



*Looking forward  
to the year ahead*

**2022**  
ANNUAL  
REPORT



# 2022 ANNUAL REPORT

As we entered the crossroads of recognizing 2022's accomplishments and looking forward to 2023's possibilities, we approached this intersection with energy and excitement. As an association, together with you our members, the Irrigation Association is prepared to embrace the diverse opportunities that lie ahead and find solutions to challenges that our industry faces.

During the last quarter of 2022, the IA sought essential insights and perspectives from members and industry stakeholders to help develop a plan for the association's and industry's long-term sustainability and growth. Through this process, we identified key strategic priorities aligned to an updated mission.

## *Mission*

### **To be the recognized authority in efficient irrigation:**

promoting innovation, supporting industry growth and sustainability, engaging decision-makers, and serving as the leading, credible and unifying voice and advocate for the industry

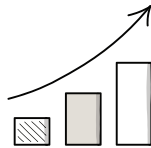
# Pinpointing strategic priorities

The IA has four key strategic priorities which drive our focus:



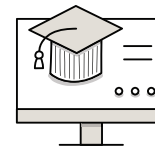
## **Business vitality**

Operate a business that supports our mission and enables the IA to lead with foresight and agility



## **Elevated impact and value**

Elevate the impact and value of the industry with external stakeholders



## **Professional, expert workforce**

Foster the training, development and education of a professional and expert workforce



## **Thriving, growing industry**

Create an environment where the irrigation industry and businesses thrive and grow

Expect to hear more from us as we align our programs and our work on your behalf to deliver on our new mission and new strategic priorities.





## *Finding solutions to* **critical challenges**

**W**e know that the companies and people who drive the irrigation industry are committed to offering solutions to some of the most critical challenges facing society by providing tools to address global food security, managing challenges and regulations related to drought conditions, and promoting the value of every drop of water used in thriving, healthy communities. As drought and water availability continue to impact large areas of the United States and throughout the globe, this is even more important today. Our industry is also faced with ensuring that consumers, growers and policymakers better understand the role that irrigation and professional irrigators have as stewards of sustainable water resources.

Throughout 2022, you have demonstrated the importance of working together as an industry and with our agriculture and green industry partners to identify, advocate for and implement solutions to the issues we collectively face. As innovators, we look at these challenges as opportunities that will propel us into the future. We are continually reminded of our changing global environment and how we must adapt and evolve our practices to manage disruptions and move our businesses and industry forward. The IA is poised and taking action to be the association that supports you, your business and the irrigation industry.







## *Propelling the* **industry forward**

**A**s an association, we understand that we need to increase end-user adoption of efficient irrigation products and advocate for using the expertise of irrigation professionals. Our industry professionals are one of our greatest strengths — and equipping them with information and resources to more effectively champion the contributions of irrigation to farmland and landscapes is imperative. And when it comes to policy makers, media and other decision-makers, we will position the IA to be sought out as the credible and indispensable voice of the industry.

The IA is taking action by engaging with policy decision-makers to ensure increased adoption of water-efficient technologies, products and practices, as well as the services provided by our industry professionals. We are focused on helping them better understand and recognize the important environmental, economic and social benefits of irrigated farmland and landscapes and ensuring that the IA has a seat at the table for where these decisions are made. We're also improving and expanding our education and training to equip our industry to address the challenges of today and tomorrow.



# *Affirming our* **commitment**

**T**he IA is committed to advancing the industry by transforming our stewardship and use of water and telling the story of the critical role irrigation plays in enabling the long-term sustainability of the planet's water and natural resources and improving the quality of life through a reliable global food supply and vital green spaces.

Look for more information in 2023 as we refocus our efforts, especially as we seek to influence industry priorities through the 2023 Farm Bill, water restrictions as a result of drought conditions and industry labor challenges.

**As we look ahead in 2023 and beyond, we are excited about what the future holds and our plans for how we will work for you, your company and the irrigation industry, every day.**





# Consolidated statement of financial position

The IA's volunteer and staff leadership are committed to being good stewards of members' investment in the organization. This commitment includes directing IA financial resources toward programs and initiatives that directly align with our strategic priorities. The IA's fiscal year is July 1 through June 30, and it publishes its annual report each calendar year.

## Balance sheet

### Assets

|                                           |            |
|-------------------------------------------|------------|
| Cash and Cash Equivalents                 | \$ 715,205 |
| Accounts Receivable, net                  | 151,130    |
| Prepaid Expenses and Other Current Assets | 149,702    |
| Property and Equipment, net               | 41,827     |
| Irrigation & Green Industry intangible    | 1,214,500  |
| Investments, at fair value                | 2,933,742  |

**Total Assets** \$ 5,206,106

### Liabilities

|                       |            |
|-----------------------|------------|
| Current Liabilities   | \$ 193,763 |
| Deferred Revenue      | 1,702,161  |
| Deferred Rent         | 56,435     |
| Long-Term Liabilities | 83,906     |

**Total Liabilities** \$ 2,036,265

### Equity

|                                       |              |
|---------------------------------------|--------------|
| Members Equity                        | \$ 2,289,601 |
| Board Designated and Restricted Funds | 218,547      |
| Net Income                            | 661,693      |

**Total Equity** \$ 3,169,841

**Total Liabilities and Equity** \$ 5,206,106

## Income statement

As of June 30, 2022

### Income

|                                       | <b>FY21-22</b> |
|---------------------------------------|----------------|
| Trade Show/Conference                 | \$ 1,070,047   |
| Membership                            | 1,502,221      |
| Certification/Education               | 983,924        |
| Magazines                             | 914,316        |
| Programs and Committees               | 72,526         |
| Investment Income*                    | (286,457)      |
| Contributions/Grant                   | 413,944        |
| Contributions With Donor Restrictions | 113,588        |

**Total Income** \$ 4,784,109

### Expenses

|                                        |            |
|----------------------------------------|------------|
| Trade Show/Conference                  | \$ 497,669 |
| Magazines                              | 1,078,443  |
| Association Initiatives/Programs:      |            |
| Certification/Education                | 475,876    |
| Programs, Meetings and Committees      | 149,080    |
| Membership Program                     | 97,858     |
| Government and Public Affairs          | 158,016    |
| Standards and Codes                    | 36,483     |
| Foundation - Workforce Development     | 108,474    |
| General and Administrative Expenses:   |            |
| Salaries, Benefits and Taxes           | 900,600    |
| Professional Fees                      | 396,185    |
| Occupancy Costs                        | 52,142     |
| Depreciation and Amortization          | 14,864     |
| Conferences, Meetings and Travel       | 15,941     |
| Printing and Postage                   | 31,403     |
| Information Technology                 | 64,587     |
| Merchant and Bank Fees                 | 17,152     |
| Other General and Administrative Costs | 27,643     |

**Total Expenses** \$ 4,122,416

**Change in Net Assets** \$ 661,693

\* Includes \$361,962 of unrealized losses plus actual gains and interest/dividends



*The future is bright.*



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