Irrigation ASSOCIATION™

e-times™

The Electronic Newsletter of the Irrigation Association™

June 2009

Water Conference Early Registration Deadline: June 19

The Irrigation Association's first-ever Water Conference will bring together experts and thought leaders from business, government and academia to discuss water and environmental issues. *Water, Irrigation and the Environment* will be held July 22-23, in Park City, Utah.

The intensive, one-day conference is jam-packed with insights and case studies. Program highlights include:

- Current and future water challenges in the United States.
- Water management success stories and lessons learned.
- Real-world models for sustainable solutions.
- A vision for the future of water.

Join other irrigation professionals for targeted presentations, productive dialogue and relaxed networking. Register by June 19 to receive the early registration rate of $175 per person, which includes the Welcome Reception, all conference sessions, and breakfast and lunch. An optional reception and dinner on Thursday are available for an additional fee.

Register online today: www.irrigation.org/waterconf/default.aspx?pg=reg1.ascx.

IA Releases New Audit Guidelines

The Irrigation Association recently released updated audit guidelines that reflect industry best practices for turf and landscape sprinkler systems.

Irrigation audits are an essential part of any water efficiency program. IA's guidelines define how to use catch devices for practical, repeatable and defensible irrigation audits and ensure data credibility.

Changes to the guidelines include:

- A minimum of 24 catch devices should be used when conducting an audit. Research shows that smaller sprinkler spacing may require more catch devices to improve statistical accuracy.
- "Linking" — applying information from one zone or station to another zone — may be used when there are a large number of identical sprinkler zones.
- The average amount of water collected is relative to the size of the catch device.

View audit guidelines at:
www.irrigation.org/certification/pdf/AuditGuidelines_FINAL.pdf.

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2009 New Product Contest

Almost 80 percent of Irrigation Show attendees report that seeing new products, technologies and services is their top priority. The New Product Contest is where industry professionals go to find the newest, most innovative products and services, and provides a unique opportunity to:

- Reach attendees at one of the best attended show venues.
- Highlight new products and services.
- Enhance your company's reputation for innovation.

Contest applications are accepted in four categories: agriculture, golf, specialty and turf/landscape. One winner in each category will receive an award at the general session during the Irrigation Show, free industry publicity, and recognition on the Irrigation Show web site and in select IA publications.

Entries are evaluated by a panel of expert judges based on innovative qualities, water conservation, ease of use, cost benefits, time savings, design quality and user risk.

In order to be eligible, a product must have been introduced to the market between Aug. 30, 2008, and Aug. 31, 2009. One entry per category per company is permitted. Visit www.irrigationshow.org for more details.

New Product Contest applications are due October 2. IA will notify all exhibitors as to the status of their application the week of October 26. Finalists will be assessed a $250 fee per entry.

For additional information, contact IA Meetings Coordinator Kathy Bradley (kathy@irrigation.org; 703.536.7080).

Legislative Conference a Success

Irrigation Association members gathered in Washington, D.C. last month for meetings with decision makers on Capitol Hill. The May 5-7 event included 20 individuals from 15 member companies, the largest IA delegation ever.

2009 Legislative Conference attendees met with a number of elected officials in May.

Participants met with elected officials, senior Congressional staffers and representatives from the U.S. Department of Agriculture. Visits focused on three key issues:

- A congressional resolution naming July as Smart Irrigation Month.
- Support for WaterSense® authorization and a nation-wide rebate program for WaterSense labeled products and services
- How the irrigation industry helps mitigate climate change by growing living plants, food, fuel, feed and fiber.

IA members capped off the event with a reception at the Capitol Visitor Center where they were joined by Rep. Robert Goodlatte (R-Va.), the ranking member of the House Committee on Agriculture, and a number of congressional staffers.

Research Cited as Top Concern of Agricultural Members

Research quantifying the value of irrigation is top of mind for Irrigation Association members, according to a recent survey on issues facing agriculture and agricultural irrigation. Almost 180 individuals responded to the survey, which was e-mailed to IA members who indicated agriculture was their primary business.

Respondents ranked the following issues as most important:

1. **Research:** Quantifying the importance/value of agricultural irrigation.
2. **Farm Bill:** Implementation of the 2008 Farm Bill and advocating for additional conservation title funds/programs in future Farm Bills.
3. **Energy:** Cost of energy required to operate irrigation systems.
4. **Water Quality:** Managing water quality, potential for water quality trading.
5. **Infrastructure:** Investment in new federal and state reservoirs, canals and other systems, and maintenance of existing systems.

Survey results will help set priorities for IA's Government Affairs Committee and staff. For more information about the survey or IA's agriculture policy agenda, contact Agriculture Affairs Director Erin Field (805.415.5020; erin@irrigation.org).

Webinar: Irrigation Issues Before State and Federal Governments – How Will you be affected?

In the second of four quarterly updates for 2009, the Irrigation Association is hosting a webinar on June 11, 2009, at 2:00 p.m. EDT, focusing on issues at the state and federal level that, if passed or implemented, will have an effect on all facets of the irrigation industry. Led by the IA's government affairs staff and volunteer leadership, the discussion will focus on current issues dealing with turf/landscape irrigation, agriculture irrigation, and the environment, among others.

To register for the online presentation, please visit www.irrigation.org/webinar.

WaterSense Bills Make Their Way Through Congress

As Congress continues to focus on energy and climate change legislation, two bills have been introduced in the U.S. House of Representatives and one in the United States Senate that relate to the Environmental Protection Agency's WaterSense® program. In the House of Representatives, Representative Mike Coffman (R-Colo.) introduced the Water Accountability Tax Efficiency Reinvestment Act, which creates tax incentives, capped at $1,500/year, which are tied to WaterSense labeled products. Soon-to-be labeled irrigation smart controllers would qualify for this credit beginning in 2010 if the bill passes Congress.

Last month, Representative Rush Holt (D-N.J.), introduced the Water Advanced Technologies for Efficient Resource Use Act, along with a bi-partisan group of Representatives. The W.A.T.E.R. Act, as it has been named, has three main components. First, it authorizes the EPA's WaterSense program for federal funding; second, it requires that federal entities going through a procurement process purchase WaterSense labeled products and services when applicable; and finally, it creates and authorizes for funding a nation-wide rebate program, to be run by each state, for consumers who purchase WaterSense labeled products and services.

Irrigation labeled products and partners would qualify for both the rebate program and procurement requirement. This legislation was added to the House climate change legislation during the Energy and Commerce Committee mark-up and was passed by the committee last month. The House is expected to vote on the climate change legislation this summer.

Finally, Senators Ben Cardin (D-Md.), Barbara Boxer (D-Calif.), James Inhofe (R-Okla.) and Mike Crapo (R-Id.) introduced the Water Infrastructure Financing Act, which among other provisions, includes the authorization of the WaterSense program for federal funding. The bill passed the Senate Committee on the Environment and Public Works last month and is expected to be voted on by the full Senate this summer.

For more information about WaterSense activities in Congress, contact IA Federal Affairs Director John Farner (john@irrigation.org; 703.536.7080).

Participate in PLANET's Renewal and Remembrance

The Irrigation Association will participate in the Professional Landcare Network's Renewal and Remembrance event at Arlington National Cemetery, July 13, 2009. The day is dedicated to caring for some of the most cherished grounds in the United States, honoring the memory of those who have made the ultimate sacrifice for our country.

IA board member and veteran, Bob Dobson, will once again be leading IA's efforts. If you are interested in participating, please contact IA External Affairs Director Andy Smith (andy@irrigation.org) for information.

Faculty Academy Registration Deadline: June 19

The IA Education Foundation will host its seventh annual Faculty Academy, June 24-26, in Omaha, Neb. The academy is a "must attend" session for instructors who understand the growing industry demand for irrigation-trained students.

The two-day seminar combines lectures and labs to share best practices for teaching irrigation with educators at all levels. Highlights of the 2009 program include:

- Ag sprinklers
- Two-wire systems
- Drip in the landscape

The deadline to register for the 2009 Faculty Academy is June 19. Hotel reservations at the Omaha Doubletree Hotel and Executive Meeting Center must be made by June 10 to guarantee IAEF's discounted room rate.

Find more information and a downloadable registration form at www.iaef.org/academy.htm.

Fresno State Developing Water Management M.A.

The College of Science and Mathematics and the Center for Irrigation Technology at California State University (Fresno, Calif.) are jointly exploring the feasibility of a professional master's degree in water resource management.

"As we have been working in the water and irrigation arenas, we have been asked by many companies, organizations and agencies about higher-education program availability for water and irrigation professionals," said David Zoldoske, CIT director. "We have found that many times, people working in these professions have come to the industry from various backgrounds and are looking for avenues to develop their knowledge and expertise."

To fine-tune the specifics of the degree program, CIT plans to survey irrigation and water-related companies, local, state and federal agencies, and other natural resource organizations. IA members are encouraged to complete the survey at www.californiawater.org.

Reintroduction of AgJOBS Bill

In May, Sen. Dianne Feinstein (D-Calif.) announced the reintroduction of S.1038, the Agricultural Job Opportunity, Benefits, and Security Act of 2009, or AgJOBS. Reps. Adam Putnam (R-Fla.) and Howard Berman (D-Calif.) are working to introduce a companion bill in the House.

The American Nursery and Landscape Association has been an active supporter of AgJOBS. ANLA co-chairs the Agriculture Coalition for Immigration Reform, which negotiated AgJOBS and has been instrumental in pushing for meaningful labor reform.

Linder Names July Smart Irrigation Month

Rep. John Linder (R-Ga.), together with Reps. Jim Costa (D-Calif.) and Bart Stupak (D-Mich.) introduced a congressional resolution in early May that would name July as Smart Irrigation Month. Since IA launched Smart Irrigation Month four years ago, the industry initiative has continued to grow.

According to Linder, "This resolution simply supports the irrigation industry's efforts to educate the public on the importance of using water wisely, responsibly and efficiently." Linder added, "Scientific data suggests that water covers between 70 to 75 percent of the earth's surface, but only one percent is available for human use. Farmers, municipalities, businesses, homeowners and environmental needs are increasingly at odds as the American population continues to grow, and demand escalates for this valuable resource."

Visit www.smartirrigationmonth.org for free promotional resources and additional information.

Draft of WaterSense Specifications for New Homes

On May 8, 2009, the Environmental Protection Agency released its next draft of the WaterSense® specifications for new homes that include both indoor and outdoor criteria, which must be met in order for a new home to be labeled. The new drafts, including information about the EPA-sponsored public hearing to be held on June 10, 2009, in Washington, D.C., can be found at www.epa.gov/watersense/specs/homes.htm. All public comments are due to the EPA by July 7, 2009.

The EPA released the new draft after a year-long process of working through the initial drafts of the new home specifications, the water budget calculator and the irrigation audit guidelines. After the review of public comments, meetings with stakeholders, and various conversations with industry and academia, the EPA released the new drafts in anticipation of announcing the final specifications and labeling process later this year.

Focusing on the development of an industry response and suggested changes for the specifications, the Irrigation Association has created a task force, made up of contractors, manufacturers, distributors and consultants familiar with the WaterSense program. This task force will be meeting regularly throughout the month of June to develop comments that will be submitted to the EPA on behalf of the IA.

If you have any questions or suggestions regarding the WaterSense specifications for new homes, please contact IA Federal Affairs Director John Farner at john@irrigation.org or IA External Affairs Director Andy Smith at andy@irrigation.org.

Members Assist Maria Shriver With Edible Garden

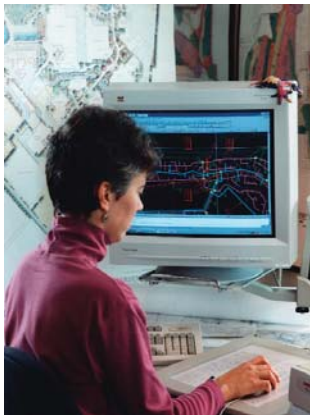
California's First Lady Maria Shriver planted the first edible garden on the California State Capitol grounds on May 21. WE Garden "will serve as a way to educate and inspire Californians about the important lessons gardens teach students, children and people of all ages — lessons rooted in nutrition, healthy living, agriculture, science, history and service."

The garden illustrates water saving solutions that can be easily adapted in any garden. IA member Dr. David Zoldoske, California State University, worked with the California Department of General Services on the design of two types of water conserving irrigation systems. The systems were installed in early May, after donations by Ewing Irrigation, Netafim and Hunter Industries.

Half of the garden demonstrates a rotating low precipitation nozzle that has shown a potential water savings of up to 30 percent. The other half demonstrates a drip system that provides precise watering and minimizes water loss via drip pressure compensating emitters that deliver water evenly and turns the system off and on at the same time.

For more information on First Lady Maria Shriver's WE Garden Initiative, visit www.firstlady.ca.gov.

North Dakota & Wisconsin Revise Proposed Legislation



Irrigation Association members in North Dakota and Wisconsin were instrumental in influencing changes in two bills regulating the practice of landscape architecture, which would have created ambiguity for the field of irrigation design.

N.D. House Bill 1330 now provides a specific exemption to irrigation designers, contractors or service providers who prepare irrigation plans or install, repair or maintain irrigation systems. Wisc. Assembly Bill 142 no longer includes any reference to irrigation design as part of the practice of landscape architecture.

"With these amendments in place, we are now in a position to support this legislation," said IA's External Affairs Director Andy Smith. Smith noted, "The real work on these bills was done at the grassroots level. We are grateful for the efforts of IA members Carl Dowse, The Bruce Company of Wisconsin, Inc. (Middleton, Wis.); Mike Todd, Milwaukee Lawn Sprinkler Corporation (Menomonee Falls, Wis.); and Rick Keller, Irrigation Design Associates (Horace, N.D.), for their efforts on behalf of the irrigation industry."

For details and current status of each state's legislation, visit:
www.legis.state.wi.us/2009/data/AB142hst.html (Wis.)
www.legis.nd.gov/assembly/61-2009/bill-index/bi1330.html (N.D.).

Members in the News

Cornell Pump Company (Clackamas, Ore.) announces the addition of a fourth stocking warehouse located at the **O.A. Newton** facility in Bridgeville, Del. This facility will provide quick shipments to their customers in the Northeastern region.

HydroSense Irrigation Design & Consulting Inc. (Toronto, ON, Canada) has been retained by the Town of Ajax to provide irrigation audit, assessment and consulting services for 19 irrigated sports fields, three irrigated parks and two splash pads. The scope of work will identify inefficiencies in the existing irrigation systems through a series of irrigation audits and performance testing.

InvisaFlow, LLC (Alpharetta, Ga.) is proud to announce the production start for the StealthSpout™, a new innovation in drain emitter technology.

SMART Watering Systems (Milton, ON, Canada) was awarded the 2009 Environmental Award of Excellence from the City of Toronto for its demonstrated leadership in the field of water efficiency.

Irrigation Association Welcomes New Members

Contractor
Bayscapes (Hayward, CA)
Black Oak Nursery, Inc. (Bakersfield, CA)
California Heartland Inc. (Dixon, CA)
Cougar Irrigation (Austin, TX)
Critical Environments, Inc. (Newport Beach, CA)
David Manlove Landscaping (Berkeley, CA)
Edge Irrigation Systems, LLC (Oswego, IL)
The Frog Hollow Green Group, Inc. (Angels Camp, CA)
The Garden Path (Garden Grove, CA)
Gardens of the Bay, Inc. (Burlingame, CA)
Glens Landscape (San Clemente, CA)
Grant Environmental Contractors, Inc. (Columbus, GA)
Ground Specialties & Irrigation (Chandler, AZ)
Grow, Inc. (Estero, FL)
Heads Up Sprinkler Co. (Plano, TX)
Hort Tech, Inc. (Palm Desert, CA)
Irrigation Doctor, Inc. (Fridley, MN)
John Donovan Co. (Lodi, CA)
NEW LEAF Gardening & Landscaping (Torrance, CA)
SK Landscape Design & Installation, Inc. (San Jose, CA)
TruGreen LandCare (Memphis, TN)
Urban Organics Landscaping, LLC (Tucson, AZ)
Western Irrigation (Garden City, KS)
Whitehill Landscape, Inc. (Cupertino, CA)

Consultant
Borthwick Guy Bettenhausen, Inc. (Irvine, CA)
Hollinger and Associates, Inc. (Ladera Ranch, CA)
Teshima Design Group (San Diego, CA)

Dealer
Finnermans Farm & Garden (Centreville, MI)

Distributor
Automatic Supply Michigan (Grand Rapids, MI)

Industry Supplier
Trident Micro Systems (Arden, NC)

Manufacturer
Smartfield, Inc. (Lubbock, TX)

Organization
Arkansas Irrigation Association (Bryant, AR)

Retired
Glenn Goldstein (Brea, CA)

Student
Barbara Bender (San Diego, CA)
Michael Cothran (Rancho Santa Fe, CA)
James Mackie (Escondido, CA)
Arleen Tavernier (San Diego, CA)
Donna Tylor (Poway, CA)

Technical
Steve Patchin, Chabot College (Hayward, CA)
Matthew Ryan, City of Foster City (San Mateo, CA)

University
California State University-Chico (Chico, CA)
University of California-Berkeley (Albany, CA)

JULY SMART IRRIGATION MONTH

Smart practices. Smart technology. **Smart business.**

Do your customers understand that efficient irrigation can save them water and dollars?

Join other irrigation companies and professionals to:

- Educate customers about efficient water use.
- Grow demand for water-saving products, practices and services.
- Provide real solutions to today's water challenges.
- Position your company as a leader in water conservation.

Getting involved is as simple as highlighting Smart Irrigation Month on your web site. Whether your company is large or small ... or focused on landscape, agriculture or golf, it's easy to be smart.

Visit www.smartirrigationmonth.org for promotion ideas and free resources.

Irrigation Association™

Smart Irrigation Month is an initiative of the Irrigation Association, a non-profit industry organization dedicated to promoting efficient irrigation.

www.smartirrigationmonth.org

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