

POINT OF CONNECTION

Irrigation Contractor Leadership Summit

January 28 – 30, 2009

Jekyll Island Club Hotel • Jekyll Island, Georgia

At the conference:

Hear how other business owners are tackling
the challenges you face every day.

Expand and strengthen your peer network.

Engage in a dialogue to set strategy for moving the industry forward.

Early Registration Deadline: January 5, 2009



Mark your calendar now for an exciting, new networking and educational conference designed specifically for owners and managers of irrigation contracting companies. Hosted by IA's Contractor Common Interest Group, the new Leadership Summit includes:

- Sessions focused on selling value-added products and services that conserve water resources and yield higher profits.
- Networking and problem-solving sessions with business owners and managers from all over the country.
- A chance to relax and socialize with your peers.

Priced affordably at just \$350 per person for IA members, summit registration is limited to ensure quality networking opportunities for all attendees.

Reserve your space by calling 703.536.7080 or returning the accompanying registration form.

Recreational Activities:

Jekyll Island offers a wide range of recreational activities for guests. The resort fee includes access to these features:

- putting green
- fitness room
- shuttle service to the beach pavilion

For additional fees, guests can enjoy:

- bicycle rentals
- afternoon tea
- 63 holes of golf

In addition to hotel activities, there are many attractions in the local area, including dolphin cruises, fishing charters, horseback riding, tennis and the Georgia Sea Turtle Center.

Managing an Irrigation Service Company: An Owner's Perspective



Speaker: John Eggleston, CID, CIC, CLIA
Service First Irrigation, Lansing, Michigan

Thursday, January 29
9:00 – 10:20 a.m.

This condensed version of an IA education class will cover landscape irrigation system service as a separate revenue center, service crew economies, service contracts, service marketing, and the differences between managing an installation division/company vs. a service division/company. Learn how to wisely develop irrigation maintenance as a legitimate profit center while providing a professional service to your customers.

John Eggleston is a certified irrigation professional with over 15 years experience managing an irrigation company. He holds several IA certifications, including certified irrigation contractor, certified irrigation designer and certified landscape irrigation auditor. Eggleston is an Irrigation Association Ambassador and supervising regional authorized instructor.

Developing a Conservation Profit Center: Turning a Profit That Pays for Itself



Speaker: Kurt Thompson, CID, CIC, CLIA, CGIA, CWCM-L, CSWM
K. Thompson and Associates, Pace, Florida

Thursday, January 29
10:40 – 12:00 p.m.

The business of water conservation in the landscape goes far beyond just irrigation equipment. This seminar will give the participant a comprehensive look at turning the science of measuring irrigation performance into the art of generating revenue. The class includes assessing profit potential, calculating customer payback, selling water conservation services and the profitable execution of services.

Kurt Thompson is the owner of K. Thompson and Associates, a consulting firm providing technical consulting and educational training in proper water use. Thompson has worked in irrigation for over 28 years. In addition to holding five IA certifications, he is an Irrigation Association Ambassador and supervising regional authorized instructor.

Hotel and Travel Information

Located off the coast of Georgia on a beautiful barrier island, the Jekyll Island Club Hotel offers full amenities in a resort setting, with 63 holes of golf, miles of beaches, forest walking trails and activities for the whole family.

To make your room reservation, contact:

Jekyll Island Club Hotel
371 Riverview Drive
Jekyll Island, GA 31527
800.535.9547
912.635.2600
reservations@jekyllclub.com

Available rooms range from \$99 to \$129 per night. Indicate whether you would like a club double (\$99), a club queen (\$109) or a traditional king/double double (\$129). An additional \$10 daily resort fee includes access to the business center and fitness room, in-room Internet service, on site parking, housekeeping gratuities and other guest services. Suites are also available. Make your reservation by January 5 to ensure the IA special rate. Contact Kathy Bradley at kathy@irrigation.org for more information.

Check-in time is 4:00 p.m. Check-out time is 12:00 p.m.

The hotel will charge a non-refundable deposit for the first night of the stay, unless cancellations are received 72 hours prior to your scheduled arrival date. All reservations cancelled or changed prior to the 72-hour cutoff will be charged a \$25 cancellation fee. Guests departing prior to their scheduled departure date will be charged a \$75 early departure fee. The hotel is a nonsmoking property. Any guests not adhering to the hotel's nonsmoking policy will be charged \$175 fee.

Jekyll Island Club Hotel offers shuttle services from area airports. Reservations for shuttle service must be made at least 72 hours in advance. Rates range from \$50 to \$130 each way, depending upon the arrival airport. Shuttle rates are listed under "location" at www.jekyllclub.com.

The hotel is located 18 miles from Brunswick, Ga. Airport, 63 miles from Jacksonville, Fla. Airport and 89 miles from Savannah, Ga. Airport. Rental cars are available through the hotel's partner, Thrifty Car Rental. Historical weather averages for Jekyll Island in late January are highs in the mid 60s, with lows in the mid 40s. Attire is business casual.

BRING THE FAMILY

If the family didn't get to come with you to Anaheim, make it up to them! Bring them to Jekyll Island. The Jekyll Island Club Hotel is the place for a getaway adventure for every member of the family. Plan your day – enjoy breakfast in the hotel's Grand Dining Room; rent a bike and explore miles of bicycle paths through the historic district, along the beaches and marshes, and through the forest; enjoy lunch at the Café Solterra and dine on the Emerald Princess Casino/Cruise Ship. The island and surrounding areas have numerous activities and beautiful sites to see. You won't be bored!

Registration Form

Your registration fee includes participation in the educational sessions; Wednesday evening reception; breakfast, lunch and dinner on Thursday; and breakfast on Friday.

- Print your name as you would like it to appear on your name badge.
- Include a check or provide a credit card number below for payment.
- Early registration deadline is January 5, 2009. A \$50 late fee applies after this date.
- No refunds will be made after January 10, 2009. A \$25 administrative fee will apply to refund requests prior to this date.
- Be sure to make your own hotel reservations by calling or e-mailing the Jekyll Island Club Hotel. Make your reservation by January 5, 2009, to ensure the special IA rate.
- Spouse and child registration fee includes Wednesday reception and Thursday dinner ONLY.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Telephone _____

Fax _____

E-mail _____

Specify any special needs (including dietary):

In case of an emergency during conference, contact:

Name _____

Phone _____

Please check the appropriate boxes:

	Before 1/5/09	After 1/5/09
<input type="checkbox"/> Member	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400
<input type="checkbox"/> Nonmember	<input type="checkbox"/> \$475	<input type="checkbox"/> \$525
<input type="checkbox"/> Spouse	<input type="checkbox"/> \$125	
<input type="checkbox"/> Child (7 years and over)	<input type="checkbox"/> \$100	

Your registration cannot be processed without payment.

Check enclosed (payable to IA in U.S. funds on a U.S. bank)

Charge my: AmEx MasterCard Visa

Card number _____

Exp. Date _____

Name on card _____

Signature _____

Card's billing address if different from above

Return form to:

Irrigation Association
6540 Arlington Blvd.
Falls Church, VA 22042
Fax: 703.536.7019

Questions:

Contact Kathy Bradley
IA Meetings Coordinator
kathy@irrigation.org
Tel: 703.536.7080

Irrigation Contractor Leadership Summit

Preliminary Schedule

Wednesday, January 28

6:00 p.m. **Summit Registration Open**
6:00 – 7:00 p.m. **Networking Reception**
Dinner on Own

Thursday, January 29

8:00 – 8:45 a.m. **Networking Breakfast**
8:45 – 9:00 a.m. **Welcome and Introductions**
9:00 – 10:20 a.m. **Managing an Irrigation Service Company: An Owner's Perspective**
Speaker: John Eggleston, CID, CIC, CLIA
10:40 – 12:00 p.m. **Developing a Conservation Profit Center: Turning a Profit That Pays for Itself**
Speaker: Kurt Thompson, CID, CIC, CLIA, CGIA, CWCM-L, CSWM
12:00 – 1:00 p.m. **Lunch**
1:30 p.m. – 4:00 p.m. **Networking Croquet Tournament**
(Time slots and team assignments will be distributed on site.)
7:00 p.m. – 10:00 p.m. **Networking Dinner**

Friday, January 30

8:00 – 9:00 a.m. **Issue Breakfast: Share Your Biggest Challenge**
9:00 – 12:00 p.m. **Brainstorming/Problem Solving Breakout: Increasing ROI on IA Membership**
Moderator: Andy Smith, CID, CIC, CLIA, Irrigation Association, External Affairs Director
12:00 p.m. **Checkout and Departures**

IA Networking Croquet Tournament

This is not your average back-yard variety. Carefully designed mallets for play on a perfectly level "greensward" give players a shot at clearing the wickets with a fraction of an inch to spare. The serious players wear white.

Not familiar with the rules? No worries, we'll have instructors and officials monitoring the game. Be sure you participate, because you could be the one taking home the prize!



6540 Arlington Blvd.
Falls Church, VA 22042-6638