



*Smart practices.
Sustainable solutions.*

Landscape

Nursery & Floriculture

Turf

Agriculture

Golf

Sports Turf

Membership: The Smart Decision



Helping Your Business Grow

Join the **Irrigation Association** — the leading organization for water management professionals in agriculture, landscape and golf.

Our members include manufacturers, distributors, dealers, contractors, consultants, irrigation managers, researchers and educators.

The Irrigation Association is here to make sure water is available for irrigation today and in the future. We're reaching that goal by:

- Improving industry proficiency through continuing education.
- Recognizing and promoting experience and excellence with professional certification.
- Lending expertise to water-use public policy at the local, state, regional and national levels.
- Serving as a centralized source for irrigation research and innovation.
- Providing information on efficient irrigation practices and products.

“Being an IA member is like having a full-time advocate who promotes the professional contractor and protects the future of our industry.”

*Bob Dobson, CIC, CID
Middletown Sprinkler Company*



It's the Right Time to Get Involved



The irrigation industry is evolving faster than ever before. Federal, regional, state and local governments are recognizing the need for smart water management. Policy makers, corporations and individuals are looking for ways to conserve water. The Irrigation Association provides expertise and guidance.

Become a member of the association that is working on your behalf to promote water- and energy-efficient solutions and increase our industry's visibility and credibility.

It Pays to Belong

Membership in the Irrigation Association affords a wealth of benefits. We help you grow your business and your professional development the same way irrigation professionals manage water: efficiently.

- Network with industry professionals and discover business opportunities.
- Learn about the latest technologies and solutions at the annual Irrigation Show.
- Refresh your skills with professional development courses.
- Improve employee productivity with educational classes and publications.
- Earn your certification to demonstrate your experience and expertise.
- Keep up to date on industry news quickly and easily with our newsletters and alerts.
- Leverage the public relations and business opportunities generated by Smart Irrigation Month.
- Get involved in a common interest group or committee to network with industry peers.
- Make sure your issues and concerns are heard in water-use public policy.
- Enjoy substantial discounts for classes, publications and services.

"I'm busy building our company's business. My investment in the Irrigation Association protects it and our future."

*Dirk Lenie
Lindsay Corporation*



Take Advantage of Special IA Programs and Services

- IA's web site, www.irrigation.org, loaded with free resources for you and your customers.
- Courses, certifications and an online bookstore offering substantial discounts.
- Smart Water Application Technologies® (SWAT), which promotes efficient irrigation products.
- Irrigation Show, a business-building trade show, at special rates.
- Smart Irrigation Month industry initiative to build awareness of efficient irrigation solutions.
- Searchable online directory of companies and professionals where businesses and consumers can find you.
- *E-Times*, a monthly newsletter for quick updates on industry news.
- Online Legislative Action Center to monitor and participate in policy issues.
- IA member logo to display on your marketing materials for enhanced credibility.



Enhancing Your Expertise

Savvy businesspeople know that professional development is a cornerstone of success. More knowledge leads to better and faster solutions. That's good for your customers — and your company.

Training classes benefit you and your employees in a variety of ways:

- Upgrading knowledge and skills.
- Increasing productivity and profitability.
- Improving customer relations.
- Creating opportunities for new projects.
- Preparing for certification and earning CEUs.

Choose from more than 25 courses developed and field-tested by industry experts in agriculture, turf/landscape, golf and business.

“I rely on IA training programs as a cost-effective way to help new and experienced employees increase their productivity.”

*James Mansfield, CIC, CLIA
City of Calgary*

Our classes are designed for maximum impact and offer:

- Basic to advanced levels to improve the performance of your entire staff — from entry-level to experienced.
- Relevant, up-to-date content that reflects the latest technologies and best practices.
- Real-life applications and case studies that can be applied immediately.

The Irrigation Association offers its most popular courses in Spanish to reach the broadest universe.



Gaining a Competitive Advantage With Certification

Certified professionals represent the best in the industry. They are committed and capable, and they've proven it where it matters most — in the field.

It's the Right Time to Get Certified



Professional certification is an impartial, third-party endorsement of your expertise. It elevates your standing within the industry. And it's good for business.

Increasingly, municipal, corporate and residential customers, as well as agricultural producers, are looking for IA-certified professionals to handle their projects.

Certification offers tangible benefits:

- Enhances your credibility with customers, suppliers, employers and peers.
- Gives you an edge in new-project opportunities.
- Differentiates you from the competition.
- Puts you in our searchable, online directory of certified professionals for industry and consumers.



The Irrigation Association offers certification in six areas:

- Certified Irrigation Contractor (CIC)
- Certified Irrigation Designer (CID)
- Certified Landscape Irrigation Auditor (CLIA)
- Certified Golf Irrigation Auditor (CGIA)
- Certified Agricultural Irrigation Specialist (CAIS)
- Certified Water Conservation Manager — Landscape (CWCM-L)



“IA certification strengthens my professional credentials. Regulatory agencies and consumers understand the value that a certified professional brings to a project.”

*Mike Clark, CIC, CID, CGIA, CLIA, CWCM-L
Clark Irrigation Design & Consulting, Inc.*

Maximize Return on IA Certification

WaterSense® is a national initiative of the U.S. Environmental Protection Agency. WaterSense promotes water efficiency to homeowners and businesses by highlighting products, professional programs and partners that meet defined criteria.

IA's four landscape certifications — contractor, designer, auditor and golf auditor — were the first to earn the WaterSense label. IA-certified professionals in good standing can leverage EPA's consumer awareness campaign by completing the simple application to become WaterSense partners.





“The Irrigation Association worked with my company to lobby for legislation that would benefit our industry while protecting water and the environment.”

*Ed Klaas, CGIA, CLIA
Southern Sprinkler Systems, LLC*

Influencing and Informing Government Policy

Water resources are increasingly targets of legislation and regulation. The Irrigation Association provides a powerful ally to represent and protect your interests.

The Irrigation Association brings a strong voice to regulatory discussions, representing the concerns of our stakeholders to a wide range of policy- and decision-makers. We have the attention of legislators because of the breadth and depth of our membership.



Our government affairs team works at federal, state, regional and local levels to monitor and influence regulations:

- Educating elected officials about the economic and community benefits of efficient irrigation and long-term sustainability.
- Creating awareness of the benefits of Smart Water Application Technologies® (SWAT), which increase water-use efficiency through innovation.
- Monitoring federal and state guidelines to be sure they reflect best management practices.
- Responding quickly and forcefully to provide industry input to improve regulations under consideration.
- Promoting stewardship policy goals that define the best in water resource planning.
- Providing an online Legislative Action Center that empowers members to share their opinions with elected officials.

**Become a member of the
Irrigation Association today.**



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6540 Arlington Blvd., Falls Church, VA 22042-6638
Tel: 703.536.7080 Fax: 703.536.7019
membership@irrigation.org | www.irrigation.org

The Irrigation Association® is a not-for-profit 501(c)(6) association.
Our mission is to promote efficient irrigation.

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