

WORD FROM OUR PARTNER

Rain Bird: Partnering for a Better Environment

IT'S BEEN SAID THAT teamwork divides the task while multiplying its success. When faced with a somewhat daunting task, sharing our visions and aspirations with others can often help us achieve much more than if we try to go it alone.

Collaborating, communicating and building relationships with other likeminded individuals and organizations are key elements of Rain Bird's guiding philosophy, The Intelligent Use of Water. When it comes to safeguarding earth's most precious resource, we are all stakeholders. And as stakeholders, we must communicate with one another—public sector and private sector, individuals and industry, nationally and internationally. That's why Rain Bird continues to partner with irrigation professionals, thought leaders, government and non-government organizations and water agencies to raise global consciousness of the need to use water wisely.

Within the irrigation industry, we've developed training programs that give us the opportunity to collaborate with professional contractors and inform them of the latest water-efficient irrigation products, installation methods and maintenance procedures. These contractors are then able to pass on this information to their customers, furthering awareness of the need for and best practices of outdoor water conservation.

Outside the irrigation industry, Rain Bird has partnered with a variety of public and private entities. This year we have expanded our Intelligent Use of Water Award to recognize both local and statewide governments' outdoor



water conservation programs, offering these agencies a platform to share their successes at The Intelligent Use of Water State of the Union Summit in Washington, DC. Rain Bird has also been involved with the Alliance for Water Efficiency and the EPA's WaterSense program, sharing best practices in water efficiency while developing new ones. Meanwhile, our partnership with the American Public Gardens Association and its 500 member gardens is designed to promote awareness of the link between water and plant conservation through National Public Gardens Day.

Rain Bird will remain committed to bringing to market the most water-efficient products and services. Just as importantly, though, we will continue to seek out opportunities to collaborate both within the irrigation industry and beyond it to ensure that the conversations on conservation continue. The task we all face is a significant one, but we're confident that teamwork is the best recipe for success.

The Rain Bird logo, featuring the words "RAIN" and "BIRD" in a bold, green, sans-serif font. A stylized green bird is positioned between the two words, with its wings spread as if in flight.