



Irrigation Show and Innovations in Irrigation Education Conference Registration Opens This Month

Registration opens in early August for the annual Irrigation Show, Nov. 6-8, and Innovations in Irrigation Education Conference, Nov. 3-8, at the San Diego Convention Center. Early-bird registration at discounted rates will be available until Sept. 28. Traditionally, this venue has drawn the show's largest crowds, so IA is expecting more than 5,000 attendees and 300 exhibitors.

In addition to education classes, technical sessions and certification exams, the 2011 education conference offers a renewed focus on education and certification. New this year is a series of one-hour irrigation seminars designed to reinforce irrigation industry best practices and offer additional opportunities for continuing education units. These agricultural and landscape irrigation seminars will cover efficient irrigation concepts, implementation guidelines and "how-to" principles. IA-certified professionals will earn one CEU for each one-hour session attended.

As in the past, education classes will focus on practical skills and applications. The technical sessions provide a forum for sharing research findings, best practices and cutting-edge products and ideas that promote efficient irrigation. All education opportunities will be offered in separate tracks for both agriculture and landscape professionals.

On the show floor, a new reception will kick off the exhibition for additional networking opportunities. Offered exclusively for Irrigation Show exhibitors, an enhanced New Product Contest will bring even more technologies to the forefront of the show.

Also on the show floor, Center Stage returns as a place to gather and learn about emerging trends, industry issues and smart business practices. Finally, the exhibit hall will include a pond and waterscape pavilion in conjunction with the International Professional Pond Companies Association's INFO TANZA event. INFO TANZA will feature more than a dozen field and classroom seminars.

Several hotels are offering a special Irrigation Show rate. Show details and registration information will be available soon at www.irrigationshow.org.

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Public ICC Sprinkler Meeting Aug. 31-Sept. 1

The first public meeting for the International Code Council's Turfgrass and Landscape Irrigation Sprinkler Committee will be Aug. 31-Sept. 1 in Chicago, Ill. All interested parties are invited to attend. IA representatives will be in attendance. For more information, visit www.iccsafe.org/cs/standards/pdf.

IA Annual Report Available

The Irrigation Association's *Annual Report* is now available online. All IA member main contacts will receive a hard copy via mail. The report details the association's initiatives and programs as well as its successes during the last 12 months.

Download the report to learn more about how IA has been working on behalf of its members through government affairs efforts, certification and education offerings, our new focus on standards and industry events.

The *Annual Report* also recaps the 2010 Irrigation Show, including IA's 2010 award winners and New Product Contest winners. Members who volunteered their leadership, experience and time are highlighted as well.

The report is available for download for IA members only at www.irrigation.org/annualreport2011.



IA Brings Experts Together at 2011 Water Conference

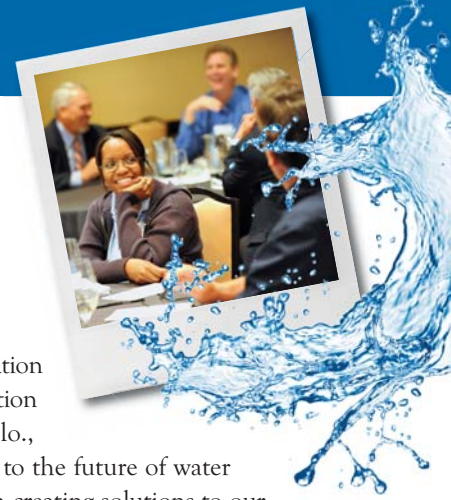
More than 150 participants attended the third Water Conference, hosted by the Irrigation Association in conjunction with the American Society of Irrigation Consultants. Held July 21-22, in Broomfield, Colo., the Water Conference focused on issues relating to the future of water policy and the role that efficient irrigation plays in creating solutions to our nation's water supply problems.

Industry and corporate experts briefed participants on how they view the current state of irrigation and water use. Speakers also showcased how irrigation is an integral part of their overall strategies to promote the efficient use of water and sustainability.

Conference highlights included:

- Two preconference sessions focusing on integrated water management for buildings and sites and an Agricultural Research Service mini-workshop on evapotranspiration and flow measurement.
- An overview of Walmart's corporate focus on sustainable facilities and the role that landscapes, irrigation and water-use play in that corporate strategy.
- An outline of successful conservation partnerships between Trout Unlimited and agricultural producers.
- A legal perspective on sustainable water management and how agricultural and landscape irrigation is affected.
- Three breakout sessions – divided by agriculture and landscape irrigation audiences – providing participants the opportunity to talk about specific issues relating to their businesses.

A full conference report will be available on the IA web site to Water Conference participants and IA members this fall. Nonmembers will be able to purchase the report for \$50.



House Agriculture Conservation Subcommittee Conducts Audit of USDA Conservation Programs

On July 7, the House Agriculture Subcommittee on Conservation, Energy and Forestry conducted a hearing entitled, "Agricultural Program Audit: Examination of Conservation Programs." During the hearing, Natural Resources Conservation Service Chief Dave White testified to the benefits of the conservation programs administered by the NRCS and the U.S. Department of Agriculture's desire to see these programs continue through the development of the 2012 farm bill. The subcommittee also invited the Irrigation Association to submit comments for the official record, which were submitted on July 18. Visit www.irrigation.org/policy/farm_bill_activities.aspx to view IA's statement.



IA Names 2011 Awards Winners

The Irrigation Association has named its 2011 award winners. These awards recognize individuals and organizations for their efforts to advance irrigation practices. Winners will be honored at the General Session at the 2011 Irrigation Show in San Diego on Nov. 7. The winners are:

- *Person of the Year*: Howard Wuertz, Sundance Farms, Inc. (Coolidge, Ariz.)
- *Industry Achievement Award (landscape)*: Rene Evelyn-Veere, Rain Bird Corp. (Tucson, Ariz.)
- *Industry Achievement Award (agriculture)*: George Sesser, Nelson Irrigation Corp. (Walla Walla, Wash.)
- *Crawford Reid Memorial Award*: Dr. Jack Keller, Keller-Bliesner Engineering, LLC (Logan, Utah)
- *National Water and Energy Conservation Award*: U.S. Department of Agriculture, Agricultural Research Service – Water Management Research Unit (Fort Collins, Colo.)

Look for more in-depth coverage on each winner in future issues of *E-Times*.

IA Dues Boosted to Match Service Increases

To support members' growing needs for additional programs and services, the IA Board of Directors approved a 10 percent dues increase for all members in late July. There has not been an across-the-board dues increase in association fees since prior to 1998. The new fees are effective immediately, and changes will be reflected on dues renewal notices distributed in September.

Become an IA Premium Member

Do you want to increase brand awareness and expand your visibility? Gain recognition by becoming a premium member of the Irrigation Association. As a premium member, benefits include:

- Promotional opportunities at discounted rates, such as discounted advertising rates for the *Irrigation Show Guide* and *IA Annual Report*.
- VIP Irrigation Show benefits, such as additional exhibitor priority points, complimentary registrations, VIP registration services, reserved seating, and premium badge and booth identification.
- Additional recognition on the IA web site and in the *IA Annual Report*.
- A member plaque and premium member logo that signifies your support of the industry.



To upgrade your membership to a premium level, or select a premium category on your dues renewal notice, call Membership Manager Marcia Cram at 703.536.7080. View all premium category features at www.irrigation.org/membership/premium_member_benefits.aspx.



IA Volunteer Applications Due Sept. 15

The Irrigation Association wants your help and input to shape our industry's future. IA, the IA Certification Board and the Irrigation Foundation all utilize volunteer committees to conduct special projects to support their work.

Volunteer opportunities vary and include such efforts as helping with codes and standards, trade show planning, reviewing exams and creating content for publications. Whether your interest is in agriculture, landscape or golf, we'll welcome your insights on business, technology and marketing.

Volunteer applications are available by contacting Membership Manager Marcia Cram at marcia@irrigation.org. Opportunities for 2012 committees close Sept. 15.

World Ag Expo Abstracts Due Sept. 2

The Irrigation Association and the International Center for Water Technology are co-sponsoring an irrigation seminar series for the World Ag Expo, which will be presented on Thursday, Feb. 16, 2012, in Tulare, Calif. IA members are invited to submit abstracts by Sept. 2, 2011. The 20-minute presentations should address technical or informational needs of growers and be noncommercial in nature. Abstracts can be submitted online at www.icwt.net/citabstracts2012. For more information, contact Erin Field Huston at erin@irrigation.org.

President Obama Rural Council Executive Order

President Obama has signed an executive order establishing a White House Rural Council. The purpose of the council is to help rural communities overcome the challenges they face in order to harness their economic potential. Council activities will focus on promotion of economic opportunity, creation of jobs and enhancing the overall quality of life in rural America. Read the executive order at www.whitehouse.gov/2011ruralcouncil.pdf.

Conservation Innovation Grants

U.S. Agriculture Secretary Tom Vilsack has approved \$7.4 million to fund nine large-scale greenhouse gas mitigation projects in 24 states. The purpose of the funding is to test and verify new approaches to greenhouse gas reduction strategies that can be widely implemented across agricultural operations. Conservation Innovation Grant funds, a component of the Environmental Quality Incentive Program, were used to fund the projects. Read the press release at www.usda.gov/wps/portal/usda.

California Ag Water Use Efficiency Workshop a Success

On July 20, the California State Water Resources Control Board held a public workshop on agriculture water-use efficiency in Sacramento, Calif., where Irrigation Association staff was in attendance. Focused on current practices and innovative strategies to meet the future water demand for agriculture, attendees heard key testimony from California Secretary of Food and Agriculture Karen Ross, the academic community, water managers and several nongovernmental organizations.

IA Members: Enter the Smart Marketing Contest

While July may have ended, IA's Smart Marketing Contest is just beginning. All IA members who participated in Smart Irrigation Month are invited to submit their efforts for recognition in the second annual Smart Marketing Contest.

All contest participants will be recognized at the 2011 Irrigation Show and on the IA web site. Entries will be judged by a neutral panel on messaging, quality and creativity.



Winners will be named in both the agriculture and landscape areas with a special recognition category for small businesses. Winners will also receive special recognition at the 2011 Irrigation Show General Session, be showcased at the Smart Irrigation Month show briefing and featured in IA publications.

To enter, complete the 2011 contest entry form and submit samples or photos of your promotions. The form is available at www.irrigation.org/smart_contest.aspx or www.smartirrigationmonth.com. Entries (both forms and samples) should be submitted to smartcontest@irrigation.org by Aug. 31.



IA Volunteers Help Improve Arlington National Cemetery

On July 25, Irrigation Association volunteers and staff worked to improve irrigation systems at the nation's most prominent military cemetery. Partnering with the Professional Landcare Network, 24 volunteers representing nine companies worked alongside hundreds of landscape professionals as a part of Renewal and Remembrance at Arlington National Cemetery.

IA volunteers and staff improved the columbarium and receiving vault, two historic and aesthetically significant sites at the cemetery. Prior to IA's work, an audit revealed a 0.14 efficiency score; afterward the score had improved to 0.73, representing a dramatic improvement on the columbarium site. The total effort is valued at more than \$200,000 in products and services.

IA's efforts were led by IA Vice President Bob Dobson. PLANET irrigation efforts were led by John Eggleston, a member of PLANET and IA.

The day opened with a ceremony featuring a joint color guard and speaker presentations to dedicate the day of work. A returning volunteer, Dobson explained that "this is sacred ground, and we appreciate the chance to improve it for our country, our servicemen and women, and their families."





Irrigation Faculty Academy Numbers Impress

The 2011 Irrigation Faculty Academy, hosted by the Irrigation Foundation, had the highest attendee rate in the event's nine year history. This past June, 30 college and university instructors and five industry experts came together in Walla Walla, Wash., to engage in two days of hands-on learning. Representing 22 universities and colleges, the attendees gathered to:

- Review agriculture and landscape irrigation techniques.
- Learn the latest on rainwater harvesting.
- Experience real-world irrigation applications at a local vineyard.
- Tour the Nelson Irrigation Corp. manufacturing facility.
- Conduct a field audit of the Whitman College soccer field.

The event was the perfect venue for faculty members to share how they are incorporating irrigation education into their school's course offerings and degree programs. Foundation grants made it possible for faculty to travel to the event and engage in what has been called the best Faculty Academy to date.

Faculty Academy is a key event providing quality education to agriculture and green industry professors, reinforcing the Foundation's commitment to sustaining the future of the irrigation industry. For more information on Foundation activities, visit www.irrigationfoundation.org.

Student Essay/Video Contest Closes Sept. 9

The Irrigation Foundation Student Essay/Video Contest is just around the corner. Faculty members, get your students involved for a chance to win all-expenses-paid trips to the 2011 Irrigation Show in San Diego, Nov. 6-8. Here's what the students need to do:

- Review the complete contest rules and specifications.
- Compose an essay of 1,500-1,800 words or a three- to five-minute video that answers "How will irrigation careers be affected by limited water supplies in the future."
- Submit contest entry by Sept. 9; winners will be announced by Sept. 23.

Winners will meet industry leaders, network with prospective employers and learn about new irrigation technologies. The Foundation will cover the cost of airfare, airport transfers, housing, educational classes, exposition registration and a meals stipend. For complete details, visit www.irrigation.org/foundation/essaycontest.

Codes and Standards Update

As part of the association's newest initiative, IA Technical and Standards Committee members and IA staff have been working with several groups, including the International Organization for Standardization, to influence industry standards that advance efficient irrigation:

The ISO Technical Committee 23, Subcommittee 18 (irrigation and drainage equipment and systems) – IA Technical and Standards Committee member Ed Norum, PE, continues his active involvement by chairing the Technical Advisory Group that represents the U.S. position in the standard-setting process. ISO standards will have implications for U.S. irrigation manufacturers selling products overseas and could influence national sales as well.

The International Code Council's Green Construction Code – Public comments are being taken until Aug. 12 on recent hearings regarding the code's development. The final action hearing will take place in November. To view and comment, visit www.iccsafe.org/igcc.

The International Code Council Turfgrass and Landscape Sprinkler Standard Committee – Several IA members and staff have been selected to participate on the committee. A standard is expected to be developed over the following 18 months. Committee members include: Tim Malooly, CIC, CID, CLIA, Irrigation by Design; Jeff Kremicki, CIC, CID, Hunter Industries; Don Clark, Rain Bird; Michael Dukes, PhD, PE, CID, University of Florida and ASABE; Travis Tsunemori, ASABE; and Brent Mecham, CAIS, CGIA, CIC, CID, CLIA, CLWM, IA industry development director.

International Association of Plumbing and Mechanical Officials Green Technical Committee – The committee is working on codes that will affect irrigation systems and the use of water sources to maintain landscapes. IA Standards Committee member Brian Lennon of Irrrometer and IA Industry Development Director Brent Mecham have been representing IA in various task group calls and meetings.

Members in the News

Hunter Industries (San Marcos, Calif.) has hired Tim Curnow to assist in distribution and customer management in southeast Asia. Curnow will be based in Singapore and brings 18 years of experience in irrigation sales and management.

Millenium Irrigation's (Fayetteville, Ga.) Gregg Poe passed away from cancer in July. Together Gregg and wife Carla started the company in the middle of Atlanta's infamous 2008 drought. Millenium was the 2010 small business winner of the Smart Marketing Contest.

Reinke Manufacturing, Inc. (Deshler, Neb.) recently broke ground on its new \$10 million, 35,000 sq. ft. galvanizing facility, which will bring all galvanizing operations in-house under the ReinCoat division. Completion of the facility, which will feature highly-automated capabilities and environmentally-friendly features, is expected by the end of 2011.

Spectrum Technologies, Inc. (Plainfield, Ill.) has hired turf specialist Greg Zumdahl to consult, educate and promote research to turf and golf course industry segments.

Underhill International (Lake Forest, Calif.) has expanded its East Coast presence with two new master stocking distributors. Bisco (Dedham, Mass.) and Turf Equipment and Supply Company (Jessup, Md.) will inventory Underhill's growing line of irrigation products for golf courses, sports fields and residential/commercial installations.

United Pipe and Supply Co., Inc.'s (Portland, Ore.) owner Patti Ramsey died from cancer in July. She took over the business in 2003 when her husband Dave Ramsey, a past IA president, passed away.

ValleyCrest Landscape Companies (Calabasas, Calif.) now offers an interactive water management blog for the commercial real estate industry. Building owners, property managers, facility operators, developers, architects, and contractors are invited to visit www.valleycresttakeson.com to understand how to incorporate the best water management practices at their properties.

IA Welcomes New Staff

The Irrigation Association welcomes three new staff members this summer: Nadia Saleh, Dianne Savoy, and Bari St. Cyr.

Nadia, IA's new marketing coordinator, will design and layout IA publications and assist with other marketing projects. Saleh is a recent graduate of American University and an accomplished photographer.

Dianne joins IA as membership coordinator, assisting with member services, outreach, dues and renewals, and volunteer coordination. Savoy brings many years of experience in events and membership roles with the National Telecommunications Cooperative Association.

Bari is serving as accounting and office coordinator, where she assists with accounting and database-related functions as well as administrative tasks. She brings several years experience in office and accounting coordination with the Telecommunications Industry Association, TechAmerica and the Government Electronics and Information Technology Association.

Irrigation Association Welcomes New Members

Contractor

Be Green Outdoor Services, LLC (Boynton Beach, FL)
Big Green Landscaping (El Dorado Hills, CA)
Landmark Land Management (Phoenix, AZ)
Oasis Irrigation Systems, Inc. (Atlanta, GA)
Turf Master Industries, Inc. (Colorado Springs, CO)

Consultant

Arid Earth Solutions (Cape Town, South Africa)
Tour Turf (Reno, NV)

Dealer

C and R Industrial Services, Inc. (Statesboro, GA)

Government

Cosumnes Community Services District (Elk Grove, CA)
Tahoe Resource Conservation District (South Lake Tahoe, CA)

Manufacturer

AI-Magor Irrigation Tools (Holon, Israel)
Aytok Filtration Systems (Konya, Turkey)
DEMA Engineering, Co. (Saint Louis, MO)
Illumicare Group Limited (Newmarket, ON, Canada)

Student

Justin Edson (Chico, CA)

Technical

Michael L. Millett, Jr., University of California, Davis (Davis, CA)
Johnny Ortega, City of American Canyon (American Canyon, CA)