

IA and Florida Irrigation Society Collaborate for 2012 Irrigation Show



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FALLS CHURCH, Va.- The Irrigation Association (IA) and Florida Irrigation Society announce a partnership to deliver a fresh and innovative Irrigation Show and Education Conference, Nov. 2 – 6, in Orlando, Fla. Representatives from both organizations have been meeting regularly to develop programming and activities that embrace Florida's unique irrigation challenges.

"We are pleased to be a part of this great event and to insert some local flavor into its traditional offerings," said Matt Eaton of North Florida Irrigation Equipment and 2012 FIS president.

Working in concert with IA's Expo Advisory Committee, FIS volunteers are helping to build a unique program around the new two-day show. Plans are underway to offer more seminars on innovations in irrigation practices, in addition to IA's traditional how-to classes. All will offer credit for continuing education units. In addition, there will be a special push to bring in students from both the agriculture and landscape schools, promoting irrigation as a career path.

"It's so important to include the local irrigation community in the planning and execution of an event like the Irrigation Show. They have the contacts and expertise that are invaluable to us," says IA Executive Director Deborah Hamlin. "It's a win-win for both organizations."

IA and FIS representatives will also be seeking other state and regional associations to take part in IA's "promotional partner" program, where free passes can be earned for promotion of the Irrigation Show. "We have so much to offer both the landscape and agriculture community, and our job is to make sure that every related organization has the opportunity to participate."

Hamlin added that IA is already looking to IA's Texas affiliates to help with

the 2013 Irrigation Show planning in Austin.