

## Wisdom

by Robert "RB" Boyle

As we become older, our pursuit of wisdom seems to grow, and the more allusive it seems to be. We want to have the answers to life. Having the answers to everyday problems would make life so much easier!

Lessons in your life have helped formulate some of your wisdom. Your business has certainly given you many lessons and this has added to your wisdom. By this point you're probably thinking you're pretty smart with all this wisdom you have accumulated, and you are! It continues to amaze me just how much there is to learn. Being on the IANY board has been a great source of wisdom. Just the idea of working with fellow irrigation manufacturers, suppliers and contractors to make our irrigation industry a better place for all of us has been a wonderful experience.

My understanding of how water works and affects our daily lives has been shaped through the hard work and accomplishments of the board. Our outreach programs included the following:

- briefing a visiting Chinese government water delegation
- producing and distributing a rain-sensor initiative video
- speaking before the Long Island Commission for Aquifer Protection
- participating in the Suffolk County Water Authority (SCWA) Water Sense panel
- presenting at the Long Island Water Conference (LIWC) water-quality symposium
- presenting at LIWC's legislative breakfast
- meeting with Rockland County water contractors to



- organize a Lower Hudson Valley chapter
- communicating with Nassau County's consumer affairs commissioner on a rain-sensor bill
- moderating the contractor common-interest group at the IA national show
- advising Nassau-Suffolk Water Commissioners Association on advanced technologies and proper nozzling

In addition, the IANY has emphasized certification of irrigation professionals and the proposed landscape Irrigation Contractor Certification Act.

Over the years IANY has presented certification classes and examinations, technical classes, business classes and numerous guest speakers. IANY has created and maintained digital platforms, an active website: [www.IANY.org](http://www.IANY.org), messages to IANY followers via Twitter and communications on Facebook. Our newsletter, sent out three times a year, is filled with articles from Green Industry experts and professionals. The IANY newsletter has been nationally recognized for its excellence.

What does all this have to do with wisdom? The definition of wisdoms reads: "accumulated philosophic or scientific learning, knowledge, ability to discern inner qualities and relationships, insight, good sense and judgment." These qualities can be seen in the board members of the IANY. They recognize the need to help our industry by getting involved. They are in search of knowledge and insight about how we as contractors use water, how water is obtained and delivered by water purveyors, how other industries affect our use of water, the public viewpoint and even the government regulations about water. They are willing to volunteer their time to help our industry and to help others to understand our industry so that we can all work together to preserve the use of good, clean water for generations to come.





## **Officers**

### **President**

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

### **Vice President**

Bobby Winter  
B&A Lawn Sprinklers  
1381 St. Louis Ave., Bay Shore, N.Y. 11706  
631-665-4545

### **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  
George Iannaccone, Atlantic Irrigation Specialties  
David C. Lambert, Sprinkl-Rite Irrigation  
Tom Tracey, CIC, CID, CLIA, Dimension 2 Associates

### **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  
Tom Tracey, CIC, CID, CLIA, Dimension 2 Associates

### **Publisher**

George Iannaccone,  
Atlantic Irrigation Specialties  
giannaccone@atlanticirrigation.net  
631-372-0704

### **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](http://www.iany.org)  
Copyright 2017 IANY

## **Legislative News - End of Year Wrap Up**

*by Richard Silverman, CIC*

This past year was quiet on the state legislative level, however there was a lot happening on local levels, especially on Long Island, New York City and in New York State. On Long Island, Nassau County passed a bill in November 2016 that improved its rain-sensor ordinance and licensing of irrigation contractors. Several interesting changes include:

1. Rain sensors will now have to be tested each year and certified by the person servicing the irrigation system and testing the rain sensor.
2. Other types of sensors will be allowed in place of rain sensor such as a soil moisture sensor and or a smart controller.
3. Irrigation contractors will now have to be certified in order to obtain a Nassau County irrigation license or renew their current licenses. However, at this time, with a change in leadership and a new Nassau County executive to take office, we do not know what "certified" is or will be.

This new legislation takes effect on Jan. 1, 2018. To learn more, visit our website at [www.iany.org](http://www.iany.org), where the bill is posted.

The Long Island Commission on Aquifer Protection is a bicounty entity formed to address both quality and quantity issues facing Long Island's aquifer system, and to advocate for a coordinated, regional approach to groundwater resource management. It recently drafted a groundwater resource-management plan that both counties are seriously looking at. You view this plan by clicking on their link at [www.liaquifercommission.com](http://www.liaquifercommission.com). We are fortunate that we have been invited to attend their meetings and asked to be a resource and experts on irrigation design and equipment that will help conserve water without eliminating or severely restricting irrigation use.

At one of the early meetings this year, the New York Department of Environmental Conservation (DEC) asked that all the 50-plus water companies on Long Island reduce their water withdraw 15 percent to help conserve water. The LICAP general meeting will take place Wednesday Dec. 13, 2017, at 10:00 a.m. in Hauppauge.



New York City is currently undergoing a huge project to repair and replace its No.3 tunnel that brings water from Upstate New York to Queens and Brooklyn. Learn more at <https://www.theverge.com/2013/10/19/4853636/underground-with-manhattans-new-water-tunnel-three-photo-essay>. There is talk that they may have to shut down the existing tunnel while they work on the new tunnel. In doing so they may tap the Long Island aquifers to supply water to NYC residents. This would place a challenge on all the western Nassau water districts as it might affect their ability to pump all the water that they typically provide during the summer. Also, there are some contaminated plumes of water that may spread and affect “good” water. If this should come to pass expect restrictions and higher water costs.

Currently, the DEC oversees the water-resource law including water permits and removal of surface water, including the Great Lakes. At this time, I am not aware of any issues regarding restrictions of water usage for irrigation. You can learn more about the DEC and its oversight by clicking on its link at [www.dec.ny.gov/lands](http://www.dec.ny.gov/lands). I would like to hear from irrigation contractors throughout our

state regarding existing or planned government oversight of design, installation and service of systems. If IANY can receive feedback from everyone in the industry in this state, it would better help us to work with legislators and policy makers to understand the true benefit our industry provides to our clients and the community.

At this time, we are still searching for a lobbyist to represent us in Albany, and at the county and town levels of government. So far, we have interviewed one company and plan to interview one more. Both were recommended by a reputable source in the waterworks industry. Tom Tracey, Mike Dwyer, Dennis Realmuto, RB Boyle and I are all taking turns attending meetings and representing our industry. There is a lot of misinformation about our industry and we are doing a great job of preventing the possible enactment of ineffective codes and regulations. Also, as I am sure you are aware, when our region experiences a drought there is a knee jerk reaction to stop all irrigation and we want to be proactive and prevent this from happening. Please, I want to hear from you and issues that are affecting our industry in your area. Please contact me at [rsilverman@rainrich.com](mailto:rsilverman@rainrich.com).

---

## Dealing With ‘Water People’

by Tom Tracey, CIC, CID, CLIA



Earlier this year, I wrote a story for this newsletter about my final year as president. I bid farewell and handed off the torch to RB Boyle as the incoming president. But, as most of the past presidents, I have remained involved on the board and continued to meet with “Water People.”

The “Water People” of which I speak are the politicians, policy makers, and water purveyors who are concerned with water issues. I and other mem-

bers of the IANY board have continued to attend the meetings and take the calls to discuss the facts and opinions about irrigation. We believe it is important to have a voice in the discussions relating to irrigation and water use. Many of the policy makers still view limiting irrigation as a way to conserve water. The New York Department of Environmental Conservation (DEC) has required water providers on Long Island to reduce their water pumpage by 15 percent. We have been in contact with several water companies to help guide their conservation programs.

The Port Washington Water District and its superintendent, Paul Granger, have been very involved in this effort to reduce water consumption by 15 percent. The Port water district has created its own program to “Be Smart and Green, Save 15.” You can check out its public service announcement on YouTube <https://www.youtube.com/watch?v=wHFKqGKxo6g>.

In August, I attended a meeting with the DEC at its offices in Stony Brook. Paul Granger and I met with several DEC staff members including Jennifer Pilewski and Director Carrie Gallagher to talk about smart controllers. They are looking to promote a rebate system or other incentives to conserve water through irrigation. We discussed what some districts are doing and how the DEC can help. I spoke about smart controllers as well as mini-rotors and precision nozzles.

I also mentioned the national Irrigation Association (IA) as the resource for studies and programs across the country that can be of help shaping policies. I asked about the Great Lakes Compact signed by New York State that requires the DEC to develop a water conservation plan. I reminded them of our efforts to promote a statewide irrigation certification to help conserve water. I also mentioned that we believe there needs to be more outreach to



the public to better understand the need of conservation.

Suffolk County Water Authority has also been working on water-conservation plan. It is looking to perform water audits on irrigation systems as a way to measure irrigation water use and recommend ways to conserve. It is very involved on the Long Island Commission of Aquifer Protection. LICAP holds public hearings to obtain feedback from the public on the draft Groundwater Resources Management Plan. There are day and night meetings in both counties. For a schedule of meetings, you can go to [www.liaquifercommission.com](http://www.liaquifercommission.com).

IANY will continue working to help our irrigation industry. I thank those who support the association and I ask for more people in our industry to become involved. We are always looking for more people to attend our general meetings and our open board meetings. We are always looking to have new people join the board and help direct our efforts. Please reach out to me if you have questions or comments at [tomtraceyd2a@optonline.net](mailto:tomtraceyd2a@optonline.net).



## 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 Robert Boyle at [rb@rbirrigation.net](mailto:rb@rbirrigation.net).

## A Silly Game!

by Dennis Realmuto, CID, CIC, CLIA



“A silly game” – words mumbled by many of the 60-plus duffers at the 15th annual IANY Golf Outing, held this past summer, Aug. 23, at the Vineyards Golf Club in Riverhead. As promised, it was another glorious day in the field. Each in the pursuit of hitting a small white ball 7,200 yards around lush green lawns, under blue skies, hoping

it will drop into the little hole in the ground.

All enjoyed lunch, cold beverages, the cocktail hour and dinner as depicted in the following photos.

The IANY board thanks all who brought family, friends, associates and employees, for they made this another memorable outing. We cannot forget to thank the sponsors, for without their support, this outing wouldn't be possible:

- Central Turf and Irrigation Supply/Hunter Industries
- East Coast Sprinkler
- Nugent & Potter
- Joseph O'Brien Agency

- Toro/Irritrol
- Borg & Borg Insurance
- Camille Bunicci/Farm Family
- Heads Up Sprinkler Trimmer

Special thanks to Atlantic Irrigation for the great door prizes.

Kudos to this year's “superlatives”:

Closest to Pin, No. 10

Frank Guinta

Closest to Pin, No. 3

Tom Armbruster

Longest Drive, No. 11

Mark Filiberto

First Place (74)

- ✓ Dave Squires Jr.
- ✓ Ross Fiedler
- ✓ Thomas Conklin
- ✓ James Navan



NEVER ENDING PAPERWORK



EVENT CHAIRMEN 1, 2 AND 3



RANDY AND TOM

# Through the Lens 2017 IANY Golf Outing



PATTI AND THE GUYS



A GOOD SIGN



THE RAIN RICHES





TOM, RAY, DANNY, MIKE



50-50 MAN



MARTY, RB, PATTI



ATLANTIC'S GEORGE AND STEVE



PALLOTTA SQUARED



NOW LISTEN UP





AJ, JIM, TOM, JOE



MARTY AND RB



MARK, FRANK, BRETT, KEITH



GEORGE, ED, ERICK, STEVE



JAY AND PATTI



BELLY UP TO THE BAR





GEORGE, KERRY, PAUL, DENNIS



FOUR MIKES



JAMES, TOM, DAVE, RANDY



Mark your calednars and save the date. The 16th Annual IANY Golf Outing is scheduled for Wednesday, Aug. 22, 2018, at a location to be determined. We'll keep you posted.



# Building Your Marketing Plan for Irrigation Monitoring Services

by Jeff Carowitz



Back in the 1980s, irrigation manufacturers introduced the first central control systems to manage and monitor irrigation on large sites. The goal was simple: better management of the system to reduce water waste and eliminate customer complaints.

Fast forward to today. New Wi-Fi internet-connected residential irrigation controllers make it economically viable to monitor and manage even the smallest irrigation system from a central office – your office!

Savvy irrigation contractors spot a rare transformative business opportunity: to convert the customers seen only once or twice per year into managed accounts whose systems are monitored real-time.

A monitoring service yields a steady revenue stream. Plus, better-managed systems generate more service visits

to make repairs and fine-tune equipment.

Remote management creates a partnership of real value between the contractor and the client:

**Watering based on need, not relying on an old-fashioned time clock.**

In Houston, application of this technology on commercial sites has shown savings of up to 50 percent of water use versus a “set-once-and-forget” schedule. Customers enjoy knowing their landscapes are watered properly and sustainably, without waste.

**Alerts before issues become real problems.**

By providing a daily check for issues, alerts and alarms, problems are spotted before they result in a brown lawn, dead plants or water spraying into the street. The contractor can immediately communicate with the property owner when problems are detected and dispatch a technician when required.

**Water-usage analysis.**

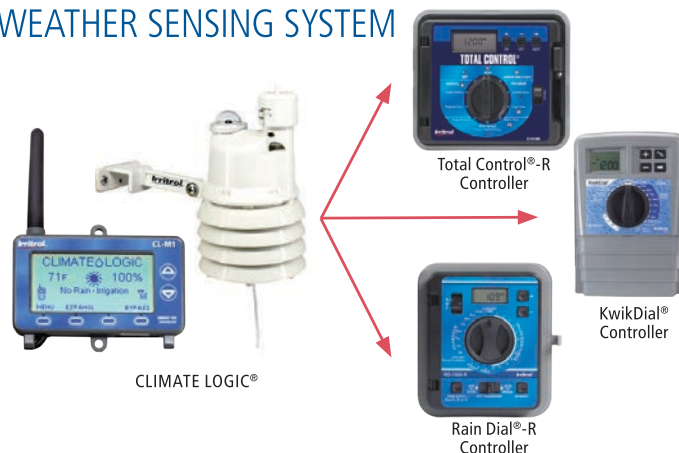
Downloadable reports can help the contractor provide regular updates to the client and track the benefits of remote management. But like all new services, your company will need a marketing plan to successfully educate and sign up your clients. Here are some things your plan should include:

*CONT. PAGE 10*

**THE EASIEST AND SMARTEST WAY TO SAVE WATER!**

Rain Dial®-R, KwikDial® and Total Control®-R Controllers are EPA WaterSense® Certified when used with Irritrol® Climate Logic®

## IRRITROL® CLIMATE LOGIC® WEATHER SENSING SYSTEM



In many drought-affected regions, property owners are being asked to reduce water usage – in an effort to conserve water. There are many ways to save water both indoors and out. An Irritrol controller when used with the Climate Logic® Weather Sensing System offers immediate water savings. Your lawn is important to you, your family, and your community. Let Irritrol help you save water and save your lawn.

For information/training contact

Michael Edmiston CIT, CLIA  
(201) 566-8239  
michael.edmiston@toro.com

**Irritrol®**

[IRRITROL.COM/CLIMATELOGIC](http://IRRITROL.COM/CLIMATELOGIC)

Jeff Carowitz *CONT.*

- A pricing strategy. How will the client pay for installation of the new controller and sensors needed to make the system work? How will you charge for the monitoring service – by month or by season, for example? Techniques like pricing tiers and bundling will be essential.

- An education strategy. The rookie will try to convince the customer on the basis of “the product” (usually by talking up the manufacturer’s product brochure). The savvy marketer will build a full presentation of benefits, detailing exactly how the monitoring service will deliver savings and

increased peace-of-mind for the customer. How will your pitch close the sale?

- A sales forecast. With a benefit of a forecast to guide investment, the business leader won’t be tempted to cut corners on marketing materials or sales training for his service technicians.

*With over three decades of experience in our industry, Jeff Carowitz helps leading firms with strategic planning and marketing implementation. Connect with him at [Jeff@StrategicForceMarketing.com](mailto:Jeff@StrategicForceMarketing.com).*

#### ADVERTORIAL

## Appreciating the True Importance of Water

by Mike Baron



In the classic movie *The Wizard of Oz*, Dorothy is directed to ignore the man behind the curtain pulling and pushing an assortment of levers and buttons. Don’t pay attention to that man the Wizard exclaims. Well, in a real sense, for the past several decades, water agencies all over the United States have been saying the same thing to their customers. You have trusted us to provide a reliable, high quality supply of water 24/7, without interruption, at a very affordable price. There is no need for you to bother yourself with

the details – of which there are many! In fact, the more water you use, the lower your per unit price will be. Those were the days!

A more environmentally responsible perspective suggests that students and adults alike learn where their water comes from, how it is pumped and treated, how it is used and where it goes to be disposed of. In other words, when asked where their water comes from, we should not say “from a faucet” because there is no part of the United States that is immune from possible drought conditions and we all need to be good stewards of our water resource.

The fact of the matter is that the quality, availability and cost of our water supply impact our economy, our environment, our food supply and our quality of life. That’s a lot of impact. That’s why in June 2015, at the height of the California five-year drought, *The Water Zone* radio show sponsored by The Toro Company was launched. Its goal was and continues to be to take a comprehensive approach to educating listeners about water issues.



To achieve that objective, the show has brought together numerous local, state, federal and international government officials, water experts, civic leaders and a wide variety of technologists to discuss today’s water challenges and explore potential strategies for sustaining one of our most precious resources. In addition, the show features a monthly segment dedicated to agricultural water usage and the specific challenges the industry faces related to water.

Guests such as television host and environmental activist Nick Federoff, California Secretary of Natural Resources John Laird, New York Times bestselling author Seth M. Siegel, Israeli Consul Yaki Lopez, U.S. Rep. Tom McClintock and Mark Lambert, CEO of IDE Technologies all have contributed to the show’s effort to ensure water remains a relevant topic throughout the nation. Show topics cover everything from easy ways homeowners can save on outdoor water use to unique approaches in reclamation by municipalities.

*The Water Zone* is hosted by Mike Baron and Rob Starr and broadcasts live Thursdays at 6:00 p.m. PT on KCAA 1050 a.m., 102.3 f.m. and 106.5 f.m. in Southern California. Outside of the listening area, the show can be accessed via UStream or at [www.kcaaradio.com](http://www.kcaaradio.com). Another easy way to listen is to call 701-801-4444. Remember, on Space Ship Earth, we are all crew. Let’s take care of our ship.

*Mike Baron is national water management and specification manager, The Toro Company.*



## ‘You Gotta Believe’

by Dennis Realmuto, CID, CIC, CLIA



Aug. 18 at Citifield, a picture-perfect summer evening! More 80 members, friends and employees of IANY watched the New York Mets take the field against their city rivals, as the New York Yankees came to the plate.

It didn't take long for the Yankee bats to set the tone of the game as Gary Sanchez sent the ball over the right field fence for a three-run homer in

the top of the first inning. Brett Gardner compounded the agony of Mets pitcher Steven Matz, in the fourth inning with a two-run single, sending Matz to the dugout. Mets reliever Chasen Bradford's first pitch was hit by Sanchez for an additional two runs. The Mets continued to battle back through the middle innings and scored five runs. It just wasn't enough as the Yankees swept the Subway Series with a 7-to-5 win over the Mets. Watch out next year!

Mentioning next year, the New York Mets are hosting the Yankees June 8, 9 and 10 at Citifield. In turn, the Yankees are hosting the Mets in the "House that Ruth Built," July 20, 21 and 22, 2018. All games are Friday, Saturday and Sunday. Tickets go on sale January 2018. Who's interested???

## Christy's EARNING YOUR TRUST FOR DECADES

It's your business. You want to work with people and products you can trust.

We have earned that reputation for 40 years. Since the beginning, Christy's mission has been to develop solutions that allow professionals to work more efficiently and effectively.

Because you have work to do.



# ATLANTIC IRRIGATION

[www.AtlanticIrrigation.com](http://www.AtlanticIrrigation.com)



**Matt Michiels**  
Branch Manager  
Bridgehampton, NY

## Our strength is our people.

A veteran in the industry, Matt has been with us for more than 20 years. Starting as a driver for our Deer Park branch, his leadership qualities and strong customer rapport quickly became apparent. In 2001, Matt opened our Bridgehampton NY location. Since then, he has helped cultivate, educate, and sculpt the culture of irrigation on the East End of Long Island. Stop in and ask for Matt by name, you are guaranteed to learn something new and leave with a smile on your face.

N. White Plains, NY | (800) 878-8873 | [white\\_plains@atlanticirrigation.com](mailto:white_plains@atlanticirrigation.com)  
Deer Park, NY | (631) 667-7801 | [deerpark@atlanticirrigation.com](mailto:deerpark@atlanticirrigation.com)  
Garden City, NY | (516) 294-1096 | [garden\\_city@atlanticirrigation.com](mailto:garden_city@atlanticirrigation.com)  
Bridgehampton, NY | (631) 537-1444 | [bridgehampton@atlanticirrigation.com](mailto:bridgehampton@atlanticirrigation.com)