

# AQUADOR.



## ARE YOU SOCIAL?

Acequia, LP has embraced social media over the last year! For the latest news on Acequia, water issues, and more:

Follow us on Twitter at:

[@Acequia\\_LP](https://twitter.com/Acequia_LP)

Friend us on Facebook at:

[Acequia LP](https://www.facebook.com/AcequiaLP)

And join our Linked In Group:

[Acequia, LP](https://www.linkedin.com/groups/Acequia-LP)

Do you love blogs? We do too! A few of our favorite:

[Peter Gleick, City Brights](#)

[WaterWired](#)

[Western Water Blog](#)

[Waterblogged](#)

[Aquafornia](#)

## A year end letter from Kenneth Cook, CEO:

Some of you may remember that Acequia was not the original name for our company when we began nine-years ago. The decision to change the company name was determined by its true definition of “water steward” in our initial quest to remotely manage water in urban commercial landscapes. At that time none of us had any idea that this name would set forth the path we have forged that is as rich as our name in both community water management and water stewardship.

The year in close was a challenging year for all, including the commercial real estate owners we serve. I recall visiting with one of our clients at the end of 2009 regarding the uncertainties and concerns over the upcoming year, noting his comment that “it will be interesting to see all that are still standing a year from now”. It is nice to see that our clients are still standing, and are continuing to expand water management service throughout their portfolios. Over the last year Acequia has been blessed with growth in clients, properties managed and regions of operations. Even with the drought conditions experienced in much of our service area, our clients easily achieved 2 billion gallons of water savings while sustaining a 62.4% reduction in landscape water consumption over 8 years!

Beyond our water management operations Acequia has:

- Expanded our involvement in agricultural water research activities (rural and urban) with Texas AgriLife, along with an advisory board member role with Urban Solutions Center operated by Texas AgriLife in Dallas, TX
- Continued active participation in Federal, State and local water legislative issues through involvement alone and in conjunction with Irrigation Association Legislative Committee
- Maintained our involvement in study of effect of Climate Shift and Drought on our environment though ongoing exchange of intellectual property and dialog with Australia
- Proudly committed to preserve and protect Texas water resources and the environment through board commitments to Trinity Basin Conservation Foundation and Friends of Texas Freshwater Fisheries
- Enhanced our Aquador Water Management software with anticipated rollout of new features, best management practices and efficiencies in early 2011
- Explored the use of our proprietary range-based soil moisture management technology in agriculture production and wetland management.

In closing, 2010 has been an interesting and successful year. I look forward to working with all of our clients and partners in 2011 to continue to meet the challenge before us in being effective “Water Stewards” in every sense of the true meaning of Acequia.

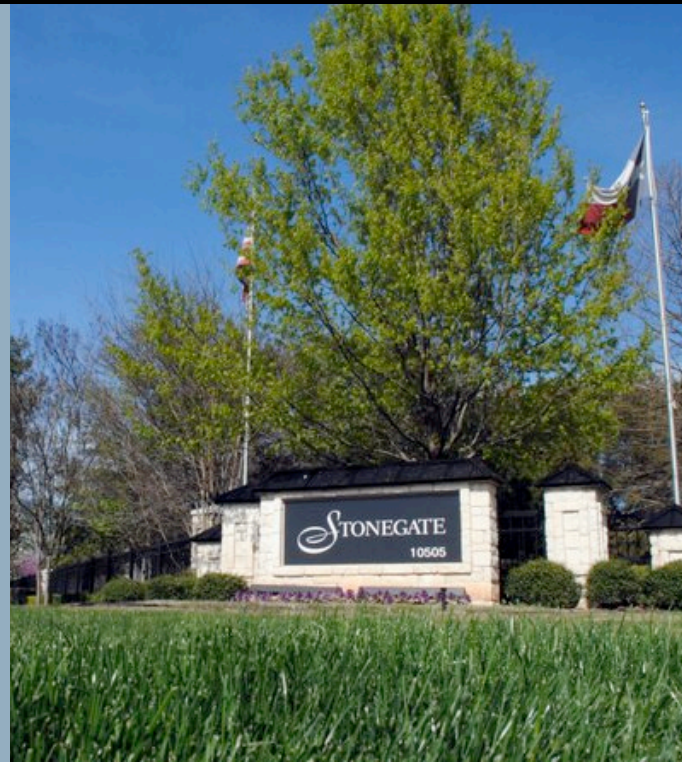
Best regards & Happy Holidays!  
Kenneth Cook,  
CEO & Managing Partner,  
Acequia, LP



## CLIENT SPOTLIGHT: STONEGATE AT VILLAGE GREEN

Stonegate at Village Green, a luxury apartment community in Austin, TX, has been a client of Acequia since 2009. This particular community prides itself on lush landscaping, and green belt views are provided to nearly every resident.

Representing 348,000 square feet of irrigated space, Stonegate at Village Green has saved 29,143,900 gallons of water since 2009. This represents a 100% ROI in just 17 months! Acequia looks forward to expanding our relationship with Village Green Properties in the coming months. For more information on this and other Village Green managed properties, please click [here](#).



## In the news....

### Retail Industry Supports Greening

In the wake of the longest recession since the Great Depression, America's retailers have taken a very long look at their books. Many measures have been taken to cut costs. Not surprisingly, they have found that it often "pays" to go green, especially when it comes to efficient water management.

In a new [white paper](#) produced by ICSC (International Council of Shopping Centers), Jerry Yudelson outlines "why retailers and developers should develop a business case for proactive water system management, looking for opportunities in green-building labeling and operating cost savings." Needless to say, Acequia is 100% in support of this policy, especially as Mr. Yudelson emphasizes the need for data driven, verifiable technologies.

### Looking for Your H2O Calculator?

We'd all like to do more to impact our water footprint in our day to day lives, but, let's face it, life is often busy! Luckily, new and emerging technologies (like Acequia) are in the works to help simplify the process of not only conserving water, but finding ways to use it in the most efficient way possible.

Liberty Water, a Texas company with clients all over the south and southwest has developed a great new water calculator. This app will help you determine where in your home you are wasting

water, and what you can do to prevent further waste. Click [here](#) for a link to the Liberty Water Calculator!

### Top Picks of the Silver Screen

It isn't really a secret that we have a lot of documentary film fans on staff at Acequia. In a recent team meeting, Business Development Director Ethan Lane spoke highly of "Blue Gold: World Water Wars." We've seen our share of water films here at Acequia, so this recommendation doesn't come lightly.

"[Blue Gold](#)" uncovers the underlying myths behind water management, ownership, and rights from the local to global level. Do you know who owns your water company? Check out "Blue Gold" today, available on the Sundance Channel, Netflix, and iTunes.

### Western Governors Debate Water

Last week Governors from across the Western United States met to discuss Water Policy. While they didn't tend agree on many issues (water tends to be an emotional issue in the West), nearly all would agree that water conservation and efficiency were areas for improvement. James Horne, the Deputy Secretary of Water from Australia, served as a guest speaker. His recommendation included provided farming communities with efficient irrigation systems and helping major cities convert rain into usable water. Bravo Mr. Horne! To read more about the Western Governor's Association Conference, click [here](#).



### Answers From An Industry Expert **ASK DR. MILT**

One of the most common questions we receive from clients, friends, and family, is “how do I know when I’ve watered my lawn enough?” “What if I water too much?” (Okay, that second question doesn’t come as often.) This quarter, Dr. Milt provides some answers!

#### **When is enough, enough?**

This is a great question. It is a well documented fact that the American public tends to do things in excess, for a variety of reasons. Watering the lawn is no different. In reality, set your irrigation controller to exactly 50% of the time presently scheduled, make sure that you have uniform delivery of water to all areas of the lawn (water audits will help in defining the uniformity of your deliver system) and **then you will likely only be over watering by 50 - 75%.**

#### **Why do we overwater our lawns?**

The urban reality is we tend to irrigate the dry spots until they are wet. If the distribution is uneven, then many areas of the lawn will receive considerably more water than needed, and the dry area may only approach adequate sums of water. While the irrigation system is a tool that many homeowners have, many lack the basic ability to adjust, reset, and properly use its technology. Too often an irrigation installer put pipe in the ground, hung a controller on the wall, set the timer for 30 minutes on each station every other day, gave you the bill and left. All too often, that was the last time any attention was given to this very expensive piece investment in your yard.

#### **So how do I know that I’ve watered enough?**

It isn't as easy as some may suggest, but it isn't rocket science either. Do a self audit!

Start by placing a number of shallow straight wall containers in a systematic pattern throughout the irrigated area, and turn the irrigation on manually on a day that is not windy. Allow the system to irrigate from 15 - 30 minutes. Using a measuring cup or other graduated container record the amount of water in each of the containers. This information will tell you two very important things: a) how much water did I put down during this time interval b) was my water distributed uniformly across the irrigated area? A more than 10% difference between the containers in any given area would suggest that your irrigation system is not doing a good enough in uniform distribution and needs readjustment. Use a ruler to measure the depth of the water in the containers (at least one) to determine how much water was applied. Most turfgrasses will survive well on approximately 1" of water per week, which can be in multiple applications, but the fewer the better. If the turf appears to be wilting before the next irrigation cycle is scheduled, then increase the time incrementally (10 - 20%) not 2x or 3x. If you are fortunate to have an ET controller, this should be set at approximately 60%. Again, try to set the system to deliver the desired quantity of water in as few application events as possible.

If you notice that water is flowing off the site, or that low areas of the landscape are accumulating water, then you are either overwatering or applying water faster than the soil can receive it. Either way, adjust your irrigation time to reduce the volume of water being applied at any given time.

Please submit future questions to [askdrmilt@acequia.com](mailto:askdrmilt@acequia.com).

## **THANK YOU!**

Acequia would like to thank Accent Landscaping of Dallas, TX for their wonderful work on our recent installation in Neighborhoods of Austin Ranch, located in Carrollton, TX.

## **WELCOME!**

Acequia would like to welcome Bill Kabaker to our team as our newest Strategic Marketing Alliance. In this role, Mr. Kabaker will aid Acequia in the development of new business opportunities in Southern California.

Mr. Kabaker currently serves as the President of [Precise Landscape Water Conservation, Inc.](#) With a undergraduate degree in Ag Management from Cal Poly and an MBA from Pepperdine, Mr. Kabaker has decades of experience in the water industry. In fact, he was responsible for installing the first CIMIS weather station in LA County! We hope that you will all get to know Bill as he becomes an invaluable part of the the Acequia family.

**ACEQUIA**  
Sustainable Water Solutions. Leading by Example.