



International Erosion Control Association

Media Release
April 13, 2009

For Immediate Release
International Erosion Control Association
Contact: Katie Kiaha
303-640-7554, katie@ieca.org

IECA Announces Training Program Partnership with Wal-Mart

Denver, Colo. – The International Erosion Control Association has recently finalized details to partner with the world's largest retailer, Wal-Mart, to create an online version of its stormwater training program. The custom-created program IECA will be developing for Wal-Mart will be a first for the Association.

IECA views this effort as the first of many in creating individualized content for the public and private sectors. Education Director Jimmy Eanes said this of the new endeavor, "Our approach will be to use the best of our instructors and stormwater professionals to craft training material that meets the highest industry standard. Wal-Mart is eager to enhance their ability to reach more of their general construction contractors through online education and IECA's experience in providing quality online content is a great fit for this opportunity."

More details on IECA's education programs may be found at www.ieca.org/education

About IECA

The International Erosion Control Association (IECA) is the world's oldest and largest association devoted entirely to helping members solve the problems caused by erosion and its byproduct – sediment. Founded in 1972, IECA is a non-profit organization that serves as the premier global resource for the prevention and control of erosion. For more information about state-of-the-art educational events and materials, please visit our Web site at <http://www.ieca.org>.

#####