

# Investing in Our Future



## Educated Employees ... Smart Businesses

Our industry depends on a talented and diverse workforce to design, install, maintain and manage irrigation systems. That means employees must master new skills and knowledge to increase their value to your business. Educated employees are critical to the future of our industry ... and your company.



The Irrigation Foundation is a non-profit foundation that promotes irrigation careers through education. To support this mission, the Foundation launched a wide range of outreach initiatives. The goals of this effort are consistent and clear.

The Foundation focuses on:

- **Educational Initiatives** – developing comprehensive learning materials
- **Workforce Recruitment** – promoting careers in irrigation

## Strengthening the Workforce of Today

Education is an ongoing need in our industry. Evolutionary and revolutionary irrigation technologies are introduced regularly. Yet they're only effective if people understand when and how to use them.

The Foundation is working to become the “go-to” source for irrigation education:

- Creating training manuals that build real-life skills and increase on-the-job productivity.
- Defining and communicating industry best practices.
- Developing resources that introduce innovative technologies and improve operations.
- Helping your staff learn, grow and become better contributors to your business.



Sprinkler photo courtesy of Hunter Industries.

## Reaching the Workforce of Tomorrow

Today's students are tomorrow's workforce. The Foundation connects with students, second-career seekers, instructors and advisors at high schools, community colleges and universities by:

- Participating in educational events like PLANET Student Career Days.
- Becoming more active in student groups like the National FFA Organization.
- Awarding scholarships to attend industry events where students can meet irrigation professionals.
- Conducting an annual Irrigation Faculty Academy, where instructors learn about the industry and build peer networks.
- Developing teacher resources on irrigation concepts, technologies and best practices.
- Providing tools for advisors to understand and communicate the opportunities in irrigation.



## The Future of Irrigation

The irrigation industry is in an enviable position. While many jobs in the United States are on the decline, employment in irrigation is on the rise. The U.S. Bureau of Labor Statistics predicts that irrigation-related positions will grow by more than 18 percent by 2016.

At the same time, changing demographics mean that the number of entry-level employees is decreasing. Competition to find and retain the best employees is already intense, and it is going to increase.



Now more than ever, it is critical to fill our pipeline with qualified, educated, motivated people.

The Irrigation Foundation is doing just that.

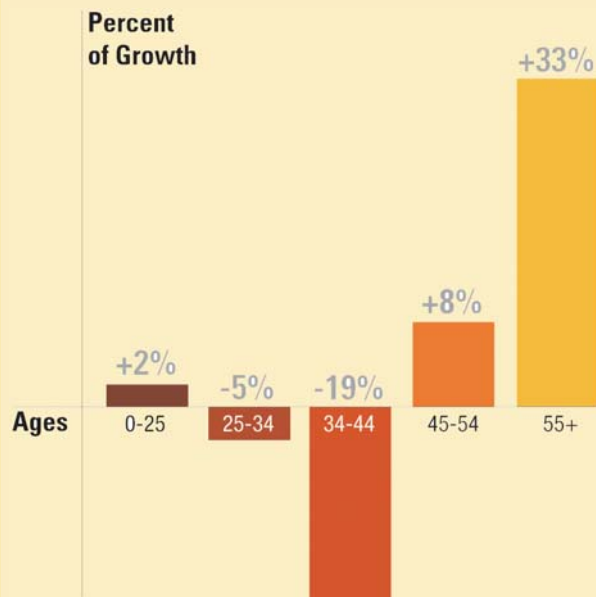
## Building the Foundation for our Future

Irrigation Foundation is funded by corporate and individual donations. Your contribution helps us maintain and expand vital programs:

- Creating quality educational resources for continuing professional development.
- Increasing awareness of the broad range of fulfilling, rewarding careers in irrigation.
- Encouraging high schools, community colleges, and universities to add irrigation classes and coursework.
- Helping students and graduates find professional opportunities in the industry through internships, co-op programs and entry-level jobs.

## Age Shift from 2000 to 2011

At the end of this decade, America will enter a new era. Retirees will far outnumber people entering the workforce. Competition for qualified employees will be intense.



Please mail your donation or donate online at [www.irrigationfoundation.org](http://www.irrigationfoundation.org).

Irrigation Foundation is supported by donations from corporations and individuals. We need your help. Your contribution helps keep our workforce knowledgeable, growing, vibrant and strong.

Complete and mail this card, or donate online at [www.irrigationfoundation.org](http://www.irrigationfoundation.org).

**Amount of Donation\***

- \$100                       \$500                       \$2,500  
 \$250                       \$1,000                       \$5,000  
 Other (please specify)

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/ZIP

\_\_\_\_\_  
Tel                                      Fax

\_\_\_\_\_  
E-mail

- Check enclosed       Charge to Visa/Mastercard/Other

\_\_\_\_\_  
Cardholder's Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
City                                      State                                      ZIP

**Mail this card with your check or credit card information to:**

Irrigation Foundation  
6540 Arlington Blvd.  
Falls Church, VA 22042

Thank you!

For more information, a list of donors and opportunities to join the Irrigation Foundation's exclusive giving clubs, visit [www.irrigationfoundation.org](http://www.irrigationfoundation.org).

\*Contributions are tax deductible to the full amount allowed by law.



**Invest in  
Education.**

**Advance the  
Industry.**

**Donate  
Today.**

# Irrigation Foundation

## Preparing the Industry's Workforce

### Education Delivers

---

Our industry needs new hires to be more productive faster and experienced professionals to master innovative technologies and techniques. Reaching out and teaching is the best way to build expertise.

### Education Matters

---

Training sparks the growth of ideas. Skilled irrigation professionals will take technologies and practices to new heights. Expect better crop yields, improved conservation practices and enhanced irrigation efficiencies.

### Help Advance the Irrigation Industry. Donate Today.

---

Irrigation Foundation is funded by donations from corporations and individuals. Each donation is an investment in the future of the industry. Your contribution helps us maintain and grow our industry initiatives:

- Developing high-quality training resources on the latest irrigation technologies and best practices.
- Promoting careers in irrigation by reaching out to students and instructors.
- Building and maintaining a strong, productive workforce.



**Irrigation Foundation**  
6540 Arlington Blvd.  
Falls Church, VA 22042  
Tel: 703.536.7080  
Fax: 703.536.7019  
[www.irrigationfoundation.org](http://www.irrigationfoundation.org)

**Please mail your contribution or  
donate online at [www.irrigationfoundation.org](http://www.irrigationfoundation.org).**

The Irrigation Foundation is a non-profit, tax-exempt 501(c)(3) corporation whose operations are funded entirely by tax-deductible contributions and program revenue. Contributions are tax deductible to the full amount allowed by law. For more information, visit [www.irrigationfoundation.org](http://www.irrigationfoundation.org). ©2011, Irrigation Foundation. All rights reserved.