



Whereas the California Agricultural Irrigation Association and the Irrigation Association each believe in the importance of promoting efficient irrigation.

Whereas the California Agricultural Irrigation Association and the Irrigation Association share a mutual interest in advocating on behalf of the agricultural irrigation industry.

Whereas the California Agricultural Irrigation Association and the Irrigation Association share a mutual goal to advance the industry through education and workforce development.

**This Memorandum of Understanding is made and entered into by and between the California Agricultural Irrigation Association, hereinafter referred to as CAIA, and the Irrigation Association, hereinafter referred to as IA.**

### **Background**

CAIA is an inclusive non-profit organization whose principle objective is to enhance agricultural irrigation that:

- Promotes water and soil conservation to increase yields and to improve the quality of crops through efficiency of design and economic use of irrigation systems;
- Promotes standards for the proper design, installation and management of irrigation systems;
- Is large enough to wield influence regarding state agricultural water legislation;
- Promotes ethical business practices within the industry.

CAIA has named several objectives and purposes to assist in achieving its mission:

- Promoting water and soil conservation to increase yields and to improve the quality of crops through efficiency of design and economic use of irrigation systems.
- Supporting the irrigation industry by taking an active position on legislation that affects members and/or water users.
- Establishing, maintaining, promoting and supporting systems of education and instruction for its members.

- Promoting standards for the proper design, installation and management of irrigation systems.
- CAIA shall be dedicated and resolved to encourage a cooperative relationship among segments of the industry, for the ultimate benefit of all concerned.

IA is the leading national membership organization for irrigation equipment and system manufacturers, dealers, distributors, designers, consultants, contractors and end users.

With a mission to promote efficient irrigation, the IA serves its members and the public through six core strategic initiatives, which are broken up between advocacy and professional development:

- Government Affairs
- Public Affairs
- Standards and Codes
- Education and Training
- Certification
- Workforce Development

### **Purpose**

In recognition of common interests, ideals and goals, CAIA and IA subscribe to this Memorandum of Understanding to promote these commonalities to the public and industry, as they relate to advocacy, education, public affairs and workforce development.

### **Benefits and Interest**

This MOU will benefit CAIA by providing expertise and representation in advocacy at the state and federal levels of government, in addition to standards development. The CAIA will also benefit through co-branded and co-developed education offerings, as well as a support in workforce development initiatives.

This MOU will benefit IA by increasing influence and effectiveness in advocacy. The IA will also benefit through increasing access to California audiences for the IA-CAIA educational offerings.

### **Areas of Partnership**

- IA will serve as the advocacy arm of the CAIA, including staff support for governance meetings and policy development.
- CAIA and IA will identify areas of partnership for educational offerings to agricultural irrigation professionals in California. These include, but are not limited to, PCAs, designers, consultants and dealers.
- CAIA and IA will partner to develop joint-branded webinars and presentations focusing on education, public affairs (benefits of ag irrigation) and workforce development.

- CAIA and IA will seek opportunities to jointly support current workforce development initiatives, including scholarships, internships and the Foundation's Faculty Academy and E3 program. CAIA and IA will work together to develop new initiatives in addition to those already in existence.
- IA will work with the CAIA to promote involvement, expertise and possible CAIA membership of turf-landscape irrigation manufacturers and distributors doing business in California.
- CAIA and IA will promote membership to each other's organization.
- CAIA and IA will partner to identify other areas of mutual interest that benefits both organizations' membership.

#### **Terms**

This MOU shall commence immediately upon signing by both CAIA and IA. The period of this MOU shall be a renewable three-year term from the date of signing, unless terminated early by a three-month advance notice from either party. If either party decides to implement an early termination, such notice shall indicate the reasons for such termination.

#### **Approval**

The undersigned parties hereby agree to the terms and conditions specified above.

R - I A

Richard Arias, President  
California Agricultural Irrigation Association

12-6-2018

Date

W - G

Warren Gorowitz, President  
Irrigation Association

12-6-2018

Date