

Professional
Turnkey
Brand Neutral

Businesses: Sponsor Irrigation Association Classes in Your Community



Sponsor a Class

The Irrigation Association invites our members, especially distributors and manufacturers, to sponsor IA education classes. Sponsor IA classes and bring the finest education and hands-on training to your employees and customers.

The process is straightforward: You choose the classes, provide the location and recruit the students. IA handles registration, provides the instructor and supplies all classroom materials. Sponsoring IA classes is an ideal solution to extend your customer relationship and increase customer awareness that will ultimately help shorten your sales process.

We've made it easy to bring the best education possible to your customers.

Offer your customers additional — and lasting — value.

Educating your customers provides multiple dividends for your company.

- Provide real world, hands-on knowledge.
- Offer quality educational programs without investing in class development.
- Offer an exceptional customer loyalty program enhancement.
- Provide a unique employee benefit to help you retain and develop staff.

Sponsor IA classes and take advantage of this exclusive member-only opportunity today.

Irrigation Association

The Irrigation Association® is the leading membership organization for irrigation equipment and system manufacturers, dealers, distributors, designers, consultants, contractors and end users. Founded in 1949, IA includes more than 2,000 corporate and individual members and is dedicated to promoting efficient irrigation.





Select From a Diverse Curriculum

IA offers a variety of landscape, golf and agriculture courses that combine theory with hands-on experience. Choose the classes that bring the most value to your members and community. Courses focus on enhancing expertise in the field — design, installation, maintenance and auditing — as well as improving business management practices.

Classes vary in length, from one-half day to two full days. Basic, intermediate and advanced options are available for everyone, from people just starting out in the irrigation and green industry, to experienced professionals. Each course teaches best practices and techniques — with presentation materials developed and taught by educators with years of irrigation experience. IA-member attendees receive price discounts and everyone earns CEUs.

For detailed class descriptions, visit www.irrigation.org or contact the Irrigation Association (703.536.7080; education@irrigation.org).

How Sponsorship Works Policies and Procedures

IA is pleased to partner with you to bring professional education to your community. Our policies and procedures are designed to make sure your event runs smoothly.

You provide the location and recruit the students; we provide the trained instructor and classroom materials – books, manuals, handouts and equipment. We'll also handle registration or you can do it yourself.

Deposit Policy

The \$350 deposit is fully refundable unless the class is cancelled due to low attendance or unused materials are not returned. A minimum of 15 students is required. The class contact is responsible for all manuals and kits. Unused items must be returned or shipped to the next class location in accordance with IA-specified deadlines.

Offer IA Certification Exams

If you want to help your members get ahead, host an IA certification exam after your class. Certification tells landscape, golf and agriculture end users that they're dealing with a knowledgeable, experienced professional who is going to do the job right.

Certification can also lead your members to new business. Certified irrigation designers, contractors and auditors are eligible to become EPA WaterSense® partners or USDA technical service providers.

For more information on hosting an IA certification exam, visit www.irrigation.org or contact IA (703.536.7080; certification@irrigation.org).

IA offers certification programs for landscape, golf and agriculture irrigation experts:

- Certified Landscape Irrigation Auditor (CLIA)
- Certified Irrigation Contractor (CIC)
- Certified Irrigation Designer (CID) – Landscape or Agriculture
- Certified Golf Irrigation Auditor (CGIA)
- Certified Water Conservation Manager – Landscape (CWCM-L)



Here's How to Get Started

At least 90 days in advance:

1. Select the classes you want to sponsor (minimum of two days of classes required).
2. Choose a location (your facility or an area hotel).
3. Submit a completed request form to IA, including:
 - Name of sponsor/co-sponsors
 - Preferred dates
 - Location address and phone
 - Class titles
4. Submit a \$350 *refundable* deposit.
5. Begin recruiting students in your community (minimum 15 required).

At least 60 days in advance:

1. Market the classes to your community.
 - Distribute flyers and posters to local distributors and dealers.
 - Ask your board and committee members to contact business leaders and prospects.
 - Enlist distributors and manufacturers' reps to reach out to local groups.
 - Publish announcements in your newsletter or local business publications.
2. Schedule a local board or committee member to introduce each class.

Registrations: If the sponsor has elected to be responsible for taking registrations, IA must be provided an accurate count of paid registrants as requested. 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.

At least 30 days in advance:

1. E-mail attendees to remind them about the date, time and location of the class.
2. Make arrangements with a caterer if you're providing food and beverages.

Day of class:

1. Bring the classroom materials to the location.
2. Make sure the room is set up and ready to go.
3. Greet registered students and distribute class materials.
4. After the class is over, return unused materials to IA.

Additional Sponsor Policies for IA Member Businesses

IA member businesses may host IA education classes under the following conditions:

1. The standard IA fees charged for the classes are maintained.
2. The sponsor furnishes the classroom and audio-visual equipment at no charge to IA.
3. When the class is being taught at the host location, a host employee may not teach the class even if the employee holds regional authorized instructor status.
4. When the class is being taught at a neutral site, a regional authorized instructor sponsor employee may teach the class.
5. The sponsoring company cannot restrict who may attend the classes (except when education programs are subcontracted for member functions).
6. No product promotional activity will be conducted in conjunction with an IA class.
7. In off site locations, displays of products and/or services shall not be allowed in the same building unless open to all product lines (except when education programs are subcontracted for member functions).
8. All host member companies are eligible on a first-come, first-served basis.
9. The IA teaching material and manuals are only for use during IA-sponsored classes.
10. No one "sponsors" certification exams. The IA offers exams as a service and works to set them up in a convenient, neutral location immediately following an education class. Selection of a proctor must follow guidelines stated in Exam Site Agreement.
11. Member companies shall not receive special pricing for customers when sponsoring an education class. Special class pricing will only apply to member associations or organizations.
12. Business sponsors are not eligible for the IA revenue-sharing program.

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Help Your Customers Grow and Succeed

- Bring top-quality irrigation classes to your area.
- Reach a wide range of irrigation professionals.
- Encourage your customers to become certified.
- Improve water management and conservation techniques.

Sponsor IA classes in your community, and help your customers and employees become part of today's water solution.



Become Part of Today's Water Solution

Content Selection

Choose from a wide range of classes that cover topics of interest for landscape, golf and agriculture irrigation. IA classes present best practices in each subject area while remaining brand neutral. Students master theories and techniques in critical areas.

Quality Educators

IA educators are chosen for their knowledge of irrigation techniques and their ability to present material clearly and concisely. The result is a dynamic learning opportunity that enhances the credibility of your operation throughout the community.

Turnkey Education

IA classes save you time and money. Why spend months to develop your own content? IA's programs are market-tested, relevant and ready to implement. And they deliver results. Students walk out with knowledge they can put to work immediately.

For class descriptions and information on customized programs, visit www.irrigation.org/waterprovider or contact Sherrie Schulte, IA education/certification manager (703.536.7080; sherrie@irrigation.org).



IA Class Request Form – Businesses

Submit this form to IA at least 90 days before the proposed class date.



Sponsor (company name) _____

Main Contact _____

Phone _____ **Fax** _____

E-mail _____

Class Title(s) (minimum of two days of classes required)	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 classes will be held) _____

Example: ABC Company, XYZ Hotel

Street Address _____

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

Shipping Address (where teaching materials should be sent)

Name _____

Street Address _____

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

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

Signed _____ **Date** _____

A \$350 refundable deposit must accompany this request.

Check enclosed (payable to Irrigation Association)

VISA MasterCard American Express

Card Number _____ Exp. Date _____

Name on Card _____ CVV _____

Signature _____

IA Education Course Descriptions



Advanced Irrigation Design for Water Conservation

Landscape & Golf | Advanced | 8 CEUs

This full-day session will address advanced concepts for irrigation designers, contractors, water purveyors, suppliers and other irrigation professionals.

Advanced Irrigation Wiring Methods & Troubleshooting

Landscape & Golf | Advanced | 8 CEUs

Master wiring for today's sophisticated control systems in this full-day session. Topics include transformers, proper phasing, diagnosing problems using different meters, wire sizing for communication cables and more.

Agricultural Drip/Micro Design

Agriculture | Advanced | 16 CEUs

Two full days cover design procedures, crop requirements, filtration, pumping, pressure regulation, emitter/sprayer selection and emission uniformity.

Agricultural Irrigation Specialist

Agriculture | Advanced | 13 CEUs

This two-day session includes irrigation volume and frequency, evapo-transpiration and crop coefficients, scheduling and salinity effects.

Alternative Water Sources for Landscape Irrigation

Landscape & Golf | Advanced | 8 CEUs

This full-day course covers the basics of sustainable irrigation systems, including the use of reclaimed water and rain water harvesting and how it applies to LEED and other programs.

Center Pivot Design

Agriculture | Advanced | 16 CEUs

This two day class covers the theory and practical applications of system design, including nozzle selection, application rates and scheduling. Recommended class preparation includes Principles of Irrigation and Chemigation/Fertigation.

Chemigation/Fertigation

Agriculture | Intermediate | 8 CEUs

This full-day session addresses fertilizers and chemicals, types of injectors and calculating injection rates.

Electrical Troubleshooting: Diagnosing Field Wiring Problems

Landscape & Golf | Beginner | 4 CEUs

Save time and money with this half-day class that covers diagnosing field wiring problems and proper use of volt-ohm meters.

Golf Irrigation Auditor

Golf | Intermediate | 12 CEUs

In this day and a half class, learn how to perform field tests on golf course irrigation systems and calculate watering schedules for irrigation systems.

Irrigation Contractor

Landscape | Advanced | 16 CEUs

This two-day class covers soil-water-plant relationships, hydraulics, basic electricity, grounding, pumps, job safety requirements and more. Recommended review for the Certified Irrigation Contractor exam.

Landscape Drainage Design

Landscape | Intermediate | 6 CEUs

This day long course covers landscape drainage design criteria, slope, soils, runoff, drainage products, and surface and subsurface methods.

Irrigation System Installation & Maintenance

Landscape & Golf | Beginner | 8 CEUs

This full-day, hands-on learning session covers gluing and repairing PVC pipe, installing nozzles and adjusting heads, setting and repairing electric valves, and field and controller wiring techniques.

Landscape Drip Design Maintenance & Scheduling

Landscape | Intermediate | 8 CEUs

Incorporate drip irrigation in landscape applications with this comprehensive full-day overview of key design elements: emitter selection, system layout, system applications and scheduling.

Landscape Irrigation Auditor

Landscape | Intermediate | 12 CEUs

One and a half days cover field tests and calculating accurate watering schedules based on plant water use, soils and local weather data. Recommended review for the Certified Landscape Irrigation Auditor exam.

Landscape Irrigation Design

Landscape | Intermediate | 16 CEUs

Irrigation designers complete two designs from start to finish during this two-day overview of basic hydraulics, head layout, zoning, pipe sizing, routing and matched precipitation rate principles.

Predicting & Estimating Landscape Water Use

Landscape & Golf | Intermediate | 4 CEUs

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.

Principles of Irrigation

Customize to market segment | Intermediate | 16 CEUs

Master fundamental theory and application principles for agriculture or turf/landscape in this intensive two-day session (taught in Imperial units). Recommended review for the Certified Irrigation Designer exam (Steps 2 and 3).

Smart Technologies for Irrigation Management

Landscape | Intermediate | 8 CEUs

This full-day session helps participants understand the use of various sensors, including weather-based and soil moisture-based smart controllers.

Understanding Pumps

Agriculture, Landscape & Golf | Beginner | 4 CEUs

In 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.

