



The Toro Company

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For Immediate Release

New Water Management Certification Program Discussed at Toro® WaterSmart® Symposium
CLCA program recognizes that owners and water managers need to be rewarded for irrigating efficiently

RIVERSIDE, Calif. (August 5, 2008) – During Toro’s recent [Success Without Excess III](#) WaterSmart Symposium (available online at www.torowatersmart.com), the California Landscape Contractors Association (CLCA) reviewed its new statewide [Water Management Certification Program](#) to landscape professionals. This program is aimed at improving the efficiency of water use in new and existing landscaping in California.

“The Toro WaterSmart Symposium is an excellent forum to get everyone together to discuss controlling excess water usage and new conservation methods. Owners have trouble looking beyond the necessary costs of quality irrigation management,” says Larry Rohlfs, presenter and assistant executive direction of CLCA. “They also have trouble distinguishing between the conscientious water manager and those who provide minimum service for a cutthroat price. Water management is the one of the most important issues to CLCA members right now, and the Toro symposium offered us yet another opportunity to talk about it with landscapers.”

According to Rohlfs, the CLCA’s new Water Management program offers solutions that extend beyond existing programs where landscape professionals simply have to pass a test and then keep up on continuing education credits. The CLCA program has a performance component to ensure that candidates are actually applying the knowledge gained through a written exam. Also, the program requires continued performance in the field in lieu of continuing education for certified individuals to emphasize actually employing the techniques rather than just knowing them.

“The real hurdle of our programs is the performance requirement,” says Rohlfs. “Participants have to meet a water budget for one year. And to remain certified, they must continue to meet a water budget on at least one project.”

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To set a water budget, participants must measure their site and provide information on plant categories and types of irrigation. The CLCA program manager then provides the participant with a site-specific annual water budget. The budget takes into account local reference evapotranspiration crop coefficients, distribution uniformities, and a 30 percent effective rainfall percentage during the rain season. Participants must submit monthly water meter readings, and in turn, they receive monthly and annual reports showing how their projects are performing with respect to the budget and the evapotranspiration benchmark.

“The idea is for participants to share these reports with their clients to best understand the water and energy savings, and reward the water manager for a job well done,” says Rohlfes. “Our goal is that recognition for being good water managers will translate into our participants being able to charge higher fees for their services. This is a results-oriented program — it’s a real-world program created by landscape water managers for landscape water managers.”

For more information about the CLCA Water Management Certification Program, as well as the other presentations from the *Toro WaterSmart Symposium*, go to www.torowatersmart.com.

Toro is committed to helping customers manage water in the most efficient way possible to protect one of the world’s most precious resources. That’s why the company has placed tremendous value in working with customers and researchers to discover new ways to use water more efficiently and responsibly. Water availability is an important issue that impacts all of us and Toro will proudly do its part to help customers conserve water resources by providing irrigation technologies that eliminate excess water use.

About The Toro Company

The Toro Company (NYSE: TTC) is a leading worldwide provider of turf and landscape maintenance equipment, and precision irrigation systems. With sales of nearly \$1.9 billion in 2007, Toro’s global presence extends to more than 140 countries through its reputation of world-class service, innovation and turf expertise. Since 1914, the company has built a tradition of excellence around a number of strong brands to help customers care for golf courses, sports fields, public green spaces, commercial and residential properties, and agricultural fields. More information is available at www.toro.com.

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