

## **Socialization of Weather-Based Irrigation Technology**

**Bruce Cardinal**, CEO, ET Water Systems, LLC, 100 Tamal Plaza, Suite 250, Corte Madera, CA 94925

Water agencies and government entities are pushing Weather-Based Irrigation Controllers (WBIC's), but are concerned about obstacles to adoption. The obstacles include a lack of widespread understanding of ET and the potential benefits of WBIC's, fears regarding being an early adopter of a “new” technology, worries about purchasing products from fledging companies, apprehensiveness over installing “self-adjusting” controllers, and perceived difficulty in initial programming of WBIC's. The session will include lessons learned from ETwater's sales and marketing experience as well as insights from water agencies, landscape contractors and others on the “front line” regarding how to overcome these obstacles.

ETwater was the first company to complete the SWAT/CIT WBIC test protocol and publish results. Founded in 2002, ETWS has experience in California selling direct to landscape contractors, municipalities, and homebuilders, participating in rebate programs, and selling through distributors in 6 other states.