WHAT SHOULD YOU BE DOING WITH

facebook

IRRIGATION INDUSTRY GIVES BACK TO COMMUNITIES

IMPROVE YOUR SALESMANSHIP
K-Rain’s New Rotary Nozzle

Why Stock Three When One Does The Job!

Fully Adjustable From 80° to 360° in One Nozzle

K-Rain’s New Rotary Nozzle Technology Provides:
- Superior Uniformity
- Matched Precipitation through all patterns and distances
- Low Precipitation Rate – 4/10 of an Inch per hour
- Full Pattern Adjustment from 80° to 360°
- 25% Radius Reduction
- Viscous dampened to ensure consistent application speed
- Double Pop-up to prevent dirt intrusion upon retraction
- Easy adjustment, wet or dry, with our unique tool

Don’t spend more time and money installing other rotary nozzles.
- Get K-Rain and Save!

www.krain.com | 1-800-735-7246
# TABLE OF CONTENTS

## FEATURES
- What Should you be Doing with Facebook? .................. 11
- Improve your Salesmanship ........................................ 14
- Florida Roundtables Bring Stakeholders Together to Improve Damage Prevention Process ..................... 18

## DEPARTMENTS
- President’s Message ................................................ 4
- Chapter & Industry News ........................................... 6
- Membership Application ............................................. 22
- Calendar of Events .................................................. 21
Dear Fellow Irrigation Professional,

Despite the abundance of rainfall, most industry people I speak with are enjoying fairly brisk sales. Hopefully the “experts” are correct about our financial recovery being in full swing. Residential construction seems to be increasing in most areas around the state and have even seen many new residential communities sprouting up.

If you made it to this year’s Water Summit, you enjoyed a great beach-side resort, excellent educational offerings, tremendous networking opportunities, a huge array of vendors at the trade show and a relaxing family picnic and fishing trip! Many thanks to those involved! If you missed it, make sure you plan on attending next year’s event that will be held in Orlando!

In other news, the Executive Board of Directors reviewed proposals from several prospective association management firms to help guide the Society for the growth we are expecting over the coming years. After vetting
out several firms, we eagerly chose CRG Management. Cheryl Harris (Principal) has extensive construction industry experience in terms of association management. She and her staff have already hit the ground running, and please join me in welcoming Cheryl and her staff aboard. May this note find you in good health, and prosperity!

Regards,
Tom Super CIC, CLIA
President
Heading into the 2014 Legislative Session, I am working with FIS leadership to meet with key legislators in continuance of our efforts to pursue mandatory regulation. We were fortunate to have Representative Ben Albritton, who chairs the House Agriculture and Natural Resources Appropriations Subcommittee, join us for the FIS Annual Conference. He was more than gracious with his time, offered a considerable amount of insight, and left us with several suggestions to work on going forward.

We will continue a dialogue with our legislators and cabinet members in pursuit of a more consistent and comprehensive system of regulations for the irrigation industry. FIS members also attended the Florida Water Forum hosted in September by Associated Industries of Florida (AIF) and the Florida Section of the American Water Works Association (AWWA). Rest assured that your leadership is committed to enhancing awareness of FIS and the issues its members are facing.

While mandatory regulation may be the ultimate goal, we should not forget that we have already achieved a voluntary statewide certification program. It is important for the FIS membership to show support for this program by taking the test and receiving this certification. This will allow you to do business statewide without having to obtain licenses in each county and it will show support for a statewide regulatory program. The test will be offered in a pencil and paper format in

For more information on the new irrigation license exam, visit the Professional Testing Inc. website at [http://www.proftesting.com/](http://www.proftesting.com/) and follow the “Examination Programs” link.
October and December 2013 and February 2014. It will be offered electronically beginning in April 2014.

The Department of Business and Professional Regulation has also posted Frequently Asked Questions (FAQs) here:

In other news, I have been elected to Chair the Construction Coalition. This is an excellent opportunity for FIS to continue solidifying its relationships with other members of the construction industry and to become more familiar with the legislative issues faced by the Coalition each year. I look forward to serving in this capacity and keeping you informed.
SAVE MONEY ON WATER BILL$ by using up to LESS WATER 30%

CUTS THROUGH WIND

KEEPS DIRT OUT

WE'VE GOT YOU COVERED from 8'-35'

with a full line of MP Rotators

EFFICIENCY ENGINEERED into every drop

WHERE INNOVATION MEETS CONSERVATION

MP ROTATOR®

It's simple. Use less water. Achieve better results.
A Time for Giving

IRRIGATION INDUSTRY GIVES BACK TO COMMUNITIES

It is that time of year when our thoughts turn to giving thanks to family, friends and customers and giving back to our communities and to those in need. The Florida Irrigation family of chapters and members are no exception.

In recent months they have held fund raisers for charities, donated time and materials at local schools, and undoubtedly supported other good causes as individuals and companies.

FIS Tampa Bay Chapter

In November the FIS Tampa Bay Chapter members volunteered time and materials to upgrade irrigation systems at three area schools for their Edible Peace Patch Projects: Lakewood Elementary, Maximo Elementary and Campbell Park.

Among those that participated were contractor members Rob Hoogeveen, Mark Ballenger, Ken Bishop, John Joseph, Kevin O’Brien, Brad Sharp, Larry Lentz and manufacturer/distributor members Hunter, Toro, Rain Bird, Maxijet, TWC, FIS Outdoors and John Deere.
In October this FIS chapter hosted the fifth annual “Creek Wars” triple challenge fishing tournament that raises funds for the Firehouse Subs Public Safety Foundation and the Guy Harvey Ocean Foundation.

The Firehouse Subs Foundation provides first responders with life-saving equipment and funding for training that benefits the First Coast area. The Guy Harvey Foundation endeavors to develop sustainable strategies for best management of Florida fisheries and for stimulating stewardship of Florida’s marine environment.

FIS member Netafim was presented with the 2013 Stockholm Industry Water Award for its efforts to mitigate world hunger through the efficient use of dripline irrigation in agricultural productions. Netafim is the first irrigation manufacturer to receive the prestigious honor. Previous recipients have included PepsiCo, Nestle and Procter & Gamble.

The award was given for Netafim’s innovative approaches to sustainable water management and the development of new products and technologies in agricultural irrigation that improve crop yields.
WHAT SHOULD YOU BE DOING WITH FACEBOOK?

By Jeff Carowitz
Strategic Force Marketing

Should your business have a Facebook page? Or more importantly, why hasn’t that Facebook page that you created lived up to your initial expectations?

Is having only 35 “likes” acceptable for a company with 3,000 customers? What type of content should you be posting, the same stuff as you use elsewhere?

How much of a time investment should you be making in social media?

I am surprised by how many business owners lack an understanding of how Facebook works (or other social media for that matter), whether their company should be involved with it, or even what the current status of their social media presence is.

Rule #1: Have a strategy!
Some firms have leapt onto Facebook in the pursuit of an unknown goal. The strategy seems to be “it’s free, so why not give it a try?” Like any other marketing tool, Facebook’s fit as a tool to generate sales and retain customers will depend on the type of business you’re in, the customers that you serve and the nature of your relationship with them. Be sure you know why you’re doing it.

The more personal your service and your customer relationships, the more Facebook makes sense. When experts say “Facebook is great for small business”, they mean services where the client works directly with a friendly
proprietor and the staff: hair salons, handymen, bookkeepers, small restaurants, real estate agents, etc. It’s a great tool for creating engagement and getting customers and friends to unite as fans. The electronic word-of-mouth is invaluable in generating new clients and encouraging repeat business. Be personal and genuine. If working with Joe’s Lawn Service means getting to know friendly Joe, Facebook can really help your company shine. Keep in mind that Joe will need to stay actively involved in maintaining the company’s presence; providing updates, answering questions, interacting informally and personally with clients and their friends. Be prepared to invest time and to be accessible. Don’t delegate it to an intern or a middle-schooler.

I also see Facebook working well for businesses where there is a high frequency of purchase and interaction. Customers want to connect with their favorite suppliers. Are there hot deals available at a favorite shoe store? What special confections will a bakery offer for Valentine’s Day? Introduce new products and services to loyal fans. Speaking of fans, if you have tribal loyalists like Harley Davidson or Apple computer, Facebook can be a great forum where your boosters can network and amplify the strength of your tribe.

Gather feedback. The Internet is also where people often turn first to share their experiences. Facebook is also a great way to facilitate those discussions and encourage the exchange of reviews and suggestions. But be mindful of the risks, negative feedback can be shared just as quickly as positive. If you’re going to use Facebook, investigate how it works, get some practical advice and have a plan before you dive in.

Jeff Carowitz leads a landscape industry marketing agency. Find him on LinkedIn or at Jeff@StrategicForceMarketing.com
YOU WORK IN ALL CONDITIONS... SO DOES IT.

LEIT-1™
Irrigation Controller

- No need for direct sunlight, batteries, or wires
- Patented ambient light powered technology
- Simple to set historical ET programming
- Available with an anti-siphon valve, manual valve actuator or in-line valve

Scan to learn more about LEIT-1
Scan the QR code or visit: leit-1.digcorp.com
I believe that, in any down time you have, you should take time to learn about people to enhance your success in sales. Our tendencies, expectations and personality traits can explain the variety of results we get in sales. What it boils down to is accepting the fact that everyone is different and you have to find a way to work with that person. No one is ever going to be able to convince a customer to buy something without an appeal to what drives THEM.

It’s not always about the lowest price if you’ve demonstrated an understanding of their need and how your service or product benefits
THEM. Your job is to help them make a decision. It’s a science to capture the variety of personality traits you encounter and it doesn’t come instantly. Over time, by reflecting on your contacts and the meetings you’ve had, you can begin to see what motivates them and adjust your strategy for the next visit - and the next visit - and so on. For example:

- You don’t want to overstay your welcome with a Dominant decision maker by asking too many questions. They see it as a waste of time if you can’t figure it out. Watch for signals that show they’re done with talking about it. They want you to get to the point and just do it.

- Then there are others that require convincing. Here, you have to slow down and cover all the bases. Along the way you have to ask them things like, “What else can I tell you?” and “Do you have more questions?”, and “Did I answer that issue for you”. Perhaps a final review of all that was discussed and “Have we covered it all?”

- There are the quiet types that either don’t have a clue of what they want or too shy to speak up. You may have to draw it out with open ended questions. “Tell me what your expectations are of my product/service/company?” rather than, “I hear you want a sprinkler system.” Limit the Yes and No responses. Don’t over-explain to fill the silence. It borders on babbling. Most people can learn things about their product quickly and, with some exposure and understanding of “Sales”, can be very successful. Customers typically assume you’re the expert of what you’re selling.

Confidence + experience makes it easier. Mostly it’s just about saying what you need to say then shutting up and listening.

Take time to study sales strategies and tactics to win more clients. There are plenty of easy to read books on the subject.
Netafim Introduces Ultrasonic “Octave” Water Meter at IA Show in November

Octave, a technically-advanced ultrasonic water meter that utilizes double-beam sensors to monitor flow, will be introduced by Netafim USA at the Irrigation Association Show in November.

Octave offers a new level of accuracy to measuring flow data because the water flow path is unrestricted; there are no moving parts or impeller, which typically propel a meter’s register. With no wear-prone parts, Octave’s ultrasonic technology reduces maintenance and improves long-term reliability.

The meter’s measurement method is based on dual-beam sensors that determine the length of time it takes an ultrasonic wave to travel the distance between the two sensors located in the meter’s body. The sensors alternate as both senders and receivers with the ultrasonic waves traveling both with and against the direction of the flow. The flow rate is determined by the time differences between the two waves.

The meter features an easy-to-read, multi-line digital LCD display that provides immediate reporting and visual indicators for critical conditions.

The display includes volume units, flow rate units, flow director, leak detector, alarms and errors, and more. Octave is available in sizes from 2” to 12” and monitors flow ranges from 1 GPM to 5,500 GPM. The pulsed output module allows integration with most landscape controllers.

Octave is recommended for use on large residential sites, commercial properties, sports fields, golf courses and other turf areas. The IP68 register is vacuum-sealed and tamper-proof. Two lithium batteries
FOR IMMEDIATE RELEASE:

provide a 10-year life expectancy. The body is constructed from epoxy-coated cast iron with flange inlet and outlet. Working pressure is 175 psi. For more information on the Octave, visit: www.netafimusa.com

ABOUT NETAFLM
Netafim is the world’s largest irrigation company and the landscape division offers a full-line of water-efficient products, including the Techline® family of dripline, low volume control zone kits, hydrometers, filters, valves, water meters, point source emitters and more. The company is based in Fresno, CA, and is a global leader in the research and manufacture of low volume irrigation solutions for landscape and agriculture. Millions of miles of Netafim dripline have been installed worldwide.

MEDIA CONTACT
Nancy Hardwick
760.944.0745
Nancy@adwicks.com

IT’S WHAT’S INSIDE THAT COUNTS

BUY PROVEN RELIABILITY
With millions of miles of Netafim subsurface dripline installed in the U.S., why buy an unproven product?

Techline® CV emitters provide reliable, worry-free operation. Here’s why:

- Continuous self-flushing design and anti-siphon feature prevent clogging
- Physical root barrier eliminates chemical additives; can be buried
- Flow rates for every soil type
- Built-in check valve for high or low pressures
- Use one dripline for all installations

NO CHEMICALS, NO COPPER GIMMICKS

WWW.NETAFIMUSA.COM
FLORIDA ROUNDTABLES
BRING STAKEHOLDERS TOGETHER TO IMPROVE DAMAGE PREVENTION PROCESS

By Wendy Schaefer
Sunshine 811

Taking the path of least resistance is quickly losing its appeal as stakeholders throughout Florida are meeting, venting and offering solutions to each other at Damage Prevention Roundtables. The goal? To improve the damage prevention process and reduce underground utility damages.

“We hear about the problems on a daily basis,” explains Brian Dean, Sunshine 811 liaison. “Locators, contractors, utilities, designers and engineers are pointing fingers at each other as the reason for problems in the field.” Everyone wants an easy fix. Often it involves circumventing the process rather than picking up the phone and digging a little deeper. And it was placing the state of damage prevention in peril.

People were looking to Sunshine 811 to solve the problems and Sunshine didn’t have all the answers. The key was to get everyone in the same room talking about their roles in the damage prevention process and the difficulties they face. Championed by Sunshine 811 directors Bryan Lantz, Verizon, and Lorenzo Jones, TECO, the first damage prevention roundtable was set for April 11, 2013 in Tampa. It was a success and people appreciated being
able to participate and work out solutions. “The folks in Collier County heard about the success of the Tampa meeting,” Sergio Clavijo, Sunshine 811 liaison stated, “and they were calling me to get something like that set up here in Naples. It was a perfect opportunity to bring all stakeholders to the table.” In total, the events drew close to 200. They represented public utilities, contractors, in-house locators, design consultants, Florida Department of Transportation, private utilities, contract locators, SUE firms and even law enforcement. At times, the discussion was heated but attendees soon cut through the clutter and really discussed the roadblocks to safe digging.

In the end, it all boiled down to communication. Many of the problems discussed during these roundtables could be taken care of with a phone call, a little negotiation and a little understanding. But picking up the phone was viewed as an extra step – it wasn’t second nature. We also learned that landscapers, a group currently being targeted for education by the Common Ground Alliance, are faced with the decision to dig without calling or face the prospect of losing business, explained Cheryl Ritter, Sunshine 811 damage prevention manager. “Builders and developers usually want work done now or, at the most, the next day,” Cliff Cook, Crawford Landscaping Group, LLC, stated. “If we don’t do the work, builders and developers will find someone else who will.”

It’s a tough situation. But Chuck Keller, Collier County, who possesses a full understanding of the issue, asked landscapers to contact him directly. He would work with his crew to try and accommodate the landscaper’s schedule. With discussions like these, “it’s no longer contractor versus locator,” Sandra Panos, TECO Peoples Gas, explained. “It’s about how we can
talk, how we can work together, how we can coordinate.” Roundtable attendees worked collaboratively to understand and resolve issues. The end result was a list of actions each stakeholder could take to help improve the damage prevention process. The contractors’ list included:

- Limit the scope of tickets to minimize the workload for locators
- Premark the excavation area when possible
- Let the locator or utility know if marks are inaccurate or there are other issues
- Notify utility if tracer wires are damaged and protect all utility equipment
- Know that service drops are often very shallow
- Be sure the contact information provided with the locate request is correct

Sunshine 811 plans to hold two more roundtables before May 31, 2014.
CRG is proud to be Florida Irrigation Society’s new association management company. Located at 466 94th Avenue North, St. Petersburg, Florida, we provide essential management services to support and grow your association.

Our staff has over 45 years of combined association management experience, in the construction industry and non-profit, with local, state and national associations.

We listen to you to know what you need – and deliver.

Our staff, led by Cheryl Harris, is here to answer your questions, and provide you with first class service. From handling your membership renewals to checking you in at your conferences, we are accessible.

Contact us at 727-209-1595 or email administration@fisstate.org.

---

**UPCOMING INDUSTRY EVENTS**

**Irrigation Contractor Licensure Exams**  
December 10-11, 2013 Irrigation Exam

**Florida Nursery Growers and Landscape Association Annual TPIE**  
January 22-24, 2014, Broward County Convention Center, Ft. Lauderdale, FL

**Irrigation Contractor Licensure Exam**  
February 2014 – Irrigation Exam

**Florida Nursery Growers and Landscape Association Northeast Chapter Trade Show**  
February 14-15, 2014, Jacksonville, FL Fairgrounds

**Florida Irrigation Society’s 2014 Winter Meeting, Education & Golf Outing**  
February 2014 – Orlando, FL

**Florida Water Summit 2014**  
July 16-18, 2014, Embassy Suites Lake Buena Vista South, Orlando, FL
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: ___________________________________________________

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  Helpful Category Information:

___A Manufacturer       $330.00
___B Distributor        $275.00
___C Contractor         $200.00
___D Consultant, P.E., L.A. $200.00
___E Irrigation System Operator $200.00
___F Associate          $50.00
___G Technical          $50.00
___H Student            $10.00
___I Supporting         $100.00

*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
Making water conservation common sense.
That’s intelligent.

Rain Bird’s ingenious ESP-SMTe has earned the EPA WaterSense label.

For a model of efficiency, consider the first controller from a full-line irrigation manufacturer to become WaterSense certified. Leveraging site-specific weather data to conserve water, this innovative controller is also expandable from 4 to 22 stations. It’s just one more way Rain Bird is leading the way for The Intelligent Use of Water.
Toro® EVOLUTION™ Series Controllers

A Breakthrough in Irrigation Control

Intuitive, Modern Interface for multiple users

USB Port for computer programming, updates and more

A CONTRACTOR’S DREAM COME TRUE.

Based on customer research, the EVOLUTION has the perfect balance of simplicity and sophistication. The modern-day programming, expandable design and smart capability make it an ideal choice.

To learn more about how EVOLUTION will “change the game,” visit us at: www.toro.com/evolution

© 2013 The Toro Company.