



Nine Ways to Highlight Water Savings in July

The Irrigation Association declared July Smart Irrigation Month to draw attention to advances in irrigation efficiency and to the skilled professionals who use irrigation to make the world greener with less water. Here are nine steps you can take in recognition of Smart Irrigation Month to let your community know your facility is a good steward of water resources.

1. Write an article about the importance of water conservation and your efforts for a local newspaper, newsletter or magazine. Offer tips for the homeowner or other turf managers based on your professional training and experience.

2. Remind local newspaper, radio and television stations about Smart Irrigation Month and offer yourself as a source for information on efficient water use. If there's no immediate interest, let the reporter or editor know you're willing any time to be a source for articles on water conservation.

3. Take irrigation classes and earn an irrigation certification. Post certifications along with information about how certification demonstrates your knowledge and commitment to using resources efficiently.

4. Offer incentives for employees to take classes or earn Irrigation Association Certified Landscape Irrigation Auditor or Cer-

tified Golf Irrigation Auditor and conduct regular audits of your irrigation system.

5. Invite middle school or high school math or science students to your facility to assist with an audit. Explain how an audit helps you identify issues that could lead to water waste and let them put their math and/or data gathering skills to work on a real-world problem.

6. Offer to share your expertise with a local garden club, homeowners association or service group.

7. Use the SIM logo and consumer link, www.smartirrigationmonth.org, on correspondence, including e-mail, during July to raise awareness. The logo and other resources are at www.irrigation.org/SIM.htm.

8. Post information about irrigation efficiency on your website and in a visible location on your grounds. Include fact

sheets with information about how much water it takes to keep your facility green and steps you take to ensure water is used efficiently.

9. Post photos, a slideshow or a video of an irrigation audit in progress with an explanation of how audits help you identify and correct problems to keep your irrigation running at optimum efficiency.

The Irrigation Association promotes efficient and effective water management and acts as the voice of the irrigation industry. For information on irrigation classes or certifications, visit www.irrigation.org, write news@irrigation.org or call 703-536-7080. ♦

