

## Duffers Wanted

by Dennis Realmuto, CID, CIC, CLIA



Come and join the foolhardy in attempting to put a 1.68-inch diameter ball into a 4.25-inch hole in the ground from hundreds of yards away.

Wednesday, August 24, is the 14th annual IANY Golf Outing. This year, we'll be at The Vineyards Golf Club in Riverhead, which is ranked as one of the top 10 golf courses on Long Island.

From the club's website: "The Vineyards' strategy and playability put a premium on accuracy and shot making. The raised greens are well guarded and subtly undulating. Rolling fairways, protected by large meandering sand bunkers and hazards, challenge the player to think about the type of tee shot and club selection they want to play. The five Par-3 holes give the player variety in length, direction, and difficulty.

"The course layout was specifically developed to preserve the rich environmental qualities found exclusively on the East End, while still providing a challenging golf course. The links-style terrain, along with secondary roughs composed of golden fescue grasses and native wildflowers makes The Vineyards not only visually pleasing but also an unforgettable golfing experience."

Take care of your customers in the morning, and then join us for lunch, golf, "cold ones," cocktails, dinner, door prizes and the elusive 50/50 raffle.

The registration form with complete information is on page 11 of this newsletter. You'll notice an early sign-up rate. Register and pay by August 15, and you'll save some bucks. Singles wanted! You need not put a foursome together, for what always is a great day.

Questions or comments? Please call me at 516-805-6347.



## Drought is Good for Business

by Tom Tracey, CIC, CID, CLIA, IANY President

I trust everyone in the irrigation industry is very happy about the recent weather. I check the monthly reports on The Weather Channel, and I see we have not had a significant rainfall in over 22 days, as of this early-July writing. Warm days, low humidity and wind are the "perfect storm" to dry up the landscapes. When I look at the average rainfall amounts for June at 4.3 inches, and this year we only received 1.6 inches, it's no wonder we are so busy.

It's also the perfect time to see how efficient a system is without doing an actual water audit. It's very easy to see if you have the proper distribution uniformity. Rather than just telling a customer to increase the run times and water every day, it's a great time to make effective changes. You can maximize the efficiency by increasing nozzle sizes, moving heads, fixing the low and crooked ones or adding heads to the dry areas. But I guess that can only make you money if you are not the one who designed and installed the system. If it's your system that's green around the edges and burnt in the middle, maybe it's time to take some of the IA's classes.

Even though I'm busy running my irrigation-contracting business, I still feel it's important to keep track of what's going



on around the industry. The IANY board and I have been busy working to help shape the future of the irrigation industry. We understand the value of green spaces, and we know they can be kept that way without wasting water. We are still dealing with the public's and the politicians' perceptions about watering lawns being a waste of precious water. So we continue to try to get our message out. Things are happening.

We have met with several water company officials to discuss the watering issues in their areas. The Port Washington Water District is working a pilot program for the Town of North Hempstead to reduce water consumption by 15 percent. It recently installed a smart controller at its offices and is monitoring the water use. Port Washington Water District Superintendent Paul Granger was happy to see what the new Rachio ET controller came up with a schedule to water its site. The daily schedule set by the controller was less than half of what it used to be when the water district just used its old standard benchmark schedule.

Suffolk County Water Authority is looking to go to odd/even day watering as a way to try to spread peak demands on its system. Generally speaking, Suffolk County's largest water supplier does not have a problem with lack of water. Its problem is more of an infrastructure issue, whereas peak demands caused by irrigation during the summer months start to exceed the capacity of its wells and water mains. The authority continues to work to try to develop ways to spread out the demand.



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www.iany.org  
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SCWA also has great water conservation tips on its web-site. Go to [www.scwa.com](http://www.scwa.com) and click on the Our Environment section on the top navigation bar to get more important information. The authority also recommends the EPA's WaterSense program, which is a national effort to educate consumers to find ways to conserve water.

Nassau County has a rain-sensor bill going through legislation. IANY supports that bill as a step in the right direction. We still feel the need for certification of irrigation contractors is the best solution to reduce the unnecessary waste of water. Certified contractors understand that rain sensors and moisture sensors are integral parts of best irrigation practices. But that's only a piece of the puzzle. Understanding efficient irrigation design and practices is really the big picture to reduce the estimated 50 percent waste of water for landscape irrigation. We will continue to work to help keep our members up-to-date on other issues that affect our industry as they arise.

I would like all our members to know about some of the changes on the IANY board. Past presidents Dennis Realmuto and Rich Silverman are no longer on our board. They, however, are still committed to the goals and ideals of the IANY. We thank them for their service for all too many years to count. Though not board members, they both have continued to attend the board meetings and help out in many ways. Rich still works as our legislative liaison with our lobbyist Tom Shanahan. Dennis has agreed to continue chairing our annual golf outing. Bobby Winter's term on the board has also expired, and due to the lack of a quorum at the last general meeting, his term was not reinstated. We are looking for members to help us and join the board. Please feel free to attend any monthly board meeting, and to paraphrase JFK, "ask not what your association can do for you, ask what you can do for your industry." And, by the way, I feel that all board members have been helped both personally and in business by their involvement in the association. All members are welcome to attend.

Lastly, I would take this time to announce that this shall be my last year as president of the IANY, and I shall be stepping down in March 2017. All board members serve a term of three years. I took over as president in March 2013, but I agreed to stay on as president for 2016-2017. It has been a privilege and an honor to represent the IANY. Vice President RB Boyle is now slated to take on the role as president. We need to have new members on the board to continue the momentum created by the past members. Please contact any board member or inquire at [info@iany.org](mailto:info@iany.org).



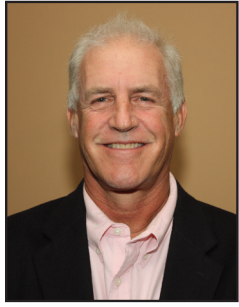
### **Join the IANY Board of Trustees.**

These are challenging times for the irrigation industry, and the board is always looking for people with additional ideas to both help our businesses grow and to protect us from those who would eliminate us. We seek those who also care about protecting our precious water resources through responsibly and professionally installed irrigation systems.

**Are you prepared to help support the cause? Contact IANY President Tom Tracey at [tomtraceyd2a@optonline.net](mailto:tomtraceyd2a@optonline.net).**

# Winter-Education Series a Success

by Al Helinski



IANY's 2016 winter-education classes, sponsored by Atlantic Irrigation, were held February 22-24. They were the national Irrigation Association's Certified Irrigation Designer (CID) preparatory course and a New York State Department of Transportation (DOT) vehicle-compliance course. Both courses were well-attended, and offered valuable information for both the novice and experienced contractor.

The CID course, taught by Chris Pine, was a day-and-a-half instruction on how to properly design systems. Attendees came away with better knowledge on everything that goes into the design of a system. Hydraulics, sprinkler selection, wire and pipe size and precipitation rates were a few of the topics covered.

The DOT course was taught by state truck supervisor Michael Pollo. This was a half-day class



CIT STUDENTS



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DOT STUDENTS

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Joe Santacrocce Chris Beck Patrick Anderson

Sue Carman Lewis Okin Alex Okin

that taught us everything needed to operate our trucks and trailers safely and to get through a DOT inspection. Truck and trailer size and weight were key factors in determining the class of driver license needed and whether the truck had to be registered with DOT. Daily record-keeping on both the truck and driver was gone over, and gave us more to do to run our businesses.

All safety equipment that had to be on the truck was reviewed in detail.

Next winter's education series is set for Monday-Tuesday, Feb. 13-14. The national Irrigation Association's Certified Irrigation Contractor (CIC) class and exam are on the calendar. IANY is asking the membership for topics you would like to see for the 2017 classes. We would like to have interesting and helpful classes to make our businesses better and more professional. Please reach out to me at helinskial@yahoo.com.

# LIWC Legislative Breakfast

On May 13, Mike Dwyer and Tom Tracey attended the Long Island Water Conference's Legislative Breakfast.

Some issues presented were:

- Protecting Long Island's drinking water from lead
- Providing adequate funding to the New York State Department of Environmental Conservation Region 1 Water Division
- Opposing Suffolk County Executive Steve Bellone's proposed \$1.00/1,000 gallon water tax. LIWC's memo of opposition appears on page 10 of this newsletter.



TOM TRACEY (LEFT) AND DEC'S DEPUTY COMMISSIONER FOR WATER RESOURCES, JAMES TIERNEY. >>

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# Proven Water-Saving Solutions for Residential and Commercial Customers

by Kevin Lewis



While water conservation continues to be top of mind in the drought-stricken West, responsible water use is an issue that everyone needs to think about, regardless of geographical location.

Our industry can take action today to preserve the enjoyment of the outdoors for tomorrow. It will take a partnership of manufacturers and irrigation professionals to address our current water-conservation needs.

The good news is that product solutions already exist. While products are one part of the solution, regionally appropriate plant choices and the selective use of turf are a must. Well-informed installers play a vital role in adapting and efficiently irrigating outdoor spaces. Irrigation professionals can count on existing high-quality products and online and local training to help achieve water savings.

Retrofitting spray systems with more efficient rotary sprinklers is the easiest way to see an immediate reduction in water use. And every system, no matter where it's located, should have a smart controller that delivers water based on local weather conditions. Other solutions include converting small areas from overhead spray to drip irrigation, and adding pressure regulation to any system for optimal product performance.

It's important to team up with manufacturers who make water conservation a top priority when it comes to developing products and providing training and support.

Here are a few simple changes to dramatically reduce outdoor water use.

- **SMART CONTROL WITH REMOTE MANAGEMENT** – *Save up to 50 Percent.* By combining a smart controller with web-based software, contractors can achieve up to 50 percent water savings for their customers. Some controllers allow management of irrigation systems from anywhere in the world at any time via computer or smartphone. They connect to the internet, allowing for easy adjustments of watering schedules based on accurate weather data including temperature, rainfall probability, wind and humidity. Add an easily installed flow meter to measure water usage and detect broken pipes or sprinklers. Constant monitoring of electrical current flows allows contractors to receive alerts before issues turn into problems. Cloud-based software shows customers water savings and water use available for both home owners and contractors, a function that customers have learned to appreciate.

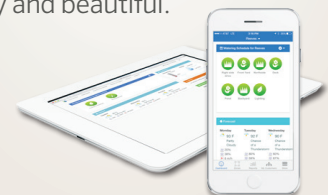
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- **REPLACE INEFFICIENT SPRAYS WITH MATCHED-PRECIPITATION ROTATING NOZZLES** – *Save up to 30 Percent.* This simple upgrade allows you to efficiently irrigate existing turf areas and landscaping. Just switch from inefficient traditional spray nozzles to matched-precipitation rotating nozzles and realize 30 percent water savings. These nozzles apply multiple streams of water slowly and evenly, mimicking natural rainfall that gently soaks into the soil without runoff or misting. The various streams of rotating nozzles allow them to target all areas of the landscape evenly, yielding superior uniformity over traditional spray nozzles. With the slow application rate, a longer run time means more even coverage than sprays can offer, while still saving water.
- **CONVERT AREAS TO DRIP IRRIGATION** – *Save up to 60 Percent.* For medians, narrow landscaping beds and planters, reducing turf and converting from sprays to inline drip irrigation or point-source emitters can yield up to 70 percent in water savings. Drip irrigation provides slow, even watering for close-in coverage right where it's needed with no overspray onto the hardscape.
- **SLOW THE FLOW – REGULATE THE PRESSURE** – *Save up to 50 Percent.* Install pressure regulators to achieve the optimal pressure for sprinklers, emitters and valves. Pressure regulation at the valve will increase watering efficiency and system reliability. Pressure-regulated spray bodies will regulate pressure at the nozzle for a steady, efficient spray at 30 or 40 PSI. This will save water lost from misting and runoff on systems with high pressure.

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#### OTHER WAYS TO SAVE WATER

- **CHECK THE SYSTEM.** Inspect your irrigation system for leaks, clogs, and wear that are silently wasting gallons of water. At a minimum, adjust sprinkler nozzles to eliminate overspray onto hardscapes.
- **MODIFY THE SPACE.** Be selective with turf areas. Keep turf only where it's practical and use a grass that's regionally appropriate. Replace thirsty plants with native and drought-tolerant plants. Remember to add mulch to reduce evaporation and moderate soil temperature.

By adopting any one or all of these solutions, you will see significant savings in water use and play an active role in water conservation for current and future generations.

## Welcome Kevin Lewis

Kevin Lewis, a LEED Green Associate, has joined the Northeast Sales Team for Hunter Industries. Kevin comes to Hunter with an extensive knowledge of the local market and a strong background in distribution and contractor sales. Most recently Kevin served as the Northeast district sales manager for Netafim. He works with longtime IANY friend, Tom Armbruster.



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**Steven Jackson**  
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# There's So Much to Do. How to Decide Which Project Lead Deserves the Fastest Follow-Up

by Jeff Carowitz



When business is good, you can have more job leads than you have time to work on them. In many contracting businesses, a full 40 percent of sales leads are never followed up on by a salesperson. And when there is follow up, it often comes too late to make the sale.

Often I hear estimators expressing frustration over lousy leads. When good ones get mixed with bad ones, neither get attention.

Lead scoring allows companies to objectively decide which leads are the most sales-ready. It can also identify leads that can mature into future sales, so additional marketing can be done to nurture these customers.

If you find that you have too many leads and you can't follow up on them all, you need lead scoring to help you pick the best. If you have a low closing percentage, lead scoring will point out where the best leads are coming from.

**HOW DO YOU START SCORING LEADS QUICKLY?** Create a process that lets you assign scores in a few minutes. Start with 10 criteria and score each on a scale of 1-10, with 10 being the best. The perfect lead scores 100. (Convert to letter grades if you wish.) You could pick fewer criteria if you want to give extra weight to the most powerful indicators.

**WHAT CRITERIA SHOULD YOU USE?** The classic scoring model is BANT, which stands for Budget, Authority, Needs and Timing. Budget is critical for project based work among irrigation contractors. Does the customer's budget match with your typical project size? A low score indicates unrealistic expectations. Authority is critical in business-to-business selling. Does the interested person have the authority to make the purchase decision? Needs are associated with the fit of your offering to the customer's requirements. Needs could also be interpreted as the fit to the services you offer most profitably. Timing is critical for businesses with constrained capacity. If the customer needs it sooner than you can supply it, no deal!

Here are some additional criteria to ponder. The first is geography. Is the customer within your company's optimum service area? The second is customer planning. How long have the customers been contemplating (or been frustrated by) the project? If it's been irritating them for months, the higher they should score. The third is length of time owning the home. Homeowners who have been in place for more than five years are simply more realistic about buying services. The fifth is the number of contractors they've talked with. The more they've "tire kicked," the lower the score. Most important – and perhaps worthy of a higher weight – is the source of the lead. My studies show prospects referred by existing clients consistently convert to sales at a rate of about 70 percent.

Lead scoring is not going to fix a sales team that doesn't follow through on any leads. And it won't fix a lack of leads. But it will help the busy entrepreneur objectively decide which lead in the pile could be the fastest path to a profitable sale.

*Jeff Carowitz is a respected advisor to leading landscape industry firms. Connect with him on LinkedIn or email [Jeff@StrategicForceMarketing.com](mailto:Jeff@StrategicForceMarketing.com)*

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## 2016 Irrigation Show & Education Conference

Keep up with new technologies, best practices and innovative ideas at the 2016 Irrigation Show & Education Conference, Dec. 5-9, 2016, in Las Vegas. The Irrigation Show is the premier event to enhance your industry knowledge, network with peers and visit hundreds of exhibitors to find solutions to your on-the-job needs.

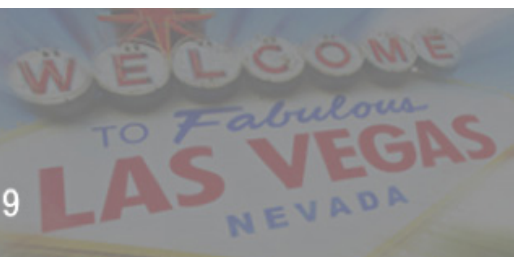
Plan to attend the Irrigation Show, Dec. 7-8, and explore the show floor exhibits. This year, IA is co-locating with the National Ground Water Association (NGWA), giving you the opportunity to visit over 600 exhibitors. Attend irrigation seminars and technical programs to learn about the hot industry topics and the latest irrigation research. Or stay longer and take advantage of more professional development offerings at the education conference.

Complete information is available at <http://www.irrigation.org/IrrigationShow>.



**Las Vegas Convention Center**  
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Irrigation Show | December 7 – 8  
Education Conference | December 5 – 9





# Where does your water come from on Long Island?

by Paul J. Granger, P.E.



The water that comes out of our faucets originates far below the earth's surface, in deep interconnected underground layers of sand, gravel and silt called aquifers. The water they contain consists entirely of what originated as rain that seeped slowly downward for hundreds or even thousands of years.

The plentiful aquifers contain about 90 trillion gallons of water, enough to cover Long Island in a 300-foot flood, much more than is actually needed to meet our current demands. The unique system makes us less dependent on yearly rainfall as some other areas, such as New York City, for example, which relies on reservoirs for its public water.

Our water source, constantly replenished by precipitation, has many unique benefits. Starting as rainwater, it seeps through hundreds of feet of soil and closely packed natural particles before reaching the aquifers. This procedure is actually a natural filtration process which cleanses the water of most impurities.

The water is stored by nature primarily in three underground layers. The top one, called the glacial layer, contains water that fell somewhere between 10 and 50 years ago. It is the newest to the groundwater system.

Next is the Magothy layer, the largest of the aquifer formations. It holds the most water, much of it hundreds of years old. Running as deep as 800 feet, this layer of sand, gravel and silt was deposited about 60 million years ago and is the region's main source of drinking water.

The very deepest and oldest is called the Lloyd Aquifer, starting approximately 1,100 feet below the surface. This aquifer is largely untapped. It holds the oldest water; some of it has been there for more than 5,000 years.

Some 1,000 deep wells throughout Nassau-Suffolk pump about 125 billion gallons of water from our aquifer system each year for use by the area's 2.7 million residents. Surprisingly, more water is replenished by rainfall than is actually pumped. Obviously, we are not going to run out of water anytime soon, although we should make a conscious effort not to waste the natural resource.

Although Long Island's quantity of water is plentiful and its quality is among the best in the nation, you should be reminded that the future of our supply will be determined by how well we treat our environment today.

*Paul J. Granger, P.E. is superintendent of the Port Washington Water District.*



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Phone: (516) 767-0171  
e-mail: pgranger@pwwd.org



**Legislative Committee**

Paul J. Granger, P.E. – Co-Chairman  
J. Robert Holzmacher, P.E. – Co-Chairman

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**Memo in Opposition  
Proposed Suffolk County \$1 per 1,000-gallon Tax on Drinking Water**

**Introduction and Issue:**

The Long Island Water Conference (LIWC) is an alliance of forty-seven Nassau and Suffolk public drinking water purveyors, and other industry professionals, who supply potable water to over 3 million people. The organization, founded fifty years ago, is dedicated to ensuring that a clean, safe, and abundant water supply is maintained for all Long Islanders.

Suffolk County has issued a proposal that calls for all Suffolk residents served by public water supply to pay a fee of \$1 per 1,000 gallons for drinking water consumed for domestic and outdoor use. This annual fee on water usage will be used to fund a new countywide district that would attempt to reduce nitrogen pollution from thousands of homes that are not served by sanitary sewers. All public water providers in Suffolk County would be required to collect the surcharge which would generate an estimated nearly \$75 million in annual revenue and not expire. The County is seeking a ballot referendum this November authorizing the surcharge.

**The Problem and Reason for Opposition:**

The LIWC supports the reduction of nitrogen but not to the detriment of sustaining drinking water infrastructure. The imposition of a tax that is used to fund non-drinking water services will increase the financial burden on water utilities faced with upgrading critical aging drinking water infrastructure. Nitrate contamination is not a widespread issue for water suppliers, therefore there is no significant benefit to purveyors. However, we are more than willing to work with Suffolk County and stakeholders to address the nitrogen issue providing that initiatives exclude a tax on potable water.

This is a tax, not a fee, because it is based on the services water suppliers provide to their customers, not the services the county provides to water suppliers. Furthermore, the funds do not support drinking water infrastructure. There is no guarantee that the funds raised by this tax will actually be used to support the programs it claims to support. For example, dedicated funds from special taxes used for Pine Barrens preservation have been diverted by the county to address budget short falls. New York State already enjoys the safest drinking water in the nation. In the past the voters of this state have already approved a \$2 billion Environmental Bond Act to protect our drinking water. Why should the taxpayer be asked to pay even more? Therefore, the state legislature should not permit a ballot referendum this November authorizing the fee.

One of the most important principals of state tax policy has always been that certain necessities of life are not taxed. Even during the state's worst budget crises, necessities such as food, medicine and drinking water have remained untaxed. Now is not the time to end this long standing policy. The proposed surcharge calls for a new tax on drinking water. This would be the first time that a tax on one of the basic necessities of life has been imposed on the people of New York State. This is a regressive tax that impacts most those who can least afford it. Furthermore, many municipal water supply systems are subject to the tax cap which further limits water purveyors from undertaking critical infrastructure improvements.

We respectfully urge you to oppose this ill-conceived tax. Water, like food and medicine, is a basic necessity of life. It should never be taxed.



IRRIGATION ASSOCIATION OF NEW YORK  
14TH ANNUAL GOLF OUTING. WEDNESDAY, AUGUST 24, 2016

REGISTRATION FORM



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

**FORMAT** 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.

**COSTS** Golfers Non-Golfers  
\$210 per person, paid by Aug. 15 \$100 per person, paid by Aug. 15  
\$250 per person, paid after Aug. 15 \$110 per person, paid after Aug. 15  
Golf with Cart Social Hour  
Driving Range Balls Dinner  
Lunch  
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Dinner

**Door Prizes – Golf Prizes**

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 14th ANNUAL GOLF TOURNAMENT •••  
The Vineyards Golf Club, August 24, 2016

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

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

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

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

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

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

No. of GOLFERS @ \$210 per person **paid** by Aug. 15 (\$250 after 8/15): \_\_\_\_\_

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

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

or use PayPal at [www.IANY.org](http://www.IANY.org)