

## From the New President

by Robert "RB" Boyle

It is an honor to be president of the Irrigation Association of New York. I have been an active member of this association for 17 years and am glad to have the opportunity to serve. I have had the great pleasure of getting to know the four immediate past presidents. One of them, Marty Klein was the president twice before I became a member. Marty has been a wealth of information and has helped me with understanding where the IANY has been, and the direction it is heading.

Another past president, Rich Silverman, took the Irrigation Association of New York to another level and introduced the need for certifications. He desired to educate irrigation professionals on the benefit of providing end users with quality products. This would boost the reputation of irrigation professionals and highlight the importance of using products that help conserve water. Rich and his staff volunteered so much of their own personal time in an effort to improve the industry for all.

Dennis Realmuto was our longest running consecutive president, 12 years! Dennis held the position when no one else wanted to step up. Dennis was great at bringing the board members together with social gatherings and inspiring board members to lead and get things done. Dennis likes to say he was a "do-nothing president," but he had the ability to get others to do what they needed to do to make improvements. Dennis also made many attempts to bring irrigation contractors throughout the state together.

Tom Tracey embraced his presidency and performed above and beyond. Tom did an amazing job using his knowledge of irrigation, his gift of gab and his wonderful sense of humor to create a passion within the association to help move the industry to new levels of professionalism. Tom spoke at many industry-related events and water conferences, to bring awareness to the Irrigation Association of New York and its mission to help find solutions for everyone in the industry. I have great respect for the efforts and fortitude of these gentlemen. Because of the foundation they have laid, I intend to work hard to make this association even greater.

I thank you all for the opportunity and welcome any suggestions you may have. Please don't hesitate to contact me. I look forward to representing the IANY and working with you all.



Outgoing and Incoming Presidents



### Take Me out to the Ball Game

Circle Aug. 17 on your calendars and plan to join IANY at its annual Night at Citi Field, as the New York Mets host the New York Yankees in the final game of this season's Subway Series. Watch your team win.

We didn't steal a base but we obtained tickets at a steal in January, at \$120 each in Section 331.

Box office price is \$261.

Always a great game and a good time. And, yes, you can purchase peanuts and Cracker Jack.

Contact Dennis Realmuto: cell – 516-805-6345; email – proirrigation631@gmail.com.



### 15th Annual Golf Outing at Vineyards Golf Club, Rivehead

On Wednesday, Aug. 23, IANY is holding its 15th Annual Golf Outing at the Vineyards Golf Club in Riverhead

Event Chairman Dennis Realmuto had a one-sided conversation with Mother Nature and has been assured she will not disappoint. Blue skies, a gentle breeze, low 80's and cold beer are on the agenda for another picture-perfect day for chasing the little white ball.

Bring your employees, friends, family and anyone else you enjoy spending time with to one the best golf courses on Long Island. A sign-up form with all the details is on page 8 of this issue. Please submit it before Aug. 15 for early-registration savings.



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## What is 'RB' as in 'RB' Boyle?

by 'RB' Himself



I am known by my initials. I have the same name as my dad. So, at age two, my mom decided two Roberts in one house would not work. Thus, she decided I should go by my given-name and middle-name initials – from Robert Bruce. That's how I came to be known as RB.

My first encounter with sprinklers was at Heatherwood Golf Course playing golf and seeing Rain Bird kickers wa-

tering the greens and watching Butch the greenskeeper driving around in his Cushman golf cart plugging in quick connect sprinklers. Maybe that is why I like to use Rain Bird products.

A few years later I was working on a kibbutz in Israel caring for apple orchards. There were many tasks, such as maintenance of the drip irrigation system, checking emitters and cutting out the bad ones. It is a desert climate there, and that is where I learned my first lesson on how to conserve water.

When I returned home I started looking for work. A friend, Ron Meehan, asked me if I would like to work with sprinklers. I accepted and quickly realized I enjoyed this type of work. Good hard work, outside work, never in the same place for long, meeting all kinds of people and having a break in the winter. It seemed to fit me well, and it still does.

I primarily did service work for B&D Rain Systems working under Butch, Don and Pete and later Pete, Ronny and Bobby. They are some of the hardest working men I know. After that, Keith Monahan and I started Orchard Irrigation, focusing on work in the Hamptons. After five years we parted ways, and in 1999 I started RB Irrigation.

The Irrigation Association of New York has been an integral part of building and growing my business. My participation in the association has been invaluable to me. IANY has been a leader in education, exchanging information and bringing awareness to legislative issues that affect us in the irrigation industry.



## DEC Requiring Public Water Supplies to Update Water Conservation Plans and Funding a Study to Assess Groundwater Sustainability on Long Island

New York State Department of Environmental Conservation (DEC) has recently rolled out a new water-conservation initiative which requires all public water suppliers to update their water-conservation plans. The centerpiece of the water-conservation initiative is to reduce peak season water demand by 15 percent over the next three to four years. The initiative also requires reporting on various standard water reduction measures such as leak detection, main replacements, and meter calibration.



In recent years, peak-season public water supply pumpage for Long Island has been on the rise and has been nearly twice the rate of the colder months. Evaluation of pumpage data for 2015 shows that public water supply pumpage in Nassau County has exceeded the safe yield as cited in the 1986 Long Island Groundwater Management Program. While Suffolk County has not exceeded their safe yield, DEC is observing an increasing usage trend, particularly in peak season, which needs to be carefully monitored. With other concerns such as salt water intrusion and upconing, contaminant plume migration and competing demands, a strong effort is needed to reduce peak season water demand.

## Summer is Peak Outdoor Water Season

On Long Island, peak season water demand is typically associated with outdoor water use, and primarily attributed to lawn irrigation. In recent years, DEC has observed a sharp increase in the installation and operation of automated sprinkler systems underscoring the need to ensure that these systems are designed, installed and operated properly to ensure that water is being used efficiently and is not being wasted. Improperly designed and operated systems can waste up to 50 percent of the water being used.

## Long Island Groundwater Sustainability Study

In addition to the water conservation initiative, the DEC is currently funding a \$3 million Long Island Groundwater Sustainability Study. The purpose of the study is to create an updated and enhanced Long Island Regional Groundwater Flow modelling tool for use by United States Geological Study, DEC, Nassau County, Suffolk County and other key water resources management partners in the region. It will enable everyone to collaboratively better manage the region's groundwater resources, including, but not limited to managing for over-pumping, saltwater intrusion, saltwater upconing, plume migration, surface water impacts of groundwater outflow and updating our estimates for safe-yield. In addition, the study will update the hydrogeologic framework of Long Island to obtain a better understanding of groundwater flow, install a network of deep Lloyd and Magothy aquifer observation wells to augment the current monitoring well network, and determine the current and predicted future extent of saltwater intrusion and saltwater upconing.

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# LICAP Looking for Certified Landscape Water Auditors

by Tom Tracey, CIC, CID, CLIA



The Department of Environmental Conservation is requiring water districts on Long Island to come up with plans to reduce their water pumping by 15 percent. This has caused water suppliers on Long Island to take a thorough look at the amount of water they pump and when. The obvious choice to reduce water use is irrigation. Several studies have shown that many irrigation systems waste approximately 50 percent of the water used and

needed to sustain a healthy landscape. Water conservation and efficient use of water will continue to be an increasing focus of all who draw water from Long Island's sole source aquifers.

The Long Island Commission on Aquifer Protection (LICAP) and the Suffolk County Water Authority have put out a Request for Proposals for irrigation audits. By performing water audits on irrigation systems, they will have measurable data as to the efficiency of those irrigation systems. Follow-up repairs, replacements and upgrades will be necessary to bring those systems up to the basic efficiency standards such as those recommended by the national Irrigation Association. Other water districts, such as the Port Washington Water District, already have a provision in their requirements for new systems to have a water audit performed every five years. I can see that there is an increasing need to provide these water saving technologies, products and procedures. More Certified Landscape Irrigation Auditors are needed.

The Irrigation Association of New York continues to work to educate irrigation contractors to be able to help provide sustainable irrigation. Please contact us if you wish to be part of the solution.

## IANY's Dwyer Speaks on Irrigation at NSWCA Meeting

At a recent Nassau Suffolk Water Commissioners' Association (NSWCA) meeting, representing 21 local water districts, the guest speaker was IANY Trustee Michael Dwyer. Dwyer stressed the importance of water sustainability in Nassau and Suffolk counties and IANY's role in educating both the public as well as public water suppliers in conservation methods.

"Even though our Long Island sole-source aquifer has enormous capacity, education, good management practices and the judicious use of technology will benefit all residents," he said. "Some potential solutions are quite simple. Professionally installed automatic irrigation systems utilize rain sensors that prevent them from activating in the middle of a rainstorm. This seemingly small thing can conserve untold gallons of water as well as dramatically reduce the stress and strain on water-production and irrigation systems."

Dwyer further advised the NSWCA commissioners on advanced technologies, including WiFi controllers and proper nozzling. He noted IANY's emphasis on the importance of certification of irrigation professionals and New York State bill S840, the "Landscape Irrigation Contractor Certification Act," sponsored by N.Y. State Senator Carl L. Marcellino, of the 5th District.



Andrew Bader, president of the NSWCA and Plainview water commissioner remarked, "Mr. Dwyer's presentation was extensive, informative and apropos for the recognition of the need for sustainability in our daily lives here on Long Island. We thank him for sharing his expertise with our membership."



## How to Still Close the Deal When Yours is Not the Lowest Price?

by Jeff Carowitz



That's the question that ALWAYS comes up in my sales education seminars. The answer is complex. There are multiple tools and techniques to close the deal even when your price is higher. Since this is a short column, let me share some questions to ask yourself when you're in a price-fight situation. Use these to fine tune your approach and to shift the buyer's mind away from a pure-price decision.

1) **Is this customer worth fighting over?** Roughly a third will make decisions based on price alone. Are you dealing with a pure price buyer? (Tip: They often will tell you as part of the negotiation.) Walk away from the ones who aren't willing to listen to value. If they want price, they'll go with the cheapest guy. That's not you.

2) **How's your relationship?** You will stand out as a better choice in the customer's mind if you've invested in building rapport. A stronger relationship lowers the buyer's perception of risk of giving you the work. Risk is the potential cost of making a mistake: your product might not work; our service might be lousy. We've all been in situations where we trusted a seller and then been disappointed.

*Cont. Page 6.*

# Whats on your Irrigation Truck? Managing Inventory & Tools on Your Fleet

by Jon Christy, President, T. Christy Enterprises



I spend a lot of time in the field collaborating with irrigation contractors. One of my favorite questions to ask is “What’s on your truck”? You can learn a lot about contractors by the tools and equipment that they stock. For our team at Christy’s, understanding your challenges motivates us to develop new solutions that do the job faster, easier and better. In the 1970s, my father developed a solvent cement that worked in the harsh environments of irrigation worksites and then proved it worked better with the help of professionals like you. That product – Red Hot Blue Glue – remains the top selling irrigation-solvent cement today.

In 40 years of collaborating with contractors, here’s some of what we’ve learned about stocking trucks.

## You run out of common supplies more than you think.

Your team members are very diligent about having enough sprinklers, nozzles and fittings on their trucks. But they often forget to check stock of common supplies like thread sealants, shop rags, electrical tape and marking flags. These “job-site essentials” are part of nearly every installation and repair.

To make it easier to restock these items as you go, we’ve worked with irrigation wholesalers to create displays in their counter areas to remind you to pick-up these items. You don’t want to be making a run to another store or your shop just for a small item.

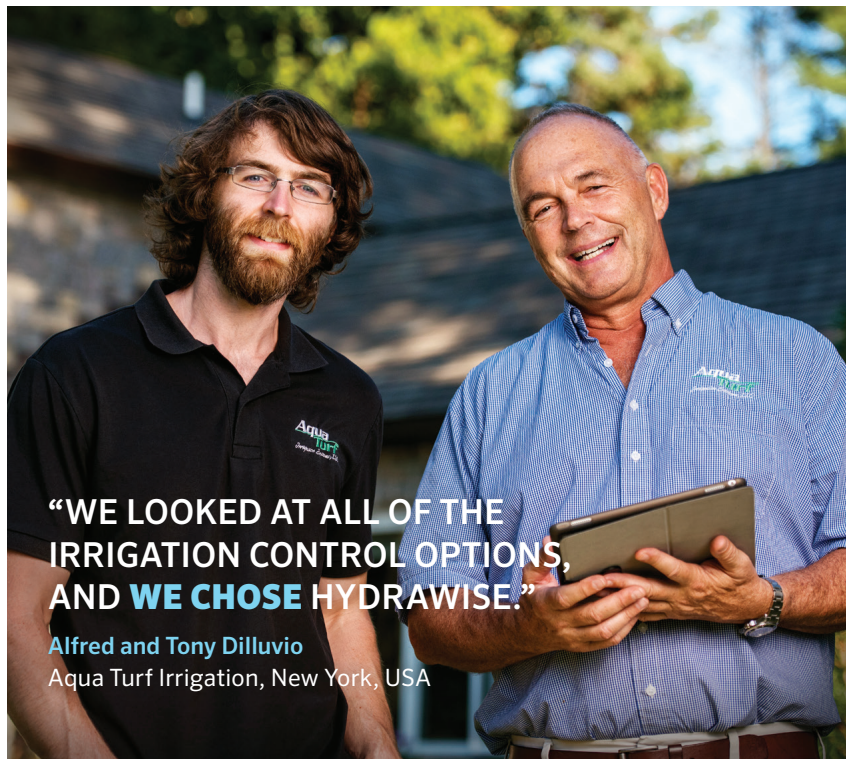
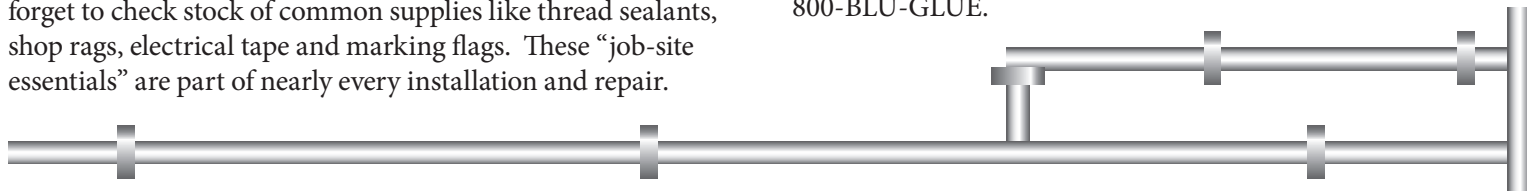
## Carrying the right tools makes a big difference.

I once observed a service person struggle with removing the stub of a broken riser from a threaded tee. His truck wasn’t equipped with a riser extractor! Our team developed a handy checklist of tools that should be on every service truck. You can download a copy of it to hand out to your technicians and foremen here: <http://bit.ly/2s1Bghw>.

## Your distributor is your partner in inventory success.

Your wholesaler can bring you the most value when you help him serve you better. One contractor said his GPS records showed his service vans spent an average of four hours a week in the parking lot of a big box home center. If your team is running to get extras that often, you’re costing yourself money. Collaborate with your wholesaler to supply 100 percent of your needs so your team members aren’t wasting \$25 in time to buy a fifty-cent item.

I’d love to hear your ideas and challenges. Connect with me on LinkedIn, message me at [www.TChristy.com](http://www.TChristy.com), or call me at 800-BLU-GLUE.



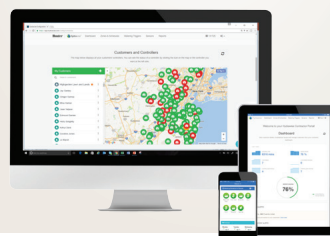
“WE LOOKED AT ALL OF THE IRRIGATION CONTROL OPTIONS, AND WE CHOSE HYDRAWISE.”

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Aqua Turf Irrigation, New York, USA

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Familiarity and relationship build trust. Trust overcomes risk. The salesperson with the stronger, longer relationship always gets the benefit of the doubt.

**3) Is your presentation aimed at the BUYER'S needs?** Too much sales training in our industry focuses on learning how to repeat lists of features from sales sheets. They say “know your product.” I say “know your customer.” Stop spraying the customer with product information and start finding out what the customer wants and needs.

The solution is simple: Learn to ask better questions. Good questions get you out of “sales pitch mode” and help you gather what the buyer really wants and needs. Dig deep for the customer's priorities, preferences, fears and critical issues. Once you know their real needs, your proposal can be custom-fitted. In many cases, your price is wrong because you've not listened to what the customer wants.

**4) Have you connected the buyer with reasons to choose you?** Social scientists have shown repeatedly that customers will follow their peers. Can you connect your prospect with a friend or neighbor who can tell her why she should choose your company. Your past clients are your best salespeople to new prospects. They can credibly tell others why they should choose you.

*Jeff Carowitz is a respected advisor to landscape industry distributors and manufacturers. His website is [www.Strategic-ForceMarketing.com](http://www.Strategic-ForceMarketing.com)*



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**Bennett Tristano**  
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## Our strength is our people.

Bennett Tristano has 35 years in the Green Industry. His extensive experience, comprised of working in five different states throughout his career, provides our customers with a unique set of problem solving skills. Specifically, Bennett is known for successfully assisting companies diversify their business. Enabling them to grow even when the industry doesn't. With his genuine and committed support, he is building the kind of life long relationships that Atlantic Irrigation has become known for.

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# 2017 Education Classes Held

by Al Helinski

IANY held its 2017 winter education classes Feb 13-16. Special thanks to the sponsor, Atlantic Irrigation, for offering class space at its Deer Park location.

The CIC exam was given on the third day. Those taking it are hoping to become certified by the national Irrigation Association. This is the same certification the IANY is pushing for in Nassau and

Suffolk counties. The association is close to seeing it being required in Nassau by 2018. We hope Suffolk will follow the lead.

The Smart Controller Technology course was offered on the final day. It was taught by George Iannaccone of Atlantic Irrigation and Kevin Lewis of Hunter. Twenty-nine people attended, and were shown a wide range of smart controllers and the differences between them. Being able to monitor systems from offsite locations through your cell phone or computer, is where this industry is moving. Again, some towns and water districts



already require smart controllers on systems. A new profit-making generator may be coming our way with retrofits and monitoring systems.



As always, we want your suggestions for our education classes. This is the time of year when we're setting up our 2018 schedule, and the week of Feb. 12 is being targeted. Not all the courses need to be irrigation oriented, but they should have some kind of benefit to running our businesses.

  
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15TH ANNUAL GOLF OUTING  
Wednesday, August 23, 2017

REGISTRATION FORM



**PLACE** The Vineyards Golf Club  
9 Tyler Drive, Riverhead, N.Y.  
631-740-9300

<b>FORMAT</b>	Registration	11:30 a.m.	Shotgun Start	1:00 p.m.
	Driving Range	11:30 a.m.	Social Hour	5:00 p.m.
	Lunch	12:00 p.m.	Dinner & Prizes	6:00 p.m.

<b>COSTS</b>	<u>Golfers</u>	<u>Non-Golfers</u>
	\$220 per person, paid by Aug. 15	\$100 per person, paid by Aug. 15
	\$260 per person, paid after Aug. 15	\$110 per person, paid after Aug. 15
	Golf with Cart	Social Hour
	Driving Range Balls	Dinner
	Lunch	
	Social Hour	
	Dinner	

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All Golfers MUST wear collared shirts - NO METAL SPIKES permitted.

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For further information, contact Dennis Realmuto at 631-789-0500

**••• IANY 15th ANNUAL GOLF TOURNAMENT •••**  
The Vineyards Golf Club, August 23, 2017

COMPANY: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

GOLFER NAMES: 1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

No. of GOLFERS @ \$220 per person **paid** by Aug. 15 (\$260 after 8/15): \_\_\_\_\_

No. of NON-GOLFERS @ \$100 per person **paid** by Aug. 15 (\$110 after 8/15): \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED:** \_\_\_\_\_

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Are you prepared to help support the cause? Contact IANY President Robert Boyle at [rb@rbirrigation.net](mailto:rb@rbirrigation.net).