

The life blood of every organization is the volunteer who is willing to represent and advance the organizational mission.

*Andy Smith  
IA External Affairs Director*

## IA Mission & Stewardship

Irrigation is required to fulfill the world's growing need for food, fiber, fuel and the quality of life benefits provided by a healthy landscape.

IA's mission is to promote efficient irrigation to ensure water is available for irrigation for future generations. As stewards of a critical resource we believe that efficient irrigation meets these needs while recognizing environmental and conservation concerns.

Originally founded in 1949, IA is the only membership organization for irrigation equipment and system manufacturers, dealers, distributors, designers, consultants, contractors and commercial end users. IA enjoys over 2,000 corporate and individual members.



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[www.irrigation.org/ambassadors](http://www.irrigation.org/ambassadors)



*Smart practices.  
Sustainable solutions.*



## Ambassador Program

Use your voice.  
Make a difference.  
Volunteer for a stronger  
irrigation industry.

Landscape | Turf | Agriculture | Golf | Sports Turf



## How IA Ambassadors Can Make the Industry Stronger

The IA Ambassador Program exists to help IA members promote the importance of efficient irrigation across the nation.

Irrigation-related water issues are increasingly acute as drought, short supply and inadequate infrastructure become commonplace. Consequently, there are countless opportunities for delivering the message of irrigation efficiency.

Made up of experienced association volunteers, the program is organized regionally, to facilitate communication between IA, IA members, potential members and various stakeholders.

IA ambassadors have the opportunity to learn about issues affecting irrigation professionals throughout North America and represent state and regional concerns of the IA.

### IA Ambassadors Have the Opportunity to:

- Create and execute **plans** to attend local and regional industry events.
- Ensure coordination of **resources** with local affiliates and chapters of IA.
- **Uphold** the standards and image of IA.
- **Report** activity to leadership and/or designated IA staff.
- **Communicate** necessary action items to leadership and/or designated IA staff.

## What Activities Can I Pursue?

Ambassadors can help IA promote efficient irrigation by informing others of IA's key initiatives:

### Certification

IA maintains the leading certification programs in the irrigation industry. IA is the first organization to receive endorsement of its certifications by the U.S. EPA as a key component of its WaterSense® partnership program.



### Education

IA has the most comprehensive irrigation curriculum available.

### Government and Public Affairs

A cornerstone of IA's foundation is to participate in public affairs. Ambassadors play a vital role at the grassroots level.

### Communication

Ambassadors utilize a number of tools to communicate that the irrigation industry has the methods, practices and products to efficiently manage the use of our most precious resource.

### Membership

IA's influence on the industry is continually strengthened with every new and returning member. Ambassadors recruit and welcome new IA members by spreading the message and importance of efficient irrigation.



[www.irrigation.org/ambassadors](http://www.irrigation.org/ambassadors)

**"As an IA ambassador, I feel I am making a difference in the industry, and I am networking with others who are also involved in the trade."**

*Ray Green  
Ambassador, Region 1 Leader*



## How Can I Become an IA Ambassador?

### Who Can Apply

If you are an IA member in good standing, you are eligible to apply. Ambassadors participate and contribute as their time allows at events suited to their specific interest and expertise.

### How To Apply

Those interested in becoming an ambassador can download the current application at [www.irrigation.org/ambassadors](http://www.irrigation.org/ambassadors). Please fax the completed application to 703.536.7019 for processing.

### Questions?

Regional leaders can be found on the IA web site at [www.irrigation.org/ambassadors](http://www.irrigation.org/ambassadors) and are available to answer any questions. For additional information regarding the program, contact Kate Baumann at 703.536.7080 or e-mail [membership@irrigation.org](mailto:membership@irrigation.org).