

Taking a Global Approach

It's often easier to focus on the issues that affect us in our own daily lives rather than stepping back to take a look at the bigger picture. Today, however, we must recognize the global need to use water wisely – a fact that's becoming increasingly evident as the Earth's population continues to grow and change.

Many countries are struggling to balance an increased need for water with the positive economic impact of new recreational opportunities and commercial development. More golf courses are now being built outside the United States than within its boundaries, and they bring new challenges and opportunities. Back in the United States, drought continues to affect various regions, making water an even more precious resource than ever before – both on and off the golf course.

Rain Bird has done business internationally for many years, and as a result, we've long been aware of the need to communicate about these issues on a global level. Through our worldwide partnerships and research, we've taken a lead role in water conservation efforts. Our annual Intelligent Use of Water Summit is a prime example of this global orientation.

To date, Rain Bird has hosted 10 summits in locations around the world – Madrid, Spain; Aix-en-Provence, France; and Melbourne, Australia – as well as in cities across the United States. These summits feature panelists and speakers who represent many

facets of the water conservation issue, including water agency representatives, golf course superintendents, landscape architects, irrigation consultants and climatologists. From spurring the development of more water-efficient products to advancing new legislation and finding alternative water sources, the Intelligent Use of Water Summits energize a more global approach to the water issues we face each day.

Rain Bird also uses other creative methods to increase awareness of the need for effective, efficient and responsible water use. The annual Intelligent Use of Water Film Competition (www.iuowfilm.com) uses the powerful medium of film to spotlight the world's water issues by encouraging amateur and professional filmmakers alike to explore methods and ideas to responsibly manage and utilize the earth's most precious resource. Now in its third year, the competition has attracted hundreds of submissions from more than a dozen countries, showcasing the creativity of everyone from landscape professionals to film students to conservation enthusiasts. The varied backgrounds and approaches of the competition's participants further emphasizes the universal recognition of the need to be accountable for the water we use each day.

Another example of Rain Bird's international perspective is its involvement with Australia's Smart Approved WaterMark certification program. This program's goal is to



guide homeowners, municipalities, contractors and commercial users of irrigation to choose products providing the highest level of water efficiency. While the program is based in Australia, its certification process has global implications. By choosing those products certified by the Smart Approved WaterMark program, people around the world can do their part to help ensure that irrigation water is used in the most efficient and responsible manner possible.

We now live in a global society, and environmental uncertainty in one part of the world can and will have an impact on each of us – even in our own daily lives. That's why Rain Bird will continue to sharpen its international perspective, supporting discussion about the world's water issues and encouraging the exchange of ideas for positive future change. ■

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