

2012 Point of Connection

Irrigation Contractor Leadership Summit

Feb. 8 – 10 | St. Augustine, Fla. | Renaissance Resort at World Golf Village

Event Highlights

- Full-day Sales and Marketing Seminar for the Irrigation Contractor With Jeff Carowitz of Strategic Force, Inc.
- Irrigation and Water Management in the Landscape With the University of Florida's Dr. Michael Dukes
- Standards, Codes and Contractor Business Opportunities
- State Affairs Update: Advocacy and Irrigation
- Guided Tour of the World of Golf Hall of Fame



Championship Business Fundamentals

Improve Your Business
Performance This Winter

Space is limited. Register today!
Earn Tier 1 and Tier 3 CEUs.
Registration deadline: Jan. 9
www.irrigation.org/poc2012



● 2012 Point of Connection

Join us to “talk shop” in St. Augustine. The Irrigation Association’s Point of Connection leadership summit, hosted by IA’s Contractor Common Interest Group, offers a unique forum for irrigation contractors to come together and focus on business opportunities with like-minded professionals and industry experts.

This year’s program offers a one-day seminar on sales and marketing strategies in addition to sessions on irrigation efficiency, technology and standards, and state and local regulations relevant to the irrigation contractor. A field trip to the World Golf Hall of Fame is also on the agenda, along with the annual Texas Hold ‘Em poker tournament. And count on time to hit the world’s only golf course designed by *both* Arnold Palmer and Jack Nicklaus!

Don’t miss this opportunity to build professional and personal relationships with peers from across the country and take home concrete ideas to help you develop and strengthen your business.

Space is limited to 40 attendees. Register today!
www.irrigation.org/poc2012



● Event Highlight

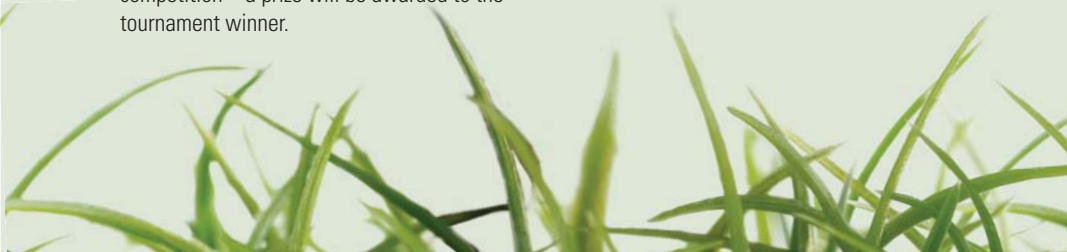
A guided tour of the World Golf Hall of Fame Museum is scheduled for Thursday, Feb. 9.

● Texas Hold ‘Em

Get your poker face ready! The Texas Hold ‘Em Tournament is scheduled to follow Thursday’s dinner. Be ready for some friendly competition – a prize will be awarded to the tournament winner.

“Point of Connection was developed by contractors, for contractors. The 2011 networking and education was excellent. I’d highly recommend it to any IA contractor looking for success in 2012.”

- Eric Santos, ValleyCrest



● Schedule

Wednesday, Feb. 8

4:30 p.m. – 6:30 p.m. Welcome reception

Thursday, Feb. 9

8:30 a.m. – 9:30 a.m. Breakfast

Field Trip to World Golf Hall of Fame

10:00 a.m. – 12:00 p.m. Tour of World Golf Hall of Fame

12:30 p.m. – 1:30 p.m. Lunch at hotel

Irrigation Efficiency, Technology and Advocacy Sessions

1:30 p.m. – 3:00 p.m.

Irrigation and Water Management in the Landscape

Michael Dukes, PhD, PE, CID, University of Florida

3:00 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:15 p.m.

Standards, Codes, and Contractor Business Opportunities

Brent Mecham, CIC, CID, CLIA, CGIA, CLWM

Industry Development Director, Irrigation Association

4:15 p.m. – 5:00 p.m.

Advocacy and Irrigation in the States

Chad Forcey

State Affairs Director, Irrigation Association

6:00 p.m. – 9:00 p.m.

Dinner and Texas Hold 'Em Tournament
(additional fee required)



● Speakers

Michael Dukes, PhD, PE, CID – University of Florida



Michael Dukes is a research foundation professor and irrigation specialist at the University of Florida in the agricultural and biological engineering department. His interests are in the areas of irrigation and water management, particularly in the area of efficient irrigation design and management, water conservation, and minimizing negative impacts of irrigation systems.

Research areas include nutrient and water management under vegetable production, residential irrigation efficiency, and evaluation of “smart” irrigation control systems such as soil moisture sensor controllers and evapotranspiration-based controllers.

Chad Forcey – Irrigation Association



Chad Forcey, IA state affairs director, is responsible for executing the association's regulatory and legislative strategy across the states. Chad previously worked for six years as the director of government relations for the Pennsylvania Landscape and Nursery Association. In this capacity, he fought for the rights of green industry professionals on a host of small business issues. Chad also worked for the Virginia House of Delegates, as personal assistant to Pennsylvania Lt. Gov. Mark Schweiker, and with the Pennsylvania Department of Environmental Protection.





Friday, Feb. 10

7:30 a.m. – 8:30 a.m. Breakfast

Sales and Marketing Seminar with Jeff Carowitz, Strategic Force, Inc.

8:30 a.m. – 9:30 a.m. **Introductions/Overview on Market Trends**

9:30 a.m. – 11:30 a.m. **Winning the Job/Bidding and Selling in a Hyper-Competitive Market:** Tools, tips and techniques for differentiating your business with customer presentations, pricing strategies, and customer surveys.

11:30 a.m. – 12:00 p.m. Lunch

12:00 p.m. – 2:00 p.m. **Leveraging the Web to Capture Clients, Maximize Returns and Avoid Costly Mistakes:** How to use your web site to capture clients; utilizing search engines, social media, e-mail newsletters and blogs to your advantage.

2:00 p.m. – 2:15 p.m. Break

2:15 p.m. – 4:15 p.m. **Building the Customer Relationship:** How to build a steady customer base, improve customer satisfaction and drive referrals.

4:15 p.m. – 4:45 p.m. **Action Plans:** Carrying the message back to the team.



Jeff Carowitz – Strategic Force, Inc.



Jeff Carowitz is a leading expert on marketing for the green industry. As principal of Strategic Force, one of the foremost marketing consulting firms serving clients in the landscape industry, he works with manufacturers, wholesale distributors and contractors in developing marketing programs for profitable business growth.

Before launching Strategic Force, Carowitz was vice president of marketing for Hunter Industries, a manufacturer of irrigation equipment for residential, commercial and golf course applications. During his 14 years with Hunter, Jeff led the company's product line expansion, overseas market growth and the launch of the irrigation industry's premier contractor-support program.

Brent Mecham, CAIS, CGIA, CIC, CID, CLIA, CLWM – Irrigation Association



Brent Mecham, IA industry development director, is responsible for promoting efficient irrigation technologies, products and services as they relate to standards, codes and best practices for irrigation industry. Prior to IA, Mecham created an award winning landscape and irrigation management program with the Northern Colorado Water Conservancy District which gained national recognition for the innovative ways to demonstrate best management practices that conserve and protect water resources in urban landscapes.

Registration Form

Registration Deadline: Monday, Jan. 9

Your registration fee includes:

- Welcome reception – Wed.
- Breakfast and Lunch – Thurs./Fri.
- Tour of World Golf Hall of Fame Museum.
- Two full days of programming/discussions.

Please review before completing registration form:

- Print name as it should appear on conference badge.
- Refund requests received before Jan. 9, 2012 will be assessed a \$25 processing fee.
- No refund requests will be authorized after Jan. 9, 2012.

Name: _____

Title: _____

Company: _____

Address: _____

City/State/Zip: _____

Tel: _____

Fax: _____

E-mail: _____

Specify any special needs (including dietary):

In case of emergency, contact

Name: _____ Tel: _____

Fees: On or before Jan. 9 After Jan. 9

IA Member \$425 \$500

Nonmember* \$625 \$700

Dinner/Poker Tournament (Thurs.)

Per person \$ 40 \$ 40

Please indicate number of dinner guests _____

*Includes one-year discounted IA membership.

Total amount due: \$ _____

Your registration cannot be processed without full payment.

Check: (payable to Irrigation Association in U.S. funds drawn on a U.S. bank)

Charge: AmEx Visa MasterCard

Card number: _____

Expiration date (month/year): _____

Name on card: _____

Signature: _____

Billing address (if different than above):

Venue Information

Location

Renaissance Resort at World Golf Village

500 South Legacy Trail

St. Augustine, FL 32092

Reservations: 800-266-9432,

reference "Point of Connection"

Tel (local): 904-940-8000

Room Rate

Point of Connection attendees are responsible for making their own hotel reservations. **Make your reservation by Jan. 9, 2012** to receive the IA-discounted rate of \$139.99 + tax (single/double occupancy).

Ground Transportation

GO Airport Shuttle offers convenient and affordable shared-ride shuttle service from the airport to the Renaissance Resort at World Golf Village.

The fare is \$65. Town car service is available for your return trip from the Renaissance back to the airport for a fare of \$90 (appointment required). To make a reservation, please call 800.394.0116 or 904.353.8880. Or, visit the web site at www.goairportshuttle.com.

Taxi Service

Gator City Taxi is the official taxi company serving Jacksonville International Airport and the only taxi company on site. The estimated cab fare from the airport to the Renaissance is approximately \$90.

There may be additional baggage or fuel charges. If arriving with a group of three or four friends, this may be an economical alternative.

Tel: 904.741.0008.

Parking

Self-parking is available on a complimentary basis. Valet parking is available for \$5 per day (\$10 overnight).

Jacksonville International Airport

The Renaissance Resort at World Golf Village is located 45 miles south of the Jacksonville International Airport.

Discounted Golf Rates

Interested in hitting the green on Wednesday, Feb. 8 or Saturday, Feb. 11? Call 904.940.6100 to take advantage of IA discounted rates. Reference "Point of Connection."

Submit form with payment to: Questions:

Irrigation Association

6540 Arlington Blvd.

Falls Church, VA 22042

Fax: 703.536.7019

IA Meetings

meetings@irrigation.org

Tel: 703.536.7080