

More Than a Philosophy or Slogan

By Michael Roberts

Each day, we make choices that affect our families, co-workers and our environment. Even seemingly mundane choices — like driving to work, planting a tree or buying a bottle of soda — have an impact on the world around us. The question is — will our choices help us leave behind a better world for future generations than the one that we inherited?

At Rain Bird, we ask ourselves that question every day. We understand the crucial role that water plays in a healthy, sustainable environment, and we embrace the ongoing challenge of using water effectively, efficiently and responsibly. As a result, our over-arching philosophy, The Intelligent Use of Water, guides everything we do.

As dedicated advocates for this precious and limited resource, we encourage each other to address the social, economic and environmental issues that influence how we use water on a daily basis. For Rain Bird, The Intelligent Use of Water is more than a philosophy or a slogan. It's our company's foundation, manifested in four distinct ways:

- **Leadership.** By sharing new ideas and enlivening old processes, Rain Bird is leading the charge toward more responsible water use. We bring together some of the world's leading experts on water, irrigation and con-



servation to openly discuss and debate important issues.

- **Education.** Knowledge is power. From our many white papers to the classroom programs we've developed with leading educators, Rain Bird constantly seeks out new and better ways to help others understand water's economic and environmental roles.

- **Partnerships.** Collaborating with like-minded individuals and organizations is a powerful way to inspire change. Rain Bird's partnership with Golfdom to bring you this Water Wise series is just one example of how we team up with organizations around the world that share our interest in responsible water management.

- **Innovative Products and Technologies.** From our highly efficient EAGLE rotors to our state-of-the-art MI Series Mobile Controller, Rain Bird products are designed to help our customers use water wisely. We strive to develop products and systems that apply water more effectively and efficiently than ever before.

- **The Intelligent Use of Water** reflects our dedication to water stewardship, and its vision is woven into the very fabric of the Rain Bird organization. That's why Rain Bird provides a variety of products and forums that have the potential to change the way we all think about the water we use each day.

“We understand the crucial role that water plays in a healthy, sustainable environment, and we embrace the ongoing challenge of using water effectively, efficiently and responsibly.”

We hope that you have benefited from the three-part Water Wise series in *Golfdom*, and that it has inspired you to join Rain Bird in its efforts to encourage the effective, efficient and responsible use of water.

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.

RAIN BIRD