

IANY NEWS FLOW

IRRIGATION ASSOCIATION OF NEW YORK

WWW.IANY.ORG

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IANY Announces Winter Education Classes

The Irrigation Association of New York is offering three classes for its 2018 winter education series, reports education chairman Al Helinski.

The first two course offerings are being sponsored by AGC Irrigation Supply & Equipment, and will be held on Monday, Feb. 12. They will take place at AGC, 1111 Lincoln Ave., Holbrook, N.Y.

From 8:00 a.m. until 12:00 noon, New York 811 will give a presentation on New York State Code Rule 753 and the importance of calling for utility mark outs. All concerns and questions about mark-out requests and when and why they should be obtained will be addressed.



New York State
Department of
Transportation

Starting at 1:00 p.m. and running until 4:00 p.m., the New York State Department of Transportation (DOT) will give a presentation on truck safety and DOT safety inspec-

tions. They will cover what they look for on road-safety inspections and how your equipment should be secured on trucks and trailers.

The cost of these courses is \$50 for one class, and \$75 for both classes.

The third course being offered is the Certified Irrigation Contractor (CIC) class and exam. It is being sponsored by Atlantic Irrigation, and will be held at its Deer Park location on 870 Long Island Ave.



On Tuesday, Feb. 20 and Wednesday, Feb. 21, from 8:00 a.m. until 4:00 p.m., the CIC class will be offered. This class will help prepare you for the CIC exam.

The cost of the CIC class is \$325 for IANY members, \$375 for non-members and \$400 at the door for all.

The CIC exam is set for Thursday, Feb. 22, from 8:00 a.m. to 12:00 noon. Those wanting to take it must register and pay an exam fee to the national Irrigation Association. The cost is \$495.

An IANY class-registration form is on page 8 of this newsletter.

Annual General-Membership Meeting

WHEN: Wednesday, March 21

6:30 p.m. – Reception hour

7:30 p.m. – Dinner, speaker, presentations, election of directors, 50-50 raffle

WHERE: Verona Restorante
1255 Melville Rd.
Farmingdale, N.Y.

DINNER COST: \$75; Cash bar

RSVP: info@IANY.org

Upcoming Activities: Save the Dates

WEDNESDAY, AUG. 22

Sixteenth Annual Golf Outing,
The Vineyards Golf Club, Riverhead, N.Y.



FRIDAY, SEPT. 7

Baseball Outing,
New York Mets vs. Philadelphia Phillies at Citi Field



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Website Words of Wisdom

by Lorraine Hart



I am often asked about websites. These questions include “should I?,” “must I?,” “should it be updated?,” “should it be simple?,” “is it cheap?,” “is it expensive?,” and “can I live without it?” The answer to all those questions are “yes,” and “it depends.” In answer to the question “should I?” the answer is definitely “yes.” Your website is your most important marketing tool. It is your ultimate branding identity. Quite simply, because as a business it’s the thing to do and people expect you to have one.

Practically speaking, what can your website do for you? It can serve as a good communication tool; it can give you the opportunity to brag a little or a lot. It is an opportunity to show off your work, to show how you are different and, of course, to show that you are up with modern technology. Most importantly, your website has a job to do; it needs to build trust and inspire your visitors to take action by contacting you. One objective, often overlooked, is that your website should attract your ideal visitor. A website aimed at everyone often attracts no one. Your website content should appeal to ideal visitors and make it easy for them to go to the next step. Remember though, all leads from your website don’t immediately turn into a sale. Even though your website is the “engine” of your business, you need to work at keeping the gas tank full.

Should your website be updated? Yes, because a stale website isn’t a great website. Your website should not only look beautiful, it needs to have content that keeps your target audience engaged. Fresh material added regularly to your site keeps visitors coming back to see what’s new. Some ways to keep your website current are by changing content, adding new pages, videos, articles, photos or events. When you keep your website updated, your visitors will have a reason to return and your website will have the added benefit of higher search-engine rankings.

Should it be simple? Yes and no. Yes, your website should have good visual flow; layout of the home page and other pages should have the same look and feel and share a common theme. The navigation from page to page should be clear and simple. The colors should either complement or contrast to fit the mood you want to portray. Text should be concise and in small paragraphs so your visitors stay interested. If there is too much to read or if there is too much clutter, they will leave. When choosing a font for

text, stick to the standard fonts because non-standard fonts may be substituted with another on some computers. The answer is “no” when you design a website for search engine optimization which is a behind-the-scenes process to help your company to be found on the internet. It is a somewhat elaborate but valuable part of website design

Is it cheap or expensive? Pricing for websites depends on many options such as the design, number of pages and search engine optimization services. As with anything, you get what you pay for. Keep in mind that this very important marketing tool has little value if not properly designed. Yes, you will have “a presence” on the web, but being found and turning visitors into customers is the ultimate goal. Designing a great website can take a lot of work, but if done properly it will deliver by paying you back with lots of qualified prospects who are excited to use your services.

Lorraine Hart is president of Ideal Consulting Services, designer and host of IANY's website.



Drip Irrigation: What Have We Learned?

by Art Elmers. CIC, CID, CLIA



It has been 35 years since Netafim introduced drip irrigation into the landscape market in the United States. It was difficult at first to convince irrigation contractors that this new idea would work. Most traditional irrigation manufacturers expressed their belief that “drip irrigation wouldn’t” and that it was best to irrigate overhead through sprinklers.

But drip did gain a foothold and grew through the years to where there has been more than 300 million feet installed in the Northeast. At first there were only two flow rates (0.6 and 0.9 gallons per hour), and three emitter spacings (12 in., 18 in. and 24 in.) available. Most contractors felt they needed to use the highest flow emitter at the tightest spacing to ensure that water would spread to all the plant material.

But in the many years that drip has been installed we have learned that 0.9 g.p.h. x 12 in. spacing applies the water much too fast in most cases. In fact, if we spaced the rows at a standard 18 in., the application rate would be

0.96 in. per hour. And this is without the evaporation that takes place with overhead irrigation. To understand why this is too much, we must understand some things about soils.

Soils come in three major textural classes: clay, loam and sand. They each accept water at different rates. Clay accepts water very slowly while sand accepts water at high rates. Loam is somewhere between the two. Now, picture this. If I took an emitter, buried it a foot underground, and then turned it on, what would I expect the water to do? Most of us would expect the soil would moisten around the emitter, developing into an onion-shaped pattern of wet soil.

Well, that would be partially wrong. When water is applied into the soil, it distributes evenly in a spherical pattern. Through capillary movement water moves evenly in all directions. Then why, you may ask, does water break the surface and run off or seem to percolate deep into the soil? We have learned the reason, and it has to do with something called field capacity. Field capacity is the point at which the soil holds onto the maximum amount of water without any drainage. There is room in the pore spaces of the soil for more water but as soon as I add some it, drains out. The amount of water it takes to hit field capacity varies by whether it is a clay, loam or sand.



Ok, up to field capacity, water does move evenly in all directions (up, down and to the sides). But as soon as the soil hits field capacity, gravity starts to take over and water drains downward from the wetted space. A property of matter called cohesion also affects this movement. Identical molecules – in this case water – like to attach to each other. It is like when one person sees someone heading for the door they want to follow. Between gravity and cohesion, the water stops spreading laterally and moves downward becoming wasted once it is beyond the root zone.

So how do we keep this from happening? The first idea is that we apply the water at a slower rate taking longer for the soil to reach field capacity. Netafim now has four flow rates (0.26, 0.4, 0.6 and 0.9 gallons per hour), and or use a wider emitter spacing (18 in. instead of 12 in.). Just follow the recommendations in the catalogue. This will increase the amount of time before the onion-shape effect starts and allows for a more even spread of the water at the surface. And note that for those of you irrigating turfgrass on a sandy soil, 0.9 g.p.h. x 12 in. spacing may be the recommendation.



What if I already have 0.9 g.p.h. x 12 in. installed? The answer lies in what happens if we create a wetted sphere of soil that has reached field capacity, and then turn the irrigation off.

Water will always move from a wet soil to a dry soil. So even though we are not adding water, the wetted sphere will grow. And as it grows in size the amount of water in the sphere will drop below field capacity. To take advantage of this we would then use the cycle-soak feature on our controller and schedule a minimum of three cycles with at least an hour in between each cycle. So, 30 minutes of required to put down a half inch of irrigation, become three 10-minute cycles.

By following what we have learned, your drip system becomes much more efficient and saves even more water.

Art Elmers, CIC, CID, CLIA, is area specification manager, Netafim USA.



IA Hosts World's Largest Irrigation Gathering

With the backdrop of sunny Orlando, Fla., the biggest and best trade show and education conference for the irrigation industry was a resounding success.



The Irrigation Association hosted the 2017 Irrigation Show and Education Conference last November, offering thousands of attendees a trade show floor filled with 570 exhibit booths and the most comprehensive education offerings available.

“Each year, the Irrigation Show expands and gets better, and we are excited to have so many irrigation professionals

join us in Orlando with a goal to promote efficient irrigation,” said IA CEO Deborah Hamlin, CAE, FASAE. “As the irrigation industry changes and evolves through technology and innovation, the IA will continue to provide a comprehensive trade show and education conference meeting the unique business and education needs of agriculture, landscape and golf irrigation professionals.”

The following offers some highlights of this year's show:

- The new product contest included 51 product entries, offering attendees a first look at the latest cutting-edge technologies while judges analyzed each product and chose winners in four different agriculture and landscape categories.
- Over 80 education classes, seminars, technical programs and CAD Learning Labs were offered covering myriad agriculture and landscape topics.
- For the first time, a Spanish-language version of two education classes was offered, as well as a Spanish CIT examination.
- Five budding irrigation entrepreneurs pitched their product and technology ideas during the IA Pitcher's Mound, an event modeled after ABC's hit television show “Shark Tank.”
- “Shark Tank” television show success story Johnny Georges, founder of the successful tree T-PEE, who made a special appearance during the IA Pitcher's Mound event.
- The popular Bringing Water to Life podcast was broadcast in front of a live audience on the exposition hall floor and livestreamed for online listeners.
- The new IA Power Breakfast provided information about how IA membership offers numerous benefits and a competitive advantage.
- Attendees took full advantage of the specialty events available during the show, including the opening- and closing-night parties, events for women and young professionals, and common interest groups.



Celebrating a Successful 2017

The pinnacle event during the Irrigation Show was the general session. During the session, the IA presented the annual industry awards, including two new awards honoring outstanding work in irrigation and water-use efficiency: the Vanguard Award and the Innovator Award. Former Trader Joe's President Doug Rauch entertained and inspired attendees as the keynote speaker, and the session ended with the anticipated announcement of the 2017 New Product Contest winners.

Water Summit

The 2017 IA Water Summit welcomed Florida Department of Agriculture Commissioner Adam Putnam as the featured presenter to kick off the event. Following Putnam were two esteemed panel discussions focusing on sustainability in water use and water challenges. The summit provided an interactive discussion about the recurring national issues facing water use in agriculture and landscape irrigation, as well as potential solutions and programs for overcoming these challenges.

Looking Ahead

With Orlando in the rearview mirror, the IA has set its sights on Long Beach, Calif. The 2018 Irrigation Show and Education Conference will be held at the Long Beach Convention and Entertainment Center, Dec. 3-7, with the exhibit floor opening on Dec. 5. Registration information will be available online in Spring 2018.

Orlando, Is That You?

by Tom Tracey CID, CIC, CLIA



Orlando, is that you"? What movie is the line from? When I think about Orlando, I often think of this movie line.

Anyway...once again, I attended the Irrigation Association's Trade Show and Education Conference in Orlando this past November. I have checked my records and found that I have attended

over 15 of the IA shows over the years. Each location brings a different experience, and each show is uniquely different. I enjoy going to San Diego as the colder weather sets-in in the Northeast. Phoenix, Austin and San Antonio have that great Southwest feeling. New Orleans and Las Vegas are always exciting destinations. It was nice for the show to return to the East Coast; just a quick, cheap flight from NYC.

The Irrigation Association does an excellent job putting together these shows. The core of the show for me is the educational opportunities they offer. That never changes; I always take home something new from the meetings,

classes and seminars I attend. The trade floor was again jammed with just about every irrigation manufacturer's representatives showcasing their products and answering any questions. Water-conservation concerns are increasingly at the forefront for the industry here and around the world. It's critical for everyone in this industry to keep up on the latest water technologies. There is no better place to see what is new, under one roof. The New Product Contest is a great way to see many of those new ideas. I was also glad to see The Pitcher's Mound return this year with a new panel of judges evaluating and scoring irrigation innovations in a "Shark Tank" like forum.

It is also the events around the classes and the trade-show floor that help make the memories for me. The opening night party was held poolside at the Rosen Centre Hotel with great food and live music. How about a Dunk Tank to raise money for the Irrigation Foundation? Quite a few of the industry big shots exchanged their suits and ties for tee shirts and shorts to take a turn getting soaked for charity. The IA staff is not afraid to try to do something different each year to keep it interesting and the Orlando show was no exception.

During the past Irrigation Shows I have attended, I have often extended my stay before or after the show to mix a little business with the pleasure of playing golf at some nice courses around the show locations. This year, I was happy to see that there was a golf outing connected to the show. The Florida Irrigation Society held a pre-conference golf tournament at Rosen Shingle Creek Golf Course. The FIS did a great job welcoming us and others from around the country to mix and mingle and have some fun. I thought it was a wonderful idea for them to bring their outing to the IA show and help them raise funds for their association.

As you may know, one of the Irrigation Association's main focuses is the certification of irrigation-industry professionals. Over the past several years, the IA has been thanking those people who have obtained irrigation certifications with a Certification Luncheon during the show. This year, I was honored by the IA for being certified for 20 years. I was called to the stage with other irrigation professionals from around the country and presented with a certificate and a pin for this special milestone. I felt honored to be included with this group of dedicated professionals, and I truly thank the Irrigation Association and the Certification Board for this prestigious recognition. I also thank all the hardworking people at the Irrigation Association: Executive Director Deborah Hamlin, the dedicated IA staff and all the volunteer Board Members for another wonderful show.

And, if you didn't get it, the movie line was from "Ghost."

An IA Show Perspective

by Rich Silverman, CIC



This past November I had the pleasure of attending the 2017 Irrigation Show and Conference taking place in Orlando, Fla. This show is very comprehensive with education classes, certification exams, manufacturers exhibits, new products, technical programs, business seminars and much more all taking place in one week. There is something for

everyone and every level for anyone in the landscape and irrigation industries.

I have attend most conferences since 1999 and have always learned new techniques and ideas that I can directly apply to my business. I also represent our IANY. This year I attended a class on two-wire technology taught by Craig Boreland. This was a great class, taught by an expert with many years' experience, provided valuable information on installing and troubleshooting two-wire systems. I also picked up four CEU's for attending. Additionally, I attended several irrigation and business seminars that typically ran for only one hour each. I found the seminar on the "top-five employment law issues facing contractors" to be informative and disturbing. Business owners with employees beware!

Once again, the Exhibit Center was full with over 300-plus manufacturers displaying and demonstrating their equipment. It looks like many have created their own version of smart controllers, smart sensors and or smart technology. I found the new wireless zone valves interesting. The new-product contest was interesting with many new products introduced and displayed. There were plenty of companies promoting their landscape-lighting equipment. There were also several companies offering business-and-design software that was inexpensive and easy to use. All the manufacturers' representatives were very helpful and willing to take the time to answer any and all questions.

Evenings were great times for socializing and getting together with contractors from around the country sharing ideas and war stories. The IA put together, as well as several manufacturers, several evening events at some of the local restaurants and clubs. Always enjoyable and a great way to finish the day.

I finished a very busy week attending the IA Water Summit. The panel of guest speakers discussed the success of dealing with drought and limited availability of water in order to address the needs of agriculture, manufacturing and residential use. Working together to come up with a plan, they were able to meet their goals without sacrificing benefit to their individual needs. From a residential perspective, ed-

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Rich Silverman *CONT.*

educating consumers on water conservation and all the techniques to achieve water saving is very effective, and helps to achieve substantial savings while providing a healthy, green landscape. The days of set-it-and-forget-it are over. The week went fast and I was grateful the show was in Orlando, as it was only a few hours away. I was home quickly. I look forward to the next conference this year in Long Beach, Calif.

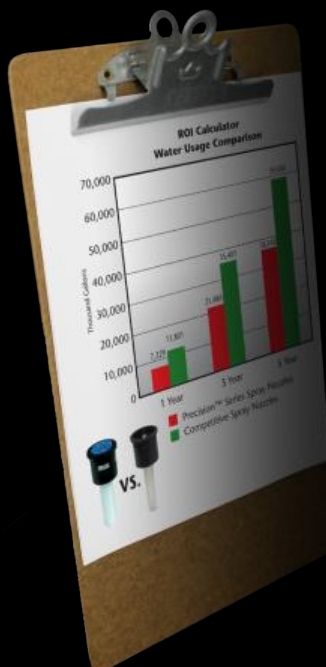
Kudos to 'Chuck' Savinetti

Charles "Chuck" Savinetti Jr., superintendent of the Locust Valley Water District, has been named chairman of the Locust Valley Water District. He has been at the district for 30 years. Additionally, he has served the community as a firefighter for 33 years. Congratulations!





IANY at NSLGA IANY was an exhibitor at the 2018 Nassau Suffolk Landscape Gardeners Association 2018 trade show last month, held at Suffolk County Community College's Brentwood, N.Y., campus. It was represented by Bobby Winter and Mike Dwyer (above).


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
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**IRRIGATION ASSOCIATION OF NEW YORK
2018 WINTER EDUCATION CLASSES**

NY 8-1-1 Class

Monday, Feb. 12, 8:00 a.m.-12:00 noon
Class will cover Code 753 and the importance of "calling before you dig."

DOT Truck Safety Class

Monday, Feb. 12, 1:00 p.m.-4:00 p.m.
Class will cover truck safety and DOT safety inspections

Cost is \$50 for one class, \$75 for both classes

SPONSORED BY AGC IRRIGATION SUPPLY

Both classes will be held at AGC Irrigation Supply, 1111 Lincoln Ave., Holbrook, N.Y.

Certified Irrigation Contractor (CIC) Course

Tuesday, Feb. 20, and Wednesday, Feb. 21, 8:00 a.m.-4:00 p.m.

IANY member \$325 Non-member \$375 At door for all \$400

The textbook for this class, "Landscape Irrigation Contactor, 3rd Edition," must be purchased through the IA. Order before course.

CIC Exam

Thursday, Feb. 22, 8:00 a.m.-12:00 noon

The CIC Exam cost is an additional \$495

You must register with and pay the national Irrigation Association (IA) 30 days prior to taking the exam.

To register for the CIC Exam, you must register with www.irrigation.org



SPONSORED BY

CIC course only and exam will be held at Atlantic Irrigation, 870 Long Island Ave., Deer Park, N.Y.

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Mail to: Irrigation Association of New York, P.O. Box 237, Greenlawn, N.Y. 11740

or **PayPal at** www.IANY.org

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Call for Nominations

To maintain the proper balance of experience and new faces on the IANY board of trustees, the association's bylaws require rotating membership. This necessitates elections each spring. At the March 21 general meeting, elections will be held to fill the positions of Joe Tavalaro and Adam Cantiello, whose terms of office expire.

IANY also is soliciting nominations to fill vacated positions. If you would like to serve on the board or to nominate someone to run for a position on the board, please submit to info@IANY.org. As soon as possible after the elections, the board will convene to elect officers for the year ahead.



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