IA Ambassador Orientation Guide & Application

The Volunteer Voice of IA

IA Ambassador Program Description ..... Page 2-3
- The Concept
- Getting Involved
- Ambassador Messages
  - Education
  - Certification
  - Government and Public Affairs
  - Communication
  - Resources
- Core Ambassador Efforts
- Additional Ambassador Efforts

IA Ambassador Responsibilities/Resources ..... Page 4
- Meetings
- Program Requirements
- Travel Policies
- Expense Policies
- Ambassador Code of Conduct

IA Ambassador Leadership Structure ..... Page 5
- Ambassador
- Ambassador State/Provincial Leader
- Ambassador Regional Leader
- Ambassador Chair and Vice Chair

IA Stewardship Statement ..... Page 6
- Stewardship Policy Goals
  - Value
  - Reward Efficiency
  - Sustainability
  - Infrastructure
  - Reuse
  - Education
  - Information

IA Antitrust Statement ..... Page 7
- Antitrust Statement
- Irrigation Association Antitrust Statement
- Antitrust Cautions

IA Ambassador Program Application ..... Page 8-9

IA Ambassador Event & Materials Form *(form is available on Ambassador SharePoint site)*

IA Ambassador Post Event Summary *(form is available on Ambassador SharePoint site)*

IA Ambassador Expense Form *(must use Excel sheet that is available on Ambassador SharePoint site)*

IA Ambassador Program Description

The Concept
The life blood of every organization like Irrigation Association is the member/volunteer who is willing to represent and advance the organizational mission. The IA Ambassador Program has been developed to help give IA a broader voice in its mission to promote efficient irrigation. This grassroots program is also structured to feed information back to IA leadership.

IA created the ambassador program to improve its industry presence throughout North America and to raise the overall profile of the irrigation industry in the marketplace. Ambassadors focus on industry meetings, trade shows, educational and public affairs events. Ambassador resources include displays, brochures and other promotional material enabling an ambassador to project a positive image of the irrigation industry while advancing the IA mission to promote efficient irrigation.

Getting Involved
Involvement in the IA Ambassador Program can be as simple as representing the industry at a single event or it could be as involved as coordination of IA's outreach effort throughout an entire region. To facilitate communication, recruitment and coordination; ambassador leadership created an organizational map dividing North America into 12 regions. The regional map helps facilitate travel, distribution of resources and encourages regional collaboration amongst members.

Ambassador Messages
There are varying levels of participation in the ambassador program and some overviews have been provided to help IA members understand the function and needs of certain IA programs.

- **Education**
  For years, IA has provided comprehensive education to the irrigation industry. It takes knowledge of science, technique, technology and best practices to properly deliver efficient irrigation. Ambassadors are instrumental in creating demand for education as well as expanding IA collaboration with industry and academia.

- **Certification**
  IA hosts the leading irrigation industry certification programs, including the first certifications prerequisite for U.S. EPA WaterSense® accreditation. Creating an awareness of IA certifications is vital to the future of the irrigation industry. Irrigation professionals, units of government, consumers and related trades need reasonable assurance of individual competence in the practices of irrigation and IA delivers just that. Having earned the first EPA WaterSense labeled programs; ambassadors engage the marketplace with a message of confidence that IA certification is a demonstration of proficiency that consumers should ask for.

- **Government and Public Affairs**
  An important avenue to positive outcomes in the legislative and regulatory environment is head count at the grass roots level. Ambassadors deliver messages of efficient irrigation with resources developed by IA. As public interest in the use of water resources increases, ambassadors encourage IA members at the state and local level to become engaged in public affairs and promote the benefits of efficient use of water in irrigation.

- **Communication**
  There is an awareness in the marketplace that many irrigation systems are inefficient and waste water. The IA message clearly states that this does not have to be the case. Ambassadors are equipped with the message that the irrigation industry has the methods and products to use our most precious resource as efficiently as possible in the landscape, on the farm, on the field or at the golf course.

- **Resources**
  In order to expand the voice of efficient irrigation, IA actively looks for committed members. At the very core of the ambassador program is a quest to expand IA membership. Every additional member adds intellectual capacity and helps fuel the economic engine of IA. The more member resources IA develops, the louder the message will be of irrigation efficiency.

Core Ambassador Efforts

- Work to fulfill the overall strategic plan of IA.
- Broaden IA's visibility by developing relationships with key organizations, units of government, public agencies and individuals involved in irrigation and related trades.
- Promote efficient irrigation through industry events, government affairs and approved activities that can elevate IA's status as the recognized authority on irrigation.
- Monitor legislative and regulatory activity affecting the irrigation industry.
- Support efforts to increase and retain IA membership.
- Collaboratively work with the irrigation industry to create IA educational opportunities.
- Raise awareness of IA certification programs and
- Identify and recruit IA ambassador volunteers.

Additional Ambassador Efforts

- Create and execute plans to attend local and regional industry events.
- Work in conjunction with local affiliates and members on industry issues.
- Ensure coordination of resources with local affiliates and chapters of IA.
- Be available to attend state industry show(s) and events when requested.
- Report results of regional activity to leadership and/or designated IA staff.
- Communicate necessary action items to leadership and/or designated IA staff.

IA Ambassador Responsibilities

Meetings

- Meetings and/or conference calls shall be held upon the call of the chair as deemed necessary to facilitate ambassador functions, communication and/or follow-up.
- Excessive absence from meetings or conference calls shall be grounds for dismissal from ambassador status.

Program Requirements

- Ambassadors must be current IA members in good standing.
- Ambassadors must complete and submit the IA Ambassador Application prior to engaging in any activity on behalf of IA
- All events attended by ambassadors on behalf of IA, utilizing IA resources, must be approved by the ambassador chair and/or IA staff in advance of the activity by completing the IA Ambassador Event and Materials form.

Travel Policies

- If it's less than a 3-hour trip, please drive. IA reimburses mileage at the current IRS rate.
- Any necessary airfare must be booked 14 days in advance.
- Arrange rental car if needed. If renting a car, do not get the pre-paid gas option.
- Hotel rates should be approximately $100-$140 if possible. Last minute booking of expensive hotel accommodations will not be authorized for reimbursement without the approval of the ambassador chair and/or IA staff, prior to the event.
- Food expenses shall be paid by the ambassador without reimbursement.
- Any and all exceptions to the above travel policies must be pre-approved.

Expense Policies

- Any expenses to be reimbursed by IA must be approved in advance by the ambassador chair and/or IA staff.
- Retain all detailed receipts and furnish originals or electronic copies with your expense form and Post Event Summary for approved reimbursement. Expense form, Post Event Summary and all detailed receipts (original or electronic copies) must be submitted within 30 days of the event taking place in order to receive reimbursement.

Ambassador Code of Conduct

Ambassadors will engage in many activities and it is very important to project a positive industry image and high ethical standards. All ambassadors acting on behalf of IA pledge:

- To promote water, soil and energy conservation through efficient and cost-effective irrigation system design, installation and management.
- To uphold the integrity of the irrigation industry.
- To continually seek to gain respect and recognition for the industry on the local, state, national and international levels.
- To promote responsible procedure with regard to the design, installation and maintenance of irrigation systems.
- To promote the concepts of free enterprise.
- To promote improved industry products/services by encouraging research and development.
- To promote ethical, fair and honest business practices.
- To communicate only official IA positions while acting as an ambassador.
- To engage in unbiased dialogue and communicate results, opportunities and other pertinent information with the ambassador program or IA staff for follow.
- To avoid any situation which may create a real or perceived conflict of interest between the promotion of the irrigation industry and one's professional activities.

IA Ambassador Leadership Structure

Ambassador
IA ambassadors are IA members with significant irrigation industry knowledge and experience who are willing to represent IA at industry related activities. Ambassadors shall be appointed by the chair upon the joint recommendation of the state/provincial leader and regional leader. Ambassadors must agree to abide by an agreed upon code of conduct and serve only to promote the IA mission and initiatives in an unbiased fashion. Ambassadors help identify opportunities to expand IA's presence through this program or other IA offerings. Ambassadors participate on an event by event basis and coordinate with the appointed state/provincial leader.

Ambassador State/Provincial Leader
In addition to the criteria for IA ambassadors, state and provincial leaders are ambassadors who are involved professionals that are responsible for individual states/provinces and coordinate IA efforts with regional leaders. Some states will require additional leaders in this role due to geography, population density and/or other factors. State or provincial leaders are responsible for overall recruitment and communication within their state/province. State/provincial leaders monitor legislative and regulatory activity impacting the irrigation industry within their respective state through professional relationships, activities and regional ambassadors. State/provincial communication, planning and other activities shall be in concert with respective regional leader. State/provincial leaders serve one-year renewable terms and shall be appointed by the chair with the recommendation of the regional leader.

Ambassador Regional Leader
The IA ambassador regional leader is an IA member volunteer who is identified as actively involved and supports the IA mission and its goals to advance irrigation industry interests. Regional leaders recruit state leaders as required to maintain individual state leadership within their respective region. They also coordinate the efforts of regional volunteers, activities and are responsible for program communication strategy (information to and from IA). Regional leaders monitor legislative and regulatory activity that impacts the irrigation industry within their respective region. Regional leaders attend ambassador conference calls and meetings as necessary to develop and execute planning, strategy and resource development. Regional leaders may also fulfill the duties of state leaders and ambassadors as deemed appropriate and necessary. Regional leaders are appointed by the IA ambassador chair and serve two-year terms alternating odd-even by regional designation.

Ambassador Chair and Vice Chair
The chair shall be selected and appointed by IA president. The vice chair shall be selected by the chair and approved by the IA president. The vice chair shall be responsible for any minutes developed as the result of meetings and/or conference calls. The chair, vice chair and appointed staff, working in partnership, are responsible for facilitating the work of the group, providing oversight and ensuring timely communications within and between the group and other components of the association. The appointed staff provides logistical support for the group's work. The chair shall act as board liaison and as a resource reporting directly and regularly to the board regarding the group's activities. The chair and vice chair shall approve expected expenditures prior to incurring any cost on behalf of the association. The chair and vice chair shall recommend any contractual obligations to appointed staff for approval by the executive director. No contractual obligations are valid without the signature of the executive director. The chair and vice chair shall recommend an annual budget to the board of directors and oversee expenditures in the interest of operating within the board approved budget.

IA Stewardship Statement

Irrigation is required to fulfill the world's growing need for food, feed, fiber, fuel and the quality of life benefits provided by a healthy landscape. The Irrigation Association's mission is to promote efficient irrigation to ensure long term sustainability of water resources. As stewards of a critical resource we believe that efficient irrigation meets these needs while recognizing environmental and conservation concerns.

Stewardship Policy Goals

- **Value**
  Support water resource planning that recognizes efficient irrigation is a beneficial process that provides food, feed, fiber, fuel and the overall quality of life benefits provided by a healthy landscape.

- **Reward Efficiency**
  Advocate for proactive water resource planning that establishes metrics to give preference to efficient irrigation water use at all times.

- **Sustainability**
  Recognize that efficient irrigation technologies and practices create and further opportunities to support population and economic growth in a sustainable fashion.

- **Infrastructure**
  Support development of new and enhanced water resources, conveyance and storage facilities that result in more reliable water supplies for urban and agricultural use, while affording proper consideration for legitimate environmental concerns including the ongoing need to curtail water waste.

- **Reuse**
  Support water reclamation and re-use initiatives, particularly for irrigation, including the use of reclaimed water from municipal, industrial, agricultural, and other viable sources.

- **Education**
  Support education and outreach to stakeholders directed at illustrating the benefits of efficient irrigation and improvements to irrigation water use efficiency.

- **Information**
  Support methods and practices that facilitate analysis of irrigation efficiency and effectiveness of irrigation system enhancements and practices directed at improvements in irrigation water use efficiency.

IA Antitrust Statement

Antitrust Statement
IA adheres to a strict antitrust policy and it is therefore implied that all individuals acting in an ambassador capacity adhere to the following:

Irrigation Association Antitrust Statement
"The penalties for antitrust violations are severe. Convictions for associations can result in substantial fines, civil injunction limiting their future activities, and even dissolution of the association itself. Moreover, injured parties can sue for treble damages. Convictions for association executives, officers, or individual members can mean a fine and a prison sentence. Conspiring to fix prices, for example, is now a felony and carries with it a maximum prison term of three years and a maximum fine for individuals of $100,000 and $1,000,000 for corporations." "Moreover, the cost of defending a suit, in terms of executive time and legal fees, is enormous. Even if an association wins its case, the financial drain on the defense may make it a loser in the long run. Lastly, antitrust actions are well-publicized and an association can suffer serious injury to its reputation and the goodwill that its members enjoy, win or lose in court." "Thus, it goes without saying that the association's executives, its officers and its members have a tremendous responsibility to the organization to assure that all of its activities are properly within the antitrust laws."

Antitrust Cautions
Some basic rules can assist in avoiding antitrust problems at association meetings. The association's officers, executives and members — in other words, all connected with an association — should read and remember these basic rules. It should be noted in reviewing these "don'ts" that violations can be shown not only by express contract but also by unspoken or implied understanding.

1. Don't discuss prices your company will charge customers. It is illegal to fix selling prices (maximum, minimum or otherwise).
2. Don't discuss changing prices. It is illegal to agree to change prices at the same time.
3. Don't agree to refrain from advertising prices. Such agreements are illegal.
4. Don't discuss or agree to not sell at less than a certain markup even though there is no agreement as to the precise price to be charged.
5. Don't discuss or agree to fix buying prices for raw material.
6. Don't discuss or agree to not buy from, or sell to, or deal with, particular persons or classes of customers or prospective customers.
7. Don't discuss or agree to limit production.
8. Don't discuss or agree to divide market.
9. Don't discuss or agree to refrain from bidding for an order or job.
10. Don't discuss or agree to not sell in a particular market area.
11. Don't discuss or agree to exchange of specific customer prices among competing sellers.
12. Don't discuss or agree to discontinue selling to one or more customers for non-payment of bills or otherwise.

IA Ambassador Program Application

Every individual serving as an IA ambassador must complete or update this form every two years.

Irrigation ASSOCIATION™
Smart practices. Sustainable solutions.

- Each member must be an IA member in good standing and approved by the chair and vice chair.
- There is no specific limit to the maximum or minimum number of terms or events in which an ambassador or leader may serve. The chair and vice chair of the ambassador program will together act to maintain an appropriate balance of seasoned members who have experience, combined with new members who may bring new ideas and energy.
- The ambassadors hold meetings or teleconferences at the call of the chair and meet in person at the Irrigation Show.

Name: _____ Company Name: _____

Tel: _____ Fax: _____ E-mail: _____

Street Address: _____

City: _____ State: _____ Zip: _____

I am an IA member in good standing: ____Yes ____No I am an EPA WaterSense Partner: ____Yes ____No

I hold the following IA certifications: _____

Briefly describe your industry career and volunteer leadership experience applicable to the IA Ambassador Program.

_____

_____

_____

What are your personal and professional strengths?

_____

_____

_____

What ideas will you bring to the group for consideration?

_____

_____

_____

What are your top three reasons for wanting to participate in this group?

_____

_____

_____

What IA groups or other projects have you contributed to in the past two years?

_____

_____

_____

Ambassadors conduct a number of activities that require the brain or brawn of the member-volunteers. Check the activities listed here that you're willing to help with.

___ I am willing to travel and represent IA as an ambassador.

___ Work a shift or a day at state or regional industry shows as an IA ambassador.

___ Participate in the PLANET Arlington Cemetery Renewal & Remembrance volunteer effort (July).

___ I am willing to make calls or write notes to prospective and/or new members.

___ I am interested in helping IA with government/public affairs.

___ I do ___ I do not have government/public affairs experience.

Other ways I'm willing to help IA: _____

_____

_____

Please list any specific qualifications, professional certifications and/or pertinent education or skill:

_____

_____

_____

Please attach a list of three references on a separate sheet of paper, one of which must be a current IA member in good standing.

I have read all policy documents, code of conduct, antitrust statement and other related materials pertinent to the IA Ambassador Program and with my signature indicate my desire to serve the industry as an IA ambassador:

_____ _____
Signature Date

_____
Printed name

Approved By: _____ Date: _____

Ambassador Anniversary Date: _____

Member: _____ iMIS: _____ SharePoint: _____ Web Site: _____ Marketing Package: _____

For staff use