



Ben Coffey

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Ben Coffey is a Colorado native who has worked for HydroPoint for the last 19 years teaching irrigation folks about WeatherTRAK Smart Controllers.

Ben's presentation will cover the many ways that being "water blind" can impact your organization. It is not only the price of the wasted water, but the site damage, the site disruption, the brand damage, as well as the liability that it can cause that all adds up quickly.