



**SOUTH FLORIDA WATER MANAGEMENT DISTRICT**

3301 Gun Club Road, West Palm Beach, FL 33406

## **MEDIA ADVISORY**

**March 31, 2011**

**CONTACT:**

**Randy Smith**

South Florida Water Management District

Office: (561) 682-2800 or Cellular: (561) 389-3386

[www.sfwmd.gov/news](http://www.sfwmd.gov/news)

follow us on **twitter**

**Free Expo and Vendor Fair Offers “How-tos” of Water Conservation**  
*Irrigation professionals, facility managers and other large-scale water users across the public and private sectors are invited to attend*



*(Click on picture for larger version.)*

**WHAT:** As part of a commitment to promote water conservation, the South Florida Water Management District (SFWMD) is partnering with the Florida Section of the American Water Works Association to host the 3<sup>rd</sup> Annual Water Conservation Expo and Vendor Fair. The 2011 theme is improving water use efficiency in irrigation.

The event is designed for irrigation and landscape professionals, including irrigation contractors, agricultural and nursery water users, irrigation managers at commercial buildings, hotels, golf courses, parks and other large-scale irrigators and conservation staff at local governments, businesses and utilities. Participants can attend sessions on subjects including new irrigation technology, irrigation best management practices and tools and practical examples of water conservation in irrigation. An assortment of vendors will also display the latest water conservation hardware and technology for participants.

Read more about the District's Comprehensive Water Conservation Program, including tips on saving water, at [www.savewaterfl.com](http://www.savewaterfl.com).

**WHEN:** Friday, April 8, 2011

**TIME:** 8 a.m. – 4 p.m.

- **Vendor Exhibits:** 8 a.m. - 4 p.m.
- **Registration:** 8:30 a.m. - 9 a.m.
- **Program:** 9 a.m. - 3:30 p.m.

**WHERE:** SFWMD Headquarters  
B-1 Auditorium  
3301 Gun Club Road  
West Palm Beach, FL 33406

**WHO:** This free event is primarily for irrigation and landscape professionals, facility managers and conservation staff. Water providers and other large water users — such as utilities and homeowners associations — will also benefit from this program and are welcome to attend.

**RSVP:** To register or for more information, please contact Jesus Rodriguez, SFWMD Senior Water Conservation Analyst, at 561-682-6060 or [jerodrig@sfwmd.gov](mailto:jerodrig@sfwmd.gov).

# # #

### **About the South Florida Water Management District**

*The South Florida Water Management District is a regional, governmental agency that oversees the water resources in the southern half of the state – 16 counties from Orlando to the Keys. It is the oldest and largest of the state's five water management districts. The agency mission is to manage and protect water resources of the region by balancing and improving water quality, flood control, natural systems and water supply. A key initiative is cleanup and restoration of the Everglades.*