Smart controllers, where we’ve been and future directions - Dr. Michael Dukes, P.E., Professor University of Florida, Irrigation Specialist
This talk will review the research projects on smart controllers conducted in Florida. An overview of water conservation potential of these devices will be given. The latest research will be reviewed. A discussion on current market penetration of smart controllers will be initiated. Barriers to adoption will be discussed and next steps to move forward with the technology will be presented.

3:30 - 4:30 p.m.   Friday - Room: Palm/Bay
Florida Irrigation Society Business Meeting
President Tom Super and the Board of Directors will provide an overview of the Society’s accomplishments this past year and ongoing projects. Nominations for the 2013 Executive Board of Directors will be presented. Committee Chairman will give reports and chapter president will provide updates.