

# IA RE-ENERGIZES WITH NEW LOGO, TAGLINE

The recent 2008 Irrigation Show was jammed with events and products to address growing concern over water issues. BY **RON HALL** EDITOR-AT-LARGE

AS CONCERNS OVER water issues, especially landscape irrigation, accelerates the Irrigation Association (IA) is stepping up its efforts to meet these concerns.

The IA, during its recent 2008 Irrigation Show in Anaheim, CA, unveiled a new logo and tagline — “Smart practices. Sustainable solutions” — which is the most visible signal of the IA’s mission and its members’ commitment to efficient water management.

The scuttling of the previous logo and tagline after 30 years also points to the IA’s growing focus on the Green Industry.

This was reinforced by the larger presence of landscape- and golf-focused suppliers over agricultural irrigation suppliers at the trade show, which attracted 340 exhibiting companies.

The new logo design, with its stylized green leaf and the blue drop, emphasizes the growing cooperation between the living plant industry and water agencies for water management best practices.

“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,” said incoming IA President Stephen W. Smith, CEO of Aqua Engineering in Fort Collins, CO.

The IA’s new officers and board members (and the industry in general) face a number of water-related issues and pro-

grams during 2009, which was reflected in the brutally full schedule of educational sessions, committee and strategy meetings at the conference. More than 500 attendees attended educational sessions and certification exams.

## Making WaterSense

One of the larger presences at the conference was the U.S. Environmental Protection Agency’s (EPA) WaterSense program. Its broad goal, which it promotes by attracting partners and labeling water-efficient products, is to save water and protect the environment.

In the three years since its launch, the program has attracted hundreds of “partners” — contractors, water agencies, governmental bodies and supplier companies. Landscape professionals can become WaterSense partners when they’re certified through one of four IA certification programs.

During the IA’s business meeting, the EPA recognized Timothy Malooly, as its WaterSense Irrigation Partner of the Year. Malooly is president of Irrigation Consultants as well as Control and Irrigation by Design, two related irrigation

The WaterSense Irrigation Partner of the Year, Tim Malooly, left, is congratulated by Wayne Nastri, U.S. EPA Region 9 Administrator.

firms in Plymouth, MN. His companies designed and installed the water-efficient irrigation system for the first residential project to receive Platinum certification from the U.S. Green Building Council’s LEED (Leadership in Energy and Environmental Design) program.

## Grower issues

Also during the 2008 show, the IA held its second annual Grower Forum, attracting nearly 100 industry professionals. A panel of five water and environmental experts discussed water reliability challenges facing California’s farmers, the role of the Sacramento-San Joaquin Delta in the water supply for the state’s growing population as well as the need for efficient water use by all sectors, and new water storage and conveyance.

The Forum was co-hosted by the California Agricultural Irrigation Association and sponsored by John Deere Water Technologies.

For expanded coverage of the IA’s 2008 Irrigation Show, visit [www.landscapemanagement.net](http://www.landscapemanagement.net). LM

