



IA Board Election Results



In November, IA's voting members were invited to cast a ballot for six director positions on the association's 2010-2011 board. More than 300 members voted. New board members and executive officers include:

Vice President:

- Bob Dobson, CIC, CID, EPA WaterSense Partner (Contractor) – President, Middletown Sprinkler Company (Port Monmouth, N.J.)

Treasurer:

- Warren Thoma (Manufacturers' Rep) – President, Warren Thoma & Associates, LLC (Crystal Lake, Ill.)

Directors:

- Greg Hunter (Manufacturer) – Executive Vice President of Marketing, Hunter Industries (San Marcos, Calif.)
- Todd Magatagan, CAIS, CIC, CID, CGIA, CLIA, CLWM, Texas Licensed Irrigator, EPA WaterSense Partner (Contractor) – Owner, Around the Grounds (The Woodlands, Texas)
- Aric Olson, CAIS (Manufacturer) – President, Jain Irrigation, Inc. (Fresno, Calif.)
- John Vikupitz (Manufacturer) – President/CEO, Netafim USA (Fresno, Calif.)

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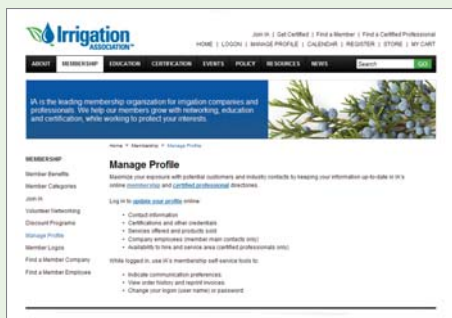


Certified professionals can again submit continuing education units online at the Irrigation Association web site. The submission page has undergone several upgrades to make this process easier and reflect the new submission guidelines announced earlier this year.

The updated list of qualifying activities was simplified to help streamline the process to earn CEUs. Additional upgrades to the Select Certified program in recent months include the conversion to a two-year renewal cycle and introduction of computer-based testing, administered at centers across North America.

To submit your CEUs online, visit www.irrigation.org/submitceus.





Web Site Spotlight: Updating Profiles

IA's new web site includes significantly enhanced member and certified professional directories to help customers find current and potential business partners. Keeping your organization's profile current also ensures you continue to receive the full range of IA benefits.

After logging in, members can update:

- Personal and contact information.
- Services offered and products sold (member main contacts only).
- Company employees (member main contacts only).
- Availability to hire and service area (certified professionals only).

To login and update your profile, visit www.irrigation.org/login/fpersonal.aspx.

Valmont Founder Daugherty Dies at 88



Robert B. Daugherty, founder of Valmont Industries (Valley, Neb.) and a pioneer in bringing center pivot irrigation to farming, died in November. In 1946, Daugherty founded Valley Manufacturing and in 1953, bought the rights to manufacture a new center pivot device. Widespread adoption of center pivots led to the company's public launch in 1968, when it was renamed Valmont.

In 1987, Daugherty earned IA's Industry Achievement Award and in April 2010, his Robert B. Daugherty Charitable Foundation pledged \$50 million to found the Global Water for Food Institute.

IAEF Announces Essay Contest Winners

The Irrigation Association Education Foundation has announced the winners of its seventh annual essay and video contest:



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

Winners composed entries on the theme "The Role of Irrigation in Sustainability." Winners and their faculty advisors will receive all-expenses-paid trips to the 2010 Irrigation Show. At the show, students will attend education classes and network with industry leaders.

New Factsheet Expands Marketing Library



The IA Center Pivot/Lateral Move Common Interest Group recently developed a new factsheet to help promote the benefits of efficient irrigation to policymakers and at agriculture events.

The sheet highlights key facts about efficient irrigation:

- Between 1969 and 2003, water efficiency gains allowed farmers to increase total irrigated acreage by over 40 percent, while applying only 11 percent more water.
- Precision application of water and nutrients minimizes runoff and top soil erosion, protecting downstream water supplies.
- Currently, the 17 percent of irrigated cropland in the United States produces nearly 50 percent of total crop revenues.

Contractor Summit Early Registration Deadline: Dec. 16

Contractors are encouraged to register for Point of Connection, IA's Irrigation Contractor Leadership Summit. Hosted by IA's Contractor Common Interest Group, the 2011 event will be held Feb. 24 at the Royal Plaza in the Walt Disney World Resort in Lake Buena Vista, Fla.



A custom, behind-the-scenes tour of Walt Disney World Resort's irrigation system will be the highlight of the summit. Sessions will focus on smart technologies and related business opportunities, including presentations on rainwater harvesting, rain and soil-moisture sensor technology, and new auditing practices. Developed by contractors for contractors, the program reflects feedback from a member survey conducted this summer.

Space is limited: to secure a spot at this exclusive event, submit a completed registration form and payment to IA. Registration fees include two full days of programming, a welcome reception, five meals and the tour of Disney's irrigation facilities. Register by Dec. 16 and save \$50. Download the complete brochure to register: www.irrigation.org/2011pocbrochure.pdf.

Irrigation Show Dec. 5-7, Phoenix

It's not too late to register to attend the 2010 Irrigation Show, Dec. 5-7 in Phoenix. Featured presentations include:



- Keynote address by author, professor and water expert, Robert Glennon.
- U.S. economic snapshot and effective business strategies for irrigation contractors, by well-respected industry consultant, Jim Huston.
- New Ag Insights Track for growers, dealers, equipment manufacturers and other agriculture attendees. Speakers include Mark A. McGinnis, an attorney with Salmon, Lewis and Weldon, PLC; AnnaMarie Knorr, Arizona government affairs manager for Western Growers; Steve Smarik, a Farm Bill specialist with the U.S. Department of Agriculture's Natural Resources Conservation Service; and Robert von Bernuth, professor emeritus at Michigan State University.
- Manufacturers' Reps Common Interest Group meeting, including guest speakers Jerry Leth and Richard Sinclair from the Manufacturers' Agents National Association.
- Nursery and Greenhouse CIG meeting guest speaker Gene Giacomelli, PhD, from the University of Arizona's Controlled Environment Agriculture program.

IA & ASIC Partner to Host Regional Event



Next summer, the American Society of Irrigation Consultants will host an ASIC regional event in conjunction with the Irrigation Association's annual Water Conference.

Tentatively scheduled for July in Denver, Colo., IA's third Water Conference will include a day and a half of interactive programming exploring current and future challenges related to irrigation and water management. The 2011 event will add a half-day seminar on Integrated Water Management, presented by ASIC President Jeffrey Bruce.

IA and ASIC are currently discussing an "all-inclusive" registration fee for both programs. More information on both events will be available in January.

ICC Begins Setting Standards for Landscape Irrigation

The International Code Council is currently accepting applications for a new Turfgrass and Landscape Irrigation Sprinkler Standard Consensus Committee. The deadline to apply is close of business on Dec. 15, 2010. The committee will work to produce the first ANSI standard governing the design, construction, performance and testing of sprinklers used in landscape and turfgrass irrigation systems. Any interested party is welcome to apply to the committee; ICC membership is not required. Information and an application form can be found on the ICC website at www.iccsafe.org/call2010.



Member Survey: IA Membership Good for Business and Industry

According to the opinion survey conducted in April, primary reasons for being a member of the Irrigation Association include:

- Support of the irrigation industry.
- Certification programs and IA efforts to promote the benefits of working with certified professionals.
- Classes, materials and other education resources.
- News and updates on irrigation technologies, products, services and best practices, as well as general water issues.

Eighty-five percent of respondents believe that IA membership had a positive impact on their businesses, and nearly 90 percent reported that belonging to the association made them feel they were supporting the industry.

More than 70 percent of respondents believe association services are a good value for membership dues.

Conducted in April 2010, the opinion survey was distributed to main contacts at all member companies. Over 26 percent (516 individuals) responded. Responses were consistent for members who identified their companies as primarily focused on either agriculture or turf/landscape.

IA appreciates the comments and input provided by these members.



ICC Releases Green Construction Code for Review

The International Code Council has released Public Version 2.0 of the International Green Construction Code for public review. This comprehensive, model green building code contains provisions for landscaping and irrigation, and general water efficiency.

The release also launches the next round of development that will culminate in the 2012 version of the IGCC. Proposed code changes will be evaluated by an ICC technical committee at a hearing in May. The ICC board is currently considering committee applicants, with the final roster to be announced in late 2010 or early 2011.

Download a free copy of the IGCC from media.iccsafe.org/igcc/docs/igcc-PV2.doc. To submit a code change proposal, complete and submit the form at www.iccsafe.org/igcc.doc by Jan. 3, 2011. For more information, visit www.iccsafe.org/igcc.

Field to Market and Wal-Mart Collaborate on Sustainable Agriculture

Field to Market: the Keystone Alliance for Sustainable Agriculture, recently provided feedback to Wal-Mart regarding the development of global sustainable agriculture goals. Specifically, Wal-Mart aims to benefit farmers, communities and customers by increasing farmers' incomes; encouraging more efficient use of pesticides, fertilizer and water; and providing fresher produce for customers. For more information, visit www.fieldtomarket.org.

Members Validate New Standards Focus

Earlier this year, IA's board adopted a revised strategic plan that includes a new focus on establishing standards and best practices that drive efficient irrigation. A recent survey of the association's members with a landscape/turf focus validated this decision, finding that:

- More than 72 percent of respondents agreed that location-based regulations already present a challenge for their businesses.
- Over 90 percent agreed that the development of product standards, best practices and model codes for landscape irrigation would be good for the industry overall.
- More than 95 percent agreed that the development of best practices supports IA's mission to promote efficient irrigation technologies, products and services.

The vast majority of respondents believe that most irrigation systems are not being designed (72 percent), installed (78 percent), or maintained and operated (88 percent) properly. In fact, respondents were even divided on whether there was industry consensus on "appropriate ways" to design and install those systems.

When asked to provide additional, open-ended feedback on standards, answers included comments addressing the divide between the industry and government in defining regulations, differences between regions and the question of standards enforcement.

IA's survey on turf and landscape standards was distributed in October to over 1,200 members in this market segment. Of the 270 professionals who responded, the top five member types (respondents were allowed to select more than one) were installation contractors (42 percent), maintenance contractors (26 percent), consultants/designers (24 percent), university/government (11 percent) and manufacturers (8 percent).

IA Launches Two New Online Courses

IA had added two classes to its online learning center. *Agriculture Sprinklers and Precipitation Rates* and *Electrical Troubleshooting for Landscape Irrigation Systems* provide beginner-level training at a value price.

Online classes allow users to learn when and where it is convenient for them, avoiding the need to travel or take time off work. Once purchased, courses are available for 90 days, allowing users to progress at their own pace. Completing each course earns four continuing education units for IA-certified professionals.

Agriculture Sprinklers and Precipitation Rates (\$95) provides an overview of various types of sprinkler systems and their applications. Students will learn how to calculate precipitation rates for various types of agricultural irrigation systems to help create efficient irrigation schedules.

Electrical Troubleshooting for Landscape Irrigation Systems (\$125) teaches how to diagnose common electrical problems found in the field using virtual meters. This interactive class focuses on developing troubleshooting skills by using meters and understanding what the readings indicate.

To learn more or register, visit www.irrigation.org/education/online_class_descriptions.aspx.

IA Awards Highest Honors

At the 2010 Irrigation Show, IA will honor three individuals and one organization for their lasting impact on the irrigation industry. The winners of the association's 2010 awards for advancing irrigation practices, technologies and the industry overall are:

Industry Achievement Award (Agriculture)

Wendell Dorsett (retired), Valmont Industries (Valley, Neb.)



Recently retired from Valmont Industries, Dorsett spent 52 years as an irrigation industry innovator and educator. He holds five patents. In 35 years at Valmont, he focused on irrigation efficiency, effectiveness and uniformity. An active IA volunteer, he served on the Certification Board, Wastewater Resources Committee, and Chemigation and Center Pivot Common Interest Groups; he also helped develop IA's *Center Pivot Design Manual* and taught IA's Center Pivot Design class.

Industry Achievement Award (Turf/Landscape)

Richard Hunter, Hunter Industries (San Marcos, Calif.)



Following the family tradition, Hunter helped his father, brother and sister build Hunter Industries from the ground up. He became the company's president and CEO in 1994, increasing the organization's annual revenue to more than \$200 million with sales in over 80 countries. The company's portfolio now features 250 patents and 40 trademarks.

Hunter is also a past president of the Irrigation Association.

National Water & Energy Conservation Award

Otay Water District (Spring Valley, Calif.)



Under the direction of Water Conservation Manager William Granger, the district serves more than 191,000 people in southeastern San Diego County. A U.S. Environmental Protection Agency WaterSense Partner since 2007, Otay has successfully implemented innovative audit, rebate and

education programs. The district has conducted more than 1,400 residential surveys, installed almost 3,200 nozzles in single-family homes, and hosted six customer workshops since 2008. Otay also has completed over 190 large landscape audits and implemented an irrigation upgrade program with almost 30 sites.

Person of the Year

John Busch (retired), U.S. Department of Agriculture, Natural Resources Conservation Service (Baker City, Ore.)



With NRCS, Busch worked with growers throughout Oregon to design irrigation systems, develop irrigation water management plans, provide training on irrigation best practices, and develop irrigation planning and design tools. As a licensed, professional engineer, Busch helped develop standards for sprinkler and surface irrigation through the American Society of Agricultural and Biological Engineers. Throughout his 30 years as a professor and researcher at the University of Idaho, Busch researched improving irrigation management, and water and energy efficiency.



IAEF Announces 2011 Irrigation Faculty Academy

The IA Education Foundation will hold its ninth annual Irrigation Faculty Academy in Walla Walla, Wash., June 22-24, 2011.

This "train-the-trainer" event is designed for irrigation instructors and faculty from colleges, universities and technical colleges across the country. The program features presentations and field work led by IA members, university professionals and industry experts, all designed to improve participants' irrigation knowledge and teaching techniques.

Foundation and Membership Manager Marcia Cram estimates that the past eight academies have reached almost 10,000 students through instructor education. The Foundation underwrites registration costs and most meals for attendees. The Irrigation Faculty Academy supports one of IAEF's key goals, of improving the quality of irrigation education available to students.

IA to Host Standards Forum at Irrigation Show

As part of the Irrigation Association's newest strategic initiative, IA will host an open roundtable on turf and landscape standards at the 2010 Irrigation Show. The meeting is open to all attendees.

The IA Turf and Landscape Standards Forum will take place Monday, Dec. 6 from 3:00 p.m. – 5:00 p.m. in room 126B at the Phoenix Convention Center.

Irrigation Association Welcomes New Members

Contractor

Clearwater Landscaping, Carey, ID
 Elite Grounds, L.C., Pleasant Grove, UT
 Garrett Services, Kerrville, TX
 Grays Greens Property Management,
 Southampton, NY
 Hydro-Flow, Inc., Central Point, OR
 Jonas Sprinklers and Fertilizer, Inc.,
 Great Falls, MT
 Lawn Care Pros, LLC, Vineyard Haven, MA
 Mogonye Land Tech, LLC, Baytown, TX
 Prestige Landscape Group LTD, Calgary,
 Alberta, Canada
 R.H. Dupper Landscaping, Inc., Tempe, AZ
 Town & Country Gardening & Landscaping,
 Carmel, CA

Consultant

Action Landscape, Inc., Sugar Land, TX
 Aegis Engineering Management,
 San Diego, CA
 Confluence, Sioux Falls, SD
 FRS Design Group, Madison, WI
 William Baker & Associates, Temecula, CA
 Z. Gordon Davidson, Z. Gordon Davidson &
 Associates, La Quinta, CA

Distributor

Christmas USA, Manitowoc, WI
 Intelitek, Inc., Manchester, NH
 Mutual Industries, Inc., Philadelphia, PA
 Rain-Flo Irrigation, East Earl, PA

Government

National Irrigation Commission,
 West Indies, Jamaica

Grower/Producer

Archi's Acres, Escondido, CA
 L & L Ag Production, Connell, WA

Industry Supplier

American Express Open, New York, NY
 Juniper Systems, Inc., Logan, UT

Manufacturer

Advantage Light Source, Inc., Chatsworth, CA
 DekoRRa Products LLC, Rio, WI
 TangShan Zhifu Plastic Machinery Co., LTD,
 Tangshan, China

Organization

Ohio Nursery & Landscape Association,
 Westerville, OH

Student

Kendra Brennan, West Hills College,
 Coalinga, CA
 Herman Daniel Delgado, West Hills College,
 Coalinga, CA
 Benito Favela, West Hills College, Coalinga, CA
 Orry Lentonen, Painesville, OH
 Greg Lewis, West Hills College, Coalinga, CA
 Yui Matsuhisa, West Hills College, Coalinga, CA
 Seanea Puertas, West Hills College,
 Coalinga, CA
 Glenn Sailors, Coalinga, CA

Technical (Lifetime)

Michelle Koo, City of Hayward, Berkeley, CA

Technical

Steven P. Kistler, U.S. Army, Lawrenceville, GA
 Jose Moreno, Agriculture Institute,
 El Centro, CA
 John Nibourg, City of Edmonton, Edmonton,
 Alberta, Canada
 Joshua L. Smith, City of Pleasant Hill,
 Pleasant Hill, CA

Members in the News

California Landscape Contractors

Association (Sacramento, Calif.) named California State Assemblyman Jose Solorio as the first recipient of its Legislator of the Year Award for his role as chair of the state assembly's select committee on regional approaches to addressing the state's water crisis. CLCA Executive Director Sharon McGuire was also recently awarded PLANET's Association Executive Partner of the Year.

Gachina Landscape Management

(Menlo Park, Calif.) now has four landscape certified technicians: Cristina Prevarin – ornamental maintenance, Wendy Vuong – softscape installation and ornamental maintenance, Oscar Cortez – irrigation and Mauro Barrera – softscape installation.

Hinkley Lighting (Cleveland, Ohio) donated exterior lighting to a home on ABC's Emmy award-winning hit show "Extreme Makeover: Home Edition."

Hunter Irrigation (San Marcos, Calif.) released DUAL, a two-wire irrigation control system that allows power and signal to activate any individual valve via a single pair of wires.

Irrigation Consulting (Pepperell, Mass.) has added Kyle Janco, a 2010 civil engineering graduate of the University of New Hampshire, to their engineering department.

LAKOS Liquid-Solids Filtration

Solutions, a Division of Claude Laval Corporation (Fresno, Calif.) has named Russell Clark vice president of groundwater and irrigation.

TLC - The Landscape Company LLC

(Mesa, Ariz.) will be working on the 2010 Arizona Landscape Contractors Association community project, landscaping the Youth Theatre and upgrading the irrigation system.

Valley Soil, Inc. (Temecula, Calif.) recently began a new contract with the Corona Department of Water and Power to install weather-based irrigation controllers for tier five high-water-use customers.