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The Electronic Newsletter of the Irrigation Association

September 2011

Irrigation Show Early Bird Registration Deadline Sept. 28

Registration for the 2011 Irrigation Show and the Innovations in Irrigation Education Conference is now open. Attendees who register by Sept. 28 will receive the discounted rate. The show runs Nov. 6-8 and the education conference runs Nov. 3-8 at the San Diego Convention Center.



The General Session features two guests this year. Alan Beaulieu, president of the Institute for Trend Research, will be the featured speaker. Described as “an economist with a sense of humor,” Beaulieu will highlight where the economy is going and how irrigation professionals should prepare. Desi Williamson, a former industry employee turned motivational speaker, will serve as emcee for the General Session.

Education and innovation are the hallmarks of this year’s show, along with new opportunities to network and conduct business. In addition to IA’s existing education classes and certification exams, the 2011 event introduces new one-hour irrigation seminars. Designed to reinforce irrigation industry best practices, they will cover concepts, implementation and “how-to’s.” IA-certified professionals will earn one continuing education unit for each one-hour session attended.

A new reception will kick off the opening of the show floor on Sunday, Nov. 6, 5:00 p.m. – 6:30 p.m.; all attendees are invited. San Diego has traditionally drawn the show’s largest crowds, with more than 300 exhibitors and 6,000 attendees expected. The show floor features 200,000 square feet of irrigation equipment, systems, services and accessories.

For the second year, IA is providing My Show Planner, an online organizer that allows you to keep track of all your appointments and seminars so you can make the most of the show and conference.

As a reminder, for those pursuing one of IA’s seven certifications, applicants must register by Oct. 10. Exam registration is separate from show registration.

IA hotel rates are available until Oct. 11; see the show web site for a complete list of hotels. Register for the show by Sept. 28 to get the discounted early-bird rate. For more details and to register, visit www.irrigationshow.org.

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More Student Essay/Video Contest Opportunities

Now even more students can participate in the Student Essay/Video Contest! The Irrigation Foundation has extended the submission deadline to Wednesday, Sept. 28, and any student that has been enrolled in an irrigation course in 2011 is eligible to participate. This includes spring, summer and fall classes taken in 2011.

Students have an opportunity to win an all-expenses-paid trip to the 2011 Irrigation Show in San Diego, Nov. 6-8 for themselves and their faculty advisor. Entrants must compose a 1,500 – 1,800 word essay or a three- to five-minute video that answers “How will irrigation careers be affected by limited water supplies in the future.”

Meet with 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 meals. Review complete contest specifications and make a submission at www.irrigation.org/foundation/essaycontest.

IA Volunteer Applications Due Sept. 15

All IA members interested in shaping the association and giving back to the industry are invited to volunteer with one of IA's many committees. Member volunteers support the organization's key efforts with their time and talent in 10 committees:

- Awards and Honors
- Education
- Expo Advisory
- Government Affairs
- History
- Marketing
- Membership
- SWAT
- Smart Irrigation Month
- Standards

To volunteer, submit your application by Sept. 15. Complete the form at www.irrigation.org/volunteer and submit it to Membership Manager Marcia Cram at marcia@irrigation.org.

IA Board Elections Scheduled for September

The Irrigation Association is pleased to announce its slate of candidates for the 2012-2014 director positions on the IA Board of Directors. They are:

- **James Barrett**, FASIC, CID, CLIA (Consultant) – President, James Barrett Associates (Roseland, N.J.)
- **Warren Gorowitz**, CLIA (Distributor) – Vice President of Sustainability and Conservation, Ewing Irrigation Products (Phoenix, Ariz.)
- **Jackie Robbins II**, PE, CAIS, CID (Distributor) – Vice President/COO, Irrigation-Mart, Inc. (Ruston, La.)
- **Diane Toth** (Contractor) – Owner, Aqua-Lawn, Inc., (Fairfield, Conn.)
- **Robert Meaney** (Manufacturer) – Senior Vice President, Valmont Industries, Inc. (Valley, Neb.)

In March, IA announced an open call for nominations from the general membership. The Directors Nominating Committee judiciously reviewed applications and references of all 18 applicants. The DNC determined a formal slate of nominees that keeps the board balanced and representative of the entire IA membership.

IA voting members (the primary contacts of all regular and affiliate organizations) will receive a ballot in September.

Renew Your IA Membership for 2012

As you look ahead to 2012, be sure to renew your Irrigation Association membership. Membership in IA is an investment in your organization, your employees, and the irrigation industry itself. It demonstrates your commitment to promoting efficient irrigation and to long-term sustainability of water resources for future generations.

All IA members will receive dues renewal notices within the next few weeks. If your organization's address or contact information has changed, please update it on the IA web site or contact IA.

IA Participates in National Council of State Legislatures Legislative Summit

The National Council of State Legislators Legislative Summit took place Aug. 9-11 in San Antonio. The 2011 event brought 6,000 legislators and staff together for three days of policy discussions. The event is called the largest and most substantive meeting of its kind in the nation. At the summit, significant discussions were held on water policy formation, environmental challenges and farm bill development.

For the first time, the Irrigation Association exhibited at the event. State Affairs Director Chad Forcey participated in meetings on issues ranging from state licensing to water quality, and he made contacts with key legislators and industry representatives. Attendees received information at the IA booth about IA's certification programs and opportunities to increase the efficient use of water. For more information, please contact Chad Forcey (chad@irrigation.org).



WaterSmart Innovations Oct. 5-7

As an official conference partner, the Irrigation Association will again host a booth and attend the fourth annual WaterSmart Innovations Conference and Expo, Oct. 5-7 in Las Vegas.



WSI is the largest urban-water efficiency conference of its kind in the world. The conference showcases new water-efficiency technology; builds and strengthens effective, interdisciplinary relationships; and brings together international leaders in innovative water efficiency technology and services.

The U.S. Environmental Protection Agency's WaterSense Program, in conjunction with the Alliance for Water Efficiency, will also present its annual WaterSense Partner of the Year Awards at the conference.

WSI is presented by the Southern Nevada Water Authority, in partnership with the Irrigation Association, the U.S. Environmental Protection Agency's WaterSense program, and other leading national and international organizations.

Irrigation Show Partners Announced

The 2011 Irrigation Show welcomes three partners:

The **California Landscape Contractors Association** (www.clca.org) is a nonprofit trade organization comprised of 3,200 licensed landscape and landscape-related contractors as well as landscape suppliers, landscape architects, public officials, educators and students. The association works to support CLCA members as they create beautiful, enduring landscapes that improve the quality of life.

The **Equipment Marketing and Distribution Association** (www.emda.net) is the leading association devoted to the marketing of specialized agricultural equipment, outdoor power equipment, light industrial equipment, forestry equipment, and parts and components for those segments of the industry.

The **Family Farm Alliance** (www.familyfarmalliance.org) works to ensure the availability of reliable, affordable irrigation water supplies to farmers and ranchers in 17 western states.



Irrigation Show to Welcome ASIC Winners' Posters

The Irrigation Show will host the American Society of Irrigation Consultants' poster presentations of award-winning design projects on the show floor. ASIC will showcase the 12 projects considered the "best of the best" of ASIC's Excellence in Irrigation award winners from 2005-2011. Designed by independent irrigation consultants, landscape architects and public water purveyors, the posters feature large-scale, innovative water harvesting; irrigation design; and water management projects.

ASIC Names 2011 Award Winners

At the recent Water Conference, the American Society of Irrigation Consultants presented its annual National Excellence in Irrigation Awards. These awards recognize the sound science and judgment required of an independent irrigation consultant. Each year, Honor and Merit Awards, independently judged by professors of irrigation science at Cal Poly Pomona, are presented based on the quality of project planning and design in functionalism, environmental responsibility and relevance.

The 2011 winners, all from the commercial and public works category, are:

- ASIC Honor Award Winner: Ken Merboth, Water Scape Inc., Lincoln, Neb.; Project: Mammel Hall, University of Nebraska, Omaha, Neb.
- ASIC Merit Award Winner: Cullen Kinoshita, Aqua Engineering, Inc., Fort Collins, Colo.; Project: Water Conservation Analysis for Denver Water, Denver, Colo.
- ASIC Merit Award Winner: J.D. Leonard, Aqua Engineering, Inc., Fort Collins, Colo.; Project: Denver Botanic Gardens Irrigation System Renovation, Denver, Colo.

SWAT Updates

The Smart Water Application Technologies initiative is a partnership between the Irrigation Association and water purveyors to promote water efficient irrigation technologies through performance testing and development of marketing materials.



An updated testing protocol for pressure regulating sprinklers is now completed and will soon be posted on the SWAT web site for public comment. For the soil moisture sensor protocol, SWAT has posted a response to the public comments received.

To learn more about SWAT visit www.irrigation.org/swat.

Extreme Drought in Texas Continues

Texas is currently in its 10th month of drought conditions that began in late 2010. The current drought, caused by extended La Nina weather patterns, represents the driest nine months in recorded Texas history. It has carried with it new irrigation restrictions in cities and towns, limiting irrigation of lawns to specific days of the week.

The drought threatens dwindling water supplies in major cities and small rural areas alike. It has prompted increased attention on problems with irrigation systems (including systems that require additional maintenance) and the lack of specialized controllers (such as soil moisture, weather-based and rain shutoff controllers).

A front-page story in the *San Antonio Express News* on Aug. 7 entitled "A Green Lawn at Any Price" highlighted water waste due to inefficient and malfunctioning irrigation systems, and is critical of the irrigation industry. IA Federal Affairs Director John Farmer noted that the story's perspective "is a challenge for us, and it shows the continuing need for IA to educate lawmakers and the public about efficient technologies and solutions."

White House Issues Report on Rural America

The White House Rural Council has issued a new report entitled *Jobs and Economic Security for Rural America*. It lays out the rural America's economic landscape and presents some of the Obama administration's efforts to promote economic growth and job creation in rural communities. The report focuses on creating jobs and promoting economic growth, improving access to quality health care and education, fostering innovation, expanding outdoor opportunities, and supporting veterans and military families. Previously, President Obama signed an executive order establishing the White House Rural Council. For more information, visit: http://www.whitehouse.gov/sites/default/files/jobs_economic_security_rural_america.pdf.

IA Certification Updates



The IA Certification Board will be applying for accreditation by the National Commission for Certifying Agencies for the certified irrigation contractor program at the end of September. In addition to its pursuit of accreditation, IACB continues to expand the Select Certified program:

- Those with the certified landscape irrigation auditor designation will soon be able to add a drip designation to their current certification. This will be a one-hour computer-based test consisting of 25-30 items. The cost will be \$150 for IA members and \$250 for nonmembers. Candidates who successfully complete the exam will also earn five continuing education units.
- Practice exams for the certified irrigation contractor and CLIA exams are being developed and are expected to be released in approximately six months. These non-proctored exams will be available online and are designed to let candidates experience computer-based testing.
- With so many class organizers requesting their seminar be pre-approved for CEUs, the IACB is developing a formal process for such requests. These request materials will soon be available on the IA web site.
- Certified irrigation auditors are reminded that they can earn four CEUs by completing an audit on the new forms. For more information and to apply for eligibility, visit www.irrigation.org/earnCEUs/.

Finally, if you plan to take a certification exam at the 2011 Irrigation Show, you must submit your registration and exam fee 30 days before the test. Exams are scheduled for Nov. 5-7, so register by Oct. 10.

EPA Releases Draft Policy for Ensuring Scientific Integrity



Last month, the Environmental Protection Agency released its draft Scientific Integrity Policy for public comment. The draft policy reflects the Obama administration's commitment to the ethical standards and transparency necessary for ensuring the highest quality science.

The draft policy was developed in response to a December 2010 memorandum from the White House Office of Science and Technology Policy. The memorandum charged federal agencies to develop policies in four areas: foundations of scientific integrity in government, public communications, use of federal advisory committees and professional development of government scientists and engineers.

The draft addresses the promotion of scientific ethical standards, including quality standards; communications with the public; the use of advisory committees and peer review; and professional development, as well as the roles and responsibilities of a new Scientific Integrity Committee.

The policy is currently open for public comment through Sept. 6. To view a copy, visit www.epa.gov/osa/.

Debt Ceiling Compromise Spurs Possible Action on Farm Bill

With a debt ceiling agreement in place and Congress working to have the next stage of the agreement approved by Dec. 23, congressional supporters of the farm bill are concerned that the agreement could have negative effects on farm bill programs, including the Environmental Quality Incentives Program and others that are part of the conservation title.

The first phase of the debt agreement allows the president to request an initial debt limit expansion of up to \$900 billion, while reducing federal discretionary spending by \$900 billion over 10 years through spending caps. The second phase of the deal allows the president to request an additional \$1.5 trillion and calls on Congress to create a Joint Select Committee on Deficit Reduction, which they have done, to identify \$1.5 trillion in savings. The uncertainty of these cuts has many in Washington, D.C., worried that agriculture will yet again be asked to cut budgets, casting a cloud over some farm bill programs.

Agriculture Committee ranking member Collin Peterson (D-Minn.) recently told www.farmpolicy.com's Keith Good that "the Ag Committee's already cut twice, and we're not getting any credit for it ... the cuts that they've been talking about, they're talking three times as many cuts in agriculture as they are in other areas, which I am not going to go along with."

In an effort to prevent any additional disproportionate cuts to farm programs, some congressional supporters of the farm bill are attempting to have a working draft of the 2012 farm bill for consideration as early as this fall. The Irrigation Association is working internally with members of the farm bill task force and with congressional leaders on several areas of importance to the irrigation industry.

IA Members Publish, Continue Research With USDA-ARS

IA member Tom Trout and his colleagues are measuring crop water-use efficiency not by the traditional measure of crop yield per drop of irrigation water applied, but instead yield per drop of water actually taken in by the crop. This research will help farmers make the best use of limited irrigation water in the arid West by determining how much water major crops actually need. Trout is the research leader of the U.S. Department of Agriculture's Agricultural Research Service Water Management Research Unit (Fort Collins, Colo.). The WMRU has been named the recipient of IA's 2011 National Water and Energy Conservation Award.

Former IA president Stephen Smith's Regenes Management Group, LLC (Denver, Colo.) has signed a cooperative research and development agreement with ARS to create monitoring instruments and software for a web-based application being designed by the company, known as SWIIM or Sustainable Water and Innovative Irrigation Management. Contributions to SWIIM are also provided through a research and development agreement with Colorado State University at Fort Collins.

Read more about this research in the August 2011 issue of *Agricultural Research Magazine* or visit www.ars.usda.gov/is/AR/2011/aug11/water0811.htm.



Failed Teton Dam Might Shape Idaho's Water Future

In southeastern Idaho, only the ruins remain from Teton Dam, which failed in 1976 upon its initial filling with water. But some advocate that building a new Teton Dam might solve the state's issues surrounding water, energy, farming and endangered salmon. However, the costs for such a project (estimated around \$550 million) are causing Idaho and federal water officials to consider seven smaller water storage proposals.

In an Aug. 8 article by John Miller of the Associated Press, Kim Trotter of Trout Unlimited is cited as having concerns that a rebuilt Teton Dam or similar structure would have adverse effects on nearly-endangered Yellowstone cutthroat trout. She suggests that adding measures like modernizing irrigation systems could save enough water to make new storage unnecessary. "And it would be a fraction of the cost," she said.

Read the full story at www.seattlepi.com/news/article/Teton-Dam.

Sept. 2 Deadline for World Ag Expo Abstracts

The Irrigation Association and the Center for Irrigation Technology will be sponsoring an irrigation seminar series during the World Ag Expo in Tulare, Calif., on Feb. 16, 2012.

All Irrigation Association 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/. The submission should include the title of the presentation, a 200-word abstract, a 50-word biography of presenter(s) and contact information (name, phone number, mailing and e-mail address) for the primary presenter.

The deadline for abstract submissions is Sept. 2, 2011. For more information or questions, please contact IA Agriculture Affairs Director Erin Field Huston (erin@irrigation.org; 703.536.7080).

Members in the News

Armada Technologies (Caledonia, Mich.), maker of underground cable-locating equipment, has moved to a new facility in Caledonia, Mich., a suburb south of Grand Rapids.

Cornell Pump Company (Clackamas, Ore.) is hosting a hydraulics and pump seminar in Portland on Sept. 13 and 14. For more information, contact Kim Fandrey (kfandrey@cornellpump.com; 503.794.9731).

Michael Dukes, PhD, PE, CID, (Gainesville, Fla.) of the University of Florida was awarded the 2011 Young Extension Worker Award by the American Society of Agricultural and Biological Engineers. Awarded to an individual under the age of 40, it recognizes outstanding success in motivating people to acquire knowledge, skills and understanding to improve agricultural operations.

Juniper Systems (Logan, Utah) has launched IntuiTrace Irrigation Mapping Software. It is a mobile irrigation mapping tool designed to produce as-built documentation for landscape installation and maintenance contractors.

Netafim USA (Fresno, Calif.) sponsored a "Smart Irrigation Month Run/Walk" that raised funds for Children's Hospital of Central California and brought local attention to the national water conservation program.

Reinke Manufacturing, Inc. (Deshler, Neb.) recently donated a new, highly efficient, eight-tower center pivot irrigation system to the Darrell Williams Research Farm at the Sunbelt Agricultural Exposition in Moultrie, Ga.

Valmont Industries, Inc. (Valley, Neb.) has expanded its Valley GPS product line to include compatibility with Trimble GPS products.

Timothy Malooly, CIC, CID, CLIA, of Water in Motion, Inc. (Big Lake, Minn.) was appointed to the Minimal Impact Design Standards Board, a stakeholder working group of the Minnesota Pollution Control Agency.

Ambassador Calendar

Glenn Bowlin is speaking at Desert Green in Las Vegas, Oct. 20-21. www.desert-green.org

Illinois Licensing Law Set to Expire

The Illinois licensing law for irrigation contractors, passed by the Illinois General Assembly in 2002, is set to expire in January 2013. Licensing bills in Illinois are written in 10-year increments and are required to be re-drafted and passed again every 10 years, so that the legislature will review each program once a decade. In the case of the irrigation licensing law, however, legislative leaders have indicated they will let the law expire. Under existing rules, irrigation contractors will have to become licensed plumbers in order to continue practicing their profession. Support for the expiration of the law is coming from the plumbers union in Illinois.

Many contractors in Illinois are not aware that if the law sunsets, only licensed plumbers and licensed apprentice plumbers will be able to install or maintain irrigation systems. New legislation would extend contractor rights for another 10 years and correct this problem. IA is working with the Illinois Green Industry Association to support the new law and extend the licensing program. For more information, please contact State Affairs Director Chad Forcey (chad@irrigation.org).

Irrigation Association Welcomes New Members

Consultant

Chen Moore & Associates (Fort Lauderdale, FL)
Ideal Design Solutions, LLC (Royal City, WA)
Lynn Capouya, Inc. (Irvine, CA)

Contractor

Central Kentucky Sports Management (Cecilia, KY)
Delta Termite & Pest Control (Waynesboro, GA)
Green Leaf Irrigation & Landscape LLC (Portland, OR)
Innovative Irrigation (Larchmont, NY)
The Sprinkler Guy LLC (Jackson, NJ)

Distributor

Brilliance LED, LLC (Carefree, AZ)
Conservation Technology (Baltimore, MD)
Fluidra S.A. (Barcelona, Spain)

Manufacturer

Armored Textiles Inc. (Peterborough, NH)
CertainTeed Corporation (Valley Forge, PA)
Harwil Corporation (Oxnard, CA)
Mole Guard (Kenmore, WA)

Manufacturers' Rep

AG Resource Inc. (Narberth, PA)

Retired

Bruce Michael Banks, CLIA (Carlsbad, CA)
Cate Duffy (El Prado, NM)

Technical

Patrick Bryan (Washington, D.C.)

University/Government

Long Beach City College (Long Beach, CA)
Trade Commission of Spain (Chicago, IL)

