

“*WeatherTRAK* achieved a 33% decrease in water usage at Brentwood School.”

*Jerry Budnick, Alternative Maintenance Services, Inc.
Los Angeles, California*



Customer Profile: Landscape Professional

Beating the Drought, One Landscape at a Time

Despite recent rains, the last several years have been the driest in the recorded history of the Colorado River according to a recent U.S. Geological Survey. This is cause for alarm in the West, which relies heavily upon the Colorado River for water.

Can anything be done? Most of our water supply is consumed by residential customers, and the one thing everybody seems to agree upon is that the population will continue its rapid growth for years to come. But in fact most of the water being consumed never sees the inside of a drinking glass. Instead, it's used on landscapes.

Recognizing the urgent need to conserve water, and believing that small changes made on a large scale can affect a big difference, landscape contractor Jerry Budnick sought to help his customers reduce landscape water use and achieve significant savings on their water bills. Jerry's company, Alternative Maintenance Services, Inc., is a leading landscaping firm based in Los Angeles, California. The company stays on the cutting edge of green industry innovation to help customers benefit from products that improve the health of their landscapes while they also protect precious water resources and reduce water bills.

In 1999, Jerry read about *WeatherTRAK* weather-based irrigation management provided by HydroPoint Data Systems, Inc. Studies conducted by the EPA and other public agencies over the past five years have proven *WeatherTRAK*'s ability to reduce landscape water use by up to 59%¹. In test after test, landscape health actually improved because *WeatherTRAK* automates irrigation flow according to plants' actual needs, preventing harmful overwatering.

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¹ View complete study results at www.weathertrak.com

Key Benefits of *WeatherTRAK* for Alternative Maintenance Services:

- Boost profits with *WeatherTRAK* sales
- Achieve dramatic water savings for schools and residential customers
- Increase employee productivity
- Save time by reducing service calls
- Improve customer satisfaction

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The service is genius.**

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data systems, inc.

Excited about these findings and eager to spread the benefits of *WeatherTRAK* to his clients, including Brentwood School of Brentwood, Calif., Jerry enrolled in a landscape irrigation program spearheaded by the Los Angeles Department of Water and Power (LADWP).

Jerry describes his success with *WeatherTRAK* at Brentwood School, "We initially achieved a 33% decrease in water usage. We are now using about the same amount of water as we did during El Niño in 1997 and 1998, which is a testament to the water saving effectiveness of *WeatherTRAK*."

Pleased with *WeatherTRAK*'s performance for Brentwood School, Jerry expanded his involvement with the LADWP program to install *WeatherTRAK* controllers at the residences of heavy water users. LADWP's highly successful conservation program is now being duplicated by water agencies across the U.S.

Today, Jerry is a leading member of the *WeatherTRAK* Authorized Contractor Education (ACE) program. He installs *WeatherTRAK* controllers at residences and businesses throughout the Los Angeles metropolitan area. Sales of *WeatherTRAK* controllers and installation services are boosting profits for Alternative Maintenance Services. In addition, because *WeatherTRAK* controllers require little to no adjustment after installation, Jerry has increased productivity by reducing service calls.

Lower than normal levels of snowfall in the Rocky Mountains are compounding the current drought by keeping the Colorado River low. Jerry emphasizes that, "We all need to do our part to conserve our resources for future generations. I recommend *WeatherTRAK* to customers who care about beating the drought while also keeping California beautiful."

Contact Jerry Budnick at Alternative Maintenance Services
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To enroll in the FREE *WeatherTRAK* ACE training program, visit www.weathertrak.com or call 800.362.8774.

"I recommend *WeatherTRAK* to customers who care about beating the drought while also keeping California beautiful."

"We are using the same amount of water as we did during El Niño with *WeatherTRAK*."



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WeatherTRAK controllers automatically customize irrigation schedules for each landscape. Every day, local weather data is wirelessly transmitted from weather stations to these controllers via the *WeatherTRAK* ET Everywhere service. *WeatherTRAK* controllers then dynamically adjust watering times as local weather conditions change.

Help is always just a phone call or mouse click away for *WeatherTRAK* ACE contractors and their customers.

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