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“By the time this message gets to press, the FIS Summer Meeting will be a pleasant memory for those who attended.”
– The late Dick Dunn, former FIS President and friend

This statement begins the President’s message from the July-August 1990 Pipeline newsletter. And, while I anticipate that this edition of Pipeline reaches you before the upcoming Water Summit at Sanibel Island, I think that Mr. Dunn’s message is fitting—as it represents the rich history, tradition, and solid foundation of why the Irrigation Society still exists today. If you were to read Pipeline from 22 years ago, while much time has passed, the challenges, goals, and issues that our organization faces, are identical.

Business associate and family friend, Clark Graham, shared the two-decade-old issue with me, where we marveled over the similarities between the Society—then and now. It was like we were looking into a mirror.

From the highlights of the summer meeting, to the stories about hiring legislative consultants, trunk-slammer issues, philanthropic projects completed by the Chapters, examples of membership pride, and attacks against all non-electrical contractors who installed low-voltage wiring as well as backflow training advertisements from our friends at the TREEO Center, NE-TTI and FWPCOA—when I say it was more than just a little ironic, I mean to say that it was truly thought- and emotion-provoking to me.

If this is not case and point to what the current Board of Directors has been saying for the past six years (since I’ve been involved) I don’t know what is! Our industry needs to continue to be enthusiastic about our chosen profession, and be vigilant in protecting our scope of work, or someone else will be happy to do it. And, I’m quite sure that none of us would want that.

This cannibalistic atmosphere is due largely to the fact that there is overlap in all of the construction trade activities, which is the reason that regulation sparks so much political controversy—especially when our industry is one of the last ones to the dance—as it pertains to construction-related State licenses. If there is a silver lining in all of this reflection, it’s that we have an opportunity to learn from our past experiences, and act on the opportunity we have before us.

At no other time has there been so much support for our industry to be regulated at the
State level because it presents something for everyone—governing agencies, legislators, and their constituents alike. The long-term goal of mandatory regulation will further protect consumers (public health, safety, and welfare), create a minimum level of competency among irrigation contractors, minimize burden on business, and promote the conservation of Florida’s most valuable resource—water.

Finally, I will leave you with this thought as a point of reference: Along with the ironies from the Pipeline of yesteryear, the Society still struggles with the need for increased communication between the Chapters and the State, as well as membership retention. As is the case for many organizations, it is relatively easy to introduce new members, but what are we doing once they have joined? Are they being made to feel welcome? Are they invited to join local chapters and given chances to become active in our community?

In the words of past president, Dick Dunn, “The membership—you, me, and the people just recognized—are all equally the core of the Society. The larger we grow, the more we can accomplish. Let’s all target a new member this year, but let’s not forget about the people who joined us six months ago.”

“Have worthwhile and safe vacations this year—we need and want you all back.”

A tribute to a past president, business partner, and most importantly, beloved friend: You may not be with us physically but your contributions and spirit live on. God bless you and keep you....

Please join us at this year’s Water Summit, July 26 – 28, at the Sanibel Harbour Resort and Spa. Hear what your colleagues are doing in the market, meet industry leaders, get first hand explanations of new regulations from officials that create policy, and check out the new products and services that manufacturers and distributors are offering. Register now or visit fisstate.org. The Irrigation Association has again named July Smart Irrigation Month. Come ready to share what you do to increase the public’s awareness of water efficiency in the landscape.

We look forward to seeing you in July!
Partnership Provides Members With More Education

The Irrigation Association and Florida Irrigation Society have a partnership to deliver a fresh and innovative Irrigation Show and Education Conference, Nov. 2 – 6, in Orlando, FL. Representatives from both organizations have been meeting regularly to develop programming and activities that embrace Florida’s unique irrigation challenges. “We are pleased to be a part of this great event and to insert some local flavor into its traditional offerings,” said Matt Eaton of North Florida Irrigation Equipment and 2012 FIS president.

Working in concert with IA’s Expo Advisory Committee, FIS volunteers are helping to build a unique program around the new two-day show. Plans are underway to offer more seminars on innovations in irrigation practices, in addition to IA’s traditional how-to classes. There will be a special push to bring in students from both the agriculture and landscape schools, promoting irrigation as a career path.

“It’s so important to include the local irrigation community in the planning and execution of an event like the Irrigation Show. They have the contacts and expertise that are invaluable to us,” says IA Executive Director Deborah Hamlin. “It’s a win-win for both organizations.”
The Florida Nursery Growers & Landscape Association (FNGLA) will hold their 2012 Landscape Show on September 27-29, 2012 at the Orange County Convention Center, Orlando, FL. Join over 7,500 attendees and attend the Southeast’s premier landscape and horticulture conference and trade event. The Landscape Show features over 200,000 square feet of trees, shrubs, equipment and more from over 500 exhibiting companies. In addition to the extensive trade show, numerous events promoting certification, industry and government surround The Landscape Show. Learn more and register at www.fngla.org/thelandscapeshow.

The Florida Irrigation Society will hold an Irrigation Contractor Licensing Test Preparation Course on September 13-14, 2012 at the Orange County Extension Office in Orlando. This two-day course (8 am to 5 pm) will allow attendees to prepare and review material for the two-part Irrigation Contractor Licensing Exam as provided by Prometric. Pre-registration is required and must be received by August 10, 2012 or until the maximum class capacity of 20 attendees is met. For more details and registration information visit www.fisstate.org/events.html

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The St. Johns River Water Management District's residential water conservation program, Florida Water StarSM, is now offered statewide, bringing the economic and environmental benefits of water efficiency to homeowners in all of Florida's 67 counties.

The Florida Green Building Coalition (FGBC), a nonprofit corporation that promotes sustainability, recently agreed to administer the program in the Suwannee River and Northwest Florida water management districts - the two remaining regions where Florida Water StarSM had not yet been available. The St. Johns River, South Florida and Southwest Florida water management districts administer the program within their respective boundaries.

"The water conservation standards for plumbing, appliances, landscapes and irrigation provide homeowners with the resources to save water and money," says Malissa Dillon, director of Communications and Intergovernmental Affairs for the St. Johns District. "The program also is creating opportunities for builders across Florida to distinguish themselves in a competitive marketplace."

Additionally, the program is strengthening working partnerships among Florida's five water management districts and private entities committed to sustainable building practices, such as FGBC; the Florida Nursery, Growers and Landscape Association, which administers the program's professional training component; and the Florida Irrigation Society, which provides technical support on the program's irrigation criteria.

Launched in 2006 by the St. Johns District, Florida Water StarSM encourages water efficiency in household appliances, plumbing fixtures, irrigation systems and landscapes. Having the Florida Water StarSM designation can save money on homeowners' utility bills while protecting the state's shared water resources.

Visit www.floridaswater.com/florida-water-star for more information about the program.
Hunter Offers New IMMS Connectivity Option

Hunter Industries has introduced another communications solution for the IMMS-ACC controller system: a GPRS "smartphone" wireless com module. The ACC-COM-GPRS looks like other ACC communications modules from the front, but has a built-in GPRS phone with a SIM card already installed.

Purchase of the GPRS com module option includes a data plan for the first year of operation. Hunter Tech Support will activate the GPRS device upon installation and the product includes an activation form to provide the necessary account details for each controller. After the first year of operation, the modules do require a monthly fee (billed annually) depending on the rate plan selected. This procedure is much simpler and less costly than the GSM modules it replaces (GSM modules will continue to be available for users with existing requirements). Hunter will bill end users directly for data service. An updated version of IMMS software will be released to permit GPRS communications. This is also another free software update to existing IMMS customers who wish to add GPRS to their communications options.

ACC-COM-GPRS offers Site Plan connectivity with the ability to add many other controllers to the connection via traditional UHF radio and hardwired connections, as with other ACC com modules. IMMS software can include many different Site communication options. GPRS may be used for some Sites, the new LAN module may be used for others, and of course dial-up (POTS) and hardwire can be used. GPRS is simply one more way to connect to remote controllers.
Florida Irrigation Society Needs You! Upcoming Workshop Regarding Statewide Licensing

The Construction Industry Licensing Board (CILB) will hold a workshop regarding the Society’s initiative towards statewide irrigation contractor licensing on July 11th in Celebration (Orlando) in the late afternoon. We encourage everyone who can attend this workshop to please do so. It is important that our industry is well represented not only by the Society but by the industry as a whole. Further information will be posted at www.fisstate.org regarding this meeting as it becomes available.

Upcoming Dade/Broward County and Palm Beach/Martin County Chapter Meetings

The Florida Irrigation Society Dade/Broward and Palm Beach/Martin County Chapters have begun meeting on a regular basis. The Dade/Broward County Chapter meets the second Thursday of each month. The Chapter meeting begins at 7:00pm at Tropical Acres Steakhouse, 2500 Griffin Road, Fort Lauderdale, FL 33312. There is a $25.00 attendance fee that includes dinner.

The Palm Beach/Martin County Chapter meets the second Tuesday of each month. The Chapter Meeting begins at 6:30pm at Duffy’s Sport Grill, 11588 US Highway #1, North Palm Beach, FL, 33408. There is a $10.00 attendance fee for members and $25.00 for non members.
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While Maintaining Plant Health:

How To Install Drip Line On Slopes

By David Hammond, Netafim USA Southeastern District Sales Manager
Irrigating slopes and berms can be challenging in any climate zone. Water that is applied at the top with traditional overhead sprinklers will often flow down the slope surface without ever penetrating the soil or reaching the root zones. In extreme situations, plants can be washed away and swales, or marshy depressions, will form at the bottom of the slope. In almost all cases, water is wasted.

Many contractors have found that installing a dripline system is a practical solution to irrigating slope vegetation and to creating more stability. Unlike traditional overhead sprinklers, dripline uses built-in emitters to slowly release water directly into the soil. Most modern dripline emitters are also pressure compensating, which means that each emitter evenly applies the same amount of water. The soil then disperses the water in all directions, preventing a slippery slope of surface water that can cause run-off and erosion, or worse, destroy vegetation or create swales.

With dripline, the roots of young slope plants receive the full benefits of a precise application of water and typically grow faster and reach maturation sooner.”
typically grow faster and reach maturation sooner. This strengthens the structural integrity of the slope and makes it less likely that it will suffer from damage through run-off, erosion or as a result of heavy rain or other natural phenomenon.

When installing a dripline irrigation system, the general rule is that you should always lay your lines lengthwise in the zone that needs irrigating. However, when installing a dripline system on a slope, the exact opposite is true: you should always lay the lines horizontally, so that the tubing runs parallel to the slope contours.

For best results, you will want to space the irrigation lines closer together at the top of the slope and further apart at the base. This is because gravity will naturally pull some of the water from the top of the slope and carry it down the soil to the bottom. As a result, less applied water will be needed at the base of the slope.

“For best results, you will want to space the irrigation lines closer together at the top of the slope and further apart at the base.”

Specifically, the spaces between dripline rows in the lower one-third of the slope should be 25 percent larger than the spaces between rows in the upper two-thirds of the slope. In addition, if you use dripline with a check feature, for every 4.6 feet of
change in slope elevation, you will want to install an inline check valve in the PVC header, or divide the slope into separate irrigation zones. This will prevent water in the dripline from draining out at the low point of the zone, which wastes water and creates an excessively wet area at the base of the slope.

And lastly, select the proper flow rate, emitter spacing and lateral spacing to create an optimum application rate for the soil type and slope incline. Your dripline manufacturer will have recommendations and guidelines. In general, porous soil, such as sandy soil, and smaller inclines can accept higher application rates, while non-porous soil, such as clay, and steeper inclines require reduced application rates. The purpose is to closely match the dripline application rates to soil infiltration rates to prevent runoff while maintaining plant health.

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n challenging economic times such as these, we need to find new ways to create revenue. With increasing focus on water conservation and efficient irrigation practices come new opportunities. Whether it is simply offering product upgrades to current customers through the bid, or marketing to past customers with aging irrigation systems, a wide variety of efficient product solutions exist in the market today. Many of the new products available today do not require much or any effort above and beyond traditional installation practices and offer your customers a reasonable timeframe for return on investment.

By Troy Leezy, Marketing Manager, Hunter Industries
While exploring any upgrade solutions, strong consideration should be paid to getting site pressure as close to optimum as possible for the sprinkler types to be used. Pressure is as important as proper spacing to achieve the greatest possible efficiency in any system. High pressure is as much an enemy to efficiency as low pressure and should be a priority regarding initial design or existing system evaluations. There are a wide variety of solutions on the market today to address high pressure. Pressure can be easily adjusted at the valve with an add-on regulator that allows the installer to select the ideal pressure the sprinkler requires. Additionally, many manufacturers offer pop-up spray sprinklers with built-in pressure regulators pre-set to optimum nozzle requirements.

The simplest form of water conservation upgrade can be a wireless rain sensor, which saves an average 10% of water use. On the high end of control upgrades are “smart” irrigation controllers that adjust irrigation schedules on a daily basis depending on weather conditions. Studies have shown smart controllers can save up to 30% of water use. New products are arriving on the market that are more cost effective and user friendly, making smart controllers an easier sell, especially on residential projects.
Replacing existing spray nozzles with rotary nozzles, such as MP Rotators, or incorporating them into a new system design provides greater water savings and drastically increased efficiency. In many cases, rotary nozzles can be successful in improving poorly performing spray systems due to low pressure. Because rotary nozzles require less water to operate, they have the advantage of reducing friction losses in an existing system and improving the operating pressure at the head. Additionally, due to lower water requirements of the nozzles, more area can be irrigated with fewer zones, reducing system costs with fewer valves, smaller controller sizes, less pipe, wire, fittings, and labor, as exhibited in the example below:
Drip tubing with pre-installed, in-line emitters offers substantial advantages over traditional irrigation methods in not only water savings, but also time and cost considerations. In many cases the tubing can be simply “snaked” through planters and then mulched over. Winter-ization can be a snap by incorporating threaded caps on line ends that can be removed for blow out.

On any projects with elevation changes, check valves should be installed, at the very minimum, on the lowest heads. One hundred feet of 1” pipe on single zone can waste 4 gallons of water per zone cycle through low-head drainage. On a 12-zone system, that equates to 48 gallons per irrigation day. Beyond saving water, check valves will also protect the sprinkler from the water hammer that occurs every time the valve turns on and water rushes to fill the empty lateral line, greatly increasing sprinkler longevity.

One last note when working on improvement of older existing systems: sprinklers should be reset to proper grade level, screens cleaned, and nozzles replaced. Nozzles on both spray heads and rotors will wear over time and lower the ability for water to be sprayed efficiently. It is a good idea to check with your local irrigation distributor to see if there are newer, more efficient nozzles available for existing, installed sprinklers.

Taking advantage of new smart irrigation technologies on the market today provides solid profit opportunities in a down economy while offering a measurable return on investment for customers. Implementing these technologies into your design and business plan will help your company gain a competitive edge on new projects, increase profitability, and create opportunity to contact past customers with older irrigation systems.
The Florida Irrigation Society (FIS) board of directors has embraced an ambitious agenda this year under the leadership of President Matt Eaton. The board continues to meet the principal objective of the society as stated in the bylaws, “to promote sound irrigation practices”. The primary way this objective is being met is through education, partnerships with green industry organizations and the regulatory community, and advancement of simpler, more effective regulation.

Spencer Phillips, board member and education committee chair, continues to poll members for topics they feel are important to include in continuing education classes. Continuing Education Unit approved FIS classes are presented in the four counties with continuing education requirements to renew irrigation contractor licenses. These classes are available for presentation anywhere in the state.

FIS will host the 2012 Florida Water Summit from July 25th to the 28th at the Marriott Sanibel Harbor Resort. Jeff Snyder, board member and chair of the conference committee, has planned a pertinent program for business owners and managers with nationally recognized programs and speakers. Go to www.fisstate.org/registration for details. All IA certification exams will be offered at the Summit on Saturday July 28th. Registration must be completed at least 30 days prior to the exam. Go to www.irrigation.org and click on the “Certification” tab and select the Fort Myers location under the calendar.
link. The IA is offering a special $50 discount on exams at this event.

The Irrigation Association (IA) is one of our active green industry partners. FIS members receive a 50% discount on IA membership. The IA’s annual conference is coming to the Orange County Convention Center November 2nd to 6th. FIS board members are working with IA staff to assure conference programs are meaningful to attendees from Florida. Board member Kurt Thompson is setting up a jobs fair through a state program so job seekers and employers can meet at the conference. Go to www.irrigationshow.org for details. The IA staff and IA members are supporting our statewide irrigation contractor licensure efforts.

Statewide irrigation contractor licensing efforts continue. Today, there are over 1,800 local irrigation licenses issued by over 30 counties. Early last year a presentation was given to the Florida Senate Regulated Industries Committee by the FIS Government Affairs Committee. Senate committee members expressed concern with the duplicative licensure requirements at the local level in Florida that makes it more difficult and costly to do business. Following that presentation, Senator Thrasher requested staff complete an “Interim Project” on the issue. This project was completed and the report issued in October 2011. It suggested that mandatory licensure at the state level could be pursued by the legislature, but also suggested voluntary licensure as an alternative to mandatory regulation.

Last month, board member Adam Jones and I represented the FIS before the Construction Industry Licensing Board (CILB) with Diana Ferguson, our legislative consultant. Our request for a voluntary specialty license by the Construction Industry Licensing Board of the Department of Business and Professional Regulation is a logical first step toward mandatory regulation. The request was well received and the CILB board voted unanimously to schedule a public hearing to receive input from all interested parties on this request. The goal is to secure voluntary statewide irrigation contractor licensing within a year. The ability to maintain one license rather than one per county and to have state recognition of our trade and scope of practice will allow us to focus on improving our businesses and services. Watch for emails and articles about this effort and information on how you can help.

FIS is currently asking for donations to support state licensure efforts. Please invest in the future of your business and industry. Contact Jennifer Amarosa at administration@fisstate.org if you have not received the fund raising campaign packet.

As you can see, much progress is being made by the FIS on your behalf. You are encouraged to give input to board members and to volunteer your time at the local chapter and state levels. Go to the state website www.fisstate.org and click on the “Board of Directors” tab at the upper left to contact the board member for the area you have an interest in. With your help we can build on the current momentum.

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Selling Strategies: Is Your Price Right?

By Jeff Carowitz, Strategic Force Marketing
For many businesses, pricing is a terrifying experience. If prices are too high, customers will choose a competitor. If they’re too low, the company won’t generate profits necessary to fund investments in advertising, equipment and key personnel.

With so much riding on pricing, it’s amazing how many use a “seat of the pants” approach to developing a strategy. Shouldn’t small businesses spend more time on strategies to maximize revenue and profits?

Even scarier are the companies that drop their pricing on a whim; offering extra discounts and deals without understanding whether they’re necessary or effective.

Shouldn’t business owners insist on “doing the math” when discounting? My research shows they don’t. I often see inexperienced and uninformed managers being given wide authority to make pricing changes. At one client, team members were giving away hundreds of thousands of dollars per year in additional discounts or free work, simply on the basis of “being nice” to regulars, all while their company faced falling volumes and profits. Training on use of a calculator suddenly became a strategic imperative!

While this little column can’t cover all of the whys and the hows, you better have a pricing strategy. Here’s some pricing “food for thought”:

• Guru John Harrison says: “The most important thing you can say about your product or service is its price.” For many buyers, a product’s price is used as a “rule of thumb” that indicates quality, efficacy and overall value. It sends powerful signals, both conscious and unconscious. What is yours saying about your product or service?

• Untrained salespeople think that lowering pricing can help them speed-up a buyer’s decision. They pile on discounts in an effort to get the buyer to say yes, particularly at the end of the month. Often, the buyer is stuck on some other aspect (timing, approvals, etc.) and the discount doesn’t fix that concern. For buyers, desperate discounts can be fun; they get a deal on what they needed anyway. For owners, they represent millions in lost profits.

• A quickly lowered price doesn’t fix the buyer’s lack of confidence in the product or the seller. It often just confirms the customer’s fear that he’s buying something inferior.

• Don’t panic, anticipate and plan for objections. Studies show only about 30% of buyers are purely price focused. But many more customers will flinch or try to negotiate.

• Lower promotional prices from a competitor may not matter if they don’t offer value-adds like service, support or selection that sustain relationships. Stick to your guns and sell your value.

• You never want to be the winner of a race to the bottom.

Jeff Carowitz leads a landscape industry marketing agency. Find him on LinkedIn or at Jeff@StrategicForceMarketing.com.
IRRIGATION
INTERNATIONAL GREEN

By Michael D. Dukes, Ph.D., P.E., C.I.D.
By now, I am sure you thought irrigation standards would be old news with the current efforts ongoing by the International Code Council (ICC) (www.iccsafe.org/cs/standards/IS-IEDC/Pages/default.aspx) that I have discussed in the last two Pipeline issues. However, some new efforts have appeared largely made urgent due to the interest in “green” building and associated codes. The ICC recently released the availability of the International Green Construction Code (IgCC,www.iccsafe.org/newsroom/Pages/03272012-NR-IgCC.aspx). This is a new code for construction and remodeling of buildings intending to increase the energy efficiency of structures. This code includes irrigation and landscape provisions. The irrigation industry was at the table for the
“Rather than a patchwork of different approaches that may result in different answers for the same landscape, the idea of this effort is to produce a standardized science-based method that would produce the same results for the same site.”

development of this code but there was a lack of science-based standards for the code to reference. This is one reason all the irrigation standards I have been communicating to you were started and no doubt in the next revision of this code in several years, the irrigation standards being developed now will be referenced.

The latest effort toward irrigation related standards has been initiated by the Irrigation Association (IA) and is being conducted by the American Society of Agricultural and Biological Engineers (ASABE) and is entitled “Landscape Plant Water Use Standard” (www.asabe.org/standards/x623-project-update.aspx). In the last issue of the Pipeline, I mentioned the intent to work on this standard as well as landscape irrigation installation practices, testing protocols for weather-based or soil moisture-based controllers, and landscape irrigation auditing procedures.
The idea of this effort is to develop a methodology to determine irrigation requirements for diverse landscapes. There are already many ways to estimate irrigation water requirements for landscapes including those promoted by the IA, LEED for homes, and US EPA WaterSense. Already, LEED for homes and the WaterSense methodologies can be adopted by regulating bodies to influence landscape and irrigation design related to some type of water budget. Rather than a patchwork of different approaches that may result in different answers for the same landscape, the idea of this effort is to produce a standardized science-based method that would produce the same results for the same site. It is also very important to integrate the best available science into this effort that can be applied to landscapes in a practical manner.

Please go to www.asabe.org/standards/x623-project-update.aspx to get updates on the progress of this standard and better yet to sign up to participate. The voting committee has been established with a mix of academia, practitioners, manufacturers, and other industry personnel, with yours truly as the Chair, but that doesn't mean you cannot participate. On the contrary, all interested parties are encouraged to participate. Meetings will be held by conference calls and select face-to-face meetings. Anyone that participates and comments must have his or her comments addressed, so don’t think that your input is not important. There is a conference call planned for mid-May and a face-to-face meeting in conjunction with the annual ASABE meeting in Dallas, August 2-3. I hope to see you at the meeting or hear from you on the conference calls.
2 LITTLE WORDS:

Business Manners That Make A Difference

By Kevin Colesworthy, Sales Manager, TWC Distributors, Inc.
In the hustle and bustle of our busy workday, we often forget about the random acts of kindness we can show to others. It goes a long way when you acknowledge favorable behavior. Similar to the Golden Rule, simply saying “Thank You” makes everyone feel noticed.

Years ago, I heard a relationship guru say that the number one thing a person needs is appreciation. That applies to our personal and business life. Now you may read this and say, “I don’t have time to be telling everyone Thank You” but, in fact, you do. It takes a nano second to utter these two simple words, but you have to mean it. If it’s impossible to say it immediately, find a way to show it. Since I see folks overlook this, allow me perk your ears up about my experiences.

In distribution, many branch managers feel they need to “be in charge” and purposely go out of their way to bark orders, point out shortcomings and remove themselves from any form of nurturing and mentoring. How much fun is it to work for a person like that? If you step back and see that this is your style of management, it could explain why you have a staff that just goes through the motions. You probably have a high rate of turnover, too.

If you begin sentences with, “I would appreciate it if...” or “It would be a big help for you to...” your workplace will improve. Show it by allowing the employee to take a well-deserved break or, better yet, help them with the difficult tasks. Be an initiator of positive attitudes. Your customers want to shop in a friendly environment rather than give their money to grumpy people.

As a contractor, seize the opportunity to tell your team, “thanks” when they bust their butts to complete a challenging project or resolve customer complaints. They’ll want to do it again just to hear that you noticed the effort. By the way, it’s ok to tell your distributor thank you when they do something right, too. They don’t ALWAYS make a mess of things!

How many times do we miss the chance to say:

- Thanks for showing up today. We really have a lot to get done.
- Thank you for picking that up for me. I ran out of time.
- Thank you for your business. Is there anything else I can do for you?
- Thank you for signing the contract. We won’t let you down.
- Thanks for staying late so that we could finish the project. I couldn’t have done it without you.
- Thank you for being a part of the Florida Irrigation Society. We need your support. Actions sometimes get the same message across.
- Provide refreshments at the end of a difficult day.
- Plan ahead to make the next project easier with the materials and tools to get the job done.
- Find a way to throw some free or discounted products and services to your regular customers.

We have a human tendency to gravitate to those who empathize with our daily challenges. Those people are our friends rather than just an acquaintance. They become less of a competitor and evolve into business associates.

Never stray from wanting to help someone else and you will be appreciated. From kindness, we get patience. From patience, we gain understanding and tolerance. It starts with two little words.
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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

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
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

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