



American Society of Irrigation Consultants

February 3, 2009

To ASIC Members and Friends of the Society,

I would like to cordially invite you to join us at our 2009 ASIC Annual Conference, May 2 - 4, at the Renaissance Resort at World Golf Village in St. Augustine, Florida.

We move the conference around the country each year to bring it to distinct and unique locations. Where better to discuss "weathering the storm" than America's oldest city? Not only has St. Augustine endured the economic roller coaster and survived the politics of four different nations, but also has endured tropical storms for almost 400 years. We hope you will enjoy this setting as you mix business activities, networking and relaxation.

Our conference theme this year is "Weathering the Storm", focusing on the abrupt economic and market changes, a new administration and agenda, and the ever-changing forces of weather that will affect water resources, irrigation design and your business. Of particular interest will be our Special Guest and dynamic Keynote Speaker Alan Beaulieu, senior analyst, economist and principal with the Institute for Trend Research. ITR provides businesses with specific forecasts and management objectives to plan and prosper through the ups and downs of every phase of the business cycle.

Our Bob Cloud Memorial Golf Tournament will be held Saturday morning at World Golf Village's Slammer and Squire Course, just steps from our host hotel. Hall of Fame members Sam (The Slammer) Snead and Gene (The Squire) Sarazen served as consultants to course architect Bobby Weed. The 6,939-yard resort course is distinguished by memorable par-3's, preserved woodlands, wetlands and natural beauty. Registration is limited, so sign up early. For those not golfing, we have an optional tour of historic downtown St. Augustine that includes lunch.

Saturday evening I will host the opening President's Reception in the Renaissance Resort's ballroom amidst our tabletop exhibits. Visit with vendors, speakers and colleagues while sampling an array of hors d'oeuvres and beverages. Key to our annual conference is the setting provided to make personal contacts and discuss professional applications and principles.

Our General Sessions begin Sunday with two days packed with timely, usable information. You won't want to miss a thing from our lead-off presentation by renowned economist Allan Beaulieu, followed by messages from academia, public agencies and private enterprise, to our final wrap-up discussion on how this will impact each of us.

ASIC's Annual Business Meeting, where we report on the condition and activities of the organization, will take place at noon Sunday. That same evening, our annual Awards Banquet will be held in the Golf Hall of Fame. Whether you are an avid golfer, a fan of the game or a novice, you'll encounter numerous points of intrigue at the Hall of Fame Museum. Historic artifacts and personal memorabilia, hands-on golf experiences, and exhibits that tell the history of the game all are part of the full museum experience. The banquet program will feature the presentation of our Sam Tobey and Roy Williams awards for outstanding service to ASIC and the irrigation industry.

The conference sessions conclude at 5 p.m. Monday, leaving the evening free for dinner on your own. On Tuesday, an optional LEED Accreditation Exam Training Seminar will be held for those interested.

Please fill out the enclosed registration forms and send them to ASIC headquarters by March 14 to take advantage of "Early Bird" pricing. Be sure to make hotel arrangements directly with Renaissance Resort (details enclosed).

I look forward to seeing you in St. Augustine!

Sincerely,

Bob Scott
ASIC President