



## ACCOMPLISHMENTS (2016-2019)

### GOVERNMENT AFFAIRS

- Joined the Water Quality Association and the National Ground Water Association in hosting three Water Resources Congressional Summits.
- Directly lobbied Illinois Department of Public Health to approve IA-courses and the recognition of the CIC certification to meet the requirements for the Illinois state irrigation contractor license.
- Successfully assisted the Carolina's Irrigation Association and the North Carolina Green Industry Council in protecting the landscape irrigation contractor's license from elimination.
- Developed farm bill priorities leading to successful irrigation language in final version of farm bill.
- Partnered with the Louisiana Irrigation Association in protecting the irrigation contractor license from elimination.
- Successfully lobbied Congress for WaterSense authorization, including irrigation-specific language originally introduced by Senator Udall.

### PUBLIC AFFAIRS

- Hosted three briefings on Capitol Hill: one with the Modern Agriculture Caucus, one with the U.S. Agriculture Committee, and one with the United States Geologic Service.
- Joined the National Association of Landscape Professionals in hosting the "Landscape Learning Lab" on Capitol Hill.
- Launched Bringing Water to Life podcast.
- Conducted two drought summits in conjunction with the Irrigation Show.
- Developed irrigation-specific elementary school curriculum and distributed it to 10,000 elementary school teachers.
- Developed and released brought to you by irrigated agriculture" and "brought to you by irrigated landscapes" campaign.
- Created Radio Row on Irrigation Show floor.
- Increased the IA's social media presence, including the creation of the IA's Instagram account and live-stream videos.

## STANDARDS & CODES

- Developed and published Principles of Efficient Agricultural Irrigation document and executive summary.
- Used Irrigation Association/American Society of Irrigation Consultants Landscape Irrigation Best Management Practices to craft:
  - code language in ASHRAE 189.1 Standard for High-Performance Green Buildings.
  - efficient irrigation provisions in IAPMO's 2017 Water Efficiency & Sanitation Standard (WE-Stand).
- Testified before congressional staff on the value USGS programs for efficient irrigation.
- Provided guidance on:
  - provisions with California Energy Commission requiring pressure regulation testing for sprinklers as part of Title 20 Regulations.
  - EPA WaterSense releases testing and labeling specifications for Pressure-Regulating Sprinkler Bodies.
- Used IA Auditing Guidelines as the basis for new ANSI standard ASABE-S626 Irrigation System Uniformity and Application Rate Testing.
- Held SWAT strategic planning session at Water Smart Innovations and since:
  - published Homeowner Guide to Landscape Irrigation.
  - published smartphone-friendly irrigation controllers matrix.
  - completed draft testing protocol for landscape irrigation flow sensors.
  - beta tested of weather-based controllers and soil moisture sensors for validating proposed testing standards.
- Hosted the ISO Standard committee for agricultural irrigation in Fort Collins, Colorado in June 2018.
- Officially announced Irrigation Innovation Consortium in April 2018.
- Brent Mecham honored by ASIC with the Roy Williams Award in May 2018!

## CERTIFICATION

- Conducted job task analyses for:
  - landscape irrigation auditor, drip auditing and golf auditor. (April 2019)
  - agriculture irrigation specialist. (June 2018) The new exam is scheduled to launch at the 2019 show.
  - irrigation designer/consultant for ag and landscape in 2017. Exam was launched at the 2018 show.
- Reclassified landscape irrigation designer item bank to develop a combined residential and commercial specialty exam. The new exam is schedule to launch at the 2019 show.
- Exam registrations have increased by 39% (from 761 in 2016 to 1,061 in 2018) due in large part to a partnership with Rain Bird's technician bootcamp.
- Met with Irrigation Australia's certification and training members and staff to foster collaboration between the two organizations. (June 2018)
- Launched new irrigation designer general exam and ag irrigation designer specialty exams for sprinkler and drip/micro at 2017 show. These exams were based on the job task analysis conducted in 2015.
- Launched a Spanish version of the certified irrigation technician exam at the 2017 show.
- Partnered with American Society of Irrigation Consultants to assist in the development and administration of a new certification for irrigation consultants.

**EDUCATION**

- Formed editorial committee to update the Landscape Irrigation System Installation & Maintenance to align with gap analysis conducted in 2018.
- Enhanced the webinar program:
  - In 2016, revamped the pricing structure for webinars to include different rates for member vs. nonmember.
  - In 2018, increased the number of webinars offered from 4 to 8.
- Increased educational offerings for Spanish speaking members:
  - A new Spanish version of Tailgate Training was released at the 2017 show.
  - A new Spanish version of the Landscape Irrigation Technician was launched at the 2017 show.
  - A new 4-hour Spanish class on Drip Irrigation Components and Installation for Landscapes was launched at the 2018 show. This class was recorded and now offered as an on-line Spanish class.
- Published third edition of the Center Pivot Design and debuted at the 2017 show.
- Relunched the Train the Trainer program in 2016, after a seven-year hiatus.

**WORKFORCE DEVELOPMENT**

- Doubled the participation in the E3 student program between 2014 and 2018, from 13 to 32 students and faculty.
- Separated the traditional Faculty Academy into two events - one for agriculture and one for landscape.
- This move more than doubled the overall participation, averaging a total attendance of 58 total attendees in the last four years. (Previously the average was 22.)
- Partnering with the California Ag Teachers Association made the biggest impact.
- Launched a scholarship program in 2017 and that has positively impacted 36 students to date.
- Launched a career paths portion of the Foundation website in 2017.
- Developed transition plan to move the Foundation programs to the Irrigation Association on July 1, 2019.



**ORGANIZATIONAL COMPETENCY**

**Membership**

- Approved a membership recruitment discount program, resulting in 35% increase in new members.
- Changed bylaws to allow technical members to sit on the IA Board of Directors.
- Approved a discount for ASIC members.

**Irrigation Show**

- Worked with Expo Advisory Committee to revisit exhibit policies.
- Held first co-located show with National Ground Water Association; changed show pattern to repeat the success every three years.
- Rebranding technical conference for 2019.

**Infrastructure**

- Acquired *Irrigation & Green Industry* magazine.
- Launched *Irrigation Today* magazine.
- Started a young professionals event at the Irrigation Show.
- Started offering management services to two state irrigation associations.
- Updated and launched new awards program.