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Irrigation Foundation 2010 Annual Report



Our Role is Vital: Progress & Change in 2010

Lynda R. Wightman, Chair, Irrigation Foundation

Donors, friends and supporters,

Now in my second term as chair of the Irrigation Foundation Board of Trustees, I enjoy seeing the influence of Foundation activities and programs on the industry. This year was filled with positive change; the pages that follow provide a look into the Foundation's achievements for 2010.

As we encounter students at career development events and the Irrigation Show, I am struck by their high levels of motivation and intelligence. They eagerly seek out knowledge and our support to help them pursue careers in the green industry. They are driven to find solutions to the world's water concerns as they prepare for careers that deliver the crops, landscapes and green spaces humanity requires.

When speaking with industry professionals, we are finding an ever-increasing concern for efficient irrigation and water management. Whether it is individuals looking to expand their knowledge or second-career seekers switching into the field, it's clear there is growing value in irrigation water management.

At the Irrigation Foundation, we strive to serve these current and future professionals – reaching them where they learn or work, introducing them to industry career choices, and offering them the educational materials and resources they need.

Together, we can ensure the irrigation industry will continue to have a rich pool of educated professionals who understand our industry's vital role in water management.

Thanks for helping us take important steps toward that goal and reinforcing our commitment to schools, students and careers.

Sincerely,

Lynda R. Wightman
Hunter Industries, Inc.





Focusing on the Future

In 2010, with input from the Foundation Board of Trustees and other industry representatives, the Foundation refined its mission and vision statements in order to better clarify ongoing support for careers, education, resources and marketing. During a day-long strategic planning session, the group crafted three-year goals and tactics for these four priority areas.

Four Key Initiatives

Comprised of board members and volunteers, four task groups direct the scope, nature and implementation of the projects and programs identified within the Foundation's four strategic initiatives:

01 Career Awareness & Recruitment

Create awareness of the career potential within the irrigation profession. This initiative is supported by a task group that develops methods of attracting and recruiting individuals into the irrigation profession. Recruitment focuses on high school and college students; professionals in related industries seeking a new focus; and second-career seekers. The group promotes irrigation career opportunities and directs prospects to academic institutions and industry training programs that offer irrigation education.

02 Education

Develop curricula (academia and industry) and high quality materials to support the curricula. This task group analyzes the Foundation's library of materials, which includes textbooks, manuals, classes, student workbooks and presentations, and suggests changes to selected offerings. The goal is to ensure that students have access to the most cutting-edge irrigation information available.

03 Resources

Develop programs and procedures that will generate income, attract qualified volunteers and implement tactics. The main focus of this task group is to keep the Foundation running by conducting donor relations activities and attracting motivated people to serve on the Board of Trustees and various task groups.

04 Marketing

Clarify and deliver the Foundation's message to realize its mission and vision. The marketing task group works closely with the other three groups to determine the marketing activities needed to achieve their objectives and help establish project priority. Members in this group shape the overall branding and positioning of the Foundation.

Mission

The Foundation's new mission statement is to "advance the irrigation industry using education that both attracts people into the profession and ensures ongoing professional success." This description details the primary purposes of the organization, making it easier to communicate the Foundation's goals and strategies to its key audiences.

Vision

Using the mission statement as a building block, the trustees also developed a vision of the future: "The Foundation strives for a future where the irrigation industry is thriving with an ample supply of educated, highly skilled professionals who employ technology and best practices to provide efficient irrigation solutions that protect water resources." Similar to the updated mission statement, the new vision statement is designed to inspire internal action around the Foundation's goals.

Career Awareness & Recruitment

One of the most critical roles of the Foundation is to increase awareness of irrigation industry career opportunities among students and counselors. In 2010, the Foundation remained very active in its efforts to reach these key audiences and:

- Connected with engaged students at industry events.
- Built relationships with approximately 1,700 career counselors.
- Awarded eight student trips to the 2010 Irrigation Show.

Reaching Students

In March, the Foundation traveled to PLANET's Student Career Days event, held in Atlanta, Ga. More than 875 students from 67 schools participated in the four-day event. This event represents one of the most effective opportunities for the Foundation to reach students and build its brand.

The Foundation co-sponsored three competitions at the event: irrigation troubleshooting, irrigation design and irrigation assembly (counting a record 57 teams in 2010). The four winners received all-expenses-paid trips to the 2010 Irrigation Show where they participated in classes, networking sessions and other activities.

In October, the Foundation also participated in the 83rd Annual National FFA Convention in Indianapolis, Ind. Nearly 55,000 students and instructors attended the event, the largest number of attendees to date. Foundation representatives spoke to students about pursuing careers in agricultural irrigation and promoted the organization's educational content.

Reaching Influencers

In July, Foundation representatives attended the American School Counselor Association Annual Conference in Boston. This is a strategic venue for the Foundation and repeated exposure at the conference has resulted in counselor recognition of the Foundation as an educational resource. The 2010 meeting drew approximately 1,700 school counselors and IA Industry Development Director Brent Mecham made a presentation about the irrigation industry in a session called "Careers Your Students Need to Know About."



Seventh Annual Student Essay/Video Contest

In addition to its participation at career fairs and conferences, the Irrigation Foundation held its seventh annual Student Essay/Video Contest, themed "The Role of Irrigation in Sustainability." The ultimate purpose of this contest is to provide a forum to motivate students to consider the benefits of a career in irrigation.

Four winning students and two faculty representatives received an all-expenses-paid trip to the 2010 Irrigation Show. The prize included travel, hotel, full registration and unlimited education classes. It also gave the students the opportunity to network with industry leaders and potential employers. Read an excerpt from DeJonge's essay below.

Student Essay Excerpt: Kendall DeJonge, Colorado State University

"Irrigated agriculture is of tremendous importance to the food supply of the United States and the world. Most of the agricultural production in the semi-arid regions of the world is a direct result of irrigation: of the entire agricultural land use in the world, irrigation is used on about 20 percent of the area but provides 40 percent of the production.

While these areas depend on agricultural irrigation to provide for food requirements, several factors such as increasing population, urbanization, and environmental awareness are leading to a new demand for these water resources. Reallocations of available water resources is occurring more frequently, and many questions regarding the long-term sustainability of these resources remain unanswered."

2010 Irrigation Competition Winners

Foundation Essay/Video Winners

- Turf/Landscape Essay: William Conner, University of Hawaii at Manoa
- Agriculture Essay: Kendall DeJonge, Colorado State University
- Video: Arlen McCluskey & Nancy Niklis, University of Hawaii at Manoa

PLANET Student Career Days Winners

- Irrigation Assembly: Dallas Gustafson & Forrest Benson, Colorado State University
- Irrigation Design: Jessica Logan, Chattahoochee Technical College
- Irrigation Troubleshooting: Jim Moylan, Michigan State University

Education

Foundation education products and programs offer skill development and knowledge enhancement to those working in and entering the industry. In 2010, the Foundation:

- Hosted a successful Faculty Academy with 23 attendees.
- Developed a publications catalog to promote education offerings.
- Updated the content and design of four workbooks.
- Created six new workbooks to help expand irrigation curriculum.
- Launched two new online classes.

Educational Resources

In 2010, the Foundation not only created educational materials but also retained the industry's finest minds to update irrigation texts and resources. These resources were offered to academia, students and the industry in a newly created publications catalog.

Several student workbooks were updated in 2010: *Basic Hydraulics*, *Pipe Sizing*, *Design Capacity*, and *Precipitation Rates for Turf and Landscape Systems*. Based upon instructor input, the books were redesigned to be more "student friendly" for fitting into a notebook. Publication prices remain low for students to ensure access to up-to-date materials.

New workbooks released in 2010 were: *Basic Electricity for Irrigation Systems*, *Electrical Troubleshooting for Landscape Irrigation Systems*, *Agricultural Sprinklers*, *Precipitation Rates for Agricultural Sprinkler Systems*, *Irrigation Hydraulics Laboratory*, and *Irrigation Components for Residential/Small Commercial Systems*.

Online Classes

Two new online classes were launched in 2010, bringing the total course selection to six. The online format allows students to learn at their own pace from their home or office. For IA-certified professionals, completed online classes are also worth four continuing education units. The new classes were *Electrical Troubleshooting for Landscape Irrigation Systems* and *Agriculture Irrigation Hydraulics*.

In 2011, the Foundation will strengthen its relationships with students and academia by channeling resources that were formerly used to develop curricula. These relationships will be leveraged to better support the mission of attracting qualified people into the irrigation industry.

Faculty Academy

Twenty-three instructors and academicians from technical schools, colleges and universities participated in the 2010 Irrigation Faculty Academy in Riverside, Calif., last June. This two-day program is designed to impart new information and materials to educators seeking to add irrigation topics to curricula. Participants learned about new technologies, tested their knowledge of troubleshooting, and shared their creative and unique hands-on teaching methods.

Nearly half of the 2010 attendees were first-timers. While several participants had green industry experience, they came to Faculty Academy to learn specifically about irrigation.

While at the event, attendees participated in roundtable discussions regarding Foundation programs and materials. This feedback will be used to improve educational offerings, the Foundation web site and the 2011 Faculty Academy.

"The Faculty Academy is one of the best opportunities I know of that brings faculty together with industry to learn and share ideas."

**- Cathie Lavis
2010 Faculty Academy
Attendee**



Resources

People, materials and finances are the backbone of any organization. Throughout 2010, Foundation staff and volunteers diligently worked at growing the Foundation's pool of resources. This work will carry into 2011 and relies on continued support from donors such as yourself.

How You Can Make a Difference

Support for the Foundation is support for the irrigation industry. A registered 501(c)(3) nonprofit organization, the Foundation prepares the industry's workforce for the future and ensures its success for today. How can you help?

Donate

The Foundation appreciates all contributions, large or small. Here are ways your donation can make a difference and help:

- 01** **Connect students with employers:** Increase opportunities for students to connect with future employers.
- 02** **Advance the profession:** Support increased education – and subsequently increased reputation – of irrigation professionals.
- 03** **Train educators:** Fund the development of training for agriculture, landscape and horticulture instructors who teach irrigation.
- 04** **Create learning materials:** Create quality classroom content used to instruct students in cutting-edge industry knowledge.

Volunteer

Join a task group or consider serving on the organization's Board of Trustees. As a volunteer, you will:

- Leverage your knowledge of the industry to help plan the Foundation's next steps.
- Share your expertise with current and future irrigation professionals.
- Connect with your peers to advance the industry.
- Mentor those who are teaching irrigation principles to current and future professionals.
- Preserve the future of the irrigation industry.

Invest in the Irrigation Industry's Future Today

Please take a moment to donate online at www.irrigation.org/donatefoundation.aspx.

If you'd like to contribute your time and talent to nourish the industry's future – contact Foundation Manager Noreen Rich (noreen@irrigation.org; 703.536.7080) to join a Foundation task group or the Board of Trustees.

"By attending the Irrigation Show I was able to take classes and become certified as an irrigation auditor, which has helped make me more marketable as I searched for jobs."

**- Dallas Gustafson,
PLANET Contest Winner**





Marketing

Foundation marketing efforts support the organization's three other key initiatives. The primary marketing goal of the Foundation is to ensure information and opportunities are being presented in ways that appeal to its target audiences of students, educators and industry professionals.

2010 Goals & Achievements

Improvements in messaging and outreach methods may seem subtle, but their effects can be measured by the audiences reached and their responses. In 2010, the Foundation sought to reach greater and broader audiences, streamline marketing operations and improve resource utilization by:

- Refining criteria used to identify target audiences.
- Creating new audience-focused messages.
- Directing project development, implementation, promotion and measurement.
- Enhancing promotion of all programs and products.

While the effects of these improvements will be measured over long periods of time, 2010 successes include:

- Promotion of irrigation industry careers to more than 56,000 individuals at four national conferences.
- Sharing of industry educational resources with more than 5,000 professionals at the Irrigation Show.
- Record number of entries, from four in 2009 to 17 in 2010, in the Student Essay/Video Contest.
- Development and launch of the Foundation's new name, tagline and logo.

Who We Reach

- High-school students
- Career and student counselors
- College, university and technical school students
- Teachers and professors of irrigation, landscape, agriculture and horticulture
- Second-career seekers joining the irrigation industry workforce

Launch of New Name & Logo

Perhaps the Foundation's most visible achievement of 2010 was the launch of the organization's updated name and visual identity – its logo. The objective of the nonprofit's rebranding is to help the Foundation better connect with supporters, donors and audiences served by the organization, regardless of existing levels of awareness.



The move to a more simplified name – Irrigation Foundation – is designed to communicate a more easily remembered name and allows for the Foundation to convey a broader mission beyond education.

The logo has also been modernized, incorporating an image of a laptop or iPad to better connect with today's students, industry professionals and educators who are utilizing technology to advance their careers.

A new tagline, "Investing in education. Advancing the industry." was also introduced this year. The objective of the new tagline is to more effectively – and immediately – convey how donations are used and the ultimate goals of the Foundation.

The Foundation's new look and feel is being used in all promotional material and will be incorporated into a new web site, www.irrigationfoundation.org.



Visit www.irrigationfoundation.org and navigate the new Foundation web site. Additional content and enhancements will be added to the site over the next several months. Check back regularly to see our progress.

Irrigation Foundation Thanks Our Donors

Patrons \$250,000 - \$499,999

Hunter Industries, Inc.
Rain Bird Corporation
The Toro Company

Benefactors \$100,000 - \$249,999

Ewing Irrigation Products

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Signature Control Systems, Inc.
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Fay, Barry
Fillo, Joseph
Floyd, Daniel
Fostinis, Michael
Four Peaks Landscape Management
Gateway Irrigation Association
Gentile & Associates, Inc.
Gerken, David
Gitzel, Gerry
Glenmore Landscape Service
Glick, Charles
GreenWave Associates
Griffin, Amanda
Griswold Controls
Groves, Simon
Growers Supply & Irrigation, Inc.
Gupta, Narinder
Gutierrez, Alejandro
Hamlin, Deborah
Harmony Farm Supply
Hendrickson Bros.
Hicks, Sam
Hingle's Boss Inc.
Hunt Irrigation
Hunter, Gregory
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Irrico Sales, Inc.
Irrigation Association
Irrigation Consultant Services, Inc.
Irrigation Design & Construction, Inc.
Irrigation-Mart, Inc.
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James Barrett Associates, Inc.
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Jersey Shore Lawn Sprinkler, Inc.

JSA Company
Kameel, Karim
Keller, Michael
King Innovation
Kingery, Anthony
KISSS America Inc
K-Rain Manufacturing Corp.
Kuhn Associates - Civil/Irrig./
Drainage Engineering
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Lawn & Shrub, Inc.
Liddell, W. Jack
Liles Lawn Service
M.A.G. Irrigation, Inc.
Mader, Tracy
Main, Don
Manning, Mike
Masuen Consulting, LLC
Mathys, James
Maxijet, Inc. & Mister
Landscape, Inc.
McCoon, Steven
McDonald, Donald
McIntyre, Kate
Mears, Kathleen
Mears, Troy
Mecham, Brent
Merriott, J. Randall
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Irrigation, Inc.
Middletown Sprinkler Company
Mills, Michael
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Naturescape Irrigation
New Way Irrigation, Ltd.
Nolletti, Vince
Normac, Inc.
Northstar Industries
O'Connor Sales, Inc.
Okelberry, Steven
Olivares, Thomas
Ossa, John
Ott Aquatec Ag
Paige Electric Company, LP
Palasini, Marc
Parker, Jason
Patel, Parixit
Peerless Equipment Company
Phillips, Robin
Phui, Cong
Pogue, William
Polak, Tom
Porter, Charles
Potter, James
Proudfit, Eric
Quintanilla, Raul

Rain for Rent
Rainscape Lawn Sprinkler
Systems, LLC
Ramkissoon, Jaikishan
Ravencraft, Lacy
Realmuto, Dennis
Regency Irrigation Ltd.
Regency Wire & Cable
Reid Irrigation, LLC
Reinke Manufacturing Company, Inc.
Repogle, John
Reynolds, Thomas
Rivers Associates
Roman, Gerardo
RONCO Irrigation
Russell D. Mitchell Associates, Inc.
Russo, Michael
S & S Sprinkling Systems, Inc.
Santos, Eric
Schottler, Karl
Schultz, Daniel
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Donor contributions 1993 - 2010

2010 Annual Report

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Falls Church, VA 22042
www.irrigationfoundation.org

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2010 Financial Report

Balance Sheet Assets

Current Assets	\$ 368,154
Accounts Receivable	52,699
Contributions Receivable	13,000
Other Assets	64,477
Total Assets	<u>\$498,330</u>

Liabilities & Net Assets

Accounts Payable	\$ 70,458
Total Current Liabilities	\$ 70,458

Net Assets

Net Retained Assets	\$611,757
Current Period Net Assets	(183,885)
Total Net Assets	427,872
Total Liabilities & Net Assets	<u>\$498,330</u>

Year-End Income & Expenses

Income

Contributions	\$ 66,143
Sales Income	206,653
Investment Income or (Loss)	9,739
Total Income	\$282,535

Expenses

Career Development:

Marketing & Communications	\$ 41,151
Outreach to Student Organizations	28,432
Total Career Development	\$ 69,583

Education Programs:

Faculty Academy	\$ 12,825
Module Development	8,713
Class & Publication Development	223,727
Total Education Programs	\$245,265

Administration	\$151,572
Total Expenses	\$466,420

**Increase (Decrease)
in Net Assets**

(\$183,885)

