



IA Revises Mission Statement, Strategies

At its July meeting, IA's Board of Directors refined the association's mission statement and strategic initiatives. The mission (previously "promoting efficient irrigation") now specifies that the organization promotes efficient irrigation technologies, products and services.

"At our core, we are a trade association, so the mission statement was refined to ensure it reflects that commitment to our industry's knowledge and expertise," said IA President Michael B. Harrington. The organization's vision – to be the recognized authority on irrigation – remains the same.

The board also updated the association's strategic initiatives, identifying education, certification, government/public affairs and standards as priorities for the next three years. The newest initiative will focus on establishing product and practice standards that drive efficient irrigation.

The board's decision to split education and certification into separate initiatives reflects the growing importance of each, while government and public affairs remains an association priority.

Irrigation Association
2010 Strategic Planning Session



Smart Irrigation Month Spotlight Reid Irrigation Leads Outreach in Tulsa



Contractor Gene Reid, Reid Irrigation LLC (Tulsa, Okla.), led a group of IA members in two efforts to promote Smart Irrigation Month at the Tulsa Garden Center and its Linnaeus Teaching Gardens. The center welcomes approximately 40,000 visitors a year and provides numerous tours to schools and other groups.

Reid worked with Ewing Irrigation Products, Inc. (Phoenix, Ariz.), Hunter Industries (San Marcos, Calif.), Rain Bird (Glendora, Calif.), The Toro Company (Riverside, Calif.) and WeatherMatic (Garland, Texas) to create a Master Gardener class on water efficiency and a public display in the Linnaeus Garden Visitor Center.

Reid and representatives from his promotional partners presented a two-hour lecture on efficient irrigation to more than 150 Master Gardner candidates. The class communicated not only specific techniques but also the cost, water conservation and plant health benefits of proper irrigation practices.

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Create an Account for Full Access to New Web Site

Take full advantage of enhanced features on IA's recently launched web site by creating a new online account (old MyIA account information no longer works). Log on today to:

- Access free, member-only content, including technical papers and the recent economic impact study.
- Manage personal contact information and communication preferences.
- Register for events, classes and certification exams.
- Purchase education references and self-study resources.
- Update company or organization profile (main contacts only).

Online certification management is currently offline; enhanced CEU tools will go live in October.

Visit the site to [create a new web account](#).

World Ag Expo Call for Abstracts

Abstracts will be accepted for the 2011 World Ag Expo, the world's largest annual agriculture exposition, in mid-August. Abstracts are due in early September; potential presenters will be notified by October.

World Ag is also seeking agriculture professionals to review submitted abstracts. For more information, contact IA Agriculture Affairs Director Erin Field Huston (erin@irrigation.org; 805.415.5020). For information on the expo, visit www.worldagexpo.com.

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Smart Irrigation Month Spotlight

The visitor center display featured water-saving products and brochures from Hunter, Rain Bird, Toro and WeatherMatic. Ewing Irrigation designed the display and created an interactive "Children's Corner," where adults and kids could learn more about how irrigation products work.

"Contractors have more direct contact with the end users of irrigation products than any other segment of our industry," said Reid. "But giving a class to an interested group of users and setting up a display of smart controllers and sensors in a well-respected, popular location sure seemed like an efficient way to get the Smart Irrigation Month message out to a wider public."

Los Angeles River Declared "Navigable" by EPA



The U.S. Environmental Protection Agency declared the concrete-lined Los Angeles River channel "a traditional navigable water" in order to enforce Clean Water Act protections throughout the river's 834-square-mile urban watershed. The EPA definition of navigable waters includes rivers, lakes and other waters

that are currently used, were used in the past or are susceptible to future use for commercial navigation.

Known by many as a flood control channel, the Los Angeles River was previously labeled by the Army Corps of Engineers as only partially navigable, which would have made it easier to develop its upper reaches by eliminating the need for certain federal permits. The Santa Cruz river in Arizona is also being evaluated by EPA to determine its legal status. Read the [full story](#) for more details.

Certification Policy Updates

The Irrigation Association Certification Board continues to upgrade IA's Select Certified program, ensuring value for both certified professionals and the public. Following the board's July meeting, the certification exam cancellation and retake policy has been updated:

- Members who cancel within five business days of a scheduled exam will be assessed a \$100 cancellation fee (\$150 for nonmembers).
- No-shows will forfeit the full application and exam fees.
- Fees for retake exams will be the same as for first-time candidates.

As previously announced in *E-Times*, the board has also:

- Implemented a two-year cycle to earn and submit continuing education units.
- Simplified the [list of qualifying CEU activities](#).

CEU submission on the IA web site is temporarily offline; enhanced online CEU management tools will go live in October.



IA Government Affairs Committee Names Vice Chair



Gene Smith, product marketing manager for Hunter Irrigation, has been named vice chair for turf and landscape for IA's Government Affairs Committee. Since joining the committee in 2008, Smith has been instrumental in providing input and leadership to implement board directives, including development of policy position statements, and has participated in the IA Legislative Conference.

As vice chair, Smith will coordinate IA positions on issues affecting the turf and landscape irrigation industry. He will work with committee volunteers and staff to implement the association's public policy strategy and government affairs program.

California Ranch Experiments With Irrigation Solutions

Researchers, students and local growers attended a recent field day and tour at the Russell Ranch, a 1,500-acre sustainable farm located near the University of California – Davis. The ranch studies water availability and other long-term issues affecting California agriculture, with the goal of serving as a model for local farmers.



On display was the ranch's solution to water seeping from its reservoir into the surrounding soil, resulting in daily losses of nearly 20 percent of total volume. Rather than lining the reservoir – an effective but costly solution – the ranch installed a new pump system with a variable-frequency drive. The new system allows staff to better control the flow of water, eliminating the need for a reservoir altogether.

As ranch staff have discovered, promising solutions can be undercut by realities in the field. For example, using drip irrigation systems on tomato fields at the ranch resulted in greater yields and a 30-percent increase in water-use efficiency. However, one local grower abandoned a similar system based on gopher damage and algae problems. For more on research at Russell Ranch, read the [full article](#).

WaterSense Seeks Landscape Photos



The U.S. Environmental Protection Agency's WaterSense program is collecting photographs of water-efficient and regionally-representative landscapes from across the country, using the water budget tool referenced in the final specification for single-family new homes.

Selected photographs, including the designer's name and a plant list, will be incorporated into the WaterSense Landscape Photo Gallery. The gallery will provide homeowners with guidance and ideas for creating a regionally-appropriate landscape.

For directions on how to submit a photo, visit the [WaterSense web site](#).

ASABE Names New Executive Director



The American Society of Agricultural and Biological Engineers has appointed Darrin Drollinger as executive director. He will serve as ASABE's executive officer, as well

as secretary to the society and the ASABE Foundation.

Drollinger is a 21-year member of ASABE with more than 20 years of experience in association management. For more information, visit www.asabe.org.

Water Budget Webinar

In December 2009, the U.S. Environmental Protection Agency released the final version of the specification that defines criteria for indoor and outdoor water-use efficiency that new homes must meet to qualify for the WaterSense label.

To meet the Landscape Design Criteria (Section 4.1.1), builders must comply with one of the following options:

- Option 1 – Design the landscaped area using the WaterSense Water Budget Tool.
- Option 2 – Turfgrass may not exceed 40 percent of the landscaped area.

The water budget approach allows green industry professionals to:

- Calculate a regionally-appropriate amount of water for use in the landscape.
- Take into account plant type and water needs, precipitation, and irrigation system design and water application.
- Design a site-specific, sustainable landscape that matches the water budget.

Visit www.irrigation.org/waterbudget to listen to an IA webinar on how to use the water budget tool and download the EPA worksheets.



IA Co-Hosts Renewal & Remembrance

Irrigation Association members joined nearly 500 Professional Landcare Network (PLANET) volunteers in July to spend a day of service at Arlington National Cemetery for Renewal and Remembrance.

IA volunteers continued last year's work by upgrading the irrigation system at the Columbaria, auditing the system and improving water-use efficiency. New irrigation was also installed beside the receiving vault, an area adjacent to the Memorial Rose Garden that serves as a staging area for caisson burials. IA Treasurer Bob Dobson of Middletown Sprinkler Company (Port Monmouth, N.J.) coordinated the volunteers and projects.

Agriculture Secretary Commends Farmers

When an author suggested that agriculture was "the worst thing to happen to the country," U.S. Secretary of Agriculture Tom Vilsack declared the need to educate the public at large on its importance. U.S. consumers spend only about 10 percent of their budgets on food, compared with 25 to 30 percent in other developed countries and 40 to 60 percent in the developing world.

"So the question we ought to be asking Americans," said Vilsack, "is what do you do with that extra 10 to 15 percent of your income, and when was the last time you thanked a farmer for it?" To hear Vilsack's comments, visit the [USDA audio archives](#).

IA Water Conference a Success



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

Held July 13-14 in Williamsburg, Va., the second annual event brought together irrigation professionals and other stakeholders to discuss domestic and international water issues, as well as potential solutions.

Key findings from conference presenters included:

- The U.S. Department of State expects more than one billion people globally to face absolute water scarcity by 2025.
- Although 100 percent of the water provided to U.S. consumers is potable, less than 5 percent is used for drinking.
- The U.S. population has increased by 8 percent in recent years; over the same period, impermeable surfaces have increased approximately 40 percent.

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, showcasing personal stories and photos from Machu Picchu.
- A lively 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.



Watch for the full conference report on [IA's web site](#) in September.

Delaware Wastewater Going to Farms



On July 16, Middletown, Dela., held a ceremony to celebrate a never-before-used method of wastewater disposal in the state: providing reclaimed wastewater for use in spray irrigation on public and agricultural lands.

Permitted and endorsed by all local regulatory agencies, the plan is a collaborative partnership between Middletown, Artesian Water Company, the University of Delaware, and the Delaware Departments of Agriculture and Natural Resources and Environmental Control.

Local officials called the project a win-win situation for the town and local farmers. Farmers also save money and energy because reclaimed water is pumped to their fields at no cost. For more information, view the [state's press release](#).

IA Issues Statement on WaterSense Congressional Authorization

The Irrigation Association Board of Directors recently determined that while it continues to support WaterSense-labeled irrigation products and professionals, the organization opposes Congressional authorization of the WaterSense program due to the prescriptive turf limitation option included in the specification for single-family new homes.



Currently, WaterSense is funded directly from the Office of the Administrator, which limits its size and scope. Congressional authorization, if passed by Congress and signed into law by the President, provides the program's charge, permanence and funding mechanism directly from the Congressional appropriations process. There are several bills currently before Congress that would authorize the WaterSense program.

WaterSense released the final version of its specification for single-family new homes in December 2009. The specification defines criteria for both indoor and outdoor water-use efficiency that new homes must meet in order to qualify for the WaterSense label.

IA would support Congressional authorization of the WaterSense program if the turfgrass limitation option was removed from the single-family new homes labeling program.

USDA Announces AWEP Projects for Farmers

In July, the U.S. Department of Agriculture announced additional funding for the Agricultural Water Enhancement Program. USDA will provide more than \$19.7 million in fiscal year 2010 to help producers in 10 states begin or expand plans and projects to improve water quality.



Funded under the Farm Bill and administered by USDA's Natural Resources Conservation Service, AWEP provides technical and financial assistance to farmers and ranchers. Twenty-eight projects across the country will receive the new funding, including nine in California (\$5.8 million total), three each in Kansas (\$4.3 million) and Nebraska (\$4.0 million), and four in Washington (\$1.9 million). For more information, visit www.nrcs.usda.gov/programs/awep.

Protect Your Groundwater Day

The National Groundwater Association has named Sept. 14 the first annual Protect Your Groundwater Day. Designed to complement Groundwater Awareness Week, held annually in March, the new program will focus on easy steps every person can take to prevent contamination and conserve groundwater resources. To learn more, visit www.ngwa.org/public/pygd.aspx.



U.S. Leads Market in Water Protection

While carbon credits remain the largest environmental market, payments to protect fresh water resources now rank second according to a study released by Washington-based analyst Ecosystem Marketplace. The United States is the largest market for water trading.

According to the study, governments and investors paid \$9.3 billion to protect watersheds in 2008, the most recent year surveyed, compared with less than \$2 billion in 2000. Most of those funds were payments to farmers and other landowners to encourage land-use practices that protect watersheds and water flows. Read the [full article](#).



Members said . . .

In the recent member opinion survey, 85 percent felt that IA membership had a positive impact on the member's business.

Top issues facing member companies over the next 24 months include:

- Economy, budget and business issues, including layoffs, sales, competition and costs/taxes.
- Legislation and water issues, specifically watering restrictions, water costs, licensing and the environment.
- Employee education and training, hiring and keeping qualified employees, and certification.
- Increasing awareness of water-efficient products, best practices and the value of certified professionals with government, water providers, end users and the general public.



Smart Irrigation Month Proclamations

July 2010 has been officially recognized as Smart Irrigation Month by:

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

E-Times readers are encouraged to send leads about other community proclamations to eva@irrigation.org.

Enter the Smart Marketing Contest

While Smart Irrigation Month may be over, recognition for initiative outreach efforts are just beginning. IA members are invited to submit promotions to the association's first-ever Smart Marketing Contest.

All entering companies will be recognized at the 2010 Irrigation Show and online. Winners for agriculture, turf/landscape and a small company category will be announced at the General Session at the show and will receive additional recognition. Submissions are due Sept. 15; for more information or to enter, visit www.irrigation.org/smartcontestform.

IA Ambassador Calendar

IA's volunteer Ambassadors attend regional shows and meetings to promote association membership, programs and initiatives.

Aug. 20-22, 2010

Texas Nursery & Landscape Association Expo

San Antonio, TX

Ambassadors: James Dowd, Dallas Irrigation Association; Todd Magatagan, Around the Grounds

Members in the News

Judy Benson, CID, CLIA, president of Clear Water Products and Services, Inc. (Winter Springs, Fla.), received the 2010 Bob Owens Award from the St. Johns River Water Management District for her volunteer work with their Florida Water Star program. The first irrigator to receive the honor, Benson was recognized for her expert input on efficient irrigation design and guidance on creating efficiency with minimal economic impact.

Robert Friehe passed away in July; he was a former member of the Irrigation Association Education Foundation Board of Trustees, former CEO of Reinke Corporation (Deshler, Neb.) and was serving as CEO of Pierce Corporation (Eugene, Ore.).

Valley Crest Landscape Companies (Calabasas, Calif.) has named HydroPoint Data Systems (Petaluma, Calif.) as the preferred provider for weather-based, irrigation controllers.

Warren Thoma and Associates (Crystal Lake, Ill.) has hired Joseph Setter as manager in the Midwest states. Setter has over 20 years of experience in management and sales of specialty agronomic products and specialty chemicals.

Irrigation Association Welcomes New Members

Contractor

Diebolt Landscape Co. (Mohnton, PA)
Elite Landscaping, Inc. (South Plainfield, NJ)
Granados Landscape (Carpinteria, CA)
The Henderson Companies (Cartersville, GA)
J.R. Huston Enterprises, Inc. (Geyserville, CA)
MSM Landscape Services, Inc. (Sylmar, CA)
Yard Weasels, Inc. (Fergus, Ontario, Canada)

Government

Chino Basin Water Conservation District (Montclair, CA)

Industry Supplier

Duramax Industry Co., LTD. (Hangzhou, Zhejiang, China)
Vernay Laboratories, Inc. (Yellow Springs, OH)

Manufacturers' Representative

Gardner O'Connor South (Zebulon, NC)

Organization

APEV (Matosinhos, Porto, Portugal)

Student

Patrick K. Cole (Brielle, NJ)

Technical

Chunghao Kuo, Department of Transportation, California (Arcadia, CA)
Katherine Pordeli, St. Johns River Water Management District,
Jacksonville Service Center, (Jacksonville, FL)