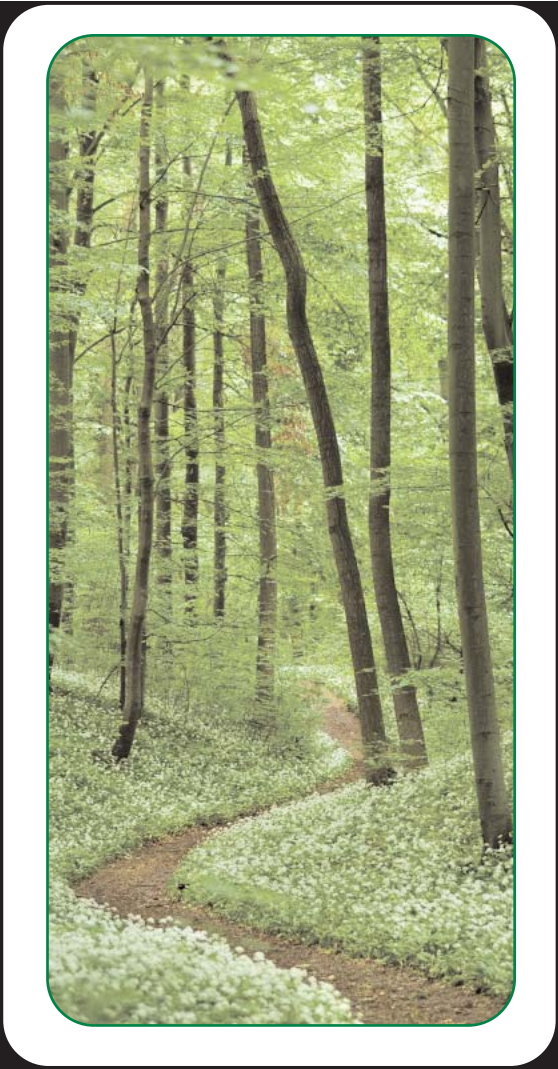


# IECA Overview

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International **Erosion Control** Association

## **IECA Overview**

### **How IECA Started**

The International Erosion Control Association (IECA) began more than 30 years ago in 1971 when a Washington state hydroseeding and tree service contractor, Mr. George Harrison, polled a group of contractors to determine if any interest existed for creating an erosion control contractor's group. The result of his efforts was the first erosion control conference, held on January 15, 1972 in Portland, Oregon. Eleven contractors from four states attended, along with representatives from seven product and equipment supply companies. The total attendance was about 35 people.

This event was a historic one, for it established from the onset one of IECA's greatest strengths—bringing people together to solve problems. This first meeting addressed the pitfalls of the erosion control contracting business, which at that time was very much a young and raw business. The conference concluded with a discussion of creating an association of erosion control specialists. The group agreed there was a need for such an association, and the creation of IECA was underway. Later that year, Mr. Gordon Christiansen of Western Processed Fibers added some important vision to the developing association. He promoted the idea that an entire industry should be involved, not just one segment such as contractors. Therefore, he urged that the membership should include a much broader range of professions.

Gordon and George collaborated to schedule the second conference, which was held in Oakland, California, September 2 & 3, 1972. Although the attendance was only 46 people, the group was diverse - including state highway personnel, utility companies, national park and forest service staff, the U.S. Environmental Protection Agency, manufacturers, suppliers and contractors. This diversity led to an immediate atmosphere of cooperation and enthusiasm, which grew stronger throughout the two day meeting. The small group's resolve grew steadily to create a single voice for all erosion control endeavors.

Organizing committees were quickly formed and on November 20, 1972, today's leading erosion control association was born - as the National Erosion Control Association. The first Board of Directors, under the leadership of the first President, George Harrison, quickly added more vision to the association by aspiring to include professionals from all over the world. On February 18, 1973, the association's name was officially changed to the International Erosion Control Association.

### **Today's IECA**

Since its founding in 1972, IECA has grown into a 3,500 member professional organization. IECA's mission is to connect, educate and develop the worldwide erosion and sediment control community. This mission is accomplished through a Long Range Plan (LRP) that sets five major goals:

- 1) To position IECA members for success through leadership development.
- 2) To enhance IECA members' professional knowledge at each career stage.
- 3) To promote the work of IECA members and recognize their contributions to society.
- 4) To manage IECA with a solid foundation of resources that sustains our mission.
- 5) To represent the interests of IECA members to government leaders.

IECA is the leading association for anyone involved in the soil erosion and sediment control profession. Our vision is to be the global resource for people who share a common concern for the prevention and control of erosion.

Representing more than 50 countries, IECA members span a variety of professional fields of practice. The top five include:

- Design Professionals (Civil Engineers, Consultants, Landscape Architects) 29%
- Government 20%
- Manufacturers/Suppliers 17%

Builders/Developers 11%

Erosion Control Contractors 8%

IECA provides a wealth of resources to its members which enables them to more effectively minimize erosion from numerous types of construction projects, natural disasters and other environmental processes. In simple terms, IECA's greatest strength and value to its members is the connection it provides to education, resources, business opportunities and people. By creating a community of diverse professions, multiple communication options and global reach, IECA members can connect quickly and effectively.

Education is the cornerstone of IECA's value proposition. From conferences to online training courses, IECA is the leading provider of peer-reviewed erosion, sediment control and stormwater education. IECA's single largest educational resource, Environmental Connection, is a 4-day annual event that features a well organized blend of training courses, technical papers, forums and panel discussions, committee meetings, certification programs, networking events, photo galleries and the world's largest exhibition of erosion control and stormwater management technology.

## **The Value to Members**

Membership in IECA affords access to a large menu of services and programs that can boost professional success.

- Publications – *News To Use*, IECA's quarterly newsletter; the bi-monthly journal *Erosion Control*; and the annual Membership Directory
- Professional Development – a wide selection of peer-reviewed classroom courses, webinars and worldwide conferences
- Recognition – The "IECA Trained" designation and access to the Certified Professional in Erosion and Sediment Control (CPESC) program; the Awards of Environmental Excellence
- Regional Involvement - IECA Chapters provide a structure for local and regional education and networking
- Government Relations – IECA is committed to representing members' interests to government officials
- Technology Sections – allows members to associate with specific fields of practice and provide technical review, content and expertise
- Economic Research – includes profiling the U.S. market size as well as researching the cost/benefit of accelerated erosion and its prevention
- Ethics – provides an guideline for acceptable behavior and practices
- An Extensive Website – effectively facilitates information exchange, collaboration on issues, member and product searches and educational events and resources
- Business Tools – an affordable selection of advertising and sponsorship opportunities, classified ads, list serves and forums
- Standards and Practices – guidelines for using and specifying technology
- Discounts – member pricing that saves money

## **Partnerships**

IECA seeks representation and partnerships wherever issues of water and air quality, soil conservation, soil erosion and stabilization, environmental regulations and natural disaster recovery are discussed. IECA currently partners with a number of national and international organizations including the U.S. Department of Agriculture Natural Resources Conservation Service, the Environment and Water Resources Institute of the American Society of Civil Engineers, the Certified Professional in Erosion and Sediment Control, the Society for Range Management, the World Association of Soil and Water Conservation, the European Society of Soil

Conservation, the International Soil Conservation Organization and the International Geosynthetics Society, to name a few.

## **A Real Community**

IECA is a community of people dedicated to solving problems caused by erosion. It is a community that offers the best expertise in the world related to environmental regulations, erosion and sediment control technology and problem solving skills. It is a community that welcomes and embraces diversity, both in professional expertise and geographical distribution. It is a community that provides its members with education and opportunities that create success.

Integral to the community structure are the regional Chapters of IECA, including 10 in North American and 5 in other countries around the world. Chapters offer members the opportunity to network and share knowledge on a more local and regional basis. As in any community, the diversity of professions and expertise found within any Chapter makes it an ideal resource for people who want to be a step ahead of their peers.

## **Volunteer Opportunities**

IECA provides the “I want to get involved” member with many options. Volunteers form the backbone of IECA’s leadership as well as numerous committees. Here are some of the available volunteer outlets:

- Leadership – IECA Board of Directors, Ethics Committee, Long Range Planning Committee
- Membership – Membership Team, Member-Get-A-Member Contest, Government Relations Committee, Ambassador Program
- Editorial Review Panel
- Education – Technology Sections, Professional Development Committee,
- Articles for *NewsToUse*, IECA’s Member Newsletter; Papers for the annual conference
- Chapters – Board of Directors, Event Planning, Chapter Advisory Committee, Regional Pilot Program
- Financial – Foundation Committee, Economic Research Committee
- Events – Moderators, Speakers, Scholarship Committee, Awards Committee

Regardless of the volunteer’s available time, IECA can find a good fit for anyone who wants to get involved.

## **Governance**

IECA is led by a Board of Directors, consisting of nine volunteers elected by the membership. Each Director serves a three year term. The Board meets four times annually to assess the progress of the Long Range Plan and revise when needed, approve the annual operating budget, address ethical issues, provide direction for the Executive Director and staff, create or dissolve committees, review and amend Bylaws, and review and create policies when required.

To be eligible for the Board, a member must meet the following qualifications:

- Demonstrate a professional affiliation with the erosion control industry
- Must have a minimum of five years membership in IECA, with three years of consecutive membership
- Have served a minimum of three years as an active, participating Committee Member, Chapter Officer, Chapter Committee Member or combination thereof.

The Board is ultimately responsible for the activities of the association, its legal and fiscal positions and its staffing. Therefore, the Board is charged with the following goals:

- To define IECA's mission and purposes
- To provide financial stewardship for IECA
- To provide ongoing evaluations of organizational and program effectiveness
- To plan for the future
- To manage resources responsibly
- To select, evaluate and support the executive director
- To ensure legal and ethical integrity and maintain accountability
- To recruit and orient new board members
- To enhance IECA's public relations

## **Financial**

IECA is a 501(c)(3) not for profit, charitable organization. Total annual revenues are about \$2 million which is generated from three major sources: conferences and events, membership dues, and professional development training. An annual operating budget is approved by the Board for the fiscal year July 1 – June 30.

IECA has established a Foundation Committee, whose charge is to create a foundation that will provide a permanent funding source for programs and projects that improve environmental quality through education, research, and applied technology. The primary intent of the foundation is to provide an additional and reliable funding source for IECA programs that cannot be currently funded by existing revenue generating activities.