

# e-times™



The Electronic Newsletter of the Irrigation Association

January 2012

## Irrigation Association Sponsors Ag Day

The Irrigation Association is proud to work with the Agricultural Council of America as a sponsor for the March 8 National Ag Day events. Created by the Agriculture Council of America and held on Capitol Hill in Washington, D.C., Ag Day is dedicated to increasing public awareness of agriculture's vital role in our society by bringing food, fuel and fiber concerns to the nation's public figures.



## Save the Date: IA Agriculture Advocacy Day

The Irrigation Association's inaugural Agriculture Advocacy Day is being held March 7 - 8 in conjunction with Ag Day. Free to IA members, IA's Agriculture Advocacy Day aims to educate manufacturers, manufacturers' representatives, dealers and distributors on issues relevant to their industry and connect them with the public officials responsible for influencing agricultural policy. This is an opportunity for members to become advocates for irrigation industry issues that impact their businesses.

Led by IA Federal Affairs Director John Farner, the event will begin with an issues briefing and IA dinner. The second day will revolve around congressional and department meetings and opportunities to discuss legislative issues. The events will be combined with Ag Day's Mix-and-Mingle luncheon and the Celebration of Agriculture dinner at the U.S. Department of Agriculture's Whitten Building.

For more information, e-mail John Farner at [johnfarner@irrigation.org](mailto:johnfarner@irrigation.org).

## IA President-Elect Earns Lifetime Achievement Award

Bob Dobson, Irrigation Association president-elect and president of Middletown Sprinkler Company, Port Monmouth, N.J., was presented with the 2011 Irrigation Association of New Jersey Lifetime Achievement Award at the association's annual meeting on Dec. 7 at the Taj Mahal Hotel and Casino in Atlantic City.

In addition to serving on IA's executive committee, Dobson is a founding member of the Irrigation Association of New Jersey and a past IANJ president. He was co-chair of the IANJ licensing committee that authorized the Landscape Irrigation Certification Act of 1991. He served as the first chairman of the licensing board and still sits on the board. Dobson is an adjunct professor at Rutgers University where he teaches in the two-year and four-year turf programs.

Dobson has been an irrigation contractor for over 40 years and is a CIC, CID and Environmental Protection Agency WaterSense Partner. Last year, he received an excellence award from the EPA for his work promoting the WaterSense program, and he is the 2009 recipient of IA's Industry Achievement Award.

## In This Issue

Upcoming IA Classes.....	2
Get Ahead with <i>Sixth Edition</i> .....	2
SIM Winner Spotlight.....	3
New Committee Participants.....	3
Standards Updates.....	4
New Committee Participants.....	4
IAPMO Supplement to Codes.....	5
ASABE to Revise Standard.....	5
Members in the News.....	6
New Members.....	6

### 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)



## Point of Connection 2012 — Register by Jan. 9 and Save

Earn up to five continuing education units at the 2012 Point of Connection contractor leadership summit, Feb. 8 – 10, in St. Augustine, Fla. Register by Jan. 9 to take advantage of early bird rates. This year's leadership summit is designed by and for irrigation contractors. It offers an excellent opportunity for decision makers to improve their business skills.

Don't miss this opportunity to talk shop with like-minded professionals and industry experts. Space is limited – for more information, visit [www.irrigation.org/poc2012](http://www.irrigation.org/poc2012) or contact Chad Forcey, Irrigation Association state affairs director, at [chadforcey@irrigation.org](mailto:chadforcey@irrigation.org).

## Complete a Landscape Irrigation Audit and Earn CEUs

Certified landscape irrigation auditors who earned their CLIA prior to June 1, 2011, have an opportunity to earn four continuing education units by completing a landscape irrigation audit.

In order to be eligible to submit a landscape irrigation audit for continuing education units, you must be a current CLIA in good standing and have earned your CLIA certification prior to June 1, 2011. You must complete the following:

- Application to determine eligibility to submit audit. You must be pre-approved by the Irrigation Association prior to submitting an audit.
- Field audit on CEU audit-specific forms. You must submit the original audit and payment to IA for grading.
- Pass with a minimum score of 70 percent in order to earn the CEUs.

You may only submit one audit for CEUs. For additional information and forms, visit [www.irrigation.org/earnCEUs](http://www.irrigation.org/earnCEUs), e-mail [certification@irrigation.org](mailto:certification@irrigation.org) or call 703.536.7080.

## January IA Education Classes

Mark your calendar for opportunities to enhance your expertise and earn continuing education units from IA-licensed providers in 2012:

- |                   |  |
|-------------------|--|
| Jan. 16 – 17      | Greensboro, N.C.: Irrigation Contractor Training (16 hours)<br><a href="http://www.carolinasirr.org/education.html">www.carolinasirr.org/education.html</a>  |
| Jan. 18           | Chattanooga, Tenn.: Predicting and Estimating Water Use (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a>  |
| Jan. 18           | Chattanooga, Tenn.: High Efficiency Irrigation (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a>   |
| Jan. 19           | Chattanooga, Tenn.: Jobsite Leadership (Beginner) – Fundamentals to Coach, Discipline And Delegate (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a> |
| Jan. 19           | Chattanooga, Tenn.: Plan reading and Take-Offs – A Key to Profitability (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a>                            |
| Jan. 23 – Jan. 24 | Atlantic City, N.J.: Irrigation Auditor (14 hours)<br><a href="http://www.prereg.net/rainbird3/class_types.cfm?emp=">www.prereg.net/rainbird3/class_types.cfm?emp=</a>                                   |
| Jan. 25 – Jan. 26 | Atlantic City, N.J.: Irrigation Contractor Training (4-16 hours)<br><a href="http://www.prereg.net/rainbird3/class_types.cfm?emp=">www.prereg.net/rainbird3/class_types.cfm?emp=</a>                     |
| Jan. 25           | Myrtle Beach, S.C.: Plan reading and Take-Offs – A Key to Profitability (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a>                            |
| Jan. 25           | Myrtle Beach, S.C.: High Efficiency Irrigation (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a>   |
| Jan. 25           | Myrtle Beach, S.C.: Jobsite Leadership (Beginner) – Fundamentals to Coach, Discipline And Delegate (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a> |
| Jan. 26           | Myrtle Beach, S.C.: Predicting and Estimating Water Use (4 hours)<br><a href="http://www.johndeerelandscapes.com/JDLU/">www.johndeerelandscapes.com/JDLU/</a>  |

## Get Ahead in 2012 With *Sixth Edition*



Increase your skill set in the new year with *Irrigation, Sixth Edition*, the definitive technical reference on irrigation. With 30 chapters on both the basics and the most up-to-date information on landscape, agricultural and golf irrigation applications, this latest edition is the most comprehensive volume on irrigation fundamentals as well as cutting-edge techniques. Arm yourself and your team with this single-volume reference for irrigation know-how.

With practical solutions for water management, irrigation system planning and design, microirrigation, performance auditing, nurseries and greenhouses, *Sixth Edition* offers you easy access to best practices that will give you an edge in the marketplace.

Order your copy online today at [www.irrigation.org/sixthedition](http://www.irrigation.org/sixthedition) or call 703.536.7080.



## Smart Irrigation Month Spotlight: Reinke Manufacturing — Agriculture Winner

Each month, E-Times will focus on one of the winners of the 2011 Smart Marketing Contest, designed to recognize Irrigation Association members for their support of Smart Irrigation Month. Smart Irrigation Month is an IA initiative created to promote efficient watering practices, technologically advanced irrigation products and water conservation. The initiative encourages irrigation professionals to promote water efficiency to business partners, customers and water end-users. To learn more, visit [www.smartirrigationmonth.org](http://www.smartirrigationmonth.org).



Though a global leader in irrigation products, Reinke Manufacturing is a hometown business at heart. Founded in 1954 in Deshler, Neb.,

Reinke continues to promote both excellent products and outstanding service in the agricultural irrigation manufacturing industry. Their dedication to the industry came through in their entry for the 2011 Smart Marketing Contest and earned them the award in the agriculture category.

Reinke President Chris Roth accepted the award during the Irrigation Show held in November in San Diego. Their campaign included efforts to promote smart irrigation practices among growers and dealers as well as the incorporation of Smart Irrigation Month logos and messaging. Reinke placed an advertisement in *Potato Grower Magazine* and made use of local press to publicize their water-efficient products and Smart Irrigation Month to regional dealers. In addition to print media, Reinke also increased awareness of Smart Irrigation Month online via their Facebook page.

Reinke also reached out to dealer Walls Irrigation in Milford, Del., in an effort to highlight Smart Irrigation Month at their booth during the Delaware State Fair. As part of the agreement, Walls Irrigation distributed Smart Irrigation Month buttons to attendees and promoted the benefits of smart irrigation and water conservation to growers attending the fair.

At the Sunbelt Ag Expo's Field Day, Reinke Southeast Territory Manager Mike Mills took advantage of the event to demonstrate sprinkler-efficient products and discuss with growers the elements of Smart Irrigation Month, including the need for efficient and effective irrigation methods.

"We are delighted to receive this recognition from the Irrigation Association," said Reinke President Chris Roth at the Smart Irrigation Month Briefing during the 2011 Irrigation Show and Innovations in Irrigation Education Conference. "Our team did a great job of working to help raise awareness for Smart Irrigation Month and educate individuals on efficient irrigation practices. We look forward to continuing to show our support for this important initiative."



## IA Welcomes New Committee Participants

The Irrigation Association is pleased to welcome new committee leadership and extends thanks and appreciation to those who are continuing their leadership into the new year. The following individuals will serve as new committee chairs and vice chairs from 2011 – 2012:

**James Dowd**, chair of the Ambassadors Committee

**Michael Dowgert**, vice chair of the Nursery and Greenhouse Common Interest Group

**Ernest Dunbar**, vice chair of the Manufacturers' Representatives Common Interest Group

**Mel Grills**, vice chair of the Landscape Water Management Contractor Common Interest Group

**Steve McCarter**, vice chair of the Expo Advisory Committee

**Bob Rugar**, vice chair of the Awards and Honors Committee

**Tony Serwatak**, vice chair of the Ambassadors Committee

Show your support by serving on a committee. E-mail [marciacram@irrigation.org](mailto:marciacram@irrigation.org) for information on how to get involved.

## IA Ambassador Representation at CENTS 2012

Irrigation Association Ambassador John Newlin will attend the 2012 Ohio Nursery and Landscape Association's Central Environmental Nursery Trade Show. CENTS is a show specifically for individuals engaged in any aspect of the green industry: grower, garden center, landscape contractor, landscape maintenance, turf grass and arborist. While at the show, Newlin will educate attendees regarding the benefits of getting involved with IA.

To learn more about representing the Irrigation Association, visit [www.irrigation.org/About/Get\\_Involved.aspx](http://www.irrigation.org/About/Get_Involved.aspx).

## Landscape Management Survey — Preliminary Results

Six hundred and seven people participated in the Smart Water Application Technologies survey on emerging best practices for landscape management. The survey was launched in September and open to all landscape irrigation professionals with green industry interests. Survey results represent the feedback of irrigation contractors, water providers, designers, consultants, manufacturers and distributors. Findings will be used to help shape new educational resources to guide green industry professionals in meeting the sustainability needs of urban landscapes.

Preliminary results reveal that two-thirds of the respondents reported that they live where there is either a water supply issue or watershed protection issue. An overwhelming majority believe that advanced technologies play a role in dealing with the local issues, but only 40 percent believe that the green industry is adequately trained to use these technologies properly.

Over the next few months, SWAT's promotions working group will be analyzing the data to help guide direction for future efforts and initiatives. The PWG will release a more detailed report in the near future.

For more information regarding the survey results, e-mail [brentmecham@irrigation.org](mailto:brentmecham@irrigation.org).

## IA Standards Updates

The Irrigation Association is looking forward to continuing the effort to improve standards throughout 2012, and is especially committed to representing members' interests on an international level. For many years, IA has worked with the International Standards Organization on the Technical Committee 23, sub-committee 18, a group that oversees international irrigation standards for landscape and agricultural products. Former IA President Stephen Smith of Regenesys and Ed Norum of the Center for Irrigation Technology recently attended week long committee meetings in support of creating fair and effective standards in Tel-Aviv, Israel. Committee members are currently developing international standards for water meters, sprinklers, microirrigation emitters, valves and irrigation testing equipment. Comprised of many international representatives, the committee creates standards that affect how products will be manufactured or sold internationally. Just released by ISO is international standard 15081 that deals with agricultural equipment and graphical symbols for pressurized irrigation systems.

For more information on how IA is involved in the irrigation standard creation and management process, e-mail Industry Development Director Brent Mecham at [brentmecham@irrigation.org](mailto:brentmecham@irrigation.org).

## IAPMO Green Supplement to the Uniform Plumbing and Mechanical Codes

The International Association of Plumbing and Mechanical Officials held its 11th meeting of the Green Technical Committee from Dec. 8 – 9 in Ontario, Calif., where the green supplement model code was discussed. The green supplement model code, an overlay code of the uniform plumbing and uniform mechanical codes, includes provisions regarding new and sustainable practices that can be incorporated into the UPC or UMC.

Where applicable, the green supplement establishes:

- Minimum sustainability provisions that aim to raise the bar, as with all uniform codes.
- Health and safety provisions to ensure that green practices are safe and reliable.
- Minimum performance, design, installation and maintenance requirements.

Some of the principle provisions in the code relating to landscape irrigation systems include:

- Irrigation system performance requirements.
- The use of alternative water sources for landscape irrigation systems.
- The use of smart irrigation control systems, either weather-based or soil moisture-based.
- Discharge rates for low-flow irrigation with drip emitters and microspray-type emission devices.
- Maximum precipitation rates for sprinklers.

Additionally, there were many new provisions regarding rainwater catchment systems including, collection surfaces, storage and water quality standards.

The green supplement for the UPC and UMC is expected to be published by February 2012 for adoption by jurisdictions. The code will be formalized and published this month and posted at [www.iapmo.org/Pages/IAPMO\\_Green.aspx](http://www.iapmo.org/Pages/IAPMO_Green.aspx).



## EPA WaterSense Partners Promote Water Efficiency

The Environmental Protection Agency's WaterSense program announced its newest partnership members. Recent partners include manufacturers, promotional partners, retailers and distributors who are recognized by WaterSense as leaders in water efficiency:



### Manufacturer

Central Brass Company (Brecksville, Ohio)  
 Chi Liu Enterprise Co., Ltd. (Changhua City, Taiwan)  
 Everlotus Industries Corp. (Guangdong, China)  
 Foshan Nanhai Eago Sanitary Ware Co. Ltd. (Guangdong, China)  
 HydroPoint Data Systems, Inc. (Petaluma, Calif.)  
 Rain Bird Corporation (San Diego, Calif.)

### Promotional Partners

City of Sierra Vista (Sierra Vista, Ariz.)  
 Denver Botanic Gardens (Denver, Colo.)  
 Earth Advantage Institute (Portland, Ore.)  
 Minnesota Department of Natural Resources (St. Paul, Minn.)  
 The Watershed Committee of the Ozarks (Springfield, Mo.)

### Retailers/Distributors

Energy Earth, LLC (Chattanooga, Tenn.)  
 Ewing Irrigation Products (Phoenix, Ariz.)  
 Habify (Coral Gables, Fla.)  
 Jay Ess Plumbing Supply (Brooklyn, N.Y.)  
 United Pipe & Supply, Inc. (Portland, Ore.)

## Jan. 23 Deadline for EPA Urban Waters Small Grants Proposals

The U.S. Environmental Protection Agency expects to award between \$1.8 and \$3.8 million in funding for projects across the country. These funds will help restore urban waters by improving water quality and supporting community revitalization. The funding is part of the EPA's Urban Waters program, which supports communities in their efforts to access, improve and benefit from their urban waters and the surrounding land.

The goal of the Urban Waters Small Grants program is to fund research, studies, training and demonstration projects that will advance the restoration of urban waters by improving water quality. Activities that support this initiative include community revitalization and other local priorities, such as public health, social and economic opportunities, general livability and environmental justice for residents. Examples of projects eligible for funding include:

- Education and training for water quality improvement or green infrastructure jobs.
- Public education about ways to reduce water pollution.
- Local water quality monitoring programs.
- Engaging diverse stakeholders to develop local watershed plans.
- Innovative projects that promote local water quality and community revitalization goals.

Information about urban waters small grants, the request for proposal and registration links for the webinars are available at [www.epa.gov/urbanwaters/funding](http://www.epa.gov/urbanwaters/funding).

## Farm Production Expenses Are Expected to Rise More Than \$30 Billion in 2011

The U.S. Department of Agriculture's Economic Research Service reported that despite the fall of farm production expenses by \$12 billion (4.1 percent) in 2009 and rebounding to a relatively modest \$4.5 billion (1.6 percent) in 2010, total farm production expenses are set to rise by \$34.4 billion (12.0 percent) in 2011 to a nominal record of \$320 billion. The 2011 jump is comparable to the large increases in production expenses recorded in 2007 and 2008. However, this is the first time that expenses will have exceeded \$300 billion. When adjusted for inflation, 2011 expenses also set a record, surpassing the previous peak reached in 1979. To view the chart containing information on these increases, visit the farm income and costs briefing room section of the ERS web site at [www.ers.usda.gov](http://www.ers.usda.gov).

## ASABE Announces Project to Revise Microirrigation Standard

The American Society of Agricultural and Biological Engineers has initiated a project to revise its standard for the design and installation of microirrigation systems. ASAE EP405.1, Design and Installation of Microirrigation Systems, was approved by ASABE in April 1988 and has been systematically reviewed every five years per ASABE standardization procedures. The latest periodic review elicited suggestions to update the standard to reflect changes in terminology and compliance with the current practices used for the design and installation of microirrigation systems. Additionally, improvements in industry products have brought into question some of the performance values provided within EP405.1. The standard is being reviewed for consistency and accuracy in definitions, terminology, practice and applicable references, and will be revised accordingly.

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



## Members in the News

**Hydropoint Data Systems, Inc.** (Petaluma, Calif.) was named to the prestigious 2011 Global Cleantech 100, produced by both Cleantech Group, a leading research firm focused on global clean technology innovation, and the United Kingdom's Guardian News and Media.

**Nelson Irrigation** (Walla Walla, Wash.) is inviting dealers to their headquarters for winter irrigation seminars from Jan. 10 – 13. To reserve a spot, call 509.524.7438 or e-mail Michelle at [michelle.block@nelsonirrigation.com](mailto:michelle.block@nelsonirrigation.com).

**Galcon USA** (San Rafael, Calif.) recently completed the move to its new corporate offices and is working hard providing superior client experience with the implementation of a state of the art warehousing and logistics operation.

## Save the Date: National Ground Water Awareness Week March 11-17, 2012

The National Groundwater Association encourages IA members to promote stewardship of groundwater during National Ground Water Awareness Week. By doing so, irrigation professionals not only help the resource, but also promote their companies as environmentally responsible businesses and experts on water resources.

For more information, visit [www.ngwa.org/Events-Education/awareness](http://www.ngwa.org/Events-Education/awareness) or contact Cliff Treyens (800.551.7379; [ctreyens@ngwa.org](mailto:ctreyens@ngwa.org)).

## Calgary Rated #1 for Water Resource Management

The Economist Magazine's Intelligence Unit released the U.S. and Canada Green City Index, a research project that involved an extensive survey of 27 cities in the U.S. and Canada in an attempt to nail down exactly what qualifies a city as "green."

Of the 27 cities surveyed, the Irrigation Association-member city of Calgary water utility was rated number one in water resource management, just ahead of three U.S. cities (Boston, Mass., New York, N.Y. and Minneapolis, Minn.). Called "30 by 30," the city's program committed to reduce water consumption by 30 percent by 2033 and has found success in water use-reduction through the implementation of automatic metering. According to the report, "Calgary's water utility began installing them in 53,000 unmetered homes—out of about 280,000 total residences."

For more information on Calgary's water use-reduction program, visit [www.calgary.ca/UEP/Pages/home.aspx](http://www.calgary.ca/UEP/Pages/home.aspx).

Have something to share? Please tell us your news for future issues of *E-Times*. Contact [etimes@irrigation.org](mailto:etimes@irrigation.org).

## Irrigation Association Welcomes New Members

### Commercial End User

DMB Associates, Inc. (Buckeye, Ariz.)

### Consultant

Kudela and Weinheimer (San Antonio, Texas)

Maxwell Irrigation (Leavenworth, Kan.)

Tunser Plastic Ltd. (Adana, Turkey)

### Contractor

Urban Lawn & Landscape (Oklahoma City, Okla.)

### Government

City of Savannah (Savannah, Ga.)

