

**Build leadership skills through
participating in association programs.**



Led by the IA, the Smart Water Application Technologies, or SWAT, initiative is a coalition of water providers, equipment manufacturers and irrigation professionals with a shared interest of promoting the efficient use of water through cutting-edge irrigation technologies. SWAT focuses on developing testing protocols for irrigation technologies and promoting the benefits of SWAT to the general public. Visit www.swatirrigation.org for more information.



IA certification qualifies you for projects with customers who require specialized irrigation professionals. IA-certified agriculture irrigation designers and agricultural irrigation specialists qualify to become Technical Service Providers for U.S. Department of Agriculture Natural Resources Conservation Service projects. The IA's landscape certification programs are endorsed by the Environmental Protection Agency's WaterSense program. For more information, visit www.SelectCertified.com.



Serving as the political voice of the irrigation industry, IrrigationPAC is a nonpartisan, voluntary political action committee created to help the Irrigation Association achieve its legislative objectives. Created in November 2008, IrrigationPAC works to increase the industry's visibility by supporting the election or re-election of U.S. congressional candidates who share a commitment to efficient irrigation, educating policymakers about the economic and environmental benefits of efficient irrigation, and representing the irrigation industry's interests and taking a leadership role in the water management debate. For more information, visit www.irrigation.org/IrrigationPAC.



Smart Irrigation Month is an IA initiative to promote the social, economic and environmental benefits of efficient irrigation technologies, products and services in landscape, turf and agricultural irrigation. Celebrated in July, Smart Irrigation Month resources are available for IA members to use to promote their businesses and the benefits of efficient irrigation. More information can be found by visiting www.smartirrigationmonth.org.



The Irrigation Foundation is committed to developing the industry's future workforce. Funded entirely by grants and donations, the Foundation works to increase awareness of irrigation careers, promote irrigation classes and related degree programs, and teach instructors the latest irrigation technologies and techniques. For more information, visit www.irrigationfoundation.org.

Volunteers who donate their time and expertise to develop programs and implement initiatives benefit the irrigation industry and themselves. In exchange for your service, you enhance your own professional development and benefit your company.



MEMBERSHIP

**Getting involved
is the effective
way to grow.**

**Your industry. Your business.
Yourself.**



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www.irrigation.org/membership

Get more from your membership by taking advantage of the opportunities available to you.

Benefit from leadership opportunities.

Tap into the IA's volunteer network.

- Join a committee to help support and drive industry initiatives.
- Nominate colleagues for industry awards.
- Reach out to prospects and new and recently lapsed members to encourage and enhance membership.

Broaden your perspective.

Network with industry leaders from diverse segments at industry events.

- Attend the annual Irrigation Show to meet and connect with thousands of irrigation professionals.
- Get involved in the industry through an IA common interest or peer group.

Get recognized for your expertise.

Share your knowledge through one of the IA's many educational programs.

- Volunteer to review industry content for use in books, exams and standards development.
- Write an ag-related article for *Irrigation Today*.

Increase your credibility with employers and customers.

Grow your knowledge through the IA's industry training.

- Participate in numerous state-of-the-art education opportunities.
- Become certified to stay competitive and show that you are qualified to win new projects.

Share the message.

Help shape public perception and policy through industry advocacy.

- Attend fly-ins and legislative events and write, call or email your elected officials.
- Lead the charge in educating the public about the value of irrigated agriculture and landscapes.
- Promote the need for efficient irrigation products and practices.
- Spread the word that the irrigation profession is a rewarding career choice.

"I view my membership in the IA as an investment in my company's future. IA membership helps me stay up to date on the latest irrigation innovations through educational and certification opportunities. The colleagues I have met have helped me find what works best for my business."

John Newlin, CIC, CIT, CLIA
Quality Sprinkling Systems Inc.

