

2025 Annual Conference & Tradeshow

Conference: November 17 to November 19, 2025

Tradeshow: November 17 and 18, 2025 (10am to 3pm)

Venue: Clarion Hotel & Conference Centre

Address: 36035 N Parallel Rd, Abbotsford, BC V3G 2C6



IRRIGATION INDUSTRY ASSOCIATION OF BRITISH COLUMBIA

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About IIABC

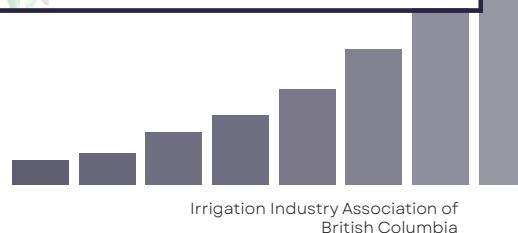
The Irrigation Industry Association of British Columbia (IIABC) is a prominent membership organization established in 1979, dedicated to serving the diverse professionals within the irrigation sector. Our membership comprises manufacturers, dealers, distributors, designers, consultants, contractors, and end users, all united in their commitment to advancing irrigation practices and water management across the province.

For over 45 years, IIABC has played a pivotal role in shaping the future of irrigation in British Columbia, fostering sustainable practices and promoting effective water management for the benefit of all stakeholders. Through our initiatives in education, certification, and industry collaboration, we strive to enhance the knowledge and skills of our members, ensuring they are equipped to meet the challenges of an evolving industry.

Land Acknowledgement

The Irrigation Industry Association of British Columbia (IIABC) acknowledges that our office in Abbotsford is located on the traditional, ancestral, and unceded territory of the Stó:lō People, particularly the Sumas and Matsqui First Nations. We recognize and deeply respect the enduring connection of Indigenous Peoples to the land, waters, and resources that continue to sustain their communities. As an organization committed to promoting responsible irrigation and water management, we acknowledge the stewardship and traditional ecological knowledge of Indigenous communities across British Columbia.

For our online education and province-wide initiatives, we also recognize and respect the diverse Indigenous territories where our members, students, and industry partners live and work.



IIABC History

The Irrigation Industry Association of British Columbia (IIABC) was conceived in February 1978 during a three-day seminar held in Vernon, BC. The event brought together irrigation dealers, distributors, manufacturers, and other industry stakeholders. Recognizing the need for a formal association to support the growing irrigation industry in the province, an ad hoc committee was formed, representing a cross-section of the industry. This committee was tasked with establishing a structured organization to address the shared interests and challenges faced by industry participants.

On February 9, 1979, the IIABC was officially founded with an elected board of directors, a constitution, and by-laws. Among the founding members were notable individuals such as Colin MacKay of Normac Equipment Sales Ltd., Ding (Albert) Hafer of C.P.I. Equipment Ltd., John Naka of Valley Water Works, and the late Reg Miller, Director of Specialist Services at the B.C. Ministry of Agriculture. Colin MacKay was elected as the first president of the association, leading the organization in uniting all facets of the industry under a common set of goals and objectives.

In its early years, the IIABC successfully lobbied the provincial government for changes to the Agriculture Land Development Act (ALDA) Loan program, helping B.C. farmers access better loan terms for irrigation and drainage costs while encouraging the use of local dealers. As the association grew, it continued to champion the interests of the industry through the development of standards and guidelines for irrigation systems.

In 1986, the IIABC published the "General Specifications for Turf Irrigation Systems," and later revised these standards in 1997 with the publication of the "Standards for Landscape Irrigation Systems," providing valuable guidance to industry professionals. In 1988, the IIABC launched its Certification Program, setting design standards for irrigation systems and promoting certified individuals who demonstrated competence in various categories, including turf irrigation, agriculture, and landscape drip systems.

The IIABC has remained committed to improving the professionalism and sustainability of the irrigation industry. Through education, certification, and advocacy, the association has established itself as a leader in promoting efficient water management and conservation practices. Today, the IIABC continues to serve its members and the broader industry with the same dedication and vision that inspired its founding members over four decades ago.

Photo: IIABC Executive Directors, 1979 (IIABC Archives)

Mission, Vision & Objectives

Mission

"Promoting Efficient Irrigation.": The Irrigation Industry Association of British Columbia (IIABC) is dedicated to advancing the interests of the irrigation industry by promoting efficient irrigation practices. Through education, certification, and the development of industry standards, IIABC fosters professionalism and sustainability in irrigation across British Columbia.

Vision

The vision of the IIABC is to be a leading organization that unites all facets of the irrigation industry, ensuring high standards of design, installation, and management of irrigation systems. The association strives to be a key contributor to the promotion of water conservation, soil management, and energy-efficient irrigation practices, helping to sustain the natural environment and support the agricultural and landscape sectors.

Objectives

- Foster and Promote the Interests and Welfare of Members and the Irrigation Industry.
- IIABC aims to support its members and the broader irrigation industry by providing valuable resources, networking opportunities, and advocacy on issues that impact the industry.
- Establish and Develop Means for the Exchange of Information and Ideas.
- By creating opportunities for knowledge sharing, IIABC fosters collaboration among members, helping to raise the standard of irrigation practices across the industry.
- Promote Guidelines, Standards, and Specifications for Irrigation Systems.
- IIABC is committed to establishing industry-wide guidelines and standards for the design and installation of irrigation systems, ensuring efficiency and quality in all projects.
- Encourage Harmony and Cooperation Among Members and Related Industries.
- IIABC promotes a cooperative and supportive environment where members and stakeholders, both directly and indirectly involved in the irrigation industry, work together for the benefit of the entire community.
- Promote Public Appreciation and Interest in Irrigation and Water Management.
- IIABC seeks to raise public awareness about the importance of irrigation and responsible water management, emphasizing the role of efficient irrigation in sustainable land and water use practices.

Board Message

BOB MARKWART
PRESIDENT



Welcome to the IIABC Annual Conference & Tradeshow 2025! On behalf of the Board of Directors, it's my pleasure to welcome you to this year's conference in Abbotsford. This event is more than just an annual tradition – it's a celebration of the dedication, expertise, and passion that make British Columbia's irrigation and landscape industry thrive. For over 45 years, IIABC has been committed to raising industry standards, supporting professional development, and promoting responsible water management practices. This year, we are excited to introduce new information sessions designed to provide practical, hands-on takeaways for everyone – from field technicians and contractors to suppliers, manufacturers, and municipal staff. The conference is about connection and collaboration: learning from industry leaders, sharing new ideas, and strengthening the relationships that keep

our industry moving forward. Thank you for being part of IIABC and for contributing to the growth, innovation, and sustainability of our community. We hope you leave inspired, informed, and proud to be part of the IIABC family.

KAREN M. HOUNSOME

PAST PRESIDENT



Welcome to the IIABC Annual Conference & Tradeshow 2025! It's inspiring to see our industry come together to share knowledge, strengthen connections, and celebrate the progress we've made. I'm proud of the work IIABC continues to do in supporting members and advancing best practices in irrigation and water management.

NIGEL PEDERSON

PRESIDENT ELECT



Welcome, everyone! It's an exciting time to be part of IIABC, and this conference is an incredible opportunity to learn, connect, and collaborate. I look forward to meeting many of you and working together to build on this momentum, strengthening and innovating our industry for the future.

Certification Chair & Executive Director Message

DAVID PFORTMUELLER

CERTIFICATION BOARD CHAIR



Welcome to the IIABC Annual Conference & Tradeshow 2025. Education and certification remain central to IIABC's mission, helping raise professional standards and strengthen the trust our industry holds with clients, municipalities, and the public. This year has highlighted how important skilled, knowledgeable professionals are as the industry continues to focus on efficiency, sustainability, and responsible water management. Certification plays a key role in ensuring our members are well-equipped to meet these evolving demands. Thank you for your commitment to learning, professionalism, and to building a stronger irrigation community. Together, we continue to advance the industry for the benefit of all.

POSHAK SACHDEVA

EXECUTIVE DIRECTOR



Welcome to the IIABC Annual Conference & Tradeshow 2025! The Irrigation Industry Association of British Columbia (IIABC) is proud to host this annual gathering of our province's irrigation and water management community. This conference is where learning, innovation, and collaboration come to life. From hands-on workshops and CEU-eligible sessions to our two-day trade show, you'll gain tools, ideas, and connections that make an immediate impact in your work. We are also proud to celebrate the dedication and achievements of our members at the Annual Awards Night, recognizing leadership, innovation, and excellence in irrigation. Thank you for being part of the IIABC community. Your participation reflects a shared

commitment to professional growth and a sustainable future for irrigation in British Columbia. Enjoy the sessions, the trade show, and the celebrations ahead!

Event Agenda

Conference Day 1 – Monday, November 17, 2025			
7:00am – 8:00am	Breakfast – (Hallway)		
7:00am – 8:00am	Registration and Check in – Registration Desk (Hallway) Check in at the registration desk to receive your course materials, name badges, lunch tickets, tradeshow passport, and much more.		
10:00am – 3:00pm	Trade Show (Day 1 of 2) – (Pinnacle 2 Room) Complimentary Drinks: Enjoy complimentary drinks during the Trade Show. Photo Booth for Headshots: Take advantage of the photo booth to update your professional headshots during the event.		
8:00am – 12:00pm	Certified Irrigation Technician Level 1 (CIT 1) (Day 1 of 1) 1st Break (10:00am to 10:15am) <i>David Pfortmueller</i> <i>Pinnacle 3 & 4 Room</i>	Electrical Troubleshooting (Day 1 of 1) 1st Break (10:15am to 10:30am) <i>Terry Ormrod</i> <i>Summit Room</i>	Professional Development & Continuing Education Workshops (Day 1 of 1) See Workshops <i>Various Speakers</i> <i>Pinnacle 1 Room</i>
12:00pm – 1:00pm	Lunch Break – (Pinnacle 2 Room)		
1:00pm – 4:00pm	Certified Irrigation Technician Level 1 (CIT 1) (Day 1 of 1) 2nd Break (2:00pm to 2:15pm) <i>David Pfortmueller</i> <i>Pinnacle 3 & 4 Room</i>	Electrical Troubleshooting (Day 1 of 1) 2nd Break (2:15pm to 2:30pm) <i>Terry Ormrod</i> <i>Summit Room</i>	Professional Development & Continuing Education Workshops (Day 1 of 1) See Workshops <i>Various Speakers</i> <i>Pinnacle 1 Room</i>
4:00pm – 6:00pm	- Course Instruction: Ends at 4:00 PM (subject to change as per your instructor's discretion). - Examination: Commences at 4:00 PM and lasts for 2 hours (Exam Fees: \$200 + GST. Please note that only members can take the exam. Non-members must purchase a membership to be eligible for the exam.) - Exam Re-write: Can be taken the next day only at 10:00 AM or 4:00 PM. (Exam retake fees: 150\$+GST)		
4:30pm – 8:30pm	1st 2025 IIABC Awards Ceremony – (Pinnacle 2 Room) 9 Award Recipients: Celebrate with us as we honor recipients in various categories. Vendor Booths: Explore displays from different companies in the industry. Complimentary Refreshments: Enjoy light refreshments and two complimentary drinks. Guests are welcome to bring one guest. Unique Caricatures: Get a personalized caricature from CoryCature. Live Music: Experience a fantastic band performance. Exciting Prizes: Participate in our lucky draws for a chance to win amazing prizes. Don't miss out on this exciting evening filled with fun, entertainment, and great company!		

Conference Day 2 – Tuesday, November 18, 2025			
7:00am – 8:00am	Breakfast – (Hallway)		
7:00am – 8:00am	Registration and Check in – Registration Desk (Hallway) Check in at the registration desk to receive your course materials, name badges, lunch tickets, tradeshow passport, and much more.		
10:00am – 3:00pm	Trade Show (Day 2 of 2) – (Pinnacle 2 Room) Complimentary Drinks: Enjoy complimentary drinks during the Trade Show. Photo Booth for Headshots: Take advantage of the photo booth to update your professional headshots during the event.		
10:00am – 6:00pm	Examination- (Apex Room) This session is for anyone taking CID examinations, CIT examinations, or any exam retakes. Please note that exam retake fees must be paid upfront at the registration desk. Last Session commences at 4:00pm.		
10:00am – 2:00pm	IIABC Train the Trainer (Pilot Certificate) (Day 1 of 1) <i>Dr. Roselynn Verwoord</i> Apex Room		
8:00am – 12:00pm	Fundamentals of Irrigation Design (FID) (Day 1 of 1) 1st Break (10:00am to 10:15am) <i>Karen Hounsoume</i> <i>Valley Room</i>	Certified Irrigation Technician Level 2 (CIT 2) (Day 1 of 2) 1st Break (10:15am to 10:30am) <i>Terry Ormrod</i> <i>Pinnacle 3 & 4 Room</i>	Agriculture Designer Workshop (Day 1 of 2) 1st Break (10:40am to 11:00am) <i>Ted Van Der Gulik</i> <i>Summit Room</i>
12:00pm – 1:00pm	Lunch Break – (Pinnacle 2 Room)		
1:00pm – 4:00pm	Fundamentals of Irrigation Design (FID) (Day 1 of 1) 2nd Break (2:00pm to 2:15pm) <i>Karen Hounsoume</i> <i>Valley Room</i>	Certified Irrigation Technician Level 2 (CIT 2) (Day 1 of 2) 2nd Break (2:15m to 2:30pm) <i>Terry Ormrod</i> <i>Pinnacle 3 & 4 Room</i>	Agriculture Designer Workshop (Day 1 of 2) 2nd Break (2:40pm to 3:00pm) <i>Ted Van Der Gulik</i> <i>Summit Room</i>
4:00pm – 6:00pm	- Course Instruction: Ends at 4:00 PM (subject to change as per your instructor). - Examination: Commences at 4:00 PM and lasts for 2 hours (Exam Fees: \$200 + GST. Please note that only members can take the exam. Non-members must purchase a membership to be eligible for the exam.) - Exam Retakes: Only retakes from Nov 12, 2024 can be taken at 4:00pm or any exam retakes from Nov 13, 2024 can be taken the next day only at 10:00 AM or 4:00 PM. (Exam retake fees: 100\$+GST)		
6:00pm – 6:30pm	Exam Review and Feedback Session for Retakers- (Apex Room) This session is designed for those who did not pass their exam on the first attempt. You'll review exam material, receive detailed feedback, and clarify any doubts. Our goal is to help you improve and succeed in your next attempt on the following day.		
5:30pm – 7:30pm	IIABC 2025 Annual General Meeting - (Pinnacle 1) - We cordially invite all members and non-members to attend the IIABC 2025 Annual General Meeting (AGM). This is an invaluable opportunity to connect with industry leaders, gain insights into the latest developments, and learn about IIABC's achievements in 2025. Join us in recognizing the contributions of our dedicated board members and celebrating another successful year for IIABC. - Following the AGM, a light refreshment will be served for all attendees. <i>No RSVP is required; you can simply check in at the commencement time of the AGM, as this event is open to the public. Don't miss this chance to network with peers and contribute to the future of IIABC.</i>		

WORKSHOPS

ROOM: PINNACLE 1

Date: November 17, 2025 (Monday)

Lunch: 12:00 PM – 1:00 PM

Annual Awards Night: 4:30 PM onwards (Public Event)



8:30 - 9:15 AM

MAXIMIZING IRRIGATION SYSTEM PERFORMANCE: PUMPS, PRESSURE, AND PRACTICAL FIXES

Speaker: Peter Torenvliet
Certified Irrigation Designer (IIABC) & Branch Manager, Southern Irrigation



9:25 – 10:10 AM

RESPECT & RESULTS: WORKING BETTER TOGETHER IN TRADES AND SEASONAL TEAMS

Speaker: Marz Hussain Chartered Professional in Human Resources (CPHR) & Founder & Owner, The Mindful Workplace



10:20 – 11:05 AM

FINANCIAL RESILIENCE IN SEASONAL INDUSTRIES: LESSONS FROM AGRIBUSINESS FOR IRRIGATION PROFESSIONALS

Speaker: Dr. Chris Bodnar Assistant Professor, Agriculture, University of the Fraser Valley (UFV)



11:15 AM – 12:00 PM

FIT FOR THE FIELD: BOOSTING ENERGY & WELLNESS IN PHYSICALLY DEMANDING WORK

Speaker: Arsh Bains Fitness & Wellness Coach

Conference Day 3 – Wednesday, November 19, 2025			
7:00am – 8:00am	Breakfast – (Hallway)		
7:00am – 8:00am	Registration and Check in – Registration Desk (Hallway) ▪ Check in at the registration desk to receive your course materials, name badges, lunch tickets, tradeshow passport, and much more.		
10:00am – 6:00pm	Examination- (Apex Room) ▪ This session is for anyone taking CID examinations, CIT examinations, or any exam retakes. Please note that exam retake fees must be paid upfront at the registration desk. Last Session commences at 4:00pm.		
8:00am – 12:00pm	Certified Irrigation Technician Level 1 (CIT 1) (Day 1 of 1) 1st Break (10:00am to 10:15am) Clifford Lieuwen Pinnacle 1 Room	Certified Irrigation Technician Level 2 (CIT 2) (Day 2 of 2) 1st Break (10:15am to 10:30am) Terry Ormrod Pinnacle 3 & 4 Room	Agriculture Designer Workshop (Day 2 of 2) 1st Break (10:40am to 11:00am) Ted Van Der Gulik Summit Room
12:00pm – 1:00pm	Lunch Break – (Hallway)		
1:00pm – 4:00pm	Certified Irrigation Technician Level 1 (CIT 1) (Day 1 of 1) 2nd Break (2:00pm to 2:15pm) Clifford Lieuwen Pinnacle 1 Room	Certified Irrigation Technician Level 2 (CIT 2) (Day 2 of 2) 2nd Break (2:15pm to 2:30pm) Terry Ormrod Pinnacle 3 & 4 Room	Agriculture Designer Workshop (Day 2 of 2) 2nd Break (2:40pm to 3:00pm) Ted Van Der Gulik Summit Room
4:00pm – 6:00pm	▪ Course Instruction: Ends at 4:00 PM (subject to change as per your instructor). ▪ Examination: Commences at 4:00 PM and lasts for 2 hours (Exam Fees: \$200 + GST. Please note that only members can take the exam. Non-members must purchase a membership to be eligible for the exam.) ▪ Exam Retakes: Only retakes from Nov 17 or 18, 2025 can be taken at 4:00pm or any exam retakes from Nov 19, 2025 can be taken the next day only at 10:00 AM at IIABC Office. (Exam retake fees: 150\$+GST)		
6:00pm – 7:00pm	Exam Review and Feedback Session for Retakers- (Apex Room) ▪ This session is designed for those who did not pass their exam on the first attempt. You'll review exam material, receive detailed feedback, and clarify any doubts. Our goal is to help you improve and succeed in your next attempt on the following day November 20, 2025 at IIABC office at 12 noon. (IIABC Address: Unit 205, 2469 Montrose Ave, Abbotsford, V2S 3T2)		
7:00pm	Conference Closure and Farewell		

2025 IIABC ANNUAL CONFERENCE ENDS

WORKSHOPS

ROOM: PINNACLE 1

Date: November 17, 2025 (Monday)

Lunch: 12:00 PM – 1:00 PM

Annual Awards Night: 4:30 PM onwards (Public Event)

1:10 PM – 1:55 PM



WATER, SOIL & CARBON: WHAT IRRIGATION PROFESSIONALS NEED TO KNOW ABOUT SUSTAINABILITY

Speaker: Dr. Mark Johnson Professor & Canada Research Chair, University of British Columbia (UBC)

2:00 – 2:45 PM



THE 3-STEP VISIBILITY BLUEPRINT FOR TRADES & IRRIGATION SERVICES: HOW TO STAND OUT LOCALLY, BUILD TRUST, AND ATTRACT MORE CLIENTS

Speaker: Susan Friesen
Founder, eVision Media

2:50 – 3:35 PM



KEEP MORE OF WHAT YOU EARN: SMART MONEY MOVES FOR CONTRACTORS AND TRADES PROFESSIONALS

Speaker: Vishal Gill
Financial Planner & Founder, Portfolio Planning

3:40 – 4:25 PM



THE COMING AGRICULTURAL SINGULARITY: WHAT IT MEANS FOR YOU

Speaker: Dr. Lenore Newman Director, Food & Agriculture Institute; Research Chair, Food & Agriculture Innovation; Professor, University of the Fraser Valley (UFV)

Thank you to Our Premium Members

We extend our sincere appreciation to our Premium Members for standing with IIABC and supporting our shared mission to raise professional standards and promote responsible water management. Your partnership helps strengthen our community and ensures the continued growth and success of our industry.



Gold Member: Andrew Sheret Limited

Andrew Sheret Limited, a family-owned and operated business, has proudly served British Columbia, Alberta, and Saskatchewan for over 135 years. With 31 locations across Western Canada, the company specializes in the distribution of plumbing, heating, air conditioning, fireplaces, irrigation, pumps, water filtration, solar, and water works products. Known for exceptional customer service, Andrew Sheret Limited serves municipalities, trade, and retail customers, with their retail division, Splashes Bath & Kitchen, leading the industry in quality and design through 28 showrooms across the region.

SILVER



SiteOne Landscape Supply



Van-Kel Landscape & Irrigation



ICONIX Waterworks

Bronze



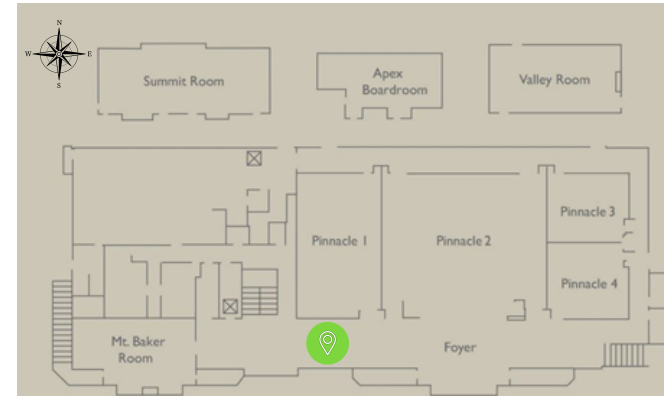
Past Presidents

2024 KAREN M. HOUNSOME
 2023 TERRY ORMROD
 2022 TERRY ORMROD
 2021 WHALEN BISHOP
 2020 WHALEN BISHOP
 2019 REGAN HYDE
 2018 BRUCE NAKA
 2017 ROBERT WELSH
 2016 KIRBY ELL
 2015 BOB MARKWART
 2014 MURRAY MC CAIG
 2013 KEESHA ROSARIO
 2012 BRENT HUSSON
 2011 REUBEN BUTTERFIELD
 2010 PAOLO MUNEGATTO
 2009 SHAUNA BURNELL
 2008 DAVID PFORTMUELLER
 2007 TOM VOGLER
 2006 KEVIN LUTERBACH
 2005 RAY EASON
 2004 COLLEEN MACKINNON
 2003 ANDREW PETERSEN
 2002 TERRY ORMROD
 2001 KAREN HOUNSOME
 2000 SCOTT DAVIS
 1999 JOE BRAUN
 1998 JODY MALO
 1997 BRENT HUSSON
 1996 ROB MACKAY
 1995 HERB WERFL
 1994 DAN TOFTE
 1993 JIM PENNIE
 1992 BRYAN COATES
 1991 KAREN HOUNSOME
 1990 KAREN HOUNSOME
 1989 BRAD CLARKE
 1988 TED VAN DER GULIK
 1987 TED VAN DER GULIK
 1986 FRED SHERMAN
 1985 TED BURNELL
 1984 RICH GEIG
 1983 BEN FUNK
 1982 FRED SHERMAN
 1981 JOHN MAYNARD
 1980 ALBERT (DING) HAHER
 1979 COLIN MACKAY

Photo: IIABC Charter Members, 1979 (IIABC Archives)

Venue Details

VENUE MAP



IIABC Registration Desk
Need help? See us here.

All meeting rooms are on the 2nd floor, except Summit (4th floor) and Valley (lobby level).

Conference Duration:

November 17 to
November 19, 2025

Venue:

Clarion Hotel &
Conference Centre

Address:

36035 N Parallel Rd,
Abbotsford, BC V3G
2C6

Hotel Phone:

(604) 870-1050

LOCATION CHART

COURSES/EVENT	MONDAY - Nov 17	TUESDAY - Nov 18	WEDNESDAY - Nov 19
Certified Irrigation Technician Level 1 (CIT 1)	Pinnacle 3&4		Pinnacle 1
Electrical Troubleshooting	Summit		
IIABC Train the Trainer		Apex	
Professional Development Workshops (CEU's)	Pinnacle 1		
Fundamentals of Irrigation Design (FID)		Valley	
Certified Irrigation Technician Level 2 (CIT 2)		Pinnacle 3&4	Pinnacle 3&4
Agriculture Designer Workshop		Summit	Summit
Trade Show	Pinnacle 2	Pinnacle 2	
2025 AGM		Pinnacle 1	
Examination		Apex	
Lunch	Pinnacle 2	Pinnacle 2	Hallway
IIABC Awards Ceremony	Pinnacle 2		
Registration Desk	Hallway	Halway	Hallway

Contact Us



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www.iiabc.com



[@irrigationindustryassociation](https://www.instagram.com/irrigationindustryassociation)



[Irrigation Industry Association of B C](https://www.linkedin.com/company/irrigation-industry-association-of-b-c)

Thank You for Being Part of the IIABC Annual Conference & Tradeshow 2025
The Irrigation Industry Association of British Columbia (IIABC) extends its sincere appreciation to all attendees, exhibitors, sponsors, and speakers whose participation has made this event possible. Your commitment to learning, collaboration, and advancing industry standards continues to strengthen our community and drive innovation in irrigation and water management.

For over 45 years, IIABC has been dedicated to fostering education, certification, and professional development while promoting responsible and sustainable practices. This conference is a testament to what we can achieve together when expertise, passion, and shared goals unite.

Thank you for your continued support and for contributing to the growth and excellence of our industry. Together, we look forward to shaping a stronger, more sustainable future.

Irrigation Industry Association of
British Columbia

