

A Call for Action

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



We are the Irrigation Association of New York. I live on Long Island so it's easy for me to see what's going on in my local area. But it's a big state with a lot of people and lots of different issues. The common issue for the irrigation industry across the country and across this state is water conservation. As the climate changes and droughts occur, the idea of eliminating irrigation for turf and landscape is an easy target. We need to be better stewards of our most precious natural resource. We need to help the policy makers make sound decisions that would affect our industry and diminish our green spaces. IANY is concerned about what's happening across the state and we need to hear from the irrigation industry professionals outside of Long Island. Our goal has been to establish regional chapters across the state to share ideas and advocate to government agencies on the behalf of the industry.

We need to find out what's going on in your area. Send us an email. Write an article for our newsletter. Write an op-ed letter. Send us an article from your local newspaper so we know what's going on. Let us know the issues. We need leaders in the industry to become involved across the state. We have had a chance to go to Rockland County and hear about the issues

there. We are still hoping to find someone to organize a Lower Hudson Valley chapter. If you wish to volunteer to help your industry in your area, you can reach out to us at info@iany.org.

In other news:

- Nassau County is working on legislation to require rain sensors for all irrigation systems. Rich Silverman, lobbyist Tom Shanahan and I have been communicating with Nassau County Consumer Affairs Commissioner Madalyn F. Farley about the requirements and wording of the bill.

- Roslyn Water District is working to conserve water with a "Save 2 Minutes" program. The idea is that they can conserve 10 percent of the irrigation water used if the controllers were reduced from 20 minutes per zone to 18 minutes per zone. District customers will be receiving stickers in the mail to put on their sprinkler controllers to remind them and their sprinkler contractors to reset the controllers to save water. An RWD news item is included in this issue.

- IANY member George A. Iannaccone from Atlantic Irrigation has been attending our board meetings and has been a great help to us. We are really happy to have him involved and are looking forward to March, when we can officially vote him onto the board. Thank you George!

- The resolution to change the By-Laws of the Irrigation Association of New York has been approved by a vote of the membership. We shall only be required to have one General Meeting per year. The monthly board meetings remain open to active members. At this time, our next General Meeting will be in March. The details will follow.

Suffolk County Water Authority Report

by RB Boyle



The Suffolk County Water Authority (SCWA) held a community meeting this past July at the Southampton Public Library to explain the current water usage and ways it can be improved.

Ty Faller, SCWA's director of strategic initiatives, indicated that there are beginnings of a problem. During peak times, between midnight and 6:00 a.m., reduced water amounts and reduced water pressure are being noticed. The authority has implemented a voluntary water program whereby customers are encouraged to irrigate every other day – odd or even.

Faller said the water quality is very good, with nitrogen a potential threat, but not yet. Suffolk County has some of the biggest water users on Long Island, mostly due to irrigation, he said. SCWA estimates that over 50 percent of all water consumption is due to irrigation and that 65 percent to 70 percent of all water consumption takes place between May and September. The authority has 587 active wells, and two-thirds are in place for summertime irrigation.

Faller noted that the Suffolk County Water Authority has recently made \$20 million in upgrades in the East End.

As consumers there are ways to help. SCWA has created the East End Water Wise Club, with recommendations that include:

- Turning irrigation on earlier, starting at 9:00 p.m.
- Odd/even watering
- Low-flow shower heads
- EPA Water Sense products
- Shorter showers
- Turn faucets off when brushing teeth
- Fix leaking pipes



Officers

President

Tom Tracey, CIC, CID, CLIA
Dimension 2 Associates
6 Stepar Pl., Huntington Station, N.Y. 11746
631-421-5200

Vice President

RB Boyle
RB Irrigation
P.O. Box 1386, Westhampton Beach, N.Y. 11978
631-288-1087

Treasurer

Joe Tavalaro, CIC, CLIA
Custom Irrigation Corp.
111 Roger Ave., Inwood, N.Y. 11096
516-239-7659

Secretary

Adam Cantiello, CIC
Oasis Irrigation
P.O. Box 423, Oakdale, N.Y. 11769
631-585-1501

Trustees

Mike Dwyer, Hot Water Aplenty
Al Helinski, CIC, CLIA, Ski Sprinklers
David C. Lambert, Sprinkl-Rite Irrigation

Past Presidents

Jan Oberfield, Dimension 2 Associates
Marty Klein, RB Irrigation
Geoff Lambert, Sprinkl-Rite Irrigation
Rich Silverman, CIC, Rain Rich Sprinklers
Dennis Realmuto, CID, CIC, CLIA, Professional Irrigation

Publisher

RB Boyle
RB Irrigation
rb@rbirrigation.net
631-288-1087

Editor

Barry Zusman
631-367-6268

Irrigation Association of New York
P.O. Box 237, Greenlawn, N.Y. 11740
Telephone/facsimile: 631-423-0429
www.iany.org
Copyright 2016 IANY

Winter-Education Schedule Set

by Al Helinski



IANY's 2017 winter education classes have been scheduled for February, sponsored by Atlantic Irrigation at its Deer Park location.

The first class will be the Certified Irrigation Contractor (CIC) on Monday, Feb. 13, and Tuesday, Feb. 14, from 8:00 a.m. to 4:00 p.m. It will be taught by Chris Pine.

Cost will be \$300 for IANY members and \$350 for nonmembers, paid in advance. Cost for payment at the door will be \$350 for all.

The CIC course will prepare contractors to:

- Execute irrigation projects to meet all specifications and requirements
- Prepare installation sites, including layout, staking, excavation, boring, trenching, grading and backfilling
- Cut and join pipe, know the limitations of different piping systems, and understand basic hydraulics
- Layout and install piping and water delivery components; backflow prevention components; mechanical, hydraulic and electrical irrigation controls; and other irrigation system components
- Troubleshoot and repair irrigation components and systems
- Understand good business practices; construction contracts and their legal rights and obligations; and licensing laws and codes in their states.



For those who wish to become certified through the national Irrigation Association (IA), an exam will be given on Wednesday, Feb. 15. You must register with the IA prior to taking the exam. All text books for this class must also be purchased through the IA. The exam fee is \$495.

The second class will be a half-day course on Smart Controllers on Thursday, Feb. 16, from 8:00 a.m. to 12:00 p.m. This class will teach the latest technology and products for controlling systems with personal computers and cell phones. Cost is \$50.

Additional information and registration forms for both courses will follow.



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.

Golf Outing: August Twenty-FORE, 2016

by Dennis Realmuto, CID, CIC, CLIA
Golf Outing Chairman



On Aug. 24, under blue skies, a fair breeze and a temperature in the mid 80's, 68 friends, employees and members of the Irrigation Association of New York came to The Vineyards Golf Club in Riverhead to show off their skills, swinging "Big Burtha" and her 12 cousins in an attempt to knock the cover off the little white ball, driving it hundreds of yards down the fairway.

Congratulations to the team of Dave Mersbacher, Mathew Mersbacher, Robert Fisher and John Sherman for completing with a score of eight under par. Quite a feat.

Congratulations also to John Sherman for the longest drive; and Tom Novak, Brian Weaber, Jamie Navan and Jim Marek for putting the ball closest to the pin.

A sweet day it was, starting with a great lunch, 18 holes of the finest fairways and unpredictable greens. All followed by a fantastic cocktail hour, great hors d'oeuvres and then dinner. The pictures that follow are worth thousands of words.

The evening was wrapped up with door prizes and a 50-50 raffle.

Thank you to all who participated, donated and sponsored.

- North Shore Sprinkler Supply - Platinum
- Central Turf and Irrigation Supply - Platinum
- AGC Irrigation Supply - Platinum
- Joseph P. O'Brien Insurance Agency - Bronze
- Camille Bunicci/Farm Family Insurance - Bronze
- East Coast Sprinkler Supply - Bronze

At this time, the IANY board is in discussion to repeat the great day on Aug. 23, 2017. Look for information in future issues of "News Flow."

Through the Lens

2016 Golf Outing



A RED, WHITE AND BEAUTIFUL DAY



TOM CHECKING IN WITH RANDA



EVENT CHAIRMAN DENNIS



PAY ATTENTION GUYS



PRACTICE MAKES PERFECT



CART 1



CART 2



CART 3



CART 4



AL, JIM, RB



BILL, BRETT, RICH, MARK



DENNIS, BOB, DAN, CHRIS



JAMIE, ROSS, TOM, DAVE



JOHN, MIKE, MIKE



JULIO, CRAIG, BILL



MARK, ANTHONY, RICH, JIMMY



MIKE, JOE, JOHN, CHRIS



MIKE, SAL, BRIAN, MIKE



TIM, RANDY, TOM, CRAIG

Through the Lens
2016
Golf Outing



TINO, MATT, STEVE, GEORGE



TOM, DAN, JEFF, MATT

2016 GOLF OUTING

An Arborist's View

by George Iannaccone



It was late August in 2002 when I had an appointment with a homeowner on the North Shore of Long Island to look at a swamp maple in his back yard that was “sick.” It was sick alright. I could easily see that from the front yard. The tree was going into fall color on the upper branches way too early, and that’s a sure sign something is going wrong at the ground level.

Indeed there was. A recently installed patio was on one side of this tree, and a new perennial garden was installed on the other. The tree was supposed to be a focal point.

“Oh boy” was all I could say to myself. Asking a few questions about the recent work, I found out there were three contractors involved in this project: a masonry company, a landscaper and an irrigation company.

I went back to my car, and grabbed a spade to do a little investigating of the root system. I barely got the spade in the ground when the home-

owner tapped me on the shoulder and said, “Son, are you sure you’re an arborist? I hate to break it to you, but the tree is up there,” as he pointed to the top of the tree.

I assured him I was and that his problem was below ground. It turned out that there was hardpan subsoil in this area with about four inches of topsoil on top. That’s pretty much the area most of the feeder roots for this tree used to live. I say “used to” because they were cut out by the masons, cut off by the irrigation company’s pipe puller and flat-out buried by the landscaper. The tree wasn’t going to make it.

So who’s at fault in this scenario? Well, pretty much everyone’s, including the homeowner. Why? Because the contractors never really communicated with each other as to their scopes of work, and the homeowner tried to “GC” the job himself, and kept everyone in the dark.

And that’s the problem with the Green Industry; we’re fragmented. We’re running around in our little niches, oblivious to the others.

For instance: early morning watering has been touted by cooperative extension services for what seems like forever as being beneficial to lawns and plants. It’s true; you’ll have fewer disease issues by following that recommendation. The problem is the infrastructure can’t keep up. If you read this newsletter regularly, you already know that. But does the extension service know that? How many landscapers and other horticulturists know that? How about the other Green Industry associations? Certainly not enough of them or we wouldn’t be having infrastructure issues to the degree that we are having.

So let’s start having these conversations, whether one-on-one with other allied professionals or through the different associations. Over the next decade, the how’s, what’s and why’s of growing turf or landscape plants are going to change. We all need to be on the same page.

George Iannaccone, an ISA Certified Arborist, is a turf specialist at Atlantic Irrigation.



A homeowner is wondering why her birch tree is dying. If you think it’s from the borer damage (red circle) you would only be partially right. The tree is still wrapped in burlap years after planting and has a rather large wound at the stem on the left (blue arrows). Note the drip line (orange circle). It’s going to girdle the tree and really isn’t watering the roots properly.

How to Advertise More Effectively on Google

by Jeff Carowitz



Way back in 2010, I wrote one of the irrigation industry's first how-to guides for Google pay-per-click advertising. I didn't predict then that it would become such an important advertising tool!

A huge number of companies, including your competitors, have tapped into the incredible benefits of paid search.

If you're not familiar with pay-per-click, a quick overview: Pay-per-click allows you to place ads on search engines (usually Google) that are triggered to display when a searcher makes a specific query. If the searcher clicks on your ad in the search results, she is transported to your website. You pay for the click!

Pay-per-click is praised because it's fast to set-up, incredibly effective at generating leads and provides real-time data on results. It's easy to start, but not quick to get right. Amateur set-up can lead to an inefficient and costly program. Achieving success takes a precision and ongoing continuous improvement.

Many users don't know the right things to look for to know whether they are spending their money wisely. Any company can generate lots of clicks. But are they good ones?

When I am asked to review a campaign, it's not because the results are low, but because the client suspects there are inefficiencies. And there usually are.

Here are a few of the places I find mistakes.

- **IMPROPER SET-UP OF NEGATIVE KEYWORDS.** These prevent your ad for "lawn irrigation" from showing up for those seeking nasal irrigation or farm sprinklers. Using proper negative keywords can cut your monthly costs by 25 percent or more by simply preventing "wrong" searches from seeing your ad.

- **TOO MANY "BAD" KEYWORDS.** Accepting all of the suggested keywords offered by Google is always a mistake. There's a difference between lawn maintenance services and lawn mower parts. Hire someone with tons of experience in your space to aid in developing your search terms. He/she knows works and what doesn't in your industry.

- **AD MESSAGES SHOULD MATCH THE SEARCH TERM.** Someone searching for tree trimming should see an ad talking about arbor care services, not an ad about landscape installation.

- **USE MODIFIED BROAD MATCH,** not plain broad match on long-tail search phrases. I won't explain this here, but email me if you need to understand the difference.

- **OPT OUT OF THE DISPLAY NETWORK FOR MOST LANDSCAPE INDUSTRY CAMPAIGNS.** Display traffic comes from ads placed on secondary sites. This traffic is more "browsers" than "immediate need." (Google Adwords defaults the display network on, which adds clicks and expense quickly.)

This is by no means an exhaustive list of what you need to look for, but it should help you start fine tuning ahead of the spring rush. Do it now to enjoy more leads AND lower costs next season.

Jeff Carowitz is a respected advisor to leading landscape industry firms. Connect with him on LinkedIn or email Jeff@StrategicForceMarketing.com.

Roslyn Water District Initiates Water-Conservation Program

The Roslyn Water District has begun a program designed to save up to 10 percent of the annual irrigation-water usage.

The program advises that the timing of each zone in residents' automatic irrigation system be reduced by just two minutes.

This is the second major initiative introduced by the district. It recognizes the desire of district residents to maintain attractive lawns and gardens, while emphasizing the very real need to conserve and protect quality water.

This follows the successful program initiated in 2015 which staggered irrigation schedules by community that resulted in a dramatic improvement in water availability during peak demand.

The "Save 2 Minutes" initiative recognizes the average duration of irrigation per zone is 20 minutes. By reducing the timing in each zone by two minutes, homeowners can reduce their irrigation consumption by up to 10 percent. Irrigation specialists have indicated that this two-minute reduction should not impact residents' lawns or gardens.

According to Michael J. Kosinski, chairman of the Roslyn Water District, "Automatic irrigation accounts for more than half the total water usage in the district. Implementing this program throughout the district can go a long way towards the goal of ensuring the district is able to equitably distribute an adequate supply of quality water for our residents."

RWD Superintendent Richard J. Passariello adds "We are extremely proud of this unique, sensible and easily executed initiative, and look for its implementation throughout Nassau County, Long Island and across New York. We are all looking for homeowner-friendly and significant measures for water conservation."

Exclusive Learning Opportunities at 2016 Irrigation Show and Education Conference

The Irrigation Association offers the chance to improve irrigation knowledge at the 2016 Irrigation Show and Education Conference, Dec. 5-9, in Las Vegas.

Participants will be given the opportunity to obtain great ideas, learn new skills and earn CEUs with the industry's best education for agriculture and landscape/golf irrigation. IA education classes, seminars and technical sessions teach concepts and practical skills suitable for those who are new to the industry or those who are seasoned veterans.

CLASSES

With a focus on agriculture irrigation, landscape and golf irrigation and business basics, the education classes will incorporate:

- Real-world applications and irrigation case studies.
- Current techniques, field-tested information and best practices.
- Instructors with industry expertise and proven teaching experience.

All classes are priced separately and are not included in the full registration fee. Each class registration includes a free exhibits-only pass, which includes access to exhibits, the new product contest, show floor presentations, keynote address, general session and drought summit.

IA SEMINARS

Irrigation seminars allow instructors to delve into practical techniques, best practices and "how-to's" for landscape irrigation.

There are five one-hour sessions spread out over a three-day period from Dec. 6 to 8. They are open to all attendees with a full registration. Participants will earn 1.00 CEU for each hour.

TECHNICAL PROGRAM

IA's technical sessions reveal the latest cutting-edge research. Industry experts will present case studies and research findings on innovations in agriculture and landscape irrigation.

There are eight total sessions scheduled to run over a two-day period, Dec. 6 to 7.

The technical program is open to all attendees with a full registration. Participants will earn 0.33 CEUs for each 20-minute presentation.

Ready for Las Vegas?

An Endorsement from Tom Tracey

As reported in the previous story, the Irrigation Association's annual Irrigation Show and Education Conference will be in Las Vegas this year. It looks like it's going to be a huge turnout. It will be tremendous. The best show ever. Huge! (I apologize for the hyperbole, but I can't get it out of my head lately.)

Have you ever been to the IA Show? The answer I get from contractors in our area is that it's in the middle of winterizing season and they couldn't possibly find the time. Now there is no excuse not to go because it is being held after our winterizing season. The Irrigation Show is Dec. 5-9, along with the Educa-



JOSEPH P. O'BRIEN AGENCY

Insurance

454 NEW YORK AVENUE HUNTINGTON, N. Y. 11743-3592
PHONE: 631 - 421-0505 • FAX: 631 - 421-0063

INSURANCE FOR THE IRRIGATION INDUSTRY

Liability – Including Underground

Workers Compensation

Commercial Automobile

No Charge for Additional Insureds

Equipment

Insurance Certificates Issued
Immediately

Property

Contact John J. O'Brien, Vice President

MEMBER: IRRIGATION ASSOCIATION OF NEW YORK

tion Conference that runs the whole week from the fifth through the ninth.

I have been going to the irrigation shows to represent the IANY for over 15 years. This is the first show in Las Vegas since I've been keeping track. The shows have gone from Arizona to Texas, to California and Florida too. The New Orleans show was a great excuse to visit the Crescent City. I always try to mix a little fun with a business trip, and there's no place like Las Vegas. I'm excited to go to the show again this year.

The IA continues to expand its focus on contractors. There are plenty of classes for all levels of experience. It is a great opportunity to attend educational classes and take the certification the exams. Our IANY member and past President Rich Silverman has been working with the IA on the Contractors Common Interest Group. The Contractor CIG has set up several educational sessions and seminars targeted for contractors. Monday, Dec. 5, there will be two Peer Group meetings presented by irrigation industry experts and educators Chris Pine and Jim Huston.

There's plenty more to learn throughout the week to help your business. Check out what else is going on at the show on the web at www.irrigation.org. Just add in a little fun, and I know you'll win big in Vegas.



A Proposal to Watch

by Tom Shanahan



After the IANY presentation on the ways in which professional irrigation can actually help protect Long Island's water supply, at July's [2015] LICAP meeting, another presenter took the floor with a very different kind of proposal.

Sarah Meyland has long agitated for greater control over the public water supply. She even sits as a member of the LICAP Board. Yet it's only the control she deems proper she wants to see. For example, in a *Newsday* op-ed three years ago she wrote: "Automatic lawn watering systems are the leading contributor to the 300 to 400 percent increase in summer use." (Meyland: Leaky water policy will hurt LI, *Newsday*: April 17, 2012)

Her negative attitude towards irrigation was even more pronounced in *Newsday's* series on water, when it focused on the question of irrigation. "It's a total loss of water from the system," she said. "There's a tremendous amount of waste." (Most LI home water use goes toward lawns, *Newsday*, September 25, 2013)

It's likely that most people would call the statement "It's a total loss of water from the system," an exaggeration, to say the least. But she is, of course, entitled to her opinion.

The problem is if it becomes more than just an opinion expressed in the newspapers.

CONT. ON Pg 9



**ATLANTIC
IRRIGATION**
www.AtlanticIrrigation.com



George Iannaccone
Account Manager
Long Island, NY

Our strength is our people.

George has been a green industry veteran for over 30 years. He is a certified arborist and turf grass manager and has spent many years on the other side of the counter as a contractor. Knowing what you're up against, coupled with his vast industry experience has made him a trusted partner to many of Long Island's top firms. Whether it's advice on irrigation, lighting or equipment, George looks forward to helping you find the right solutions to grow your business.

N. White Plains, NY | (800) 878-8873 | white_plains@atlanticirrigation.com
Deer Park, NY | (631) 667-7801 | deerpark@atlanticirrigation.com
Garden City, NY | (516) 294-1096 | garden_city@atlanticirrigation.com
Bridgehampton, NY | (631) 537-1444 | bridgehampton@atlanticirrigation.com

NUGENT & POTTER

IRRIGATION SUPPLIES
SHOVELS
WATER SERVICE PIPE & FITTINGS
DRAINAGE SOLUTION
RAINGEAR
SAFETY GEAR
FITTING ORGANIZATION
FREE DELIVERY

SHOP.NUGENTPOTTER.COM

- ONLINE SHOPPING FOR HOUSE ACCOUNTS
- ONLINE BILL PAY
- ONLINE ACCOUNT DATABASE



RAIN BIRD

1557 COUNTY RD 39
SOUTHAMPTON
631-283-1103

CONT. FROM Pg 8

What Meyland proposed to LICAP was what she termed an “intrastate compact.” Her proposal would have Nassau and Suffolk counties create an umbrella bureaucracy to oversee water systems on Long Island.

She likened this to the several interstate compacts to which New York is a signatory, even though, she admitted, there are no intrastate compacts for any other purpose in New York. There is good reason for this difference. One state government does not have the power to order another state government what to do when it comes to protecting a shared natural resource like the Great Lakes basin of the Susquehanna River, so the states involved have to create a legal compact to manage those resources cooperatively.

But the state of New York does have the power to manage Long Island’s water resources without interference from any other state. It does this in fact through the DEC.

Meyland’s argument for establishing an entirely new layer of bureaucracy is that she believes the DEC is not doing an effective enough job. In part, she explained, this is because the regional DEC does not have sufficient funding, and state leaders lack what she terms “the political will” to increase funding.

When questioned about the cost of her proposal, Meyland said the projected budget for the proposal was \$10 million a year. That would be raised by levying an amount on water suppliers, based on their pumpage to customers.

What are the implications for the irrigation industry? There are several elements of this proposal that should concern the industry.

For one thing, the funding mechanism proposed by Meyland is not only based on the amount of water pumped by each supplier, but the proposal also put forth a two-tiered system, in which suppliers would be charged one price in the Winter, and double that price in the Summer, when people are irrigating their lawns and decorative plants.

That disparity is aimed directly at irrigation.

Another element of the proposal would be that this umbrella organization would have the power to order restrictions on water use to water suppliers. In essence, it could mandate forced conservation.

Finally, the proposed structure of the organization would isolate it from public control. As proposed, there would be an 11 member board. Five members would be appointed by elected officials, responsible to the public will, but six, a majority, would be appointed based on their “expertise” in water supply matters. In essence, they would be answerable to no one but themselves.

It’s not as if irrigation contractors, or IANY as an organization, have no concern for protecting our natural resources. The whole purpose of Tom Tracey and other members of IANY’s appearance at that LICAP meeting, was to offer ways in which the irrigation industry can help protect Long Island’s water supply.

While there are a number of troubling aspects to Meyland’s proposal, LICAP can’t enact it – even with Meyland and some of her supporters sitting on the LICAP Board. Putting an intrastate compact into effect will take an act of the state legislature.

That means it’s a way off. But it bears serious watching.

Tom Shanahan is IANY’s Albany lobbyist. This story is a reprint of a previous story that ran with an editing error.



BORG & BORG, INC
Insurance

148 East Main Street
Huntington, New York 11743
631-673-7600 F. 631-351-1700
www.borgborg.com
insurance@borgborg.com

*Insurance and Risk Management
Service*

Work With An Independent Agent

Borg & Borg has been providing insurance services since 1971

We have competitive rates & discounts from several carriers

For all of your Personal & Commercial Insurances...

Contact us for a Free Quote!

You Will Love Our Proven Results!

We Guarantee It!

Relax in the Confidence that comes with Personalized Service...we have you covered!

Borg & Borg Inc.

631-673-7600

David M. Borg

DMBorg@borgborg.com

Patti Muldoon

PattiM@borgborg.com