E-Times™

The Electronic Newsletter of the Irrigation Association®

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Irrigation Association®

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IAEF Promotes Green Careers at PLANET

Nearly 1,000 students participated in the Professional Landscape Network's 32nd Annual Student Career Days, March 27-30, in Atlanta, Ga. The three-day event attracted record numbers from college and university horticulture programs across the country to compete in events directly related to their studies. The IA Education Foundation sponsored competitions in irrigation design, troubleshooting and assembly.

IAEF Chair, Brian Vinchesi, speaks with a faculty member in Atlanta.

IAEF also exhibited at the PLANET Career Fair on Friday, March 28. Foundation staff and volunteers were on hand to promote careers in irrigation to students and demonstrate available learning tools to attending faculty.

"PLANET is great exposure to the opportunities of this industry for students. It's a way for them to have a deeper awareness of what's out there," said IAEF Board Member and Kansas State University faculty member, Cathie Lavis.

For more information about IAEF and its initiatives, contact industry development director, Brent Mecham (703.536.7080; brent@irrigation.org).

New Membership Directory Under Development

The IA *Membership Directory & Buyers' Guide* is a great year-round reference to the industry. Contents include alphabetic listings of all IA members; product listings for dealers, distributors and manufacturers; consultant members by state; and much more.

Listing in IA's print and online directory is an exclusive benefit of membership. Only members who have renewed by April 15 will be included.

▸ To renew your membership or update your information, contact the IA office at 703.536.7080 or membership@irrigation.org.

IA Expands Ambassador Program

IA's hugely successful Ambassador Program is poised to increase its efforts to advance the association's mission to promote efficient irrigation.

The ambassador program was conceived in 2004 by IA's Contractor Common Interest Group to increase the association's presence at trade shows and industry events. At the 2005 Irrigation Show, then president, Ken Mills of Rain Bird (Tucson, Ariz.), championed the concept, persuading the board to allocate funds to develop promotional materials and displays.

Since then, the program has harnessed grass roots member support to recruit members, promote irrigation careers and influence policy at the local, regional and state level. This success has captured the attention of IA's volunteer and staff leadership, resulting in the expansion of the program to incorporate other industry segments.

Tim Malooly, president of Plymouth, Minn.-based Irrigation By Design, Inc., will chair the broader initiative, with Todd Magatagan, president, Around the Grounds (The Woodlands, Texas) serving as vice chair. Both Malooly and Magatagan are long-time IA volunteers and were intimately involved with the development of the original ambassador program.

Volunteers from all segments of the irrigation industry are needed to serve as ambassadors throughout North America. The program is structured to allow individuals to determine the extent of their commitment based on time and interest. Opportunities range from participating on an event-by-event basis to coordinating regional activities.

▸ To learn more or volunteer, contact Andy Smith, IA external affairs director (231.582.6023; andy@irrigation.org).

Economic Forum in Washington

The U.S. Department of Commerce, in conjunction with the Foreign Investment and Foreign Trade Agency of Mongolia, the Ministry of Industry and Trade of Mongolia and the Mongolian Embassy, will host the third U.S.-Mongolia Business Forum on April 23, 2008. The forum will provide valuable information about commercial opportunities in Mongolia and give companies a chance to explore potential business prospects. Many important topics will be addressed, including Mongolia's economic and trade policies, as well as opportunities in key sectors, like agriculture. For more information, please call 202.482.2910 or e-mail zhen_gong_cross@ita.doc.gov.

Virtual Irrigation Museum Debuts in May

The Irrigation Association's new virtual museum will launch in May. Exhibits will feature 100 displays of irrigation equipment, literature and artifacts dating back to the 1870s.

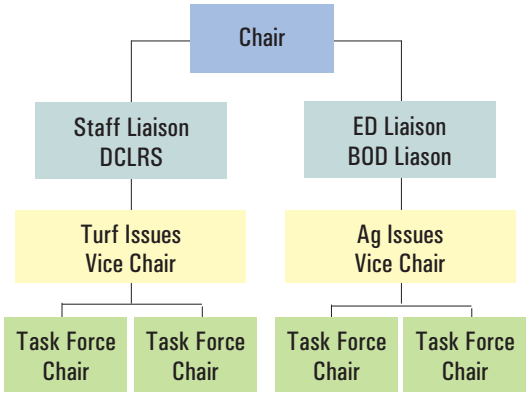
Under development by the IA History Committee for the past year, the museum showcases irrigation practices from their primitive beginnings to today's modern systems. The collection includes agriculture, golf course and turf/landscape exhibits, as well as a "mystery" wing.

According to Glenn Bowlin, irrigation consultant of Clovis, Calif.-based Broussard Associates and chair of the committee, "The museum will help the irrigation industry save, collect and document our past and future. We also anticipate that it will be an educational resource for future generations."

Reflecting the association's international makeup, the museum features artifacts from the United States, as well as Australia, Israel, England and Canada. The committee plans to continue to grow the collection as new resources are identified.

The virtual Irrigation Museum will debut at the American Society of Irrigation Consultants 2008 Conference, May 17-19 in Napa, Calif. Check next month's *E-Times* for more information.

Committee Restructured to Increase Policy Effectiveness



IA's Government Affairs Committee plays a pivotal role in the association's efforts to promote efficient irrigation at the policy level. A recent reorganization will better align the committee's activities with IA's strategic plan and improve volunteer effectiveness.

The Government Affairs Committee's overall objective is to influence policy to create additional demand for efficient irrigation and ensure water is available for irrigation for future generations. As shown above, under the new structure, the committee will rely on ad hoc task forces of industry stakeholders to evaluate key policy issues and draft position statements.

The committee has been structured to reflect the diverse interests of IA members. James Brown, vice president, sales and marketing of Valmont Industries (Valley, Neb.) chairs the committee in 2008. Co-vice chairs Robert Wade, owner of Laguna Beach, Calif.-based Wade Landscape, Inc., and Joel Lipsitch, external affairs, John Deere Water Technologies (Cary, N.C.), represent the agriculture and turf/landscape sectors. IA past president, John Roberts, president of John Deere Water Technologies (San Marcos, Calif.), will serve as board liaison.

Policy issues currently on the committee's agenda include the Farm Bill, contractor licensing, water resource planning and management, and drought response, with additional topics under consideration. Volunteers are needed to serve on and chair all task forces.

▸ For more information on the committee or to volunteer, contact Andy Smith, IA external affairs director at 231.582.6023 or andy@irrigation.org.

Kaplan Joins IA Staff

Kaplan

The IA welcomes Stephanie A. Kaplan as its new marketing director. Kaplan has over 12 years of professional experience in association marketing and communications, including branding, membership promotion, and marketing plan development and implementation. Most recently, she served as the marketing and communications director for the Power Transmission Distributors Association for seven years before starting her own marketing consulting company last year.

▸ Kaplan will work remotely from her office in the Chicago area; contact her at 847.644.0506 or stephanie@irrigation.org.

IA Launches Nursery & Floriculture CIG

Nursery and floriculture stakeholders have a platform to discuss shared irrigation issues with the formation of a new IA common interest group. Approved by the board in March, the new CIG will hold its first meeting in early April.

The new group results from IA's ongoing efforts to partner with related industries to enhance the value the association delivers to members. The nursery and floriculture industries represent a total of 500,000 acres of plant production and approximately $9.5 billion in annual sales.

A small group of nursery and floriculture representatives met at the 2007 Irrigation Show to discuss opportunities to promote efficient irrigation and foster collaboration on water use issues. The formation of the new CIG recognizes the importance of these growers in the water management debate and provides a forum to define and promote irrigation best practices.

The NFCIG will meet by conference call on April 8 to formalize leadership and define objectives for 2008. For more information or to join, contact Andy Smith (231.582.6023; andy@irrigation.org).

Call for Presenters

The IA Technical Conference Committee is seeking presenters for the 2008 Irrigation Show, Nov. 2-4, in Anaheim, Calif. Topics of interest include research, programs and case studies that highlight innovations in agriculture or turf/landscape, specifically microirrigation, salinity management, wastewater and reuse water, water transfers and other advances.

Papers/presentations must be non-proprietary and educational in nature and presented in English. All submissions will be reviewed by the committee. Each selected presenter will receive a complimentary full registration to the 2008 show, including access to the exhibits, Innovations in Irrigation conference and the general session. Presenters are responsible for all travel and hotel expenses.

Tentative presentation times include:

- Sunday, Nov. 2, 9:00 a.m. – 12:00 noon and 2:00 p.m. – 5:00 p.m.
- Monday, Nov. 3, 1:00 p.m. – 5:00 p.m.
- Tuesday, Nov. 4, 9:00 a.m. – 12:00 noon

To be considered, applicants should submit a 150-word online abstract that describes the proposed content for a 20-minute presentation. Abstracts must be received by April 30, 2008 at *http://irr.confex.com/irr/2008am/index.htm*. Selected presenters will be notified by mid-May. Final papers are due Sept. 26, 2008 for inclusion in the published CD-ROM proceedings.

▸ For questions, contact Kathy Bradley (703.536.7080; kathy@irrigation.org).

ASABE Water Standard Revised

The American Society of Agricultural and Biological Engineers has revised its engineering standard for soil and water terminology.

ASABE S526.3 contains preferred terms and definitions for use in technical journals, magazines, textbooks and other reference publications. ASABE's Soil and Water Division spearheaded the review process, which involved experts in irrigation engineering, drainage, and nonpoint source pollution runoff control.

"Virtual Water" Pioneer Wins Prize

Professor John Anthony Allan from King's College London and the School of Oriental and African Studies has been named the 2008 Stockholm Water Prize Laureate. Professor Allan pioneered the development of key concepts in the understanding and communication of water issues and their relationship to agriculture, climate change, economics and politics.

In 1993, Professor Allan, 71, demonstrated the "virtual water" concept, which measures how water is used in the production and trade of food and consumer products. For example, producing a cup of coffee requires 37 gallons of water to grow, process, package and ship the beans.

The virtual water concept has major implications for global trade and water policy and management. By quantifying total water used, the theory allows experts to classify countries as net exporters or importers of water. Ultimately the concept defines how countries with scarce water resources can compensate for these deficits with strategic imports, reducing pressure on domestic water supplies.

The Stockholm Water Prize is a global award presented annually to an individual, organization or institution for outstanding achievement in the areas of education and awareness-raising, human and international relations, research, water management or water-related aid.

IA Members Endorse Strategic Direction

Over 20 percent of members contributed a voluntary dues assessment in response to an appeal by president Doug York and the IA Board of Directors. Funds will be used to support strategic initiatives to promote effective irrigation and make IA the recognized authority on irrigation.

The voluntary assessment was set at 15 percent of each member's regular membership investment. Funds raised will allow IA to hire additional staff to monitor water and regulatory issues, educate the public on efficient irrigation technology and practices, accelerate the development of education resources, and increase targeted communication to members and industry stakeholders.

IA's volunteer leadership and staff thank participating members for their increased financial support and commitment to the industry.

It's Easy Being Green!

Celebrate Earth Day on April 22. Learn about ways to reduce your carbon footprint or make your home more water efficient! Visit *www.epa.gov/earthday/tips.htm* for easy environmentally-friendly tips.

July Is Smart Irrigation Month

Now in its third year, Smart Irrigation Month provides a unique opportunity for IA members to promote water-saving products, practices and services; position their companies as leaders in water conservation; and increase public awareness of the value of irrigation.

Under the direction of the IA Communications Committee, the 2008 SIM campaign includes a new *Smart Tips for Smart Irrigation Month* e-newsletter. The monthly publication features ideas companies of all sizes can adopt to promote SIM, plus links to logo artwork, articles, public service announcements and other free resources.

In addition to the e-newsletter, highlights of the committee's plans to promote SIM include:

- Personal outreach to encourage key manufacturers and distributors to participate.
- Low-cost labels and bumper stickers for member purchase.
- Free ad placement in industry publications.
- Giveaways at trade shows and industry events.

▸ To view the latest e-newsletter or explore free and low-cost resources to promote Smart Irrigation Month, visit *www.irrigation.org/sim.htm*. Or link directly to the SIM consumer site, *www.smartirrigationmonth.org*.

IA Hosts Legislative Fly-In

IA members will take their message direct to the nation's capitol with the Third Annual Legislative Fly-In. The 2008 event will be held May 12-14.

Participants will meet with legislative and regulatory policymakers in Congress and select government agencies to increase awareness and support of the industry's water management objectives. Members also will have the opportunity to discuss IA's policy agenda with the co-sponsors and supporters of the new Congressional Water Caucus.

All members are invited to participate; availability is limited. IA staff will arrange meetings with elected officials and coordinate hotel arrangements; members are responsible for their own travel arrangements.

▸ For a schedule and event details, contact Executive Director Deborah Hamlin (703.536.7080; deborah@irrigation.org) or External Affairs Director Andy Smith (231.582.6023; andy@irrigation.org). To request accommodations at the IA-discounted rate, contact Kathy Bradley, meetings coordinator, at 703.536.7080 or kathy@irrigation.org.

Certification News

New Certification Credentials Mailed

Identification cards have been mailed to all certified professionals in good standing as of February. If you submitted your CEUs and renewal fee in January or February and have not received your new credentials, please call 703.536.7080 or e-mail certification@irrigation.org. Renewals submitted after February 28 will be assessed a $25 late fee.

IA Certification Board Seeks Landscape Expert

The Irrigation Association Certification Board is soliciting volunteers to fill an opening for a landscape irrigation expert.

The 13-member board establishes policies and processes for IA's Select Certified marketing program, develops new certifications, updates exams, monitors grading procedures and maintains standards for the certification process. Board members participate in face-to-face meetings at the annual Irrigation Show and in the summer, as well as conference calls and committee work throughout the year.

The successful candidate will serve a three-year term, starting after the 2008 Irrigation Show. The applicant must be an IA member and a certified irrigation designer in good standing.

▸ For more information, contact 703.536.7080 or submit a resume to certification@irrigation.org to apply.

IA Publications Reach Prospective Customers

The IA *Membership Directory & Buyers' Guide* and *Irrigation Show Guide* provide unique opportunities to reach irrigation decision makers at competitive prices. Advertise in both publications and receive a 10-percent discount.

Space reservations are due April 18 for the directory and July 31 for the show guide. For details, visit *www.irrigation.org/about/advertising.htm* or contact Denise Stone, meetings director (703.536.7080; denise@irrigation.org).

Member News

Hunter Industries (Cary, N.C.) promoted **Steve Abernethy** to executive vice president, sales, and **Gregory Hunter** to executive vice president, marketing.

New Members

American Irrigation, Inc., Affiliate Organizational Contractor, Indianapolis, IN
B & A Lawn Sprinklers, Affiliate Organizational Contractor, Bay Shore, NY
Bakersfield Irrigation Company, Inc., Distributor, Bakersfield, CA
Carl Kominsky, L.A., Inc., Consultant, Tucson, AZ
City of Boca Raton, Technical, Boca Raton, FL
City of San Carlos, Technical, San Carlos, CA
Davidson College, University, Davidson, NC
Denver Botanic Gardens, Inc., Commercial End User, Denver, CO
Desert Landscape Design, Contractor, Palm Springs, CA
Eastwood Tuff Turf of Central Florida, Contractor, Oviedo, FL
Ecologic Landscape Designs, Contractor, Oakland, CA
Elite Landscape & Sprinkler, Contractor, South Jordan, UT
Greenup Lawn & Sprinklers, Inc., Contractor, Great Falls, MT
HWA Landscape Architects, Consultant, Antioch, CA
John R. Elicone & Associates, Inc., Contractor, Auburndale, MA
King Irrigation & Lighting, Inc., Contractor, Fort Smith, AR
Landscape Irrigation Association of South Africa, Organization, Modderfontein, Gauteng Province, South Africa
Leet Enterprises, Contractor, Atlanta, GA
Marizco Landscape Mgmt., Inc., Contractor, Santa Rosa, CA
Meadowbrook Services, Inc., Contractor, Mokena, IL
Monterey Peninsula Water Management District, Technical, Monterey, CA
Poseidon Irrigation, Contractor, Edmond, OK
Precision Irrigation, Contractor, North Royalton, OH
RainMaster Irrigation Co., Contractor, Bettendorf, IA
Rollins Landscape Enterprises, Affiliate Organizational Contractor, Hollywood, FL
Sunnygrove Landscaping & Nursery, Inc., Contractor, Estero, FL
Terra Sport, Inc., Consultant, North Port, FL
Triangle Irrigation Contractors, Inc., Contractor, Cary, NC
United Landscaping, Inc., Contractor, Salisbury, MD
USDA-ARS, Conservation & Production Research Laboratory, University, Bushland, TX
Vandertoolen Associates, Consultant, Sacramento, CA
Victoria Gardensmith, Affiliate Organizational Contractor, Anaheim, CA
White Oak Landscape Company, Inc., Contractor, Kennesaw, GA
Woodlawn Landscaping, Inc., Contractor, Powhatan, VA