# IA Education: Class Sponsor Program for Associations

## Introducing an exclusive IA member benefit:

### Here's a benefit that will reward you and your members: The IA Class Sponsor Program

The IA invites national, state and regional green industry associations to sponsor IA education classes. The IA Class Sponsor Program allows you to offer your members high quality, hands-on training—with no investment in class development. Choose from 21 classes oriented to ag, landscape, golf and professional topics. Partner with the IA to bring classes to *you* and *your* customers in your location.

As an added benefit, our sponsor options can earn your association revenue.

### Schedule an IA class today!

You choose the classes that are right for your members. Plan your dates at least 90 days in advance, and contact the IA education/certification manager at 703-536-7080 to get on our schedule. While there is no fee to sponsor classes (other than a small refundable deposit), the IA requires the sponsor or co-sponsors to provide the classroom and audio/visual equipment and to run a timely and concerted local campaign to promote the class(es). See *IA Education: Sponsor Policies & Procedures*.

### Start planning your IA education program today

The IA is ready to help you develop an education program tailored to fit the needs of your employees and customers. The IA Class Sponsor Program is rapidly increasing in popularity with our distributor and manufacturer members because it is effective and rewarding. Take advantage of this outstanding member-only opportunity today.

### Reap the benefits of IA Class Sponsorship

The Class Sponsor Program is a win-win partnership. Here are just some of the benefits the program offers your business:

1. Provides an exceptional benefit to help you attract and renew members.
2. Makes quality educational programs available to your customers and prospects with no investment of the time or funds required to develop and teach high-caliber classes.
3. Distinguishes your membership from nonmembers.
4. Establishes a visible partnership linking your company to the IA.
5. Increases the quantity, quality and availability of irrigation-specific education while upgrading industry professionalism in your area.

*Need specific class descriptions? Need a customized class? Go online anytime for class details: www.irrigation.org. Or contact Sherrie Schulte, IA education/certification manager, by telephone at 703.536.7080 or via e-mail at sherrie@irrigation.org.*

**6540 Arlington Blvd • Falls Church, VA 22042 • www.irrigation.org • Tel 703.536.7080**

Irrigation ASSOCIATION

# IA Ag/Landscape/Golf Class Offerings

**Advanced Irrigation Design for Water Conservation**
♦♦♦ Advanced, Landscape & Golf (8 CEUs)
Improve landscape water efficiency with better design, including uniformity, equipment selection and technology. This full-day session will address advanced concepts for irrigation designers, contractors, water purveyors, suppliers and other irrigation professionals.
*Member $170 / Nonmember $205 (includes manual and software)*

**Agricultural Drip/Micro Design**
♦♦♦ Advanced, Agriculture (16 CEUs)
Design efficient, economic irrigation systems for orchards and row crops. Two full days cover design procedures, crop requirements, filtration, pumping, pressure regulation, emitter/sprayer selection and emission uniformity. Recommended review for the Certified Irrigation Designer exam (Step 4).
*Member $295 / Nonmember $360*
*(includes manual, handouts and software)*

**Agricultural Irrigation Specialist**
♦♦♦ Advanced, Agriculture (13 CEUs)
Master principles of irrigation system management for surface (furrow and border strip) and pressurized (micro and sprinklers) systems. Targeted at dealers, regulators and farmers, this two-day session includes irrigation volume and frequency, evapotranspiration and crop coefficients, scheduling and salinity effects. Recommended review for the Certified Agricultural Irrigation Specialist exam.
*Member $225 / Nonmember $275 (includes manual)*

**Center Pivot Design**
♦♦♦ Advanced, Agriculture (16 CEUs)
Theory and practical applications of center pivot system design. Two full days designed to cover inventory resources, application rates, hydraulics, mainline layout and sizing, plus nozzle selection and scheduling.
*Member $215 / Nonmember $260 (includes manual)*

**Chemigation/Fertigation**
♦♦ Intermediate, Agriculture (7 CEUs)
Whether you're a designer or dealer, brush up on the basics of chemical injection for ag applications. This full-day session addresses fertilizers and chemicals, types of injectors and calculating injection rates, and provides a general foundation for independent study of chemigation requirements in your local area.
*Member $165 / Nonmember $215 (includes manual and handouts)*

**Designing Landscape & Golf Systems With Reclaimed/Recycled Water**
♦♦ Intermediate, Landscape & Golf (7 CEUs)
Put reclaimed water to work in landscape and golf course irrigation. Targeted at experienced designers, this full-day course covers reclaimed water system design, including appropriate use and recommended safeguards.
*Member $200 / Nonmember $245 (includes handouts)*

**Drip Design in the Landscape**
♦♦ Intermediate, Landscape (7 CEUs)
Incorporate drip irrigation in landscape applications with this comprehensive overview of key design elements: emitter selection, system layout, system applications and scheduling. This full-day session includes a detailed overview of applications for line source and point source products.
*Member $160 / Nonmember $195*
*(includes manual, handouts and software)*

**Electrical Troubleshooting Part 1: Diagnosing Field Wiring Problems**
♦ Basic/Beginner, Landscape & Golf (4 CEUs)
Save time and money with this practical course in electrical troubleshooting. This half-day class covers diagnosing field wiring problems and proper use of volt-ohm meters. Avoid running new wire with a defined process to assess and resolve even the most confusing electrical problems.
*Member $120 / Nonmember $145 (includes manual and handouts*

**Electrical Troubleshooting Part 2: Transformers, DC Systems, 2-Wire Systems & Controller Grounding**
♦♦ Intermediate, Landscape & Golf (6 CEUs)
Diagnose advanced electrical problems with this hands-on session for experienced installation and repair technicians. Participants use real meters and components on simulated 2-wire and DC systems to take amp readings, evaluate phasing and grounding, and identify basic sensor problems.
*Member $210 / Nonmember $255*
*(includes handouts and use of simulation and test equipment)*

**Field Hydraulics**
♦ Basic/Beginner, Agriculture, Landscape & Golf (4 CEUs)
This half-day session provides a primer on basic hydraulics for irrigation system installation and maintenance technicians. Class content includes pipe sizing, friction loss, elevation changes, adjusting and modifying irrigation designs and systems, and calculating flow and pressure when altering an existing system.
*Member $120 / Nonmember $145*
*(includes manual, handouts and software)*

**The IA also offers business and online classes.**
**Please contact IA for more information at 703.536.7080.**

**Irrigation Contractor**
♦♦♦ Advanced, Landscape (15 CEUs)
This two-day class is a comprehensive refresher for experienced contractors. Topics include soil-water-plant relationships, hydraulics, pumps, job safety requirements, relevant building codes, scheduling, water use efficiency and system uniformity. Recommended review for the Certified Irrigation Contractor exam.
*Member $230 / Nonmember $280*
*(includes manual, handouts and software)*

**Irrigation System Installation & Maintenance**
♦ Basic/BeginnerLandscape & Golf (8 CEUs)
Learn the basics of hydraulics and irrigation system installation and maintenance. This full-day session covers gluing and repairing PVC pipe, installing nozzles and adjusting heads, setting and repairing electric valves, and field and controller wiring techniques.
*Member $190 / Nonmember $230 (includes manual and software)*

**Landscape Drainage Design**
♦♦ Intermediate, Landscape (6 CEUs)
Improve landscape drainage design with this class for manufacturers, distributors and contractors. Topics include design criteria, slope, soils, runoff, drainage products, and surface and subsurface methods.
*Member $160 / Nonmember $195 (includes manual and handouts)*

**Landscape Irrigation Auditor**
♦♦ Intermediate, Landscape (12 CEUs)
Assess irrigation system performance with this comprehensive overview of auditing techniques. Two full days cover field tests and calculating accurate watering schedules using plant water use, soils and local weather data. Recommended review for the Certified Landscape Irrigation Auditor exam.
*Member $185 / Nonmember $225 (includes manual and software)*

**Landscape Irrigation Design**
♦♦ Intermediate, Landscape (16 CEUs)
Take your landscape designs to the next level. Irrigation designers complete two designs from start to finish during this one-day overview of basic hydraulics, head layout, zoning, pipe sizing, routing and matched precipitation rate principles. Recommended review for the Certified Irrigation Designer exam.
*Member $215 / Nonmember $260*
*(includes manual, handouts and software)*

**Predicting & Estimating Landscape Water Use**
♦♦ Intermediate, Landscape & Golf (4 CEUs)
Plan and budget watering needs by combining local weather data with site-specific planting and soil information. This half-day session uses hands-on work and case studies to teach how to calculate daily, monthly and annual system water use and cost at any project stage.
*Member $120 / Nonmember $145*
*(includes manual, handouts and software)*

**Principles of Irrigation: Agriculture**
♦♦ Intermediate, Agriculture (16 CEUs)
Master fundamental theory and application principles for agriculture in this intensive session for experienced irrigators (taught in Imperial units). Two full days cover soil-water-plant relationships, advanced hydraulics, electricity, pumps, specialty valves and irrigation equipment. Recommended review for the Certified Irrigation Designer exam (Steps 2 and 3).
*Member $245 / Nonmember $295*
*(includes manual, handouts and software)*

**Principles of Irrigation: Landscape**
♦♦ Intermediate, Landscape & Golf (16 CEUs)
Master fundamental theory and application principles for turf/landscape in this intensive session for experienced irrigators (taught in Imperial units). Two full days cover soil-water-plant relationships, advanced hydraulics, electricity, pumps, specialty valves and irrigation equipment. Recommended review for the Certified Irrigation Designer exam (Steps 2 and 3).
*Member $245 / Nonmember $295*
*(includes manual, handouts and software)*

**SMART Technologies for Irrigation Management**
♦♦ Intermediate, Landscape (8 CEUs)
Learn how emerging technologies can help improve irrigation water management. This full-day session helps participants understand the use of various sensors, including weather-based and soil moisture-based smart controllers. Topics include evapotranspiration, soil moisture, controller features, installation and practical applications.
*Member $195 / Nonmember $235 (includes manual)*

**Sprinkler System Scheduling**
♦ Basic/Beginner, Landscape & Golf (4 CEUs)
Develop accurate watering schedules using irrigation controllers on automatic systems. Appropriate for landscapers, irrigators and grounds maintenance personnel, this half-day class covers evapotranspiration rates, root zones, soil types and precipitation rates.
*Member $120 / Nonmember $145*
*(includes manual, handouts and software)*

**Understanding Pumps**
♦ Basic/Beginner, Agriculture, Landscape & Golf (4 CEUs)
Improve your understanding of pumps and applications with this half-day session. Topics include pump fundamentals, types, selection for different applications,
relationship between impeller and motor size, reading pump curves and sizing pumps for peak efficiency.
*Member $125 / Nonmember $150 (includes manual and handouts)*

# IA Education: Sponsor Policies & Procedures

The IA is pleased to partner with you in providing professional education. Our policies and procedures were created to ensure that your event runs smoothly and successfully. Please address any program concerns or questions to the IA education/certification manager by telephone: 703.536.7080, fax: 703.536.7019 or e-mail: sherrie@irrigation.org.

In order to effectively deliver the IA Class Sponsor Program, the sponsor (or co-sponsors) agrees to the following policies and procedures:

## At least 90 days prior to the proposed class date:

- Complete and return class request form including the following information:
  - Name of Sponsor or co-sponsor
  - Preferred Date(s)
  - Exact Location
  - Class Titles (minimum of two days of classes required)
- Submit a $350 refundable deposit*

* **Deposit Policy:** The deposit will be refunded to the sponsor unless the class is canceled due to low attendance. Required minimum attendance is 15 paid registrants. The class contact will be responsible for class manuals and kits. Kits must be shipped back to IA's home base or to the next class site in accordance with IA-specified destination and deadlines. If the class manuals are not returned to the IA within 30 days of the class date, the difference will be deducted from the deposit.

## At least 60 days before the scheduled class date:

To effectively market and administer the class(es), the sponsor/host organization will complete these action items:

- Hand out IA class flyers and posters to local distributors and dealers
- Ask board and committee members to contact business leaders and prospects
- Enlist distributors and manufacturers' reps to contact local groups and distribute class information
- Publish articles in newsletters and magazines about the upcoming class
- Schedule local board or committee member(s) to introduce the class on the day of the class

New sponsors are required to document completion of at least two of the above five promotional activities.

**Registrations:** If the sponsor has elected to be responsible for taking registrations, the IA must be provided an accurate count of paid registrants as requested. The IA may cancel any class which does not have 15 paid registrants by 10 business days before the class date. It is also required that confirmation letters—indicating time, date, class location and required materials—be sent to each registrant for each class. The IA education/certification manager can provide samples of confirmation letters.

## On the day of class:

- Provide class registrar who must arrive one hour prior to the class and remain onsite one hour following class start time
- Ensure local board or committee member(s) is present to introduce the class

## After the class:

- Fax class roster to the IA education/certification manager at the main IA office within 48 hours of class completion
- Return extra manuals, literature and teaching kits to the IA within 14 days (unless alternate arrangements are made in advance by the IA). See deposit policy.
- Submit registration fees to the IA within 30 days of class date (if the sponsor organization is handling registration)

## Sponsor Options: Choose the one that fits your needs.

The responsibilities of each party are outlined for you below.

**OPTION 1** — *IA's most popular option. The local organizer handles the local details and the IA does the rest!*

**IA:** Administers class promotion and registration.

**Sponsor:** Contracts facility, audio/visual equipment rental and refreshments (Important: Option #1 requires written PRE-APPROVAL of any expenses to be reimbursed by the IA); Agrees to follow the Sponsor Policies & Procedures and meet the deadlines to ensure a successful event.

**Sponsor Note:** After the class(es), the IA reimburses the sponsor based on the written pre-approval specified above.

**Rates:** All sponsor and co-sponsor members are entitled to IA Affiliate Member rates, regardless of membership status.

**Option 1 Rebate Program for IA Affiliates**
If you choose Option 1, you're eligible to participate in the IA revenue-sharing program. The Affiliate Benefit package offers:

a) $150 remitted to the sponsor for 20 - 25 students
b) $450 remitted to the sponsor for 26 - 30 students
c) $900 remitted to the sponsor for 31+ students

*Remittance is based only on paid registrants.*

**OPTION 2** — *Gives the sponsor a chance to earn a profit! This is a great option if your group is already planning another event and can simply add IA classes to your planned promotions and registration.*

**Sponsor:** Administers class promotion and registration; Contracts facility and audio/visual equipment, and pays all related fees; Agrees to follow Sponsor Policies & Procedures and meet the deadlines to ensure a successful event.

The IA program administrator will provide the sponsor with a sample flyer for reference. **Important:** A final draft of the sponsor flyer must be submitted for IA pre-approval prior to printing, mailing, or any publication means. If you prefer, the IA will print a standard-template flyer with your information. This is an additional fee-based service. (IA-cost plus 15%.)

As part of the registration process, the sponsor receives all registration fees. The sponsor pays for all costs associated with class promotion, facility and audio/visual equipment. Within 30 days after the class, the sponsor will remit 75% of the IA member rate for every registration to the IA, plus any additional fee-based services. The balance is sponsor revenue.

**Rates:** IA sets rates to ensure its costs are met. With prior approval, affiliate organizations may select a higher rate to offset additional expenses, or a lower rate, if the class is to be underwritten in part by the organization.

10.21.08

**6540 Arlington Blvd**
**Falls Church, VA 22042**
**www.irrigation.org**

Irrigation ASSOCIATION

# IA Class Request Form – Member Associations

*Class request forms must be received by IA at least 90 days prior to proposed class date.*

**Sponsor** *(company name)* _____

**Main Contact** _____

**Phone** _____ **Fax** _____

**E-mail** _____

| **Class Title(s)** | **Proposed Date** |
|---|---|
| **1.** _____ | _____ |
| **2.** _____ | _____ |
| **3.** _____ | _____ |
| **4.** _____ | _____ |
| **5.** _____ | _____ |

☐ **Check here if you are interested in IA contacting you about setting up an exam date.**

**Facility Name/Location** *(where class(es) will be held)* _____

*Example: ABC Company, XYZ Hotel*

**Street Address** _____

**City** _____ **State** _____ **Zip** _____

**Sponsor Option (Check one)** ☐ **Option 1** ☐ **Option 2**

**Shipping Address** *(where books and teaching kits should be sent)*

**Name** _____

**Street Address** _____

**City** _____ **State** _____ **Zip** _____

***By submitting this form, I agree with the sponsor policies and procedures.***

**Signed** _____ **Date** _____

A deposit of $350 must accompany this request.

☐ Check enclosed (Remit in US $ drawn on a US bank, payable to the Irrigation Association)

☐ VISA ☐ MasterCard ☐ American Express

Card Number_____ Exp. Date _____

Name on Card _____

Signature _____

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