

Why Protect-Our-Aquifer Day is Important to the IANY

by Robert "RB" Boyle



Robert Boyle

Just the idea of having a Protect-Our-Aquifer Day tells us just how important our groundwater is.

This past May 3, the Longwood Public Library hosted the 2018 Protect-Our-Aquifer Day. It provided the opportunity to hear regional experts discuss the science of groundwater and legal approaches to obtain more protection and oversight of the water supply we rely on.

The premise of this informative program is that science and the law will lead the way to achieve a sustainable and potable drinking water supply through comprehensive regional groundwater management.

The day was well attended, and included such notables as Dr. Charles Bevington of the Sierra Club; Rachel Treichler Esq, Treichler Law; Dr. Frederick Stumm, research hydrologist, U.S. Geological Survey; Amy Simonson, hydrologist, USGS; Christina Touhy, P.E., Arcadis; New York State Assemblyman Steve Englebright; Suffolk County Legislator Sarah Anker; and Brookhaven Town Supervisor Ed Romaine.

This is just an illustration of how important the health of our Long Island aquifers has become – an example of how we all can learn from the past to plan for a better future.

The groundwater strategy presented in this brief gathering is a response to the Long Island Commission on Aquifer Protection (LICAP), whose tasks are intended to move Long Island beyond the status quo but yet remain unaddressed. The strategy is a realistic look at ways to move beyond what has not worked for the last 40 years, but instead put Long Island on a successful path for effective and equitable groundwater management.

The priority groundwater issues are:

1. Nitrogen and waste water impacts
2. Chemical pollutants
3. Emerging contaminants
4. Groundwater quantity
5. Informing and engaging the public

The push is on to implement a long-term groundwater management strategy with oversight and enforcement. A single purpose, Regional Groundwater Management Agency should be created, with the necessary authority, tools and funding.

This agency will lead the work to achieve effective groundwater oversight, planning, implementation and enforcement.

As we have found in the past, decisions about water management are made without consulting the irrigation industry. As this water issue grows, it is imperative that IANY must represent the irrigation industry so that we can be part of the solution and not part of the problem. Come join us and help us be part of the solution pertaining to future water issues.

16th Annual IANY Golf Outing

At the Vineyards Golf Club, Riverhead

Wednesday, Aug. 22

Details and registration form on page 8 of this newsletter.

Submit by Aug. 15 for early-registration savings



Annual IANY Baseball Outing

At Citi Field, Friday evening, Sept. 7

Section 331, Rows 6-9

Contact Dennis Realmuto for ticket availability and pricing at proirrigation631@gmail.com.

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IANY Community Outreach



Tom Tracey

In March, IANY Director Tom Tracey participated in a directors meeting of the Water Authority of Great Neck North.

The meeting was attended by the group's commissioner and mayors of villages served by WAGNN, including, Great Neck Plaza, Great Neck Estates, Saddle Rock, Thomaston, Kensington, and Kings Point.

Tom's presentation described how IANY is working to help conserve water with efficient irrigation, rain/moisture sensors and smart controllers.

He explained IANY's past statewide certification bill and mentioned its supporters, State Senator Carl Marcellino and State Comptroller Thomas DiNapoli, who represented Thomaston in the State Assembly before becoming comptroller.

One member of the board, Ralph J. Kreitzman, executive director of the Nassau County Village Officials Association, had already installed his own Rachio controller. Tom included that story into IANY's.

Tracey also informed them of the current conservation law in Nassau County, of which no one was aware, but all seemed very interested. Tom stressed the importance of properly installed and functioning rain sensors, and presented copies of the IANY booklet previously created for a LICAP meeting.

Education Report

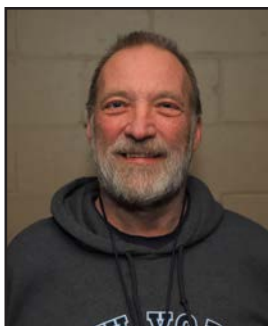
IANY followed its basic education mandate in February by offering classes on New York State Code Rule 753, truck safety and Certified Irrigation Contractor (CIC) certification. Classes were organized by Al Helinski.

The first presentation, by Michael Murtha of New York 811, Inc., on Feb.12, dealt with Code Rule 753. Murtha explained the importance of "calling before you dig," and delved into why and when mark-out requests should be made.



Al Helinski & Michael Murtha

Later that day, Michael Pollo, of the New York State Department of Transportation, reviewed truck safety and DOT safety inspections. He covered what DOT looks for on road-safety inspections, and how equipment should be secured on trucks and trailers.



Michael Pollo

Both courses were sponsored and hosted by AGC Irrigation Supply.



Our AGC Hosts

On February 20 and 21, Atlantic Irrigation sponsored and hosted a national IA Certified Irrigation Contractor course in preparation for the CIC exam. Chris Pine, of C. Pine taught the class.



Chris Pine



Attentive CIC Students

Annual General Membership Meeting

On March 21, IANY members gathered for the 2018 annual meeting and dinner. The evening's highlight was a panel discussion featuring Art Elmers, Netafim; Chris Pine, C. Pine Associates; Mike Edmiston, Toro; and George Iannacone, Atlantic Irrigation. Borg & Borg sponsored the class.

Some takeaways:

- Art Elmers -- The single most important thing that I wanted to emphasize was that through consumer demand or governmental requirements, we are going to see more drip, smart controllers and other water-conserving products in our irrigation systems. The key is this, smart controllers don't save much on their own unless they are set up or programmed properly. Contractors will need to be better trained in how to properly use these water-conserving products. This will involve more and better training opportunities for them. Most likely, this will be provided from the manufacturers and distributors. Those who know how to get the most out of these water conserving products will have the best chance at success.
- Chris Pine -- Technology has had an unprecedented impact on the landscape-irrigation industry the last few years, mostly on the control side. It is interesting how a

lot of this was actually driven by demand from the end user. There is a tremendous amount of opportunity here for the contractor, but there are a few things we need to overcome. Learning how to proactively use this technology to water efficiently is one, and the other is how to incorporate this accessible technology into the traditional contractor's business.

- Mike Edmiston -- The residential/commercial irrigation industry has evolved more in the last few years than it has over the last 25 years, and major manufacturers are using proven technology to provide what end users are requesting. Cloud-based/WiFi and smart controllers provide an additional revenue stream for contractors. However, if they are not used with a properly designed and professionally installed irrigation system, the inefficiencies will be exasperated. A simple audit can reveal many issues to include improper head spacing and placement, incorrect nozzles, low head drainage and inadequate or excessive water pressure. While new technology offers us a tremendous opportunity to grow our businesses, it is imperative that we educate our customers on what these controllers can and can't do and the negative impact they can have if installed on an inefficient irrigation system.

During that meeting, IANY legislative liaison Rich Silverman introduced the association's new lobbyist, Luis Montes, of Long Island Government Relations (LIGR).

Their initial activity was meeting with Nassau County Commissioner of Consumer Affairs Greg May, his counsel and his assistant, to express IANY's interest in having a seat at the negotiating table regarding implementation of Ordinance 181-2016 which went into effect on Jan. 1. May appreciated the outreach, and said he is willing to accept the association's input. He also mentioned that he's in the early phases of a complete overhaul of the licensing process in Nassau County.



Panelists Elmers, Pine, Edmiston, Iannacone



Luis Montes, Rich Silverman

Next steps: IANY and LIGR are working on a proposal to be submitted to Commissioner May that will streamline the certification process and raise the standards for the irrigation industry. IANY members will have an opportunity to review the proposal, and offer input before final submission to Nassau County.

Additionally, Joe Tavalaro and Cantiello were reelected to serve three-year terms on the IANY board.



At The General Meeting

Thank You Borg & Borg



Planning to Sell Your Business? Get Ahead of the Tidal Wave

by Jeff Carowitz



Jeff Carowitz

Are you ready for the coming tidal wave of retirements? Over a third of the companies in our industry will change hands in the next 10 years.

A few owners have already prepared, planning to sell to a family member or manager. They have a roadmap and are ready to deal with next steps.

But the majority of owners has no plans -- only thoughts, worries and misperceptions about the complexities of what's ahead. Even for driven entrepreneurs, it's hard to think about saying goodbye to a business that's been built up over decades of dedication and hard work. Yet employees', customers' and other stakeholders' futures hang in the balance. The longer owners put off becoming organized, the more likely it will cost them and their stakeholders dearly.

In the last several months, I've been hearing from contractors who want help with a business exit. Some call because they "want to sell while the economy is still strong." Others call because they suddenly realize they're ill-prepared to objectively market their company.

I also hear from companies looking to buy other contractors to pick up new accounts, new employees and to spread their costs over a larger sales volume.

If you're thinking about your exit plan, here are things to consider:

- Prepare yourself. Letting go is really difficult. There's often a sense of loss or apprehension. Selling a company is one of the biggest things an owner will face in a lifetime. Before embarking on a sale that could upset your organization, customers or family, first ask "Am I really committed to following through?" Then take some time to think about your exit priorities: your employees, your customers, your financial well-being and more.
- Polish your company's value. As you would prepare to sell a house by putting on a fresh coat of paint, making minor repairs and clearing out clutter, many businesses need a similar treatment. Prepare a marketing checklist, identifying actions needed to help your business look its best. Often, these will be things that you've intended to do for years: updating your website to reflect your full menu of services; cleaning up customer lists; revising marketing collateral; etc. You also might need to use up dead inventory, sell old equipment or even parts of the business that don't fit.
- Target. Like any marketing plan, you need to be laser-focused on the target. Profile the likely buyer: one who shares your core values, culture and business approach. Aim to find someone with the skills and mindset to run your business -- and not run it into the ground. Most importantly, your target must have the financial capability to do the deal.
- You're not just selling financial statements. The strength of your management team, the rigor of your business processes, the efficiency of your operation and the sustainability of your customer list are all critical factors that make a big impact on the potential value of a business. Make sure you can market these with a concise and fact-based offering presentation.
- Build a team. Avoid rationalizing that "you're too busy running the business to think about how to sell it." Assemble a team that can help you with the process. A great team will bring a reality check and help you with your tune-up plan. Good advice is not cheap, but compared to leaving 30-plus percent of the business value on the table, it's a bargain. Plus your advisors will help get the paperwork done during the cumbersome due-diligence phase.
- Timing is everything. A sale that gets you full value can take a year or two to prepare for. Get going now so you won't leave your company's future to chance.

Jeff Carowitz helps industry leaders make things happen. Find out how he can help you. Email him at Jeff@StrategicForceMarketing.com.

Lawn-Care Watering Tips

With growing demands for more effective water management throughout the country, many irrigation professionals and end users are looking for ways to reduce their outdoor water usage. Experts say there are several simple actions we can take that can immediately save both water and money. No longer must you choose between replacing your lawn and saving water.

“We often see sprinklers watering sidewalks and drives, running during the rain, or sending water down the drain from leaky heads,” said Josh Friell, Ph.D, senior agronomist of The Toro Company’s Center for Advanced Turf Technology. “The good news is there are simple, cost-effective actions homeowners can take that can save up to 30 percent in outdoor water usage alone.”

First Things First

Most timed sprinklers water in the early morning, without homeowner attention. At the beginning of the season, run each zone briefly during daylight hours to see how the system is operating. Look for broken lines or damaged sprinkler heads, and inspect spray patterns to ensure water isn’t being wasted.

When to Water

Experts suggest watering deeply and infrequently. This helps wet the entire root zone and encourages deeper root growth, which in turn makes turfgrass better able to tolerate mild to moderate drought. It is best to water in the early morning around 4:00 a.m. to 5:00 a.m., as this gives the lawn time to absorb the moisture and prevents evaporation due to daytime heat.

How Much to Water

During summer months, grass should receive between 1 to 1-½ inches of water each week, including the natural

precipitation it receives. Water requirements vary by turf variety, local weather conditions and site conditions such as shade. Your local university extension office can be a good source of information to assist in understanding local conditions. The total water applied can be determined by placing a rain gauge or empty tuna cans around your yard prior to an irrigation cycle. Another option is to install a wireless soil moisture sensor, like the Toro Precision Soil Sensor, which fits almost any controller and installs in minutes. This helps eliminate guesswork by continuously monitoring soil moisture levels to prevent the system from overwatering.

Limit Water Intake

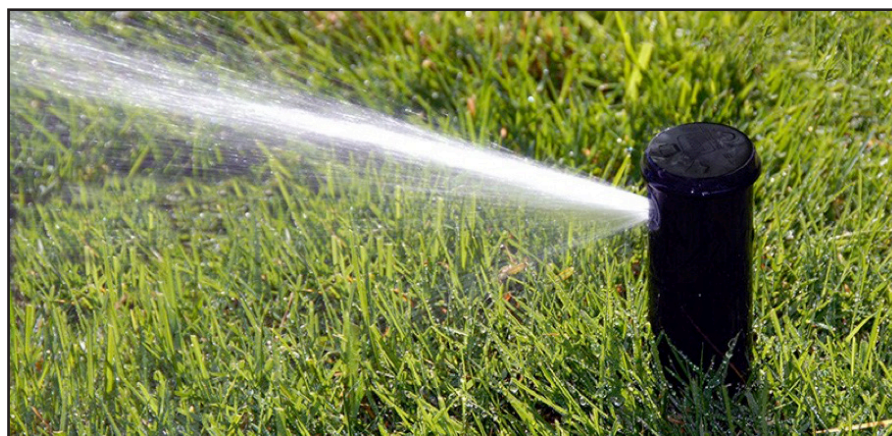
Friell says a general rule to keep in mind is that turfgrass does better managed on the dry side rather than wet. When soil is constantly wet, the grass roots are deprived of oxygen and may become more susceptible to disease.

When in Drought

Avoid lawn mowing during heat and drought. Lawns under such stress are limited in their ability to recover from mowing and can be damaged even more. Instead, mow the grass after a rainfall or after an irrigation day. Finally, maintaining higher mowing heights will help turf tolerate the heat and drought of summer. Doing so also requires less frequent mowing, which means more time to enjoy your lawn.

Water Rebates

Many cities and water agencies across the United States offer water-conservation and rebate programs to homeowners to encourage adoption of more efficient irrigation solutions.



Web Gotcha's: The Importance of Checking Out Web-Marketing Promises

by Lorraine Hart



Lorraine Hart

I am writing this because “gotcha’s” seem to be happening far too often. I believe that the reason increasingly is because many of us consider internet and web marketing to be both mysterious and critical to our businesses. That makes us vulnerable. The offers sound so good, so we are lulled into false hope. Quite frankly, I also have those thoughts of “what if this one is really the answer.” Although I refuse to allow myself to get pulled in, I am usually willing to listen to the pitch, if for no other reason than to be prepared. Forewarned is forearmed.

Recently I was again asked to speak with the rep from a company promising to get my client to the top of search engine listings. My first reaction was “no, not another great deal,” but my more logical communication to my client was “I would love to speak with him -- just give him my phone number.” In truth I was thrilled that my client had the presence of mind to ask me to check out this great deal. And, truthfully I needed some afternoon entertainment.

The phone conversation and internet presentation would have been fun, if it hadn't been for the fact that I knew

there were probably lots of people being taken advantage of. As has often been the case, the rep made a bunch of promises, none of which made any sense to me. The really sad part of this is that those promises sound so good to uneducated internet users seeking more business. Unfortunately, even the very savvy businessperson can be fooled by these promises because of the slick talk and our wish to be number one on the internet.

This particular sales pitch was more like throwing dice or playing a game of bingo. My task in all of this was to try to understand what was being proposed, so that I could help my client in deciding whether to use this company's services. My client was impressed by the fact that the sales rep called a bunch of times and was very diligent in calling when my client asked him to. The problem was that my client is a very busy business owner and couldn't always talk when the rep called. So he finally gave him my number and that was when the fun began.

As I have stated before, I am simply not creative enough to make up these stories. As always, I will withhold the name of the company to protect the guilty.

To read the rest of this amusing true story visit <https://idealconsulting.net/web-gotchass/>.

Lorraine Hart, president of Ideal Consulting Services, can be reached at 516-382-0862 or lorraine@idealconsulting.net. Ideal Consulting is designer and host of IANY's website.



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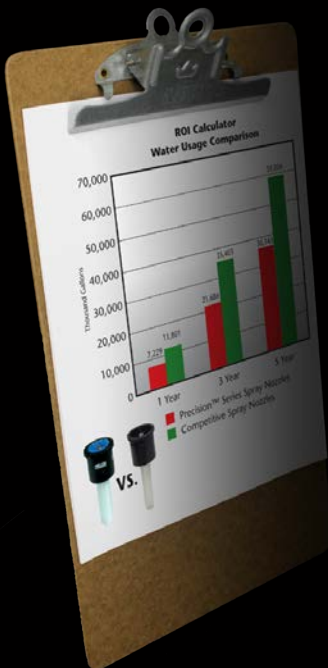
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IRRIGATION ASSOCIATION OF NEW YORK
 16TH ANNUAL GOLF OUTING
 Wednesday, August 22, 2018
 REGISTRATION FORM

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

FORMAT	Registration	12:00 p.m.	Shotgun Start	1:00 p.m.
	Driving Range	12:00 p.m.	Social Hour	5:30 p.m.
	Lunch	12:30 p.m.	Dinner & Prizes	6:30 p.m.

COSTS	<u>Golfers</u>	<u>Non-Golfers</u>
	\$230 per person, paid by Aug. 15	\$100 per person
	\$250 per person, paid after Aug. 15	Social Hour
		Dinner
	<u>Foursomes</u>	
	\$900 paid by Aug. 15	
	\$1,000 after Aug. 15	
	Golf with Cart, Driving Range	
	Lunch, Social Hour, Dinner	

Door Prizes – Golf Prizes

All Golfers **MUST** wear collared shirts - NO METAL SPIKES permitted.
 Please complete the form below and return with your check
 or use PayPal at www.IANY.org
 by August 15, 2018, to:
 IANY • P.O. BOX 237 • Greenlawn, N.Y. 11740

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

••• IANY 16th ANNUAL GOLF TOURNAMENT •••

The Vineyards Golf Club, August 22, 2018

COMPANY: _____

CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____ E-MAIL: _____

GOLFER NAMES: 1 _____

2 _____

3 _____

4 _____

No. of GOLFERS @ \$230 per person **paid** by Aug. 15 (\$250 after 8/15): _____

No. of FOURSOMES @ \$900 paid by Aug. 15 (\$1,000 after 8/15) _____

No. of NON-GOLFERS @ \$100 per person: _____

TOTAL AMOUNT ENCLOSED: _____

or use PayPal at www.IANY.org