



EPA WaterSense Updates

Commercial Buildings: The U.S. Environmental Protection Agency released a white paper, *Water Efficiency in the Commercial and Institutional Sector: Considerations for a WaterSense Program*, on Aug. 21. To download a copy of the report, visit www.epa.gov/watersense/partners/cipaper.htm.



All IA members in the commercial landscape and golf markets are strongly encouraged to read the document and submit comments by Sept. 20. A WaterSense® public session will be held on Oct. 5 in Las Vegas in conjunction with the WaterSmart Innovations Conference. For more information, contact watersense@epa.gov.

New Homes Specifications: The IA WaterSense Task Force continues to meet over the new homes specifications in hopes of persuading EPA to drop the landscape portion of the spec in its current format. EPA plans to release the final specifications in December.

Board Votes to Hold Steady on Dues

In recognition of the difficult economic climate faced by many members, the IA Board of Directors voted unanimously to keep membership investment levels flat in 2010. Dues invoices will mail out in October, with membership renewal fees due Dec. 31.

IA President Stephen W. Smith said, "While our industry has weathered economic ups and downs, as well as forces of nature and new legislation, the economic conditions of the past year have certainly affected many. Despite the economy, the association was able to step up its activities because of the collective support of all of our members. We're fortunate our members realize our activities now will help the irrigation industry to respond favorably as the economy improves."

At their July meeting, board directors also agreed to table discussion about moving to a sales-based dues structure. The board anticipates reevaluating the proposed change next year.



In This Issue

Irrigation Show: Register Early!	2
New Resource Guide Published	2
IA Communications Audit Update	3
Senate Passes Bill Funding EQIP	3
Irrigation Pipeline Grants Awarded	4
Select Certified CEU Policy Changes	4
EPA Improves Transparency	5
Clean Water Trust Fund Testimony	5
Members in the News	5
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

Vikupitz Joins IA Board

John Vikupitz of Netafim USA (Fresno, Calif.) was appointed in July to the Irrigation Association Board of Directors to fill the remaining term of Igal Aisenberg.



John Vikupitz

Aisenberg stepped down from the board due to his recent promotion as president and co-CEO of Netafim Ltd. in Israel.

Vikupitz has been actively involved in the irrigation industry for over 20 years. His experience includes distribution, sales, product management and marketing. Vikupitz has been with Netafim USA for 10 years and currently serves as president and CEO.

Annual board nominations will be circulated for member approval in October.

History Committee Fund Drive

As part of the IA History Committee's dedication to preserving the industry's history, the group plans to develop a DVD that commemorates the association's 60th anniversary.

The committee must raise funds to continue production and is looking to members for support. Visit www.irrigationmuseum.org to view the group's first video, *Pioneers in Irrigation*, and get a sneak peek at plans for the next.

Download a contribution form from the Irrigation Museum home page to lend your financial support to this initiative. For questions, contact Member Services Director Cynthia Amos (cynthia@irrigation.org).



Irrigation Show: Register Early!

The Irrigation Show is your one-stop shop to address industry issues head on. The 2009 events will be held Dec. 2-4 in San Antonio. Online attendee registration will be available at www.irrigationshow.org Sept. 3.

Join us in San Antonio to:

- Make connections with customers, business partners and peers.
- Discover the latest innovations in irrigation technology, products and services.
- Build expertise with technical classes, business sessions and industry forums.

Watch your mailbox for the official 2009 Irrigation Show attendee brochure, which will be mailed this month. Highlights of the 2009 Irrigation Show will include:

- Opportunities to network with irrigation professionals on the show floor and at the many events and forums.
- Targeted education and certification exams to help distinguish you from the competition and take your business to the next level.
- Smart business sessions on how to put industry initiatives to work for you and your company.

Use the attendee brochure to get an early start on planning your schedule and maximize your ROI at the show.

This show means business. Register early to take advantage of discounted rates!



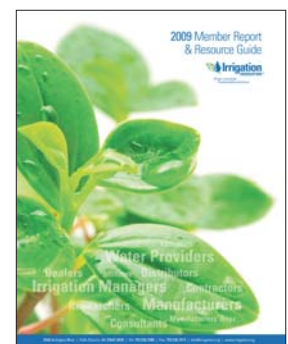
New Resource Guide Published

The Irrigation Association recently mailed a new publication to all members. The *2009 Member Report & Resource Guide* is expected to be a valuable, year-round reference.

This new guide highlights IA accomplishments; volunteer and staff leadership; and activities in government affairs, education, certification, major events and more. The guide includes contact information for board directors, committee members and common interest groups, along with IA staff.

The new publication was developed in response to the association's recent communication audit, which clearly indicated that IA's print membership directory no longer provided value to members. The resource guide will serve as a quick reference to association initiatives and provide the highlights of the discontinued directory in a streamlined format.

The 32-page publication was mailed to all main and secondary contacts in July and is available electronically at www.irrigation.org/membership. To request additional print copies, contact Membership Coordinator Kate Baumann (kate@irrigation.org; 703.536.7080). For the latest IA member information, visit the online directory at www.irrigation.org/findamember.



IA Communications Audit Update

Half of Irrigation Association members report that they always read *E-Times*, with 87 percent saying they regularly read the association's monthly e-newsletter. Those results come from the communications audit IA conducted in May.

Members and nonmembers were surveyed about the effectiveness of IA communications, as well as personal preferences regarding delivery mechanisms and content, plus interest in several new publications. A total of 466 members (10 percent) responded to the survey, which was distributed electronically and by mail. Results were reviewed by the IA board at its July meeting.

Survey highlights included:

- New technologies/products/services and education/training/certification topped the list of topics members want to hear about from IA.
- The association received the highest marks for its delivery of information on the Irrigation Show/IA meetings and education/training/certification.
- When comparing results for importance and IA performance, the largest gaps were for information on new technologies/products/services, irrigation best practices/standards, and irrigation trends/outlook/statistics.
- *E-Times* is the association's best read publication, followed by e-mail alerts (78.1 percent), fliers/brochures (67.9 percent), press releases (67.5 percent), the Irrigation Show Guide (62.7 percent) and Member Update newsletter (61.0 percent).
- Three quarters (75.4 percent) of members reported they seldom or never referenced the association's print Membership Directory. An equal number endorsed enhancing the online version and discontinuing the print directory, which was implemented for 2009.
- Member use of the IA web site is moderate, with 36.3 percent using it frequently and another 47.0 percent occasionally. Disappointingly, 71.8 percent report that they seldom or never use the IA Legislative Action Center web site.
- Members rely most on newer media options for industry news: 55.3 percent use web sites frequently, followed by electronic publications (44.3 percent) and print publications (33.1 percent).
- Approximately 80 percent of members expressed interest in potential new IA publications, including a print journal, magazine and newsletter, as well as a public policy e-newsletter.

The board directed staff to include additional questions about potential publications in the member needs assessment survey IA will conduct in early 2010. The association will continue to benchmark performance and other key issues through regular member surveys.

Most Important Topics*	Top IA Performance*
New technologies/products/services (4.45)	Irrigation Show/IA meetings (4.18)
Education/training/certification (4.43)	Education/training/certification (4.02)
Irrigation best practices/standards (4.32)	Public policy/legislation/regulation (3.78)
General water issues (4.14)	General water issues (3.73)

*Based on a 5-point scale.

World Ag Abstracts Due Sept. 11

The Irrigation Association and Center for Irrigation Technology will once again sponsor irrigation-related seminars during the World Ag Expo in Tulare, Calif., Feb. 9-11, 2010.

Irrigation presentations will take place on Thursday, Feb. 11. All IA members are encouraged to submit abstracts on topics that will help expo attendees irrigate more effectively and efficiently.

The deadline to submit a 200-word abstract is Sept. 11; members are encouraged to submit proposals early since slots are limited. For additional details or to submit an abstract, visit cit.cati.csufresno.edu/irrigation_seminars/.



Senate Passes Bill Funding EQIP

The U.S. Senate passed agricultural appropriations legislation on Aug. 4 that contains \$1.18 billion for the U.S. Natural Resources Conservation Service's Environmental Quality Incentives Program. Funding in the Senate bill matched that previously passed by the House, as reported in last month's *E-Times*.

While the House and Senate bills represent an increase of \$130 million from 2009 funding levels, the approved amount is \$270 million below the \$1.45 billion authorized under the 2008 Farm Bill. The bill has been submitted to the President for approval; Congress will begin reviewing fiscal appropriations for 2011 next year.

The EQIP program provides technical assistance, cost-share payments and incentives to assist crop and livestock producers with environmental and conservation improvements on land used for agricultural production. For additional information about EQIP, contact IA Agriculture Affairs Director Erin Field (erin@irrigation.org; 805.415.5020).

Gourdeau Joins Certification Board

Denis Gourdeau, CIC, CID, CLIA, CGIA, has filled a recently expired term on the IA Certification Board. Gourdeau is the water management coordinator for parks for the City of Calgary in Alberta, Canada. Gourdeau holds degrees in forest resource technology and civil and structural engineering from the British Columbia Institute of Technology.



Denis Gourdeau

Irrigation Pipeline Grants Awarded

Federal grants will help irrigation companies in Colorado, Utah and Wyoming curb salt water discharges. U.S. Secretary of the Interior Ken Salazar recently awarded \$11 million in grants to three irrigation companies in Utah, a fourth in Colorado and a fifth in Wyoming.

The goal is to reduce the 9 million tons of salt being deposited into the Colorado River basin each year. Half of the salt is generated by natural sources; irrigation practices and municipal and industrial sources are responsible for the remaining amount.

The grants will help fund the construction of pipelines that are capable of delivering water more efficiently while addressing evaporation concerns.

Smith Featured in Podcast

IA External Affairs Director Andy Smith was featured in *Landscape Management* magazine's monthly podcast series. Smith discussed recent and pending legislation regulating the green building movement and sustainability, and its potential impact on industry professionals.

Hear the latest thoughts on the green building movement and sustainability issues at www.landscapemanagement.net/landscape/static/statichtml.jsp?id=617866.

Select Certified CEU Policy Changes

Policy changes regarding continuing education units for all Irrigation Association certifications have gone into effect and are applicable for all 2009 submissions due Dec. 31. In July, the IA Certification Board approved a revised list of CEU categories, minimum and maximum requirements for each category, and a new administrative fee for CEUs submitted by mail or fax.



As per past practice, certified individuals are required to submit CEUs to remain in good standing. Annual CEU requirements include:

- A minimum of 10 and maximum of 30 CEUs.
- A minimum of five irrigation related CEUs.
- A maximum of five green industry or business related CEUs.

While many CEU categories remain the same, the IACB will now enforce caps. For example, a maximum of four CEUs may be earned for attending trade shows or field days within a given year.

Other key changes include:

- Individuals will receive a maximum of 20 CEUs for completing the initial designation of the certified irrigation designer program. Completing additional CID specialties will earn 10 CEUs.
- CEUs for the same class can only be submitted once every three years.
- A maximum of 10 CEUs per year will be approved for teaching an irrigation short course or an in-house irrigation class.

Certified professionals can submit CEUs free of charge at www.irrigation.org/submitceus and review past activities. Those who prefer to submit CEUs via mail or fax will be charged a \$25 administrative fee.

To see the complete list of CEU categories and criteria, visit www.irrigation.org/ceus or contact Programs Coordinator Lydia Huebner (lydia@irrigation.org; 703.536.7080).

Warm Weather Draining Washington Water Supplies

Water supplies are reaching critical levels in two rivers that serve key population centers in Clallam County, Wash. Both the Dungeness and Elwha Rivers have reached levels low enough to meet the state's definition of drought conditions, but officials aren't using the "D" word just yet.



Two conditions must be met for the governor to declare drought conditions: (1) water flow is at least 75 percent less than average for the time period, and (2) water supply levels cause "undue hardship" on users. While both rivers met the first condition in August, the second is much harder to confirm since there is no set definition.

Ben Smith, president of the Sequim-Dungeness Valley Agricultural Water Users Association, said association members have been asked to start conserving voluntarily. "We know it's tight, and it's going to get tighter," said Smith.

Irrigation users are allowed to take 50 percent of the water from the Dungeness. As the level drops, so does the volume of water they can access.

California Suspends Irrigation Standards Development

Effective July 29, the California Energy Commission has suspended the process to develop standards for landscape irrigation equipment. The decision was driven by lack of necessary data to facilitate the process and inadequate funding to develop performance benchmarks.



Under the Water Conservation in Landscaping Act, CEC had been directed to adopt performance standards and labeling requirements for landscape irrigation controllers and moisture sensors, with a Jan. 1, 2010 deadline to propose a schedule for emission devices and valves. The act directed CEC to consult the Smart Water Application Technologies® protocol as part of the regulatory process. Along with other stakeholders, the Irrigation Association submitted oral and written comments on the topic during the public process.

The CEC has suspended the project due to lack of resources but anticipates making progress on the project as assets become available. For additional information, visit www.energy.ca.gov/appliances/irrigation.

EPA Administrator Takes Steps to Improve Transparency

The U.S. Environmental Protection Agency has released comprehensive reports and data on water enforcement in all 50 states. The new resources are part of Administrator Lisa Jackson's larger effort to enhance transparency, promote the public's right to know about water quality, and provide information on EPA's enforcement of the Clean Water Act.

EPA has posted detailed performance reports on the current status of clean water compliance and enforcement in each state on the agency's web site. EPA also launched new web-based tools to help the public search and analyze the raw data used to prepare the reports.

Find state-by-state reports at www.epa.gov/compliance/state/srf/index.html.

Subcommittee Hears Clean Water Trust Fund Testimony

The U.S. House Subcommittee on Water Resources and Environment held a hearing in July to consider issues related to creating a Clean Water Trust Fund. H.R. 3202, the Water Protection and Reinvestment Act, would use taxes on industry and water-related products to fund approximately \$10 billion in annual investments in water and wastewater infrastructure.

A U.S. Government Accountability Office report identified the following concerns:

- How the trust fund should be administered and used.
- What type of financial assistance should be provided.
- What activities should be eligible for funding.

Representatives from the National Association of Clean Water Agencies, Associated General Contractors of America, National Utility Contractors Association and American Society of Civil Engineers testified in support of the trust fund.

Learn more at blumenauer.house.gov/index.

Members in the News

CAST Lighting, LLC (Hawthorne, N.J.), manufacturer of outdoor lighting systems, and **Weathermatic** (Garland, Texas), manufacturer of irrigation products, announced a partnership that extends distribution of the CAST Lighting product line to Europe, Asia, the Middle East, Australia, and Central and South America.

Green Leaf Mapping & Control Systems, Inc. (Cupertino, Calif.) has entered into a contract to distribute Virtual Smart Schedule software by AuditorSoft. This software turns any controller into a smart controller.

Ann Hunter-Welborn returned to **Hunter Industries** (San Marcos, Calif.) as vice president of human resources.

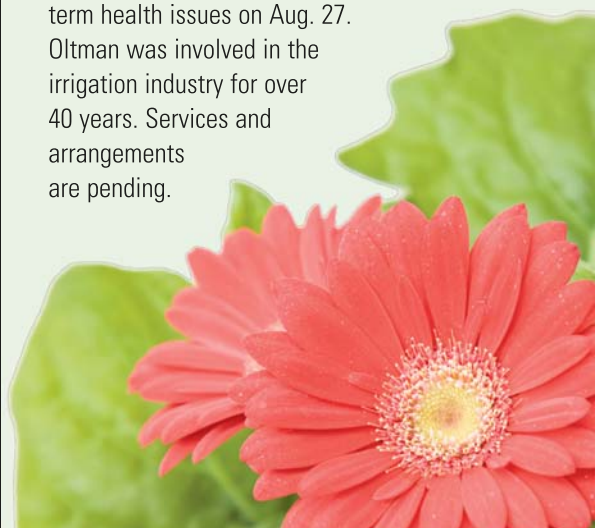
J.M. Irrigation, LLC (Volo, Ill.) is now certified through the State of Illinois as a Female Business Enterprise, under the Business Enterprise Program for Minorities, Females and Persons with Disabilities.

Mickman Brothers, Inc. (Anoka, Minn.) has just completed installation of the irrigation system on the playing field for the new Minnesota Twins Stadium, being constructed in Minneapolis.

National Pump Company (Glendale, Ariz.) appointed **Ken Kochamba** as national sales and marketing manager.

In Memorium

Bob Oltman passed away from long-term health issues on Aug. 27. Oltman was involved in the irrigation industry for over 40 years. Services and arrangements are pending.



SIM Idea Gallery Submissions

Show off your company's smart ideas by submitting samples for prominent display in the Smart Irrigation Month Idea Gallery at the 2009 Irrigation Show. Sample suggestions include:



- Shipping boxes or product packaging
- Point-of-purchase displays
- Ads and marketing materials
- Company newsletter articles

Submit your samples to Jennifer Lear (jennifer@irrigation.org) to be displayed in the SIM Idea Gallery this December.

Attend WaterSmart Innovations

Industry professionals will gather in Las Vegas next month to network, collaborate and learn about urban water use, inside and outside of the home, at the second annual WaterSmart Innovations Conference & Exposition. The conference will be held Oct. 7-9, at the South Point Hotel & Conference Center.



In 2008, roughly 1,200 participants came together to share information about effective conservation programs and policies, and showcase new water-efficiency technology. The Irrigation Association has partnered with WaterSmart Innovations; IA staff and volunteers will participate in this year's event.

Full registration to the conference includes professional sessions, opening session, keynote luncheon, exhibit hall admission and a reception. Visit www.watersmartinnovations.com/2009/registration.php to register or learn more.

Irrigation Association Welcomes New Members

Contractor

A+ Irrigators, Inc. (Kokomo, IN)
 Bailey Irrigation, Inc. (Adel, IA)
 Brandon's Landscapes, Inc. (Glendale, CA)
 Dobson's Woods & Water, Inc. (Ocoee, FL)
 Eisenstaedt Landscaping & Maintenance (Concord, CA)
 ENVY Irrigation Inc. (Pickering, Ontario, Canada)
 Essential Landscaping & Irrigation (Miamisburg, OH)
 GreenCare (Mankato, MN)
 Green Vista (North Hills, CA)
 JP Landscape, Inc. (Fresno, CA)
 Landscape, Inc. (La Grange, TX)
 Moonstone (Lakewood, CA)
 Recovr X, Inc. (Gardena, CA)
 Richmond Irrigation (Richmond, VA)
 Sharp ProQual Landscaping (Tempe, AZ)
 Southern Exposure Landscape Management (Lake Forest, CA)
 Systems, Inc. (Leslie, GA)
 TurfPro/Carson Landscape (Sacramento, CA)

Consultant

HEWITT (Seattle, WA)
 The Highmark Group, LLC (Draper, UT)
 Robert Shuler Design (Carmel, CA)
 Royston Hanamoto Alley & Abey (Mill Valley, CA)

Distributor

Davis Pipe & Supply Co. (Norman, OK)
 Fielding Pump Co. (Sandy, UT)
 Tecnoagro S.A. (Huechuraba, Santiago, Chile)

Government

City of Culver City (Culver City, CA)
 County of Sonoma (Santa Rosa, CA)

Industry Supplier

Questex Media Group (Cleveland, OH)
 Sidewalk Sleever LLC (Kemah, TX)

Manufacturer

iSprink (Minneapolis, MN)
 Metzterplas (Kibbutz Metzter, Israel)
 The Source, Inc. (Ogden, UT)

Manufacturers' Rep

San Tar Trading Company (Houston, TX)

Technical

Garry Bolding (Blythe, CA)
 Kathy Scott, (Brooksville, FL)
 Gregory Tracy, (Lake Oswego, OR)

