

# It's Time to Raise Awareness

By Michael Roberts

**R**ain Bird has built a reputation for delivering effective and efficient irrigation systems. We also feel it's our duty to encourage the entire irrigation industry — and the customers we serve — to use water responsibly. This commitment to The Intelligent Use of Water™ campaign is woven into the very fabric of our company, and it is at the core of our ongoing partnership with the team at *Golfdom*.

Through this three-part “Water Wise” series, Rain Bird and *Golfdom* hope to raise awareness of the issues surrounding the use of water on golf courses — from availability and cost to quality and consumption.

Over the next few months, we'll focus



on how the implementation of water-efficient practices and technologies can help superintendents positively impact the environment while still maintaining beautiful, healthy courses for their customers.

There are financial as well as ecological benefits to the responsible use of water. Simply put, promoting water efficiency is smart business for anyone who manufactures, installs, services or uses the products that rely on the Earth's limited water supply.

Irrigation is Rain Bird's only business. Every day we leverage state-of-the-art technologies to innovate and develop products and systems that exceed customer expectations by applying water in the most effective and efficient manner possible. Our efforts

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have earned us not only the respect of the industry, but also the confidence and trust of our customers. That's why we support The Intelligent Use of Water in everything we do.

We hope that you benefit from the “Water Wise” series — and that you are inspired to educate consumers and your fellow irrigation professionals about our shared responsibility to use water wisely.

We welcome your feedback and comments.

*Michael Roberts is director of golf irrigation for Rain Bird. For more information on Rain Bird's products or the Intelligent Use of Water campaign, contact [www.rainbird.com](http://www.rainbird.com).*

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