



## Irrigation Show Registration Opens Sept. 8



Registration opens this month for the 2010 Irrigation Show in Phoenix, Dec. 5-7. Early-bird registration at discounted rates will be available until Oct. 20.

Keynote speaker Robert Glennon, a well-respected advisor, contributor and commentator on water issues, will hold a book signing following his general session address. Copies of his book *Unquenchable: America's Water Crisis and What to Do About It* will be available for purchase.

The show also will feature:

- More than 20 education classes.
- IA certification exams, including the new Certified Agriculture Water Manager exam.
- ASABE Fifth National Decennial Irrigation Conference, featuring more than 90 technical sessions.

Attendees can explore the show floor plan, make exhibitor appointments and develop a personalized schedule using IA's new online show planner. For show details and to register, visit [www.irrigationshow.org](http://www.irrigationshow.org).

## Home Star Retrofit Act Would Create Rebates

In August, legislation designed to create jobs by incentivizing homeowners to buy energy- and water-efficient products and services was introduced to Congress as part of the *Home Star Retrofit Act of 2010*. The Irrigation Association has been working with allied stakeholders and members of Congress to ensure the bill includes water-efficient incentives including the services of WaterSense-labeled irrigation professionals for retrofits.

IA supports the Silver Star rebate program which would rebate the consumer \$150 for services rendered to an existing irrigation system by a WaterSense-labeled irrigation professional, if the cost of the service (not including product costs) totals \$300 or more. IA-certified irrigation contractors, landscape and golf auditors, and designers all qualify to become WaterSense partners.

IA is also working with legislative champions to clarify language in the Gold Star rebate program that would incentivize the consumer to reduce whole-home water use by 20 percent.

IA will continue to advocate for language that is more specific and aligned with the interests of our members. For questions regarding IA's legislative initiatives, contact Federal Affairs Director John Farner ([john@irrigation.org](mailto:john@irrigation.org); 703.536.7080).

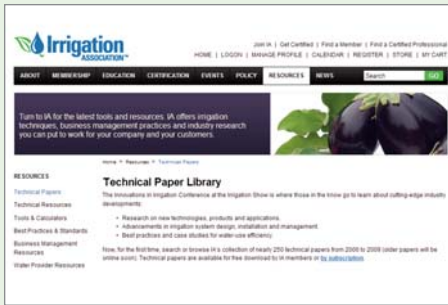
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### Irrigation Association

6540 Arlington Blvd.  
Falls Church, VA 22042-6638  
Phone: 703.536.7080 Fax: 703.536.7019  
E-mail: [etimes@irrigation.org](mailto:etimes@irrigation.org)  
[www.irrigation.org](http://www.irrigation.org)





## IA Web Spotlight: Technical Papers

Start taking advantage of your member benefits and browse, search or download the Irrigation Association's collection of nearly 250 technical papers. Learn about cutting-edge industry developments:

- Research on new technologies, products and applications.
- Advancements in irrigation system design, installation and management.
- Best practices and case studies for water-use efficiency.

Members can download all technical papers free of charge from the IA web site. Nonmembers can purchase a subscription or start taking advantage of member benefits by joining today. Find out more at [www.irrigation.org/technicalpapers](http://www.irrigation.org/technicalpapers).

## Staff Updates



IA welcomes Sandy Sinden as its new, full-time marketing director. Sinden brings 20 years of online and traditional marketing experience to the association. She

worked most recently at America Online, as well as with Nextel and Roadrunner.

Stephanie Kaplan, IA's former part-time marketing director, will complete the year as director of special projects.

Rebecca Bayless celebrated her 10th anniversary with the association in August. Bayless serves as finance director for both IA and IAEF.

## IAEF Adopts New Mission & Vision

The Irrigation Association Education Foundation adopted an updated mission and vision at its July meeting of the Board of Trustees and other volunteer leaders.



IAEF's mission is to advance the irrigation industry through education that both attracts people into the profession and ensures ongoing professional success. The Foundation's vision is to strive 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.

Additionally, the board reviewed and refined the Foundation's core strategic initiatives to focus on career awareness and recruitment; education, including developing resources for academia and industry; resources; and marketing. Learn more at [www.iaef.org](http://www.iaef.org).

## Irrigation Show to Feature Ag Insights Track

The 2010 Irrigation Show will feature a new track designed to provide insights into key challenges and policy issues affecting growers, dealers, equipment manufacturers and other agriculture attendees.

Held at center stage, adjacent to the IA Resource Center, four 45-minute sessions will address:

- *Analyzing Irrigation Alternatives*, focused on maximizing profits by evaluating irrigation systems and design options based on effective, economic criteria, including service life, maintenance requirements and the cost of money.
- *Water Law and Water-Use Efficiency*, which will examine the relationship between agriculture irrigation, conservation and water-use efficiency – and adopting efficient technology on the farm.
- *Efficient Irrigation Incentives*, a handy tutorial on how to get the most out of the Environmental Quality Incentives Program and other government resources.
- *Stakeholder Collaboration*, focused on learning more about growers' water priorities and how efficient irrigation fits into the picture, through dialogue with a leading production agriculture organization.

The Irrigation Show will be held Dec. 5-7 at the Phoenix Convention Center. For more information or to register, visit [www.irrigationshow.org](http://www.irrigationshow.org).

## Western Growers Endorses Calif. Candidates

Western Growers has endorsed two Republican candidates in California: Meg Whitman for governor and Carly Fiorina for the U.S. Senate. Western Growers, a partner of the 2010



Irrigation Show, represents 3,000 farmers and growers in California and Arizona that grow, pack and ship more than half of the nation's fresh produce. Learn more at [www.wga.com](http://www.wga.com).

## Educational Books, Materials Now Available

The Irrigation Association Education Foundation introduces its newest publications catalog, featuring IAEF- and IA-developed education resources. Available to members and nonmembers, the catalog includes self-study resources and classroom materials covering a variety of topics related to agriculture, turf/landscape and golf irrigation.



The publications catalog lists textbooks, lecture materials, student workbooks, instructor kits and labs from the most-respected minds in the irrigation industry. Download the publications catalog at [www.iaef.org](http://www.iaef.org) or visit the IA online store; order publications online with a credit card or fax purchase orders to 703.536.7019.

## IA Supports California Water Bond



The Irrigation Association recently sent letters to California legislators and the steering committee for the Alliance for Clean Water and Jobs in support of the state's *Safe, Clean and Reliable Drinking Water Supply Act*.

IA's letters cite the reliable and sustainable availability of water in California for drinking, agriculture production, residential irrigation, the environment and a variety of other uses as critically important for the state and the nation. California's water supplies are under severe stress due to the effects of drought, a growing state population, an aging and antiquated infrastructure, a Bay-Delta ecosystem that is in decline, and climate change.

The proposed bill would help upgrade California's water infrastructure but was not expected to pass in 2010 due to its high cost and the current economic climate. IA supported the bill's recent postponement to a 2012 ballot in hopes of increasing its chance of success.

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## Smart Marketing Contest Entries Due Sept. 15

IA's new Smart Marketing Contest highlights exceptional promotional efforts as part of the association's Smart Irrigation Month public awareness campaign. The contest is open to all IA members; entries are due Sept. 15.



The contest will recognize all participants, with additional publicity for winners in each category. Members are encouraged to enter regardless of company size or business focus. Entries will be judged on messaging, quality and creativity, with a special category for small companies.

To enter, complete and submit the entry form located at [www.irrigation.org](http://www.irrigation.org) and send samples to [smartcontest@irrigation.org](mailto:smartcontest@irrigation.org).



## Members said . . .

The spring membership survey, distributed to primary decision makers within companies and individual members, garnered input from more than 400 members. One question asked respondents to prioritize which new or expanded programs should benefit from additional resources in the next three years. More than 60 percent of respondents ranked one of these programs in their top four choices:

- Setting standards and identifying best practices for the irrigation industry.
- Educating consumers about the value of efficient irrigation.
- Offering more education opportunities regionally or locally.

Next in the rankings were:

- Offering more education seminars online.
- Conducting research on irrigation technologies, products and/or practices.

## IA Government Affairs Webinar Sept. 16

The Irrigation Association will hold its next government affairs briefing on Sept. 16 at 2 p.m. EDT (1 p.m. CDT/11 a.m. PDT). Open to all IA members, the webinar will include updates on federal, regional and local outreach efforts by association staff and the Government Affairs Committee and its working groups.

Register for the webinar at [www.gotomeeting.com/register/938641394](http://www.gotomeeting.com/register/938641394). For questions, contact Federal Affairs Director John Farner ([john@irrigation.org](mailto:john@irrigation.org); 703.536.7080).



## USDA Announces Conservation Innovation Grants

In August, the U.S. Department of Agriculture announced the winning proposals for the 2010 Conservation Innovation Grants. Grants are awarded to innovative, on-the-ground conservation technologies and approaches to improve air, water and soil quality.

After evaluating 230 proposals, USDA awarded nearly \$18 million in grants to 61 projects in 43 states and U.S. territories. Grant recipients must provide matching funds, increasing the total value of approved projects to more than \$35 million.

Winning projects address traditional natural resource issues, such as water quality, grazing lands and forest health, as well as emerging natural resource challenges, including agricultural air emissions, energy conservation and market-based approaches to conservation. For details on the winning proposals, visit [www.nrcs.usda.gov](http://www.nrcs.usda.gov).

## Irrigation Museum Advertising Available

Members are now invited to become monthly sponsors of the Irrigation Museum web site. The IA History Committee, steward of the Irrigation Museum, is offering exclusive, month-long sponsorships for \$500 a month; sponsors will receive a web traffic report at month's end. All proceeds go to support management of the museum and the History Committee's goal of preserving irrigation industry history. To become a sponsor, contact Committee Chair Glenn Bowlin ([glenn@broussardassoc.com](mailto:glenn@broussardassoc.com); 559.325.7286). Visit the museum at [www.irrigationmuseum.org](http://www.irrigationmuseum.org).

## EQIP Dollars Protected from Nutrition Bill



IA and allied stakeholders celebrated a policy win related to a bill to improve child nutrition recently passed in the U.S. Senate. The *Healthy, Hunger-Free Kids Act* originally proposed funding the program through budget cuts to the Farm Bill's Environmental Quality Incentives Program.

Growers can currently use EQIP funds to upgrade their irrigation systems and implement other conservation activities. The approved child nutrition bill would now be funded by cuts to the food stamp program. For more information, visit [us1.campaign-archive.com](http://us1.campaign-archive.com).

## Partners Announced for Irrigation Show

IA is proud to announce that four premier organizations representing production agriculture and agribusiness have signed on as formal partners of the 2010 Irrigation Show.

- The Equipment Marketing and Distribution Association ([www.emda.net](http://www.emda.net)) is the leading association devoted to the marketing of agriculture and other specialized equipment.
- The Family Farm Alliance ([www.familyfarmalliance.org](http://www.familyfarmalliance.org)) works to ensure the availability of reliable, affordable irrigation water supplies to farmers and ranchers in 17 western states.
- Field to Market: The Keystone Alliance for Sustainable Agriculture ([www.fieldtomarket.org](http://www.fieldtomarket.org)) brings together producers, agribusinesses, food companies and conservation organizations to create sustainable agriculture.
- Western Growers ([www.wga.com](http://www.wga.com)) is the nation's leading agricultural trade association, representing farmers and growers in California and Arizona that produce about half of the nation's fresh produce.

## IAEF Student Essays/Videos Due Oct. 1

Students can win a free trip to the 2010 Irrigation Show by entering the IA Education Foundation's seventh annual essay/video contest. Essays (no less than 1,500 words) and videos (three to five minutes in length) on the role of irrigation in sustainability are due Oct. 1.

Winners in the agriculture and turf/landscape categories will win all-expense-paid trips for themselves and their faculty advisors to network with over 300 potential employers, attend free education classes, and learn about the latest irrigation technologies and products at the show.

Winners will be selected and notified no later than Oct. 29. Download an entry form at [www.iaef.org/student\\_essay\\_specifications.htm](http://www.iaef.org/student_essay_specifications.htm).



## IA Seminars at GCSAA 2011 Conference

The Irrigation Association will present a seminar, two classes and the CGIA exam at the Golf Course Superintendents Association of America Education Conference in Orlando, Fla., Feb. 7-11, 2011.



IA Treasurer Bob Dobson of Middletown Sprinkler Company (Port Monmouth, N.J.) will facilitate a discussion on proper installation and use of a variety of sensors and emerging technologies. A panel of experts will describe how they use these technologies for daily turf management.

IA will also be offering the Golf Irrigation Auditor and Electrical Troubleshooting classes on Feb. 7 and 8. The certified golf irrigation auditor exam will be given on the eighth.

For more information, visit [www.gcsaa.org/conference](http://www.gcsaa.org/conference).

## EQIP Funds Improve Water Quality in Ohio



Producers in the Grand Lake St. Marys Watershed received an additional \$1 million from the Environmental Quality Incentives Program for conservation measures to improve water quality. The watershed has garnered major attention due to harmful algal blooms in Grand Lake. Farming operations can leach sediment and nutrients into the lake, encouraging algae growth.

The conservation measures supported by the funding will include filter strips, manure management and cover crops to keep sediment and nutrients on the land and improve water and soil quality. Over the past two years, area producers have received \$2.5 million in EQIP funding to reduce soil erosion and the amount of nutrients potentially entering waterways. For more information, visit [www.usda.gov/wps](http://www.usda.gov/wps).

## AE50 Award Nominations Due Sept. 10

*Resource Magazine* is now accepting nominations for its 2010 AE50 competition, sponsored by the American Society of Agricultural and Biological Engineers. Winning AE50 entries will be featured in *Resource*, and some will be showcased at ASABE's Agricultural Equipment Technology Conference, to be held in conjunction with AG CONNECT Expo in January.



AE50 awards honor the best in product innovation for agricultural, food and biological systems. For more information, download the entry form at [www.asabe.org/resource/ae5011entry.html](http://www.asabe.org/resource/ae5011entry.html) or contact Sandy Rutter ([rutter@asabe.org](mailto:rutter@asabe.org); 269.932.7004).



## ASABE Introduces Standard for Positioning Systems

The American Society of Agricultural and Biological Engineers has released a new standard for testing satellite-based position systems on agricultural machines. The international standard provides a procedure for evaluating and reporting the accuracy of navigation data determined using positioning devices that are based on GPS, GLONASS, Galileo or similar global navigation satellite systems.

ASABE developed the standard because these devices increasingly are used both to position sensors and as part of more complex navigation systems for a variety of agricultural machines. The standard affects manufacturers of tractors, self-propelled machinery, and towed and mounted implements. For more information, visit [www.asabe.org](http://www.asabe.org).

## PGMS Honors John Deere, Jeffrey Bourne

The Professional Grounds Management Society has announced the winners of its annual awards. John Deere was awarded the 2010 Gold Medal for outstanding and long-term contributions to the green industry, PGMS and related organizations. Jeffrey Bourne, chief of Montgomery County, Md., Department of Recreation's Division of Facilities and Capital Programs, received the E. Earl Wilson Award for outstanding and sustained service and dedication to the society and the industry as a whole. For more information, visit [www.pgms.org](http://www.pgms.org).



## EPA Accepting Comments on Two Drafts

The U.S. Environmental Protection Agency has released a draft strategy on protecting and restoring the country's lakes, streams and coastal waters. The "Coming Together for Clean Water" strategy is based on EPA's April conference of the same name and the resulting comments received through the online discussion board. Public comments must be submitted by Sept. 17. To review the draft strategy and comment, visit [blog.epa.gov/waterforum](http://blog.epa.gov/waterforum).

EPA is also accepting comments on a draft entitled "Climate Change Vulnerability Assessments: Four Case Studies of Water Utility Practices." The case studies describe the approaches currently being taken by four water utilities to assess their vulnerability to future climate change. To comment by Oct. 7, visit: [cfpub.epa.gov/ncea/global](http://cfpub.epa.gov/ncea/global).



## Members in the News

**Aqua Engineering, Inc.** (Fort Collins, Colo.) was recently awarded Hunter Industries' Trailblazer Award. The award showcases professionals whose innovation, leadership and forward thinking benefits both the company and the irrigation industry as a whole.

**Irrigation Consulting** (Pepperell, Mass.) President Brian Vinchesi recently spent two weeks in Burundi, Africa setting up demonstration farm irrigation systems for growing vegetables.

**Mike Moore** of Junction Landscape (Brookshire, Texas) is the randomly-selected winner of the gift card for completing the contractor survey.

**ValleyCrest Landscape Companies** (Calabasas, Calif.) has selected Weathermatic as a preferred provider for smart, or weather-based, landscape irrigation controllers.

**Warren Thoma & Associates, LLC** (Crystal Lake, Ill.) has hired Don Haubold, a 10-year veteran in sales and marketing for the green industry, as an associate in the Great Lakes Region.

**Water Balance, LLC** (Tempe, Ariz.) Consultant Tom Reynolds recently volunteered for the USAID Community Network for Foreign Affairs Farmer-to-Farmer program, contributing to a small-holder irrigation project opportunity in Malawi, East Africa.

## Irrigation Association Welcomes New Members

### Contractor

Contractor Support Service (Springfield, MO)  
 Easyrain (Basel, BS, Switzerland)  
 Litescapes, LLC (Delaware, OH)  
 Midwest Lawn Sprinklers, LLC (Osseo, MN)  
 Prestonwood Landscape Services (Dallas, TX)  
 Puhl Landscape Design, LLC (Nelsonville, OH)  
 Suma Landscaping (Alameda, CA)

### Consultant

Adams Landscape Design and Consulting (Placerville, CA)

### Manufacturer

Eco1st Technology Group (Santa Ana, CA)

### Technical

Nicholas Schneider, Inland Empire Job Corps Center (Hesperia, CA)