



IrrigationPAC Formed

A new U.S. administration and Congress are set to take office later this month, including new cabinet members overseeing portfolios related to the environment, agriculture and interior. Issues such as climate change, water management, infrastructure and labor regulation are all expected to be the focus of policy review and debate, making it imperative for the Irrigation Association to increase its visibility and influence at the federal level.



In November, IA's Board of Directors approved the formation of a new political action committee to help accomplish the association's strategic focus on influencing policy to increase the demand for efficient irrigation.

IrrigationPAC is a non-partisan, voluntary, political action committee created to help IA achieve its legislative objectives and increase the industry's visibility with elected officials and political candidates at the federal level.

"IrrigationPAC is a necessary and useful tool for the Irrigation Association to become the recognized authority on irrigation," said President Stephen W. Smith. "Increasing our presence with elected officials and policy makers will help IA promote the message of efficient irrigation and better water management."

Continued on p. 2

In This Issue

Government Affairs Briefing	2
Schedule an IA Class Today	3
IA Education Foundation Update	4
Efficient Water Mangement Survey.....	4
ITRC Classes Announced.....	5
Members in the News.....	6
Ambassador News	6
New Members	6

Irrigation Association
 6540 Arlington Blvd.
 Falls Church, VA 22042-6638
 Tel: 703.536.7080 Fax: 703.536.7019
 E-mail: etimes@irrigation.org
www.irrigation.org

Legislative Fly-In: May 5-7

The Irrigation Association 2009 Legislative Fly-In has been scheduled for early May. IA members and government affairs staff will meet with elected officials and decision makers to discuss:

- Implementation of the 2008 Farm Bill.
- Water management policy that takes into account the values of turfgrass and landscapes.
- Research on water management related to climate change, U.S. agriculture and urban/suburban irrigation.
- Political and grassroots action in the irrigation industry.

The fly-in is set for May 5-7, 2009. For more information, contact IA Federal Affairs Director John Farnar (703.536.7080; john@irrigation.org).



Protect IA's Brand

IA members in good standing are encouraged to use the association's logo in their own marketing activities. Certified professionals are entitled to use the appropriate logo designation to identify themselves as the most elite professionals in the industry. To help protect the association's intellectual property and the value of these affiliations, report suspected abuse to logohotline@irrigation.org. To request logo artwork, contact Noreen Rich (noreen@irrigation.org).

SAVE THE DATES

Contractor Conference

It's not too late to register for the Point of Connection contractor conference, Jan. 28-30, in Jekyll Island, Ga.



Hosted by IA's Contractor Common Interest Group, this new conference offers a unique opportunity to hear how other business owners are tackling the challenges you face every day. Attendees will be able to expand and strengthen their peer network and engage IA's leadership and staff in a dialogue on increasing the value of your association membership.

Visit www.irrigation.org to learn more or to register.

Irrigation Show 2009



Mark your calendar for the 2009 Irrigation Show in San Antonio. The show will be held Dec. 2-4, at the Henry B. Gonzales

Convention Center. For more details as they become available, check www.irrigationshow.org

IrrigationPAC Formed

Continued from p. 1

IrrigationPAC will:

- Support the election or reelection of U.S. congressional candidates who share a commitment to efficient irrigation.
- Educate policymakers about the economic and environmental benefits of efficient irrigation.
- Represent industry stakeholders' interests and take a leadership role in the water management debate.

To receive regular updates and authorize IA to communicate directly with your company's executives about IrrigationPAC, contact IA Federal Affairs Director John Farner (703.536.7080; john@irrigation.org).

Government Affairs Briefings

As part of the Irrigation Association's mission to promote efficient irrigation, IA is working to raise the industry's visibility with law and policymakers. The association is committed to keeping members up-to-date on pending legislation and regulations.

IA's Government Affairs Committee will again host regular briefings on association activities at the local, state and federal level. Briefings are open to all IA members and will be held by conference call.

- Thursday, March 12, at 2:00 p.m. EST
- Thursday, June 11, at 2:00 p.m. EST
- Thursday, Sept. 10, at 2:00 p.m. EST

A face-to-face session will be held at the 2009 Irrigation Show in San Antonio. For more information about the briefings or the IA Government Affairs Committee, contact John Farner (703.536.7080; john@irrigation.org).

Smart Irrigation Month

July may officially be Smart Irrigation Month, but it's never too early to promote the message of efficient water management.



Smart Irrigation Month is your opportunity to draw attention to water-saving products, practices and services. No matter your type of business, specialty or company size, you can use Smart Irrigation Month as a vehicle to reach out to customers and establish your firm as a leader in water-use efficiency.

Visit www.smartirrigationmonth.org to view a wide variety of marketing materials and other promotional tools to promote Smart Irrigation Month.

New Water Web Site

The University of Nebraska-Lincoln has launched a new web site devoted to water issues. University experts in several different water-related disciplines were involved in its development.

The web site allows visitors access to extensive content related to water, crops, landscaping, drinking water quality and other water issues. Learn more at www.water.unl.edu.



Schedule an IA Class Today

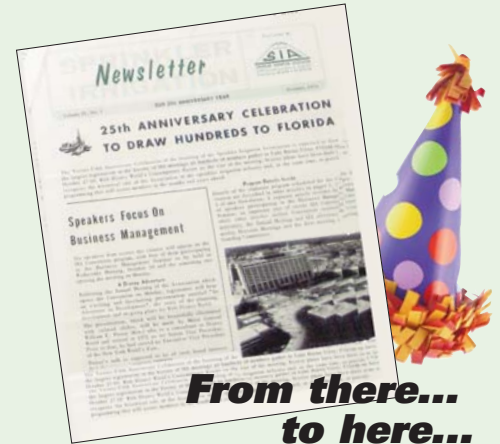
The Irrigation Association Class Sponsor Program allows you to offer your customers and employees high quality, hands-on training – with no investment in class development. Choose from 21 classes covering agriculture, landscape, golf and professional topics.

The Class Sponsor Program is a win-win partnership that:

- Makes quality educational programs available to your customers and prospects with no time investment or cost to develop and teach high-caliber classes.
- Establishes a visible partnership linking your company to the IA.
- Increases the quantity, quality and availability of irrigation-specific education in your area, while upgrading industry professionalism.

There is no fee to sponsor classes other than a small refundable deposit. Sponsors provide classroom space, audio/visual equipment and marketing. To allow sufficient time for promotion, interested parties should schedule classes at least 90 days in advance.

Sponsors can also apply to offer a certification exam after the class. Exam site agreements must be submitted at least 60 days prior to the proposed exam date. Download an exam schedule and site agreement at www.irrigation.org/certification/pdf/exam_agreement.pdf, or contact IA Certification & Education Manager Sherrie Schulte (703.536.7080; sherrie@irrigation.org).



IA Turns 60

Early in 1949, some 20 firms from throughout the United States met in Chicago to organize a new association. The result was the Association of Sprinkler Irrigation Equipment Manufacturers.

The original membership included manufacturers of sprinklers, tubing, couplers and pumping units, with a board of directors representing all four industries. The Association of Sprinkler Irrigation Equipment Manufacturers changed its name to the Sprinkler Irrigation Association in 1953, and then to the Irrigation Association in 1976.

Over the last 60 years, the issues facing the irrigation industry have changed, but the need for a unifying voice representing all facets of irrigation remains the same.

IA's History Committee will be commemorating this historic year by showcasing technological innovations through the online irrigation museum, and with irrigation related memorabilia displays at the Center for Irrigation Technology in Fresno, Calif. All members are encouraged to visit www.irrigationmuseum.org for insight into IA's history, as well as a look at the work being done to tell the association and industry's story.

Water Quality Improvement Initiative

The U.S. Environmental Protection Agency and 14 national wastewater organizations have agreed to share technical knowledge and provide assistance to members, states and local municipalities. The agreement will help protect groundwater quality and increase the efficiency of wastewater systems.

Malfunctioning septic systems are the second greatest threat to water quality in the United States. While most systems are properly maintained and installed, 10 to 20 percent are at risk of failing each year. The agreement will affect wastewater systems servicing 25 million people.

County to Sell Used Water

A Georgia county is close to finalizing a plan to sell used water for irrigation purposes.

Hall County spent nearly \$85,000 recently for a chlorination system at the Spout Springs Water Reclamation Facility. The renovations to the plant will make wastewater safe for irrigation purposes.

The county plans on selling water at a rate of 85 cents per 1,000 gallons. The plant will have the capacity to produce 140,000 gallons of water a day. Currently, wastewater from the plan is sprayed to an adjacent field to keep it out of streams and lakes.

"[The water] is going to be picked up from the effluent pump station and go through the chlorination system and into the reuse pipes instead," said Public Works Director Ken Rearden. Rearden said surrounding counties were excited at the prospect of using less expensive, recycled water.



IA Education Foundation Update



PLANET Career Day

The Irrigation Association Education Foundation is working to create new education resources for irrigation professionals, students and faculty. New modules scheduled to debut in the first quarter of 2009 include Basic Electricity, Electrical Troubleshooting, Agriculture Sprinklers, Agriculture Precipitation Rates, Agriculture Drip/Micro, and Basic Hydraulics. Modules on Sprinkler Uniformity, Sprinkler System Efficiency, Drip for the Landscape, and Pumping Systems for Ag and Landscape will also be updated in 2009.

IAEF attends events nationwide to promote careers in irrigation and available student and faculty resources. In October, Foundation staff and volunteers joined over 50,000 students and instructors at the Future Farmers of America Conference and Career Fair in Indianapolis.

The Foundation will participate in the PLANET Student Career Days, March 26-29 in Pomona, Calif. IAEF will co-sponsor several irrigation competitions, with winners awarded all-expense paid trips to the 2009 Irrigation Show. Visit www.iaef.org to learn more.

Watershed Data Now Online

The U.S. Department of Agriculture's Agricultural Research Service has recently debuted a new online resource. Sustaining the Earth's Watersheds, Agricultural Research Data System, or STEWARDS, compiles instrument information on watersheds from the past 40 years.

STEWARDS includes interactive maps that show watershed topography and instrument locations. The data available on the web site is critical for those performing hydrological analyses and a valuable resource for people living near the watershed.

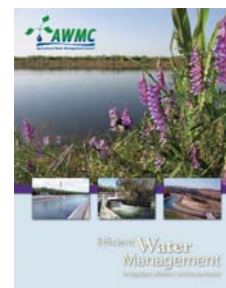
Access the data at www.ars.usda.gov/is/AR/archive/aug06/data0806.htm.

Efficient Water Management Survey

The Agriculture Water Management Council released the results of a survey of farm water districts in California. *Efficient Water Management – Irrigation District Achievements* compiled data from water districts servings nearly 3.3 million acres of irrigated farmland.

Survey results documented improvements to water management systems and increased efficiency through automation. According to respondents, more than 87 percent of their farmland includes improved measurement systems, resulting in increased delivery efficiency.

Download a free copy of the survey at www.agwatercouncil.org.



Detroit to Increase Water Rates

The Detroit Water and Sewerage Department is expected to raise water rates by six to 10 percent and sewer rates by 13 to 17 percent in January. The rate increase is an effort to generate revenue needed for maintenance and improvements to the system despite decreased demand.

“Declining sales mean declining revenue,” said a spokesman for the department. “[Revenue] could be off by as much as 15 percent.”

Factors contributing to declining water use include a cooler than normal summer, vacated houses and business centers, and installation of water efficient appliances. Water sales for the first 10 months of 2008 were down by almost nine billion gallons from 2007.

California Behind on 2020 Target

California policymakers may need to take further steps to meet their target of reducing urban water consumption by 20 percent by 2020. Current water saving measures are projected to lead to a 10-percent reduction in consumption, short of what will be needed to supply the state’s population, which is expected to grow by six million by 2020.



Initiatives to date include legislation requiring low-flow shower heads and toilets. Some water agencies have agreed to voluntarily cut back on water usage through audits and public information campaigns.

Possible options to further reduce usage include artificial lawns and landscape, requiring developers to offset water use with conservation, and increasing water pricing. More information on the 20x2020 plan can be found at www.waterboards.ca.gov/water_issues/hot_topics/20x2020/.

North Carolina to Debate Water Legislation

In early 2009, North Carolina’s state legislature will debate recommendations on water policy. A permit system for large water users is expected to be the most contentious issue.

Similar to programs in neighboring states, the proposal would require businesses to obtain a permit to pump more than 10,000 gallons a day from local water sources. The system would give the state a more accurate picture of how and where water is being used. Currently, large water users are required to inform the state when they pump more than one million gallons a day, but do not need a permit.

State oversight of local water system finances will also be discussed. New policy could force water purveyors to raise rates or cut staff to balance their budgets.



ITRC Classes Announced

The Irrigation Training and Research Center will hold its annual Irrigation District School of Irrigation in early 2009. The Irrigation District School of Irrigation includes several different workshops.

Two, three-day sessions covering flow measurement and canal operation will be held Jan. 13-15 and Feb. 24-26. Two pump workshops will be held in March.

For more information or to register for the classes, visit www.itrc.org or call 805.756.2434.



ESA List Available

The U.S. Department of the Interior’s Bureau of Fish and Wildlife Services recently released its annual appraisal of plants and animals that are candidates for protection under the Endangered Species Act.

Currently, 251 species are recognized as candidates for ESA protection. Conservation funding is available to landowners where candidate species are found. The complete Candidate Notice of Review is available at www.fws.gov/endangered/candidates/index.html.

Water Management Webinar

In mid-December, 89 certified professionals and IA technical members participated in a webinar hosted by IA. Documents and presentations from the webinar can be found at www.irrigation.org/gov/default.aspx?pg=BM&Ps.htm&id=104. IA asks for comments to be submitted to liswm@irrigation.org through Feb. 28, 2009.

Members in the News

Dawn Industries Inc., of Ontario, Calif., promoted Rodney May to general manager, Rob Bauer to director of sales, and Mark Mortensen to manufacturing/production manager. Director of Marketing David Berg will also oversee new product development and overseas activities.

Don Riddle, of Homestead Gardens in Davidsonville, Md., has been awarded the Jack Schneider Award from Garden Centers of America. Award winners are chosen for their lifetime career contribution to the nursery industry.

IA Ambassador News

Former IA Executive Director and current ambassador **Tom Kimmell** will give the keynote address at the 2009 Tennessee Turfgrass Association Conference, Jan. 12, in Franklin, Tenn.

IA ambassador and board of director **Tim Malooly** of Irrigation by Design, Inc. (Minneapolis, Minn.), will give the keynote address at the 8th Annual General Meeting of the Alberta Chapter of the Irrigation Association, Feb. 3, in Calgary.

The Ambassador Program is a national grassroots outreach program where IA members represent the irrigation industry at various events. For information on the IA Ambassador Program, go to www.irrigation.org/ambassadors.

Irrigation Association Welcomes New Members

Consultant

LifeWorks Design & Consulting Ltd. (Olds, Alberta, Canada)
Omni Means Engineers Planners (Roseville, CA)
Quadriga Landscape Architecture (Santa Rosa, CA)

Contractor

A.A. Waters & Brookes (Concord, Ontario, Canada)
B & K Systems Company (Brandon, MS)
Clean Cut Lawns, LLC (Mesa, AZ)
Go Get Fred, LLC (Minneapolis, MN)
Homestake Enterprises (Colorado Springs, CO)
LawnRain Sprinklers Inc. (Belgrade, MT)
Mountain View Electric Ltd. (Enderby, British Columbia, Canada)
Tortorello's Sprinkler Systems (Chicago, IL)
Williams Landscape Services, Inc. (Chapel Hill, NC)

Affiliate Organization Contractor

Common Ground Services, LLC (Prescott, AZ)
Creative Landscaping Construction (Palmdale, CA)
Lighthouse Irrigation (London, Ontario, Canada)
Tierra Verde Resources, Inc. (Cardiff, CA)
Weeded Lawn Service, Inc. (Glen Allen, VA)

Dealer

Golden West Irrigation (Rexburg, ID)

Technical

Chad Kuhnel, Northern Colorado Water Conservancy District (Berthoud, CO)
Troy Nolan, Evanston Parks and Recreation District (Evanston, WY)

University

Walla Walla Community College (Walla Walla, WA)

