



Irrigation Association Education Foundation 2009 Annual Report

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2009: Solid Steps to the Next Decade

Lynda R. Wightman, Chair, IAEF

At the Irrigation Association Education Foundation, we faced 2009 with a fresh perspective that has set the pace for us in 2010.



I'm sure that for many of you, 2009 was not an easy year. I hope that your businesses and personal lives were not too severely affected by the troubles of the economy. The Foundation, as a nonprofit 501(c)3, is dependent upon your support but understands the challenges of reaching goals with limited resources.

But while the world economy was still dealing with significant challenges in 2009, it ultimately took several steady steps toward a new horizon. And 2009 ultimately saw advancement for the IAEF as well.

In 2009, under the leadership of my colleague Brian Vinchesi, Foundation volunteers and staff made several advancements under four key initiatives: education, career development, communications and resources. The Foundation:

- Attended numerous events such as PLANET Student Career Days, the FFA National Convention and the American School Counselor Association Annual Conference.
- Spoke with thousands of students and educators one-on-one.
- Completed four new classes, instruction kits and workbooks.
- Completed two new books for use by academics and professionals.
- Sponsored seven students with all-expense-paid trips to the 2009 Irrigation Show, along with three faculty.
- Hosted more than 25 educators at our seventh annual Faculty Academy.
- Received a \$21,000 grant to develop a training manual and course curriculum for the Florida Water Star program.
- Began upgrading the Foundation brand as well as long-term marketing and communication efforts.
- Raised more than \$90,000 with the support of donors like you.

As Brian passed the torch to me as chairman of the board for 2010, I feel privileged to lead an organization that counted so much success despite such tumultuous times. But we still have challenges ahead. While our donor base increased significantly in 2009, dollar amounts donated decreased by 40 percent.

I look forward to a productive year in 2010 and know that with volunteer assistance – and financial support – from industry leaders like you, IAEF will continue to sustain one of our industry's most valuable resources: qualified professionals.

For more information on how you can support IAEF, contact us at 703.536.7080 or iaef@iaef.org. Together, we can take this Foundation into the next decade.

Lynda Wightman is the Industry Relations Manager for Hunter Industries, Missoula, Mont. Wightman served as 2008-2009 IAEF vice chair. Contact Wightman at lynda.wightman@hunterindustries.com.





IAEF Bookstore Offers Industry Resources

As the source for irrigation education, the IAEF makes available not only the educational materials we develop but also texts by other experts in the industry. These materials are for sale in our online bookstore, accessible through the IA web site.

More than 50 titles are available, including some Spanish-language materials, class manuals and technical conference proceedings.

The original IA materials are being systematically updated and revised by the Foundation. In 2009, *Bidding and Estimating* underwent significant revisions to both the book and its accompanying software. *Principles of Irrigation*, also edited in 2009, is now available in a second edition.

All funds raised through the bookstore support the Foundation. Educational institutions are eligible for a discount; please contact the IAEF for more details (brent@irrigation.org; 703.536.7080).

Creating, editing and providing educational materials is an initiative that touches nearly all the Foundation's audiences. Faculty and students benefit from manuals and course materials as well as industry professionals pursuing certification or continuing education. Additionally, organizations such as local water management districts, local irrigation groups or other associations find IAEF's vast library of information a key asset to improving their knowledge of irrigation.



Material & Class Development

IAEF has focused on creating classes about specific irrigation topics for several years and recently absorbed all Irrigation Association manuals used in industry training, creating a much deeper library of irrigation knowledge. With this arrangement, manuals and other training materials are now offered to all audiences.

Now available to academia, each IA manual is being systematically adapted for classroom use. Manuals and PowerPoint® presentations are available to institutions of higher learning at reduced prices to keep student costs low.

Keeping materials up to date, particularly with the profession's rapid advancement, is a constant challenge. In 2009, several books, manuals and course workbooks were revised by irrigation professors and industry professionals. These materials provide the foundation for both academic and industry classes.

In 2009, two milestone pieces were:

- **Alternative Water for Landscape Irrigation**
This new book features hands-on exercises and was taught as an eight-hour class at the 2009 Irrigation Show.
- **Irrigation Wiring Practices & Grounding**
Available for purchase, this publication is the reference manual for the Advanced Irrigation Wiring Practices & Troubleshooting class, which is currently being taught around the U.S.

In 2010, IAEF will continue to update and improve industry-related manuals and workbooks. IAEF will develop two more online classes, which will assist in reaching out to busy professionals. Six new classes with instruction kits and workbooks for academia (bringing the total to 11) will be completed in 2010 and presented at the annual Faculty Academy in June.



Faculty Academy

Hosting more than 25 academic instructors from across the country, the seventh Faculty Academy presented in-class and in-field instruction in irrigation concepts and best practices during a two-day session in June. These “train-the-trainer” classes allow faculty to supplement their own knowledge and preview courses that will be available later for classroom use.



Attendees at the 2009 Academy, about half of whom were first-time participants, enjoyed the following events:

- Presentations on several topics including types of agricultural sprinklers, calculating precipitation rates, an overview of drip/micro for landscapes, the use of two-wire systems and an in-depth discussion about sprinkler uniformity and efficiency.
- The debut of four new classes with instruction kits and student workbooks.
- A tour of IA-member Lindsay Corporation’s state-of-the-art center pivot installation.
- A tour of Oak Hills Country Club golf course.
- A seminar by Dr. Cathie Lavis of Kansas State University outlining the benefits of structuring irrigation courses as experiential learning opportunities.

Curriculum

IAEF works with academic institutions as well as civil organizations to provide customized educational materials.



A number of schools have already worked with IAEF to design customized “books” by selecting the topics to be included. The Foundation then combines and produces these books for the institution.

In 2009, IAEF also completed a training manual and course for St. Johns River Water Management District in southern Florida. Designed for irrigation contractors, the materials detail the requirements of the Florida Water Star^(SM) program, an initiative similar to WaterSense. The District contributed a \$21,000 grant to the Foundation for the development of the Water Star training materials.

Licensing

Once completed or revised, materials are generally available for licensing. For example, professional growth classes are usually developed by the IAEF, then licensed to the Irrigation Association and taught at the Irrigation Show or other events. However, professionals can also license classes and teach these courses to their peers around the country. Licensing helps the IAEF’s educational materials achieve greater reach while saving distribution costs and earning financial support for the Foundation.



An Academic’s Experience

Richard Molenaar offers an instructor’s view of how the Foundation reaches schools and students.

My first exposure to IAEF was during the 2009 National FFA Convention in Indianapolis. The IAEF booth caught my attention as I had recently started to work on creating an Introduction to Irrigation course.

Brent and his team at IAEF have assisted me in putting together curriculum for this course. During course development I was able to add numerous different student manuals together such as *Basic Hydraulics* and *Agriculture Irrigation Specialist* to form a single fully-customizable text for my students.

Brent also encouraged me to promote the IAEF’s student essay contest. One of my students, Adam Miller, was fortunate enough to have his essay chosen as one of the three winners. The prize for his essay was a trip to the Irrigation Association’s Irrigation Show in San Antonio. This was an amazing, eye-opening experience for the both of us! We were able to attend workshops on everything from understanding pump curves to a workshop that would prepare us for the agriculture irrigation specialist test.

At the trade show we had the chance to view the newest equipment and products in the irrigation/water management field. It also served as a wakeup call for us to pay more attention to water usage rights and work to maximize our water use efficiency. Thanks again to Brent and the rest of the staff at the IAEF (especially Kate for assistance during the Irrigation Show) for helping the Ridgewater College Agriculture Department get closer to its goal of incorporating irrigation education into its curriculum.

*Richard C. Molenaar, agronomy instructor
Agriculture Department, Ridgewater Community
and Technical College, Willmar, Minn.*

Career Development



2009 Irrigation Show Student Essay Winners

The theme for the 2009 essay contest was "What's green about irrigation?" Three essay winners were named; one from the agriculture sector and two from turf/landscape.

- **Adam Miller**, Dawson, Minn. Ridgewater Community & Technical College *Agriculture*
- **Logan Oates**, Spanish Fork, Utah Brigham Young University *Turf/Landscape*
- **Brian Watters**, Woodstock, Ga. Chattahoochee Technical College *Turf/Landscape*

2009 PLANET Student Irrigation Contest Winners

The IAEF again co-sponsored three irrigation competitions, irrigation troubleshooting, design and assembly, and also hosted an irrigation workshop at the 2009 PLANET Student Career Days, held in Pomona, Calif. in March. The student winners are:

- **Irrigation Assembly** – Travis Bottini and Daniel Blackwelder, Fort Collins, Colo. Colorado State University
- **Irrigation Troubleshooting** – Jessica Logan, Acworth, Ga. Chattahoochee Technical College
- **Irrigation Design** – Jim Moylan, East Lansing, Mich. Michigan State University

One of the Foundation's strategic initiatives is to promote careers in irrigation and expose students to the profession. IAEF reaches career seekers and students directly through events and online offerings as well as through outreach to educators and academia.



Students

Engaging students – particularly in person or with hands-on experiences – is the key to not only educating students about the existing careers in the irrigation field but exciting them about those positions. In 2009, we had several key programs to connect with students:

- PLANET's Student Career Days which encompassed multiple touch points:
 - ~ IAEF again co-sponsored three irrigation competitions, testing students in irrigation troubleshooting, design and assembly. The winner of each event was awarded an all-expense-paid trip to the 2009 Irrigation Show. Sending student winners to the Irrigation Show not only helps us educate students but builds bonds between them and the industry.
 - ~ The Foundation hosted a booth at the PLANET career fair, speaking with students about the various careers available for irrigation professionals.
 - ~ We also hosted an irrigation workshop to expand students' knowledge of both technical facts and industry opportunities.

- The Irrigation Show essay contest calls for students to submit a written essay or short video surrounding an annual theme related to irrigation. Each winner received an all-expense-paid trip to the 2009 Irrigation Show.
- Certifications were offered to students for the first time in 2009. Eligible students, based on major, credit hours and courses completed, can take the Landscape Irrigation Auditor or Golf Irrigation Auditor exam at a discounted price. In 2009, programs at four schools were pre-approved to offer the certification process. Students who pass the exam must still submit and pass an independently completed field audit before becoming certified.

Additional student resources are available on our web site, such as profiles of various irrigation careers, links for scholarship applications and links to online job search sites.



Communications & Resources

Educators & Advisors

Teachers and counselors often advise students on their career opportunities and point them toward fields that best match their abilities. IAEF reaches out directly to these influencers to indirectly raise students' awareness of irrigation career options. In 2009, IAEF connected with these advisors and faculty at two key events:

- **The National FFA Convention** – Attracting more than 50,000 attendees from across the country, IAEF exhibited in an area known as “Teacher’s World,” designed specifically for instructors. Exhibiting in this area enabled the Foundation to more effectively communicate IAEF offerings and recommend potential methods of classroom use.
- **American School Counselor Association Annual Conference** – This show provided the IAEF with the opportunity to reach advisors who influence school-age (particularly high-school) students. The Foundation hosted a booth and gave a presentation, earning approximately 1,000 inquiries as well as repeat contacts from some attendees we met in 2008 at our exhibition. IAEF also maintains resources on our web site for faculty, such as a discussion forum and a glossary of irrigation terms.

IA ambassadors Todd Magatagan and James Dowd assisted IAEF Director Brent Mecham at the conference. Mecham gave a presentation about careers in outdoor water management at the pre-conference workshop, “Careers Your Students Should Know About.”

Supporting all programs are the Foundation’s communications and resources. These initiatives provide the structure needed to envision, create, manage, promote and analyze the work we pursue.

Communications



To improve success with our various audiences, IAEF has committed to improving the clarity of its messages with thorough, consistent and creative communication initiatives.

Effective messaging and branding helps students, professionals, academics and other organizations easily understand who we are and what we do. In 2009, the

Foundation took some initial steps to revise our branding and began constructing a five-year marketing/communication plan.

In 2010, IAEF will devote significant resources to build overall brand awareness and communicate strategic priorities, exponentially increasing IAEF’s success. Additional staff resources have been made available to assist with these efforts to further progress the Foundation brand. Our five-year plan will include numerous opportunities for expanding the promotion of our education and career development initiatives.

In the end, we hope to create a brand that is more easily recognized, messages that are more easily understood, and outreach that is more effective. Look for continued updates in 2010.

Resources

Resources include those elements that support the overall goals and multiple programs of the Foundation. Generally supporting the Foundation as a whole, resources are developed to guarantee the continuity and fiscal stability of our donation-dependent organization.

As a 501(c)3, fundraising is the backbone of every action and initiative. In 2009, we counted more donors than ever before, proving that awareness of the Foundation has increased. Unfortunately, the economy impacted donation levels, resulting in 40 percent fewer dollars received than in 2008.

A volunteer-led board steers the Foundation and works to build alliances between the IAEF and organizations both inside and outside the green industry. Such alliances allow us to create more effective educational and career development programs by working in tandem with other groups such as PLANET, FFA and American School Counselors Association.



Foundation Offerings

IAEF Publications Available for Purchase

Manuals

Advanced Irrigation Design for Water Conservation
Alternative Water for Landscape Irrigation
Bidding and Estimating Irrigation Systems (includes software)
Center Pivot Design
Certified Irrigation Designer Reference Manual
Chemigation
Drip Design in the Landscape
Foundations of Landscape Irrigation Design
Golf Irrigation Auditor
Irrigation, 5th Edition
Irrigation Contractor Workbook
Irrigation System Installation and Maintenance
Irrigation Wiring Practices & Grounding
Landscape Drainage Design
Landscape Irrigation Auditor
Managing an Irrigation Service Company
Predicting & Estimating Landscape Water Use
Principles of Irrigation 2nd Edition
SMART Technologies for Irrigation Management
Sprinkler System Scheduling
Understanding Pumps, Controls and Wells

Instruction Kits & Student Workbooks

Basic Hydraulics
Design Capacity
Irrigation Pipe Sizing
Irrigation Systems Performance Audit Laboratory
Precipitation Rate for Turf/Landscape

Español

Conceptos Básicos sobre Bombas de Riego
Diseño de Sistemas de Pivote Central
Hidráulica Práctica
Instalación y Mantenimiento de Sistemas de Riego

For complete publication information or to place an order online, visit www.irrigation.org/bookstore. For additional information, contact IAEF headquarters at 703.536.7080.

Online Classes

The IA has long been the leader in helping irrigation professionals master new skills. IA's online learning center — Learning on Demand — makes continuing education easier and more affordable than ever. The latest technical training classes are now available online:



- Ag Irrigation Hydraulics
- Landscape Irrigation Hydraulics
- Precipitation Rates for Turf & Landscape
- Landscape Irrigation Scheduling

Online classes coming in 2010:

- Ag Sprinklers and Precipitation Rates
- Electrical Troubleshooting

Classes Available for Licensing



IA classes remain the standard for helping industry practitioners learn to be better qualified professionals. These classes are now available to experienced professionals who wish to teach irrigation to their peers. Similar to a software licensing agreement, this arrangement allows more irrigation training to take place in many different parts of the country.

2-day classes

Irrigation Contractor
Principles of Irrigation for Ag or Landscape
Landscape Irrigation Design
Center Pivot Design

1½-day classes

Landscape Irrigation Auditor
Golf Irrigation Auditor
Agricultural Irrigation Specialist

1-day classes

Landscape Drip Design, Scheduling & Maintenance
Smart Technology for Irrigation Management

1-day classes (cont.)

Irrigation System Installation & Maintenance
Landscape Drainage Design
Bidding & Estimating
Alternative Water for Landscape Irrigation
Advanced Irrigation Design for Water Conservation

Half-day classes

Electrical Troubleshooting
Predicting & Estimating Landscape Water Use
Sprinkler System Scheduling
Managing an Irrigation Service Company

Irrigation (6th Edition)

Due to be released in 2010, this volume is an update of the previous *Irrigation* (5th Edition), which was printed in 1983. Several industry experts have donated their time, knowledge and understanding about the numerous advances made in the irrigation industry. The book is expected to be nearly 1,000 pages covering the many facets of irrigation systems used in production agriculture as well as in landscapes. *Irrigation (6th Edition)* will be a hard cover reference manual everyone should have on their shelf.

Foundation Benefactors

IAEF Thanks Our Donors

\$250,000 or more

Hunter Industries
Rain Bird Corporation
The Toro Company

\$50,000 to \$99,999

Ewing Irrigation Products
HARCO Fittings
Nelson Irrigation Corp.

\$10,000 to \$25,000

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Irrrometer Company, Inc.
Kern Turf Supply, Inc.
L.R. Nelson Corporation
Senninger Irrigation, Inc.
T-Systems International
V.I.T. Products, Inc.

\$5,000 to \$7,500

Aqua Engineering, Inc.
Aquarius Brands, Inc.
Horizon Distributors
Irrigation Consulting, Inc.
John Deere Water
Netafim USA
Rain Master
Wade Manufacturing, Inc.

\$1,000 to \$4,999

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California Agricultural
Irrigation Association
DIG Corporation
Irrigation Consulting, Inc.
Irrigation Consultant Services
Jain Irrigation, Inc.
Nolletti, Vince
Pogue, Williams & Pamela
Rain for Rent
Reinke Manufacturing
Company, Inc.
Spears Manufacturing Company
Underhill International Corporation
Valmont Irrigation
Wade Rain

\$500 to \$999

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B.A. Fischer Sales Co., Inc.
Clark Irrigation Design
& Consulting, Inc.
Gentile & Associates
IPS Corporation/WELD-ON
Liles Lawn Service
Normac Irrigation
& Landscape Products

\$100 to \$499

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Aqua Flow, Inc.
Aqua-Lawn, Inc.
AquaWorks, Inc.
Around the Grounds
ATS Irrigation, Inc.
Baron, Michael
Bayless, Rebecca
Berry's Garden Center, Inc.
Brown, James
Campbell Scientific, Inc.
Canterbury, Mel
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Hunt Irrigation
Irrigation Design
& Construction, Inc.
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JSA Company
Kuhn Associates
Liddell, Jack
M.A.G. Irrigation, Inc.
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Ossa, John
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Regency Irrigation Ltd.
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Boggs, Hugh
Bryant, Bob
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Fillo, Joseph
Fostinis, Michael
Gerken, David
Gitzel, Gerry
Glick, Charlie
Gupta, Kumar
Gutierrez, Alejandro
Hicks, Sam
Irrico Sales, Inc.
Irritech International, Inc.
Kameel, Karim
Kingery, Anthony
Lawn & Shrub, Inc.
Maden, Tracey
Main, Don
Manning, Mike
McDonald, Don
McIntryre, Kate
Mears, Kathleen
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Realmuto, Dennis
Reynolds, Thomas
RONCO Irrigation
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Schultz, Daniel
Seif, Nassar
Sheperd, Bill
Spencer, Deb
Stewart, Curtis
Sullivan, John
Sustainable Engineering Solutions
Tokmak, Ayvaz
Unique Lighting Systems, Inc.
Victoria, Carlos
Walker Irrigation Systems
Well Water Connection, Inc.

IAEF Year End Financial Report

2009 Balance Sheet

Assets

Current Assets	\$558,332
Accounts Receivable	54,323
Contributions Receivable	28,250
Other Assets	86,400
Total Assets	<u>\$726,306</u>

Liabilities & Net Assets

Accounts Payable	\$ 87,077
Total Current Liabilities	<u>\$ 87,077</u>

Net Assets

Net Retained Assets	\$736,637
Current Period Net Assets	(97,409)
Total Net Assets	<u>640,228</u>

Total Liabilities & Net Assets	<u>\$726,306</u>
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Year-End Income & Expense

Income

Contributions	\$ 90,161
Sales Income	229,242
Investment Income (Loss)	34,192
Total Income	<u>354,595</u>

Expenditures

Career Development:

Marketing & Communications	\$ 45,605
Outreach to Student Organizations	29,027
Total Career Development	<u>74,632</u>

Education Programs:

Faculty Academy	11,368
Instruction Kit Development	13,412
Class & Publication Development	259,017
Total Education Programs	<u>283,797</u>

Allocation of Restricted Funds	(4,000)
Administration	96,575

Total Expenditures	<u>451,004</u>
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Increase (Decrease) in Net Assets (\$ 97,409)

Thanks to IA's Eva Hornak, Jennifer Lear, Kate Baumann and Rebecca Bayless for assembling the 2009 report.

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Your Dollars: Essential To Your Future

The Foundation, a nonprofit 501(c)3, is supported entirely by donations from you – whether it be as an individual, company or organization.



A donation is an investment in:

- Your business.
- Your career.
- Your industry.
- Your future.

As the population expands and global resources tighten, the world is increasingly aware of the importance of irrigation and, in turn, aware of the importance of those who can most effectively control that irrigation.

The Foundation is ensuring those essential irrigation experts are prepared. IAEF is the key to achieving effective irrigation, by:

- Raising the level of expertise among practicing irrigation professionals.
- Driving student interest in the irrigation industry as a career choice.
- Boosting businesses by raising the level of talent available for employment.
- Providing professionals with the best educational sources.

Your dollars support your personal education, the growth of your industry and ultimately, effectively manage water solutions for the world.

All donations are tax-deductible and can be made online at www.iaef.org.

Like the water we manage, every “drop in the bucket” will affect change and shape the future.

