



Computer-based Certification Testing Now Open



The Irrigation Association's Select Certified program is now offering computer-based exams, administered at hundreds of testing centers across North America.

Providing more flexible, convenient testing options, the new format allows candidates to select a nearby testing center and schedule a time that suits their needs. It eliminates the need for candidates to travel long distances or wait until an exam comes to their area. Exam results will also be shared immediately, with the exception of the new certified golf irrigation auditor exam. The CGIA exam results will be held for approximately six weeks while the certification board reviews the statistical data and determines the passing score. Once the passing score has been established, future CGIA scores will also be shared immediately (see page 3).

Candidates register at the IA web site, and after the application is accepted, candidates will be further directed on how to select a testing center and time. A current IA login is required.

All certification exams are now available with the exception of the Step 4 exams for certified irrigation designer (both agriculture and turf/landscape). These final exams are expected to be released in approximately 30 days.

SWAT Protocols Open for Comments

Now available for comment is a draft protocol for soil moisture sensor-based controllers that combines phase one and phase two testing. This first draft of the laboratory and operational tests combines the eighth draft of the laboratory screening tests (phase one) and the fourth draft of the operational test on a virtual landscape. The 90-day public comment period closes Dec. 30, 2010. To review the draft and comment, visit www.irrigation.org/gov/swat_drafts-soil.

The public comment period on the first SWAT draft protocol for testing pressure-regulating sprinklers has been extended until Oct. 15; all comments and responses will be posted to the SWAT web site. The protocol tests the devices' effectiveness with various inlet pressures and flow rates. To review the draft and comment, visit www.irrigation.org/swat/aspx.

Additionally, rainfall shutoff devices from a number of manufacturers are currently being tested against the SWAT third draft testing protocol (Oct. 2009) to determine the accuracy of the devices under simulated rainfall conditions. This reliability testing is being done to increase consumer confidence and in anticipation that the EPA WaterSense program will consider labeling rain shutoff devices.

For more information visit www.irrigation.org/swat.

In This Issue

Irrigation Show Discounts.....	2
IAEF Seeks Task Group Volunteers.....	2
IA Farm Bill Task Force Launched.....	3
New CGIA Exam.....	3
Water Conference Highlights.....	4
Sustainable SITES Initiative.....	4
WaterSmart Innovations.....	5
\$100,000 for Water Businesses.....	5
Members in the News.....	6
New Members.....	6

Irrigation Association

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





IA Sponsors Seminars at Sunbelt Ag Expo

New in 2010, the Irrigation Association is sponsoring the irrigation technology seminars at the Sunbelt Ag Expo in Moultrie, Ga. on Oct. 20. The seminars will provide information on the latest technology from the irrigation industry to help farmers produce more food, fiber and fuel. For more information, visit www.sunbeltexpo.com.

EPA Sets Bay Wastewater Limits

To help improve water quality in the Potomac River and the Chesapeake Bay, the U.S. Environmental Protection Agency has reissued an operating permit for the Blue Plains Advanced Wastewater Treatment Facility. The permit reduces the amount of nitrogen the plant can discharge by 3.8 million pounds each year, a 45 percent reduction.

The five-year renewal of a Clean Water Act permit calls the District of Columbia Water and Sewer Authority to reduce nitrogen discharges from 8.5 million to 4.7 million pounds each year by upgrading its facility. This action is part of a coordinated effort across the Bay region, by EPA and state permitting agencies, to control discharges of nitrogen and phosphorus from more than 483 significant wastewater facilities.

Blue Plains serves the District of Columbia, Montgomery and Prince Georges counties in Maryland, and Fairfax and Loudoun counties in Virginia – treating wastewater for about 1.6 million people. It is the largest advanced wastewater treatment plant in the world, with a capacity of 370 million gallons per day. For more information, visit www.epa.gov/reg.htm.

Register by Oct. 20 for Irrigation Show Discounts



Several deadlines are approaching for those attending the 2010 Irrigation Show, Dec. 5-7 in Phoenix:

- Oct. 13 – New Product Contest deadline (extended). For exhibitors only.
- Oct. 20 – Early-bird show registration (discounted rate).
- Oct. 20 – Discounted registration for education classes.
- Nov. 11 – Registration and payment for certification exams must be received (final deadline).
- Nov. 11 – Hotel reservation deadline to secure the Irrigation Show rate.

Additional discounts are available when organizations register multiple attendees for the show or when a single individual registers for three or more classes.

The show will feature:

- More than 20 education classes covering agriculture, turf/landscape and business topics.
- All certification exams, including the new certified agriculture water manager exam.
- Keynote speaker Robert Glennon, author of *Unquenchable: America's Water Crisis and What to Do About It*.
- ASABE Fifth National Decennial Irrigation Conference, featuring more than 90 technical sessions.
- New events including: ag insights track, contractor business sessions and the dealer/distributor breakfast.
- A center stage area offering IA briefings and free business sessions.

Register now online, and prepare with the new online “My Show Planner.” Contact hotels directly to reserve your room. Go to www.irrigationshow.org for show details and to register.

IAEF Seeks Task Group Volunteers

The Irrigation Association Education Foundation is seeking volunteers to serve on several task forces: career awareness and recruitment, education, resources, and marketing.

“Volunteering on a Foundation task group is a great way to learn more about the organization and how it supports the industry's education and career needs,” said Foundation and Membership Manager Marcia Cram. “There are so many in this industry who truly understand the importance of how irrigation education supports the future of the industry. We want volunteers to share their talent and bring a ‘roll-up-your-sleeves’ attitude to these task groups.”

The groups work to support the Foundation's mission of advancing the irrigation industry using education that both attracts people into the profession and ensures ongoing professional success. Volunteers contribute individually through such actions as making donor solicitation phone calls, writing and editing textbooks, and representing IAEF at conferences. Task groups meet via regular conference calls to discuss emerging trends and topics, new programs and materials, and upcoming initiatives.

IA Farm Bill Task Force Launched



With the planning of the 2012 Farm Bill underway, the Irrigation Association established a 2012 Farm Bill Task Force to create and submit IA feedback to U.S. Congress. Per the House Agriculture Committee's request, the Irrigation Association has already provided written feedback on agricultural policy utilized by IA members.

The task force will start reviewing IA's historical positions on the Environmental Quality Incentives Program and make recommendations on positions the association should take in 2012 Farm Bill committee hearings and private Congressional meetings. Appointed by the IA President, the task force will make recommendations that will be reviewed by the Government Affairs Committee and approved by the Irrigation Association Board of Directors.

New CGIA Exam

In October, the Irrigation Association's Select Certified program will launch a new version of the certified golf irrigation auditor exam. The exam contains new and revised questions based on job analyses — surveys of actual irrigation professionals. These surveys ensure that question content is relevant to the real world and eliminates regional differences. The new exam contains 125 questions that must be completed within the three-hour time limit.



After the initial launch of the new exams, all results will be held for approximately six weeks while the certification board reviews the statistical data and determines a passing score. These improvements help prepare the Select Certified program for its long-term goal of accreditation by the National Commission for Certifying Agencies. A new certified landscape irrigation auditor exam will launch at the Irrigation Show in December.

Calif. Farmers Aided by Satellites



The Visalia Times-Delta (Calif.) reported that farmers in California should soon be able to utilize NASA satellites to identify the presence or lack of water in irrigated fields.

After completion of NASA's comprehensive test program this year, farmers will be able to reference satellite-produced information on their laptops or even their cell phones and apply it to crop coefficients and evapotranspiration rates specific to their crops. This will help them to apply irrigation water at the right time and place.

This technology is being coordinated by engineers and scientists at three sites: the Ames Research Center in Sunnyvale, Calif., the Jet Propulsion Laboratory in Pasadena, Calif. and the Marshall Space Flight Center near Huntsville, Ala. The full article can be accessed at pqasb.pqarchiver.com/visaliatimesdelta.

Member Survey Highlights

Conducted in April 2010, the opinion survey was distributed to main contacts at all member companies. Over 26 percent (516 individuals) responded. Responses were consistent for members who identified their companies as primarily focused on either agriculture or turf/landscape.

In the survey, respondents were asked to rank the association's priorities for the following three years:

- Certification was clearly ranked as the most important priority (62 percent rated it as one of their top four).
- Promoting the use of irrigation professionals was a close second, ranked by half as one of their top four.
- Also important was identifying irrigation best practices.
- A final key priority for many was offering irrigation-focused continuing education (classes/materials).

These responses validate IA's strategic initiatives (certification, education, government affairs and policy, and standards) and other programs (including SWAT and Smart Irrigation Month).

IA Staff Updates



Neil Greenberg has joined the staff as the new marketing manager, bringing 15 years experience in marketing, sales and social media. He will focus on IA's

traditional marketing and interactive channels, expanding the association's web and social media presence.

Noreen Rich, following a family move out of the country, will transition to a part-time role with the association, supporting the organization's affiliate and customer relationship management program.

Water Conference Highlights: Dr. Aaron Salzberg

In July, IA held its second annual Water Conference. The following excerpt is from the formal report, which will be available soon at www.irrigation.org.



Sporting the only ponytail in the group and claiming that playing ice hockey for 15 years outfitted him for his present job as special coordinator for water resources with the U.S. Department of State ("I can tolerate pain, and I never give up in a fight"), Dr. Salzberg laid out international parameters and context to frame the conference.

Citing that 6,000 people die each day due to water sanitation issues, Salzberg highlighted why, beyond humanitarianism, such a statistic affects the U.S.: "Why should we care about water problems in Uzbekistan? It's an Islamic country full of unemployed young men – a recipe for instability."

He also noted that in many places, pressing human need makes it hard to argue for the environment, but the environment remains a vital concern when working out strategies for managing water.

Salzberg quoted his boss, Hillary Clinton, on the importance of water: "It's not every day you find an issue where effective diplomacy and development will allow you to save millions of lives, feed the hungry, empower women, advance our national security interests, protect the environment, and demonstrate to billions of people that the United States cares, cares about you and your welfare. Water is that issue."

New Office of Water Web Site

EPA's Office of Water launched its redesigned website, water.epa.gov, replacing four previous content areas on www.epa.gov. Information is now organized by topic to be more straight-forward and user-friendly to visitors.

SITES Tests Sustainable Landscapes Rating System

The Sustainable Sites Initiative, known as SITES, promotes sustainable land development and management practices for sites with and without buildings. SITES recently developed the first national rating system for sustainable landscapes and has begun testing the system in a pilot program.



Scheduled to run through June of 2012, the pilot will examine real-life applications of the credit system in more than 160 projects. Representing diverse ecosystems and countries, projects take place in parks, institutional/educational properties, commercial land, residential locations, transportation corridors/streetscapes, gardens/arboretums, government complexes, and mixed-use and industrial properties.

To view an interactive project map or read more about the program, visit www.sustainablesites.org/pilot.

2008 Farm Bill Leads to Export Growth



U.S. Agriculture Secretary Tom Vilsack released statements in September citing the country's strength of the overall rural economy and growth in agricultural exports. Successful implementation of the 2008 Farm Bill is cited as one of the primary factors in the recovery.

"After declining more than 20 percent in 2009, all three measures of farm sector earnings experienced a rapid rebound and are forecast to rise in 2010," Vilsack said. These measures include net cash income, net farm income and net value added.

The Farm Bill includes the Environmental Quality Incentives Program which offers farmers and ranchers support in upgrading their irrigation systems. IA's 2012 Farm Bill Task Force and government affairs team continues to support the inclusion of EQIP funding for the 2012 Farm Bill. For more information, visit www.usda.gov.

Hoover Dam Hydroelectricity in Jeopardy

A *North County Times* (Calif.) article reports that officials fear Hoover Dam could stop generating electricity as soon as 2013 due to decreased water levels in Lake Mead. The dam has produced electricity for California, Arizona and Nevada for more than 75 years.

Under pressure from the region's growing population and years of drought, Lake Mead was down to 1,087 feet, a 54-year low, in early September. If the lake loses 10 feet a year, as it has recently, it will soon reach 1,050 feet, the level below which the turbines can no longer run.

Without the dam's power, costs to transport water could double or even triple. Read the full story at www.nctimes.com.

WaterSmart Innovations, Oct. 6-8

As an official conference partner, the Irrigation Association will host a booth and class at the WaterSmart Innovations Conference and Expo, Oct. 6-8 in Las Vegas. Industry Development Director Brent Mecham will present an "Overview of the Water Budget Tool for the EPA WaterSense Program." The Smart Water Application Technologies initiative, known as SWAT, will also meet at the conference, Wednesday, Oct. 6, at 7 a.m.



The conference showcases new water-efficiency technology; builds and strengthens effective, interdisciplinary relationships; and brings together international leaders in innovative water efficiency technology and services. The U.S. Environmental Protection Agency's WaterSense Program, in conjunction with the Alliance for Water Efficiency, will also present its annual WaterSense Partner of the Year Awards at the conference.

WaterSmart Innovations is presented by the Southern Nevada Water Authority, in partnership with the Irrigation Association, the U.S. Environmental Protection Agency's WaterSense program, and other leading national and international organizations.

\$100,000 Purse for Water Businesses That Save Energy

In its second annual global competition, Imagine H2O is offering \$100,000 to find the world's most promising water businesses that save energy. *Water Efficiency* magazine cites that a full three percent of the U.S.'s electric power generation is used for treating, pumping and distributing water.

In its first year, the H2O competition rewarded business plans that offered the greatest promise of breakthroughs in the efficient use and supply of water in agriculture, commercial, industrial or residential applications, such as water demand reduction, improved water use, water recycling and/or reuse.

Imagine H2O was created in 2008 to inspire and help bring to market sustainable solutions to global water problems through entrepreneurship. Winners will be announced in March of 2011. The entry deadline is Nov. 15, 2010. For more information, visit www.imagineh2o.org.

New Irrigation Magazine Launched

Publishing its first issue in September, *Irrigation Leader* is a new industry magazine distributed to irrigation district managers and boards of directors in the 17 western states, Bureau of Reclamation officials, members of U.S. Congress and committee staff, and other members of the western irrigation community. Producing 10 issues a year, the publication was founded by President Kris Polly, a former deputy commissioner for the Bureau of Reclamation.

The editorial staff welcomes manuscript, photography and art submissions as well as letters to the editor. To be added to the distribution list without charge or request information on advertising or submissions, contact the publication's office at irrigation.leader@waterstrategies.com or 701.223.8332.

IA Ambassador Calendar

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

Oct. 27-30, 2010

GIE + EXPO

Louisville, Ky.

Ambassador: John Newlin, Quality Sprinkling Systems, Inc.



Colorado Springs Installs Rain Sensors

The *Colorado Springs Gazette* recently reported that the city has embarked on a campaign to give every sprinkler system in its 869 acres of irrigated parks and medians a rain sensor to shut off the sprinklers automatically. The eventual goal is for every park to have a sensor, which could improve the city's irrigation efficiency by 15 percent.

The campaign arose after budget cuts reduced the city parks department's staff, since fewer employees are available to shut off sprinklers by hand after a night of rain. Variations in predicted weather also make it hard to water judiciously. Acting Parks Director Kurt Schroeder noted that saving water is critical because a night of needless watering costs \$25,000, and that might mean parched grass can't be watered when needed.

Colorado Springs Utilities has budgeted \$500,000 this year to install rain sensors and more efficient sprinklers in about 50 parks. The program will bring the total amount of city projects that include automatic sensors to just over half. Read more at www.gazette.com/news/sprinklers.

Members in the News

IPS Corporation (Compton, Calif.) donated \$100,000 to Water for People, an organization that helps people in developing countries improve quality of life by supporting the development of locally-sustainable drinking water resources, sanitation facilities and hygiene education programs.

Irrigation Components International, Inc. (Daphne, Ala.) announced the opening of its southwest U.S. branch in Amarillo, Texas and the appointment of Southwest Sales Manager Marty Hughes who will be responsible for the region's sales and the warehouse's operations.

The Toro Company (Riverside, Calif.) announced two employee promotions; Bill Wolfe is now product and marketing manager for the Rain Master line of central control products. Pete Moeller has been appointed director of marketing for Toro Irrigation having recently held the same role for Toro's commercial equipment business.

Reinke's (Deshler, Neb.) African representative Yair Atia recently visited **Rain for Rent** (Paul, Idaho) as part of the U.S. Trade and Development Agency's Sub-Saharan Africa Food Security Technologies Reverse Trade Mission to obtain a better understanding of agricultural technologies, equipment and techniques for use within African countries and communities.

Lindsay Corporation (Omaha, Neb.) recently introduced FieldNET Mobile, a service allowing growers to fully control and monitor their irrigation pivots anywhere through the convenience of smartphones.

Irrigation Association Welcomes New Members

Contractor

AJ Criss – Wresy (Escondido, CA)
 Blue Ribbon Landscape and Maintenance, Inc. (Nampa, ID)
 Environmental Concepts Landscape Management, Inc. (Temecula, CA)
 Fabinno Co. (Seoul, Republic Of Korea)
 Grassroots Landscaping & Irrigation, Ltd. (Medicine Hat, Alberta, Canada)
 Landsculpting (Van Nuys, CA)

Distributor

RegaTec (Sao Paulo, Brazil)

Industry Supplier

Alliance Outdoor Lighting (Temecula, CA)
 Qualyplast (Obregon, Mexico)

Manufacturer

Greenlee, a Textron Company (Rockford, IL)
 MCC USA Inc. (Monterey Park, CA)

Organization

Irrigation and Drainage Branch China Association of Water Enterprises
 (Xuan Wu District, Beijing, China)

Technical

Jason E. Mallard, Georgia Soil and Water Conservation Commission
 (Statesboro, GA)

