

Member Update

Published semi-annually for Irrigation Association members

Summer/Fall 2010



Letter From the President

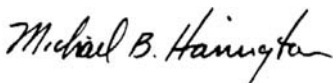
Michael B. Harrington

This summer, association volunteers and leaders used your input as the foundation for IA's next three-year evolution. Representatives from the association's committees, certification board, common interest groups and the IA Education Foundation joined the IA Board of Directors in May to create a long-term strategy through 2013.

Approved at the summer board meeting in July, those plans included:

- A revision of the mission statement. IA's mission to promote efficient irrigation now specifies that the organization promotes efficient irrigation technologies, products and services.
- Adding "standards" as a new key initiative, which will focus on establishing efficient irrigation product and practice standards.
- An update of the association's strategic initiatives. Education and certification have been split into separate initiatives to better serve the growing importance of each. Government and public affairs continues to be a key initiative.

These changes will help ensure IA continues shaping the irrigation industry in ways that serve members and ultimately help preserve water for irrigation for future generations.



Michael B. Harrington
IA President

New Web Site Offers Expanded Features

The new www.irrigation.org now provides expanded member-only content, enhanced directories and a cleaner, easy-to-use design.

Create a new online account (old MyIA account information no longer works) to:

- Explore free, member-only content, including nearly 250 technical papers and the recent economic impact study.
- Review the expanded section on IA's public policy efforts, positions and initiatives.
- Manage personal contact information and communication preferences. Main contacts can also update the company or organization profile.
- Register for events, classes and certification exams.
- Purchase education references and self-study resources.
- Access enhanced directories for members and certified professionals.

New web site content will continue to be rolled out in phases, so be sure to visit the site often to explore new features as they become available.



IA Certification Updates

The Irrigation Association Certification Board has recently made several upgrades to IA's Select Certified program including:

- Simplification of the CEU qualifying activities list, to make submission of continuing education units easier.
- Launch of computer-based testing, to offer more flexible testing options, expedite results reporting, and streamline and secure the testing process.
- Transition to a two-year CEU renewal cycle in 2011, where certified professionals will earn and submit CEUs over a two-year period; renewal fees will still be due annually.
- Implementation of a new cancellation and retake policy; fees for retake exams will be the same as for first-time candidates.
- Launch of the certified agriculture water manager program, debuting at the 2010 Irrigation Show.

Temporarily offline, the online CEU submission page will return in October with enhanced CEU management tools. To read more about the CEU changes, visit www.irrigation.org/ceus or contact IA's Certification and Education Director Sherrie Schulte (sherrie@irrigation.org; 703.536.7080).

 Select Certified™
IRRIGATION ASSOCIATION
Experienced professionals. Efficient solutions.

Register Today for the Irrigation Show

Early-bird registration for the 2010 Irrigation Show offers discounted rates until Oct. 20. Featuring more than 20 education classes and all certification exams, the 2010 Irrigation Show will be Dec. 5-7 in Phoenix. The attendee schedule, hotel and travel information are now online.

The General Session's keynote speaker will be Robert Glennon, a well-respected advisor, contributor and commentator on water issues as well as the author of *Unquenchable: America's Water Crisis and What to Do About It*.

Features new for 2010 include:

- Ag Insights Track, an afternoon series of four sessions focused on key agricultural issues.
- ASABE Fifth National Decennial Irrigation Conference, featuring more than 90 technical sessions.
- My Show Planner, an online tool that allows you to explore, schedule and organize your show days before you arrive.

To register, visit www.irrigationshow.org.



Government Affairs Update

A key initiative of the strategic plan, IA's government affairs and public policy activities are a key influence on the irrigation industry for both today's and tomorrow's businesses. In the last few months, the government affairs committee and staff have undertaken several efforts:

- Shaping the *2012 Farm Bill* – IA submitted comments to the U.S. House Agriculture Committee on the current Farm Bill, emphasizing the success and importance of funding the Environmental Quality Incentives Program and the Agricultural Water Enhancement Program. An IA task force focusing on the 2012 Farm Bill was created, and IA staff will continue to introduce positions developed by the task force into the crafting of the 2012 bill.
- Supporting the *Home Star Retrofit Act* – Introduced into Congress in August, this legislation would create consumer rebates for irrigation system retrofits. IA continues to work with allied stakeholders and members of Congress to ensure that water-efficiency incentives are included in the *Home Star Retrofit Act of 2010* and that the services of WaterSense-labeled irrigation professionals are part of a proposed retrofit program.
- Supporting the California water bond – IA recently submitted letters to both California legislators and the steering committee for the Alliance for Clean Water and Jobs in support of the state's *Safe, Clean and Reliable Drinking Water Supply Act of 2010*. IA also supported California's recent postponement to a 2012 ballot in hopes of increasing its chance of success.

IA continues to hold regular legislative briefings and features an expanded policy section on the new web site. For any questions regarding IA's legislative initiatives, contact IA Federal Affairs Director John Farner (john@irrigation.org; 703.536.7080).

Smart Irrigation Month Success



Smart Irrigation Month – the IA-led industry campaign to increase public awareness of the value of water-use efficiency – continues to gain traction. In 2010, a number of communities recognized the importance of irrigation efficiency by officially proclaiming July as Smart Irrigation Month. Supporters include:

- State of North Carolina
- City of Carmel, Ind.
- City of Newport Beach, Calif.
- City of Springfield, Mo.
- City of Tulsa, Okla.

To encourage members to educate customers about water-saving products, practices and services as part of Smart Irrigation Month, IA launched a new contest earlier this year. Judges are now reviewing entries; Smart Marketing Contest winners will be recognized at the General Session of the Irrigation Show, Dec. 6.

All contest entrants will be recognized at the show's Smart Irrigation Month Idea Gallery, in the *Irrigation Show Guide* and online. While at the show, be sure to stop by the IA Resource Center and attend the Smart Irrigation Month/Contest Briefing on Dec. 5 to get inspired for 2011.

IA Water Conference Report

The second annual IA Water Conference, held July 13-14 in Williamsburg, Va., brought irrigation industry leaders together with academics, government officials, strategists and environmentalists to discuss global water challenges and potential solutions.



Over 90 percent of attendees at the IA Water Conference rated their experience as excellent or good, with 100 percent reporting they engaged in meaningful dialogue.

Event highlights included:

- One-and-a-half days of programming, including tracks for agriculture and turf/landscape issues.
- Keynote address by Colorado Supreme Court Justice Gregory Hobbs on the cultural and historical impact of water on civilization.
- A panel discussion featuring Justice Hobbs and representatives from the Environmental Law Institute, University of Georgia and Dakota Ridge Partners.
- Facilitated audience discussion on the future of water and irrigation.

Review the full conference report online at www.irrigation.org/waterconference.

IAEF Reaches Milestones

The Irrigation Association Education Foundation has revised its mission, vision and core initiatives.

The new IAEF mission is to advance the irrigation industry using education that both attracts people into the profession and ensures ongoing professional success.

The vision states that IAEF strives for a future where the irrigation industry is thriving with an ample supply of educated, highly skilled professionals who employ technology and best practices to provide efficient irrigation solutions that protect water resources. The Foundation's four key initiatives are now career awareness and recruitment, education, resources, and marketing.

In recent months, IAEF has been working to reach future irrigation professionals with several efforts:

- In June, the eighth Irrigation Faculty Academy brought 23 irrigation instructors to Riverside, Calif.; they will reach nearly 1,200 students once they return to their classrooms.
- In July, IA's Industry Development Director Brent Mecham attended the American School Counselor Association annual conference, networking with counselors and presenting a seminar about irrigation jobs called "Careers Your Students Need to Know About."
- The student essay and video contest is currently underway; winning students and their faculty advisors will receive all-expense-paid trips to the 2010 Irrigation Show to attend education classes, network with potential employers and learn about the latest technologies and products.
- In October, IAEF representatives will attend the National FFA Convention in Indianapolis to inform students of the numerous careers in irrigation-related fields.

To learn more or to make a donation, visit www.iaef.org.



Industry Books, Materials Available

The Irrigation Association Education Foundation now offers all IA- and IAEF-produced educational works, along with texts from the most-respected minds in the irrigation industry, in one publications catalog.



Industry professionals can purchase reference books, texts, lecture materials and PowerPoints, student workbooks, and labs covering a variety of topics in agriculture, business, turf/landscape and golf.

Download the publications catalog from www.irrigation.org; order publications online with a credit card or fax purchase orders to 703.536.7019.

Staff Updates

Bringing 20 years of online and traditional marketing experience, Sandy Sinden joins the association as the full-time director of marketing. Most recently with America Online, Sinden has also worked with such clients as Nextel and Roadrunner.

Neil Greenberg has joined the staff as the new marketing manager, bringing 15 years experience in marketing, sales and social media. He will focus on IA's traditional marketing and interactive channels, expanding the association's web and social media presence.

Melanie Dugdale is the new office services coordinator, bringing more than 10 years of office assistant and management experience to the association.

Cory Harlow has been promoted from office services coordinator to certification and education coordinator where he will assist Director Sherrie Schulte.

Finance Director Rebecca Bayless celebrated her 10th anniversary with the association in August.



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Important Show Dates

IAEF Essay/Video Submission	Oct. 1
Early-bird Registration	Oct. 20
Education Class	
Discount Registration	Oct. 20
Certification Exam	
Registration/Payment Due	Nov. 11
Hotel Reservations	Nov. 11
Irrigation Show	Dec. 5-7

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Renew and Support the Industry

Remember that your membership renewal does more than give you reduced rates on classes and access to premium web content. The association works to preserve our industry's future by:

- Educating industry employees.
- Certifying irrigation professionals.
- Advocating for public policies.
- Creating standards.

Give more by volunteering in IA, upgrading to a premium membership or donating to IA's Education Foundation. To review our 2010 success, read the annual report.

Dues have not increased for 2011, so don't hesitate — renew today.

SWAT Testing Advances

The Smart Water Application Technologies initiative continues to advance the development of water-efficient irrigation technologies through several new testing protocols.



Seven soil moisture sensors have completed phase one SWAT testing. After beta testing of phase two is complete, a draft protocol combining both phases will be released for public comment. Both protocols are administered through the Center for Irrigation Technology at California State University, Fresno.

Rainfall shutoff devices from a number of manufacturers are currently being tested against the SWAT Third Draft Testing Protocol (Oct. 2009) at the University of Florida (Gainesville, Fla.). In anticipation of EPA WaterSense labeling, the testing will determine the accuracy and reliability of the devices under simulated rainfall conditions.

Finally, the first SWAT draft protocol for testing pressure-regulating sprinklers (commonly called pop-up spray heads) is completing its public comment period. Responses from the SWAT Technology Working Group are posted online. Beta testing at North Carolina State University (Raleigh, N.C.) will verify the procedures outlined in the protocol.

For more information on SWAT, visit www.irrigation.org/swat or contact Industry Development Director Brent Mecham (brent@irrigation.org; 703.536.7080).

