



E-Times™

The Electronic Newsletter of the Irrigation Association®

June 2008

Irrigation Association®

6540 Arlington Boulevard

Falls Church, Virginia

22042-6638 USA

Phone: 703.536.7080

Fax: 703.536.7019

E-mail: webmaster@irrigation.org

www.irrigation.org



**Oct. 30 - Nov. 4
Anaheim, Calif.**

In This Issue

Enter New Products
in Show Contest.....6

IAEF Introduces New
Career Brochure.....4

Irrigation Show 2008:
Prospectus Mailed.....2

New Members.....6

Smart Irrigation Month
Case Study3

Statesman5

Legislative Fly-In a Success

IA members gathered in Washington, D.C. for meetings with 30 ranking officials on Capitol Hill. The May 12-14 event drew 14 individuals from 10 member companies, the largest IA contingent ever.

Meetings with elected leaders and decision makers at the U.S. Department of Agriculture and U.S. Environmental Protection Agency focused on four critical issue areas:

- Communicating the importance of efficient water management systems and hiring irrigation professionals to design, install and maintain them
- Promoting and supporting the Water Caucus' national concern for water efficiency
- Building support for H.R. 135 (21st Century Water Commission) and its proposed nine-member panel to conduct and compile water-related research
- Thanking elected officials for including irrigation language in the Conservation Stewardship Program and asking for support of the Farm Bill

Other event highlights included the announcement of the continuation of the Memorandum of Understanding between the USDA-Natural Resources Conservation Service and IA (see p. 6 for details). IA members also participated in a fundraiser for Representative John Salazar (D-Colorado) in support of his continued efforts on the Farm Bill.



Fly-in participants helped strengthen the voice of IA on Capitol Hill.

IA Prepares to Match Brand to Strategic Direction

As part of the Irrigation Association's vision to become the recognized authority on irrigation, the strategic plan stresses the importance of increasing the organization's role and visibility in the water management debate, while enhancing delivered value to its members.

To support this focus, the Board of Directors recently completed an assessment of whether IA's brand accurately conveys who the association is, what it does and who it hopes to become. Almost 900 members responded to a survey in April, providing feedback on what IA's brand should communicate.

Continued on page 2

Continued from page 1

In response, a new Brand Task Force has been created that includes representatives of all member segments. Together with staff, the task force has been charged with developing a new visual identity that:

- Communicates IA's role in bringing industry stakeholders together to define and implement water management best practices
- Supports expanded efforts to promote efficient irrigation and the importance of working with irrigation experts
- Enhances IA's credibility with policy makers at the local, state, regional and national level
- Unifies the association's major programs, including certification and the Irrigation Show

This process will include exploration of repurposing the current "IA" graphic to build on the association's existing brand equity. IA has retained Toomey Associates, Ltd., a Chicago-based firm with experience in the water industry and association branding, to develop a new logo, tagline and collateral materials.

Logo and tagline finalists will be reviewed by the Board of Directors in July, with the new brand launched at the 2008 Irrigation Show.

Drought Response Continues in Georgia

The Georgia Environmental Protection Division (EPD) has announced that restrictions prohibiting most types of outdoor water use will remain in place for utilities and local governments in 55 counties in the northern part of the state. The decision reflects continued drought conditions across Georgia and a dry summer forecast.



Under the Level Four Drought Response, most types of outdoor water use are prohibited with some commercial exemptions. Utilities and local governments in the affected counties that do not rely on Lake Lanier and/or water releases from Buford Dam may petition for a modified drought response. EPD Director Carol A. Couch has authorized exemptions for filling swimming pools and some limited landscape watering.

Improvements in drought conditions have led EPD to downgrade watering restrictions from Level Four to Level Two in six counties and from Level Two to Level One in 44 counties. New landscape must be registered with the Outdoor Water Use Registration Program at www.urbanagcouncil.com before being eligible for watering. Georgians can contact their county extension agents for assistance.

Irrigation Show 2008: Prospectus Mailed

The 2008 Exhibitor Prospectus was mailed out to 2,000 past and potential exhibitors in mid-May. The comprehensive 12-page booklet includes space reservation materials, a detailed floor plan of the Anaheim Convention Center and options to increase company visibility at the show. Sponsorship and advertising contracts are also provided.



The 2008 Irrigation Show will be held Oct. 30 - Nov. 4. To view the prospectus online, visit www.irrigationshow.org.

Promote Smart Irrigation Month

It's easy to promote Smart Irrigation Month by adding the logo to your Microsoft® Outlook® signature block:

- From the Tools menu, select Options
- Click the Mail Format tab, then Signatures
- Copy the logo (available at www.irrigation.org/SIM/logos.htm) and paste into the signature area
- Click Okay

Or download step-by-step instructions from www.irrigation.org/SIM/pdf/SIM_Email_Instructions.pdf.



Members in the News

J.T. Kidwell has joined **Netafim USA** in Fresno, Calif., as district sales manager of the Landscape and Turf Division.

Pudenz Irrigation, LLC (Durand, Wis.) has expanded to include a lawn care division.

Land-Tech Enterprises, Inc. (Warrington, Pa.), purchased certain assets of the MNJ Group, LLC of Perkasie, Pa. Included in the transaction were all company accounts and an array of irrigation equipment and fleet vehicles.

EnviroIrrigation (Toronto, Ontario, Canada), has changed its name to **Principle Water Resources, Inc.**

ET Water Systems, LLC (Corte Madera, Calif.), has been selected by the San Francisco Business Times as winner of the first annual "Bay Area Green Business Award" in the category of "Green/Cleantech Products and Services."

Irrigation Consultants & Control, Inc. (Plymouth, Minn.) announce that Craig Otto has joined the staff as water resource consultant.

Miller-Leaman (Daytona Beach, Fla.), has developed a multi-staged filtration system, called the FiltraFlume, for Earthbound Farms.

Smart Irrigation Month: A Case Study

Susan Thayer has been working in the irrigation industry for 25 years. As president of Dundee, Fla.-based Maxijet, a company that has been in the business of "smart watering" since the 1970s, Thayer has successfully incorporated Smart Irrigation Month into a year-round campaign.



Susan Thayer of Maxijet overlooks product boxes that will be distributed with SIM stickers.

"We promote smart irrigation every day because our low-volume irrigation products use up to 80 percent less water, says Thayer. In particular, Maxijet and Mister Landscaper exhibit at several consumer shows throughout the year to promote water saving technology and educate consumers about the benefits of smart irrigation.

Thayer is a strong supporter of Smart Irrigation Month, noting that "SIM is a great universal message. It's our opportunity to stand together as an industry and say 'We are good stewards of efficient water use with our innovative, water-saving irrigation products.'"

To help promote Smart Irrigation Month, Maxijet includes SIM stickers on product boxes, adds the logo to invoices and statements, and features a link on the company web site. Thayer also worked with IA to develop a SIM coloring book for children. She describes the project as time consuming but rewarding, with books distributed at Lowe's stores throughout the United States in 2007 as a part of the Mister Landscaper Drought Awareness End Cap.

The SIM coloring book is available for free at www.irrigation.org/SIM/kidzone.htm. For more ideas on how to promote Smart Irrigation Month and your company, visit www.irrigation.org/SIM/industry.htm.

Irrigation Museum Open

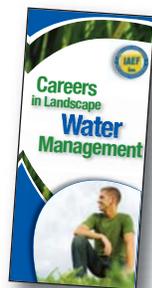
The virtual history museum is now online at www.irrigationmuseum.org. The museum debuted at the American Society of Irrigation Consultants conference in Napa, Calif., on May 18. The site has received over 11,000 hits since being launched.



Developed by the history committee over the past year, the museum features 100 irrigation artifacts dating as far back as the 1870s.

IAEF Introduces New Career Brochure

The IA Education Foundation has developed a new brochure to promote landscape irrigation careers. Targeted at students, the new brochure outlines the importance of water management, explains what irrigation is and identifies career options.



"The foundation's new brochure is designed to make irrigation professions appealing and understandable to students who are considering a 'green' career. The foundation board is committed to developing additional resources to fulfill our mission to promote irrigation careers through education," said Brent Mecham, industry development director.

A draft version of the brochure was market tested with students and faculty at the 2008 PLANET Student Career Days. A companion piece to promote agriculture irrigation careers is under development. To view the newest brochure, visit http://www.iaef.org/Files/IAEF_brochure.pdf.

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 program, develops new certifications, updates exams, monitors grading procedures and maintains standards.

Board members participate in face-to-face meetings at the 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 Sherrie Schulte, certification manager at sherrie@irrigation.org.

Government Briefing: June 5

The IA Government Affairs Committee will host a webinar/audio conference on Thursday, June 5, at 11:30 a.m. EDT (New York), to update IA members on the activities and progress in the legislative and regulatory arena of the association. Please join the call for this new and unique opportunity to learn about the value of IA's effort in external affairs. To reserve your webinar seat for this briefing, please click this [registration link](#) or contact Andy Smith, at andy@irrigation.org.

Everson Scholarship Applications Due

LAKOS Sand Separators and LAVAL Underground Surveys are offering two \$1,000 scholarships in honor of Ben Everson, a long-time employee whose never-ending belief in America's youth inspired these scholarships.

Candidates should be 1) enrolled in a college or university (or a high school senior), 2) the offspring of someone who works in the groundwater industry and 3) pursuing a degree in a water-related field. Applications are due by July 1; visit <http://www.beneversonscholarship.com> to download an application.

American School Counselors Association Conference

The IA Education Foundation will exhibit at the American School Counselors Association annual conference, June 28 - July 1, in Atlanta, Ga. The conference brings together approximately 2,000 school guidance counselors, counselor educators, graduate students and counseling supervisors. Industry development director Brent Mecham will give a short presentation and meet with faculty attendees on the show floor to discuss careers in irrigation.



IA Extends Partnership with NRCS



Doug York, IA president, and Angel Figueroa, NRCS, meet in D.C.

Since 2003, IA certified irrigation designers have been eligible to become technical service providers for three U.S. Department of Agriculture Natural Resources Conservation Service programs:

- Irrigation water conveyance
- Irrigation system application
- Irrigation water management

Based on productive results from this partnership, NRCS has extended the original agreement, which was due to expire this year. The decision was announced during IA's recent legislative visit.

For more information on becoming a technical service provider, visit <http://techreg.usda.gov/tspapplicationintro.aspx>.

Farm Bill Passes

Senators completed the override of President Bush's veto of the farm bill by passing it 82-13. The good news was followed by the announcement that the vetoed version was actually missing one of 15 trade titles.

House Speaker Nancy Pelosi took responsibility for the fact that the trade title of the measure was not included in the copy of the bill sent to Bush. "I am confident we will get Title III enacted, either on its own or by sending the whole bill again," she said.

Senate Majority Leader Reid said the Senate would deal with the missing trade provisions later, and said he believed the other 14 titles that were sent to President Bush would become law following the override vote. To view the final 2007 Farm Bill Conference Report and its current status, visit <http://agriculture.house.gov/inside/FarmBill.html>.

California Water Woes Continue

While drought conditions continue to improve across much of the United States, California is preparing for less available water. The Department of Water Resources estimates that it will be able to deliver only 35 percent of requests to the Bay Area, San Joaquin Valley, Central Coast and Southern California.

Despite a dry March, statewide snowpack water content figures were just under 100 percent of normal in April. Since then, snow depth and water content have declined, with DWR's final 2008 survey indicating that snow water content is only 67 percent of normal levels.

In December 2007, U.S. District Court Judge Oliver Wanger imposed restrictions to protect the threatened Delta smelt, significantly reducing water deliveries by the State Water Project and the federal Central Valley Project to homes, farms, businesses and municipalities. In June 2008, Judge Wanger will begin hearings to discuss further reducing pumping from the Delta – the hub of California's water system – to help protect the Chinook salmon and Central Valley steelhead.

Other legislative, regulatory and legal measures that will impact California include:

- California Assembly Bill 2175, which calls for increased conservation and efficiency by all water users
- California Assembly Bill 2882, which would authorize a public entity to adopt allocation-based conservation water pricing that met certain requirements
- Ongoing efforts to revise California's model landscape ordinance
- East Bay Municipal Utility District's mandatory rationing plan
- U.S. H.R. 4074, intended to implement the settlement of Natural Resources Defense Council, et al., v. Kirk Rodgers, et al., filed with the U.S. District Court in Sacramento in September 2006

New IA Staff

Lydia Huebner has joined the IA staff as data entry coordinator. Lydia, a Virginia native, has over four years of association experience, ranging from office management to accounting. Welcome, Lydia!



Huebner

Grass Roots News

Activities in IA Committees and Common Interest Groups

The **Technical Conference Committee** is reviewing and evaluating proposed papers for the 2008 Irrigation Show, Oct. 30 - Nov. 4 in Anaheim, Calif. The committee will select presenters this month; all submitters will be notified by the end of June.

The **History Committee** continued video recordings for the "Pioneers in Irrigation Series" at the ASIC Conference in Napa, Calif. last month. The project captures stories from industry veterans about their experiences and memories of the irrigation industry over the years. The committee hopes to start video production this summer.

Enter New Products in Show Contest

The New Product Contest at the 2008 Irrigation Show is where industry professionals go to find the newest, most innovative products to hit the shelves. Eighty percent of 2007 attendees reported that seeing new products, technologies and services was their top priority at the show.

Enter your company's latest innovation in one of four categories:

- Agriculture
- Golf
- Turf/landscape
- Specialty

All accepted entries will be displayed at the show and judged by a panel of experts. Applications are due no later than Aug. 29. For eligibility and rules, visit www.irrigationshow.org.

New Members

Affiliate Organization Contractor

C & C Sprinkler, Inc. (Westbury, NY)
Grassroots Irrigation, Inc. (Marstons Mills, MA)
Hartney Greymont (Needham, MA)
Prescription Landscape, Inc. (Saint Paul, MN)

Contractor

Flutterby Gardens Landscaping (Boise, ID)
Murillo's Landscape & Hydroseeding, LLC (Boise, ID)
Pro Landscaping, Inc. (Thousand Palms, CA)

Dealer

Taylor Made Irrigation (Fresno, CA)

Government

Lee County Department of Transportation/OPS (Fort Myers, FL)

Organization

OHBA (Houston, TX)

Professional Consultant

C-Tech Solutions, Inc. (Ross, OH)
Design Lab 252, Inc. (Fresno, CA)
HydroSense Irrigation Design & Consulting, Inc. (Weston, ON, Canada)
Sites Southwest (Albuquerque, NM)
Wood Rodgers (Sacramento, CA)

Retired (Lifetime)

Hal D. Werner, PhD, PE (Brookings, SD)

Student

Sandy Dimalanta (Walnut Creek, CA)
Chad R. Scebold (Omaha, NE)

Technical

Robert L. Christ (Vista, CA)
Patricia Lazar (San Francisco, CA)
Marco Mora (Covina, CA)
Enedino Romans (Houston, TX)