



IA Unveils New Logo and Brand

As part of the Irrigation Association's strategic plan to become the recognized authority on irrigation, IA unveiled a new logo and brand identity during the 2008 Irrigation Show. The new logo communicates the critical link between irrigation and making things grow, while the tagline, "Smart Practices. Sustainable Solutions.", is a powerful message of IA's mission and its members' commitment to efficient water management.



"IA's logo has served us well for more than 30 years," said IA President Stephen W. Smith during the general session at the 2008 Irrigation Show. "But as we expand our efforts to promote efficient irrigation and the importance of working with irrigation experts, we need a brand that helps policymakers, consumers and those outside the irrigation industry understand who we are and what we're about."

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2008 Irrigation Show A Success

With attendance numbers that were on par with the five-year attendance average and over 340 exhibiting companies, the 2008 Irrigation Show in Anaheim was a huge success.

Highlights of the show included:

- The launch of IA's new brand and logo.
- New product contest winners chosen from over 30 finalists.
- Over 500 industry professionals taking education classes and certification exams.
- A grower forum that drew nearly 100 industry professionals.
- Over 50 presentations at the Innovations in Irrigation technical conference.

Seminars and listening sessions were held for IA initiatives, including Smart Irrigation Month, Smart Water Application Technologies™, a water provider roundtable and IA's government affairs activities. Common interest groups and committees also met during the show, allowing IA members to network with peers and discuss irrigation issues.

"Overall, we had a very positive show, which was reflected in how satisfied attendees and exhibitors were with their experience," said Deborah Hamlin, IA executive director.

Be sure to join IA for the 2009 Irrigation Show, Dec. 2-4, in San Antonio. Look for more details in the coming months or visit www.irrigationshow.org.

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Grower Forum

IA's second annual Grower Forum was one of the highlights of the 2008 Irrigation Show. Nearly 100 industry professionals attended the event, which was co-hosted by the California Agricultural Irrigation Association and sponsored by John Deere Water Technologies.

The 2008 forum focused on factors facing California's water supply for production agriculture. Panelists included California's Secretary of Food and Agriculture A.G. Kawamura; Tim Quinn, executive director of the Association of California Water; David Zoldoske, director of the Center for Irrigation Technology; Jason Peltier, chief deputy general manager of Westlands Water District; and Heather Cooley, senior research associate of the Pacific Institute.

Panelists discussed water reliability challenges facing California's farmers, the critical role of the Sacramento-San Joaquin Delta in the water supply for the state's growing population, and the importance of water management planning. Other topics included proactive steps taken by the agricultural industry to reduce water use, as well as the dire need for efficient water use by all sectors, and new water storage and conveyance infrastructure to address California's water crisis.

The forum also focused on a report recently released by the Pacific Institute. *More with Less: Agricultural Water Conservation and Efficiency in California – A Special Focus on the Delta*, estimates that agricultural producers could potentially save 3.4 million acre-feet of water each year by adopting certain methods and practices.



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The process for the new brand launch began in early 2008, with a market assessment by the association's Board of Directors and staff. Over 900 members provided input on IA's brand, with most reporting that the old logo had become dated, and did not properly communicate irrigation's role in the green industry.

Increasing IA's role and visibility in the water management debate is a strategic goal of the organization. The new logo and brand will:

- Communicate IA's role in bringing industry stakeholders together to define and implement water management best practices.
- Support expanded efforts to promote efficient irrigation and the importance of working with irrigation experts.
- Enhance IA's credibility with policy makers at the local, state, regional and national level.
- Unify the association's major programs, including certification and the annual Irrigation Show.

New Directors and Officers Elected

The Irrigation Association Board of Directors met during Irrigation Show 2008, and welcomed four new members to the board. They are Steve Christie of Automatic Irrigation Supply Co., a distributor based in Fisher, Ind.; Tim Malooly of Irrigation By Design Inc., a contractor headquartered in Plymouth, Minn.; Larry Rompal of Agri-Valley Irrigation, Inc., a Fresno, Calif.-based irrigation installation and design company; and Dirk Lenie from the Lindsay Corporation, a manufacturing company in Omaha, Neb.



**Current IA President
Stephen W. Smith.**

Officers of the 2008-2009 Executive Committee include new IA President Stephen W. Smith, of Aqua Engineering Inc., an irrigation engineering design company in Fort Collins, Colo.; Past President Doug York of Ewing Irrigation Products, a distributor company based in Phoenix, Ariz.; President-elect Mike Harrington of HARCO Fittings, a fittings manufacturing company in Lynchburg, Va.; Vice President Mark Huntley from John Deere Water Technologies, a manufacturing company in San Diego, Calif.; and Treasurer Phil Burkart, from the Toro Company, an irrigation equipment manufacturing company in Riverside, Calif.

Outgoing board members include Past President John Roberts, John Deere Water Technologies (San Marcos, Calif.); Jim Kline, Harward Irrigation Systems, (Springville, Utah); Reid A. Nelson, Nelson Irrigation Corporation (Walla Walla, Wash.); and Ed Underhill, Underhill International Corporation (Lake Forest, Calif.).

Also during the 2008 Irrigation Show, Don Blackwell from Advanced Irrigation (Pacific, Wash.), was named chair of the IA Certification Board. Tom Shannon of Ewing Irrigation Products (Canton, Ga.) also joined the certification board.

New Product Contest Winners

Forty-seven products were submitted in four categories to the Exhibitor New Product Contest at the 2008 Irrigation Show. Thirty-three entries were named as finalists and were on display on the exhibition floor. The winners in each category were judged on water conservation, ease of use, cost and time savings, design quality, product life expectancy and user risk. Winners were:

Agriculture – Valmont Irrigation, Valley AutoPilot Control Panel with GPS

The GPS feature allows growers to access precise data on an irrigation systems' position and direction of travel, and make changes accordingly. Growers can also automatically program direction of spray, chemigation stops and starts, control of primary and secondary guns plus sprayers, and travel speed.



Turf/Landscape – The Toro Company, Precision™ Series Spray Nozzles



The Precision Series spray nozzles uses patented technology to create one or more high-frequency oscillating streams to achieve desired radius and arc. The Precision Series delivers similar results to conventional nozzles while reducing water flow by one-third, greatly improving uniformity.

Golf – Watertronics' BAS Screen

Watertronics' self-flushing composite intake filters increase pump life and minimize maintenance by filtering pond water before it reaches the irrigation system. The filter includes a light weight, durable and non-corrosive body; algae growth-inhibiting coating; and a programmable back flush cycle to keep screens and pipes clean.



Specialty – John Deere Green Tech, Micro Hydro-Electric Generator (MHG)



MHG is a system that produces DC electricity from water flowing through pressurized pipe. Once inverted to AC power, the system generates enough power to run a complete controller system – including a central system, valves, sensors and communication equipment – while charging the battery at the same time.

Congratulations to the winners and entrants for their innovations in irrigation technology.

USDA Announces Farmland Repair Funding

U.S. Secretary of Agriculture Ed Schafer recently announced that \$77 million in Emergency Conservation Program funding will be made available to repair farmland damaged by natural disasters.

The money may be used by producers to remove debris from farmland; restore fences and repair conservation structures that were damaged by floods, tornadoes, hurricanes, storms or wildfires; and to carry out emergency water conservation measures after severe drought.

More information is available at local Farm Service Agency offices. To find an office near you, visit www.fsa.usda.gov.

WaterSense® Program Completes and Certifies First Home

The U.S. Environmental Protection Agency and Vanguard Homes, a construction company in Chapel Hill, N.C., celebrated the completion of the nation's first home built and certified by the WaterSense® program.

"Through the WaterSense New Homes Pilot Program, we can lay a strong foundation for environmental progress," said EPA Administrator Stephen L. Johnson. "As the program encourages installation of products that save water and money, homeowners are realizing first-hand the benefits of efficient water use."

Vanguard Homes is one of a seven homebuilders nationwide to participate in a pilot program based on the draft specification for new homes under the WaterSense program. In order to earn WaterSense certification, a home must be 20 percent more water-efficient than regular homes. The home was built using water efficient practices inside and outside the home. For more information on the WaterSense program, visit www.epa.gov/watersense.

Revised SWAT Drafts Posted for Comment

Two revised Smart Water Application Technologies™ drafts for soil moisture sensors have recently been made available online for public review and comment. They include:

- 7th Draft, Phase 1: Laboratory Screening Tests (30 days) www.irrigation.org/gov.
- 4th Draft, Phase 2: Operational Test on a Virtual Landscape (90 days) www.irrigation.org/gov.

All comments must be submitted through the online process. For questions, contact IA Member Services Director Cynthia Amos (cynthia@irrigation.org).





Study Questions Drip-Micro Efficiency

A study published in the Proceedings of the National Academy of Sciences questions the actual amount of water used by drip-micro irrigation, and its affects on water storage.

Frank Ward, a research economist from New Mexico State University, and Manuel Pulido-Velazquez of Polytechnic University of Valencia in Spain, studied the Upper Rio Grande Basin and the effects of agricultural water use.

Their contention is that adoption of more efficient irrigation techniques reduces the return flows and limits aquifer recharge. The study compares the effects of drip-micro and flood irrigation on crop productivity, ET rates, cost and deep percolation.

According to the study, drip irrigation is important for many reasons, including greater water productivity and food security due to greater yields. However, because there is little to no runoff, local water basins and aquifers do not have a way to recharge lost water. Greater crop productivity with less water may actually lead to more water being used, because producers will increase farmland acreage without being able to recharge local water storage.

The full study can be viewed at www.pnas.org.

Sustainable Sites Initiative Report

The Sustainable Sites Initiative has released a draft of voluntary, national guidelines for sustainable landscapes for public comment. The proposal covers topics ranging from site selection to construction and maintenance.

The Sustainable Sites Initiative is a partnership between the American Society of Landscape Architects, the Lady Bird Johnson Wildflower Center at the University of Texas at Austin, and the United States Botanic Garden.

“These guidelines will change not only the landscape and green industry but will also raise public expectations about the health and quality of the built environment,” said Holly Shimizu, executive director for the United States Botanic Garden. “We are asking industry professionals and interested parties to participate in the public comment period to ensure the quality and applicability of the report.”

The proposal is available for download at www.sustainablesites.org and is open to public comment until Jan. 20, 2009. The final version of the guidelines will be released in summer 2009.



Renew Your Membership Investment

It's time to renew your investment as part of the recognized leader in the irrigation industry.



The irrigation industry is evolving faster than ever before. Federal, regional, state and local governments are recognizing the need for smart water management. Policy makers, corporations and individuals are looking for ways to conserve water. The Irrigation Association works on your behalf to promote water and energy-efficient solutions and to increase the industry's visibility and credibility.

The Irrigation Association works to ensure that its members are recognized experts in their field through the education and certification program. IA certified professionals represent the best the industry has to offer, and educational classes from IA keep irrigation professionals up to date on the latest in techniques and innovations. As an IA member, you can take advantage of these tools to enhance your marketability and grow your business.

As the leading organization for water management professionals, the IA brings a strong voice to regulatory discussions. IA staff represent members' interests in front of policy makers and elected officials promoting the stewardship policy goals of the Irrigation Association.

Being a part of IA makes you an industry leader. Make sure you take the full advantage of your membership investment and renew today!

Membership renewal invoice were sent to all IA members in late November and are due Dec. 31, 2008.

Graywater Guidelines Available

With water resources stretched around the world, there has been increased interest in and usage of recycled water, or graywater. In the past, regulations for graywater use have been based on rigid guidelines that at times were not compatible to most areas where recycled water usage would occur.

In 2006, the World Health Organization published the third edition of *Guidelines for Safe Use of Wastewater, Excreta and Graywater in Agriculture and Aquaculture*. The guidelines laid out in the publication proposed a flexible approach of risk assessment and risk management linked to health-based targets that can be established at a level that is realistic under local conditions.

In 2008, the WHO along with other partners launched an information kit with targeted fact sheets and policy briefs to further clarify methods and procedures. The kit is available online at www.who.int/water_sanitation_health/wastewater/en.

Free CIT Seminar

The Center for Irrigation Technology in Fresno, Calif., will be holding a free irrigation technology seminar for growers. The session will demonstrate the potential water and monetary savings a well-designed irrigation system with overall good distribution uniformity can offer. The workshop will cover how well, pump and irrigation efficiency and system evaluations all tie into effective water management.

The workshop will be held Dec. 11, from 9:00 a.m. to 12:00 p.m. at the Water & Energy Lab at Fresno State University. Register for this free seminar by visiting www.californiawater.org/irrigationtech, or by calling 800.845.6038.



DWR Announces Calif. Water Allocation

In early November, the California Department of Water Resources announced an allocation of 15 percent for water delivery to the State Water Project contractors in 2009. The allocation is the second lowest in the history of the State Water Project.

“This further dramatizes the urgent need for additional investments in water storage and conveyance infrastructure to assure an adequate and reliable water supply,” said Department of Water Resources Director Lester Snow. The low allocation is due to drought conditions in parts of the state, the low level of water stored in California reservoirs and the restrictions on water flow from recent court decisions.

The State Water Project delivers water to 25 million residents and over 750,000 acres of farmland. For more information on the water allocation and the State Water Project, visit www.swpao.water.ca.gov/notices.

Attention Contractors

Starting Jan. 15, 2009, all contractors who have contracts or subcontracts with the U.S. federal government will be required to use the U.S. Department of Homeland Security's E-Verify system.

E-Verify is an Internet-based system that allows participating employers to electronically verify the employment eligibility of new hires. The system is free to use. For more information, visit E-Verify at www.uscis.gov.

Point of Connection Conference

Mark your calendar now for an exciting, new networking and educational conference designed specifically for owners and managers of irrigation contracting companies. The Point of Connection conference will be Jan. 28-30, 2009, in Jekyll Island, Ga. Hosted by IA's Contractor Common Interest Group, the new leadership summit includes:

- Educational sessions on high-growth business opportunities selling value-added products and services that reduce water waste.
- Networking and problem-solving sessions with business owners and managers from all over the country.
- A chance to relax and socialize with your peers.

The Point of Connection 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 for pricing and registration information. Early registration ends Jan. 5, 2009.





IA Offices Closed for the Holidays

The Irrigation Association's headquarters will be closed for the holidays from Dec. 24 through Jan. 1, 2009. The office will reopen on Friday, Jan. 2.

Members in the News

ESI Environment Sensors, a manufacturer in Victoria, British Columbia, recently announced the completion of a Canada-wide distribution partnership with The Corix Group, located in Vancouver, British Columbia.

Presco, a manufacturing company in Sherman, Texas, named Chris Pendergrass as the new president of the company. Pendergrass began his career at Presco 10 years ago as an intern.

Senninger Irrigation Company unveiled a newly redesigned web site. The new web site features an "Energy Calculator" customers can use to evaluate potential energy and cost savings. Visit www.senninger.com for more information.

The Irrigation Association Welcomes Its Newest Members...

Affiliate Organization Contractor

Custom Landscape & Irrigation (Reno, NV)
Ramona's Plumber (Ramona, CA)
Richard Cohen Landscape Construction (Lake Forest, CA)

Consultant

Agricultural Nexus (Salt Lake City, UT)
Clearwater Engineering, Inc. (Fort Collins, CO)
Del Sol Organics (Santa Cruz, CA)
Intermountain Irrigation Consultants (Billings, MT)
Irrigation Guide, LLC (Issaquah, WA)
Landscape Liaisons (Cool, CA)
Phillip Regli, Greenworld (Riverside, CA)
Tru-Landscape Designs (Upland, CA)
Vegetronix, Inc. (Draper, UT)

Contractor

Action Landscaping (Augusta, GA)
A-Pro Lawn Care (Huntersville, NC)
Armstrong Lawn, Inc. (Statesville, NC)
C & K Landscape Design (Tujunga, CA)
Capital Irrigation (Edmonton, Alberta, Canada)
Carolina Services & Irrigation (Manteo, NC)
CIC Irrigation Contractors (Mississauga, Ontario, Canada)
Classic Gardens (La Jolla, CA)
Creative Carolina Landscaping (Huntersville, NC)
Davidson Landscape & Irrigation Inc. (Valrico, FL)
Earthworks Nursery and Design, Inc. (Bettendorf, IA)
Fire & Rain, LLC (Nags Head, NC)
HG Landscape & Design, Inc. (Denver, CO)
Jensen Sprinkler (Sioux City, IA)
K-Ler Land Works, Inc. (Prescott, AZ)
Kore Irrigation, Ltd. (Surrey, British Columbia, Canada)
La Casa Hidraulica S.A. (Miami, FL)
Lynch Lawn and Landscape (Denver, NC)
North American Lawn & Landscape (Charlotte, NC)
Organics Unlimited, Inc. (Pasadena, MD)
Rising Waters (Waxhaw, NC)
Southern Landscape Group, Inc. (Evington, VA)
Spring Showers Irrigation (Grimbsby, Ontario, Canada)
Sprinklers R Us (Dunmore, Alberta, Canada)
Terra Green Landscapes (Concord, NC)
Terra Metrics, Inc. (Leland, NC)

Dealer

Ag Valley (Edison, NE)
Coast Water Solutions (Ventura, CA)
Roman's Parts & Machinery (Vale, OR)

Distributor

Raindrops, Inc. (Farmington, NM)

Government

City of Rancho Cucamonga (Rancho Cucamonga, CA)

Industry Supplier

Becker's Fabrication, Inc. (Yorba Linda, CA)
Omni Environmental Group (Piedmont, CA)
Ranch Systems, LLC (Novato, CA)

Organization

Maryland Turfgrass Council (White Marsh, MD)
Tribal Land Enterprise (Rosebud, SD)
Yavapai County Water Advisory Committee (Prescott, AZ)

Specialty Product Manufacturer

Alliance Outdoor Lighting (Temecula, CA)
Andley Products (Alpharetta, GA)
No More Geysers (Coronado, CA)

Student

Daniel Ballard (Atlanta, GA)
Joe R. Grogan (Santa Rosa, CA)
Kendall Hutchings (Provo, UT)
Joshua Smith (Oceanside, CA)
Greg Steele (Santa Ana, CA)

Technical

Debbie Boggio (Calabasas, CA)
Clint Cowden, West Hills College (Coalinga, CA)
Juan Del Val, City of Murrieta (Temecula, CA)
Dana Diller, City of Prescott (Prescott Valley, AZ)
Josh Elmer, Basin Recreation (Park City, UT)
Hector Kistemann, City of Culver City (Walnut, CA)
Francisco Lopez, Loyola Marymount University (Los Angeles, CA)
Suzanne Maki (Carmel, IN)
Michael Mills, City of El Cajon (El Cajon, CA)
Brian Pearson, University of Florida (Apopka, FL)
Gregory Ricketts, Big Bear City Community Services District (Big Bear City, CA)
Michele S. Scheiber, University of Florida (Ocoee, FL)
Paul Zalesak, Central New Mexico Community College (Albuquerque, NM)