

## Impressive

by Robert "RB" Boyle



Robert Boyle

Wow, I am very impressed by the board members of the Irrigation Association of New York. Their passion, desire and love for this industry shine through with all their hard work. It is not easy to run a business or work long hours each day, spend time with family and dedicate spare time to volunteer in order to

make our local irrigation industry better for all of us.

Our newsletter has been recognized as one of the best newsletters in the country by the national Irrigation Association, thanks to editor Barry Zusman, David Lambert of Sprinkl-Rite Irrigation and George Iannaccone of Atlantic Irrigation Specialties.

Kudos to Al Helinski of Ski Sprinklers. He has been doing a great job creating irrigation classes for our members who want to increase their knowledge of our industry.

Many thanks to Mike Dwyer of Hot Water Aplenty, Tom Tracey of Dimension 2 Associates and Rich Silverman of Rain Rich Sprinklers, all of whom stay very busy attending community meetings about decisions being made about water that will have a direct and indirect effect on our industry.

Our board is exceptional. Our vice president, Bobby Winter of B&A Lawn Sprinklers, is very active in our board meetings. Much appreciation for Dennis Realmuto of Professional Irrigation, who organizes our social events such as golf and baseball, providing the fun and R and R that we sometimes need. Adam Cantiello of Oasis Irrigation does an amazing job as secretary, and keeping the minutes for all our meetings. Joe Tavalaro of Custom Irrigation Corp. has done a fantastic job as treasurer for many years.

We often get support and help from past board members including Marty Klein, Gary Lynott and Mike

Pallotta. Thank you to all our sponsors for their support throughout the year who helped us have the funds to accomplish all that is needed for our association.

We welcome new manufacturing company volunteers for their help and creative ideas. Thank you to Mike Edmiston (Toro), Kevin Lewis (Hunter) and Jay Swanson (Rain Bird). In fact, Jay has contributed an insightful bylined piece for this issue. Look for it on page 3.

The Irrigation Association of New Jersey and the Connecticut Irrigation Contractors Association have been great neighbors to us. They share our mutual mission to improve our industry and to educate members.

Not only am I impressed, but I also am proud to help and be associated with IANY.

The next board meeting will be on Wednesday, Nov. 14, 7:00 p.m., at the Corner Galley, 5411 Merrick Road, Massapequa, N.Y. I urge you to come join us and experience first hand the great work we are doing.

## Se Habla Español: Certified Irrigation Technician

IANY's annual mid-winter education series will include a Certified Irrigation Technician class, taught in Spanish. Atlantic Irrigation Specialties has generously offered to host; the date is being finalized and will be made available shortly.

Watch for details. Other course suggestions?

Contact Al Helinski at [helinskial@yahoo.com](mailto:helinskial@yahoo.com).



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# The End is Near!

by Jay Swanson



Jay Swanson

Well, maybe not literally. When it comes to the landscape- and turf-irrigation professions, challenges are certainly on the horizon. Irrigators in the Northeast have had the good fortune to sit atop a wealth of water.

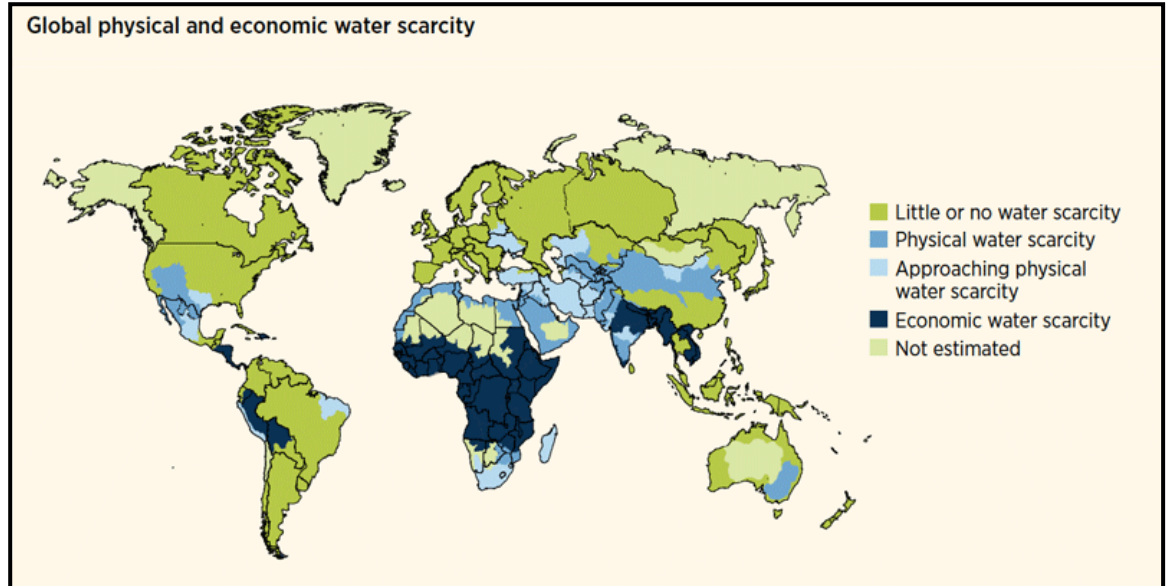
We have access to so much water, that according to the U.S. Environmental Protection Agency (EPA), our Great Lakes hold 84 percent of all the North American surface fresh water and 21 percent of the global supply (EPA, 2018). There can be no doubt, we have a lot of water under and near us.

What will be changing is how much longer we will have free and unfettered access to it.

Why is this becoming an issue now? Simply put, population growth and climate change. The more people, the more food and water needed to sustain them. The global population is expected to reach 8.1 billion people by 2030, with an increase to 400 million in the United States alone. This population growth will cause a needed increase of 14 percent in water just for agricultural purposes alone (U.N., 2017). Water conservation will be a key requirement for population and natural-resource sustainability. We, in the industry, are purveyors of the most visible use of water by way of landscape and turf irrigation. Landscape irrigation is not something that is perceived to be critical. Agriculture and power production are. The two largest consumers of groundwater in the United States are agricultural irrigation and thermoelectric energy production (Perlman, 2010). They are also two industries with very powerful lobbying arms.

Why is water conservation going to shine a spotlight on us in the northeastern United States? Over 20 percent of the United States is facing “physical

water-scarcity” conditions. According to the World Water Development Report of 2012, water scarcity will be a catastrophic global issue within the next 10 to 20 years. Today, approximately 700 million people globally live under water-scarce conditions in 43 countries. The number of people living under “absolute water scarcity” will grow to 1.8 billion by 2025 with over two-thirds of the world in water-scarce conditions or living under water stress (U.N., 2017)



Global Physical and Economic Water Scarcity Map (U.N. 2017)

Why does this matter to us? The Sub-Saharan Region, having the largest number of countries facing absolute water scarcity, is expecting to see the displacement (migration) of 500 million+ people due to water stress within the next decade (U.N., 2017). The only way to mitigate this is to begin to share, through cooperative measures, financial, technological, educational and water assets. Yes, our water will be needed elsewhere in the world.

North Americans are considered the largest water users/wasters globally with an estimated 792 gallons (3 m3.) of renewable water consumed per person per day. By comparison, someone in Pakistan uses less than 369 gallons (1.4 m3) per person per day (UNESCO, 2012). In the United States, irrigation is critical for greater management of arable land and higher agricultural crop yields. However, due to dwindling supplies in regions where water withdrawals and farm sizes are the largest (California, Texas, the Midwest), the approach to water management and irrigation is quickly changing, with specific emphasis from both the states and federal government to find new and innovative approaches to irrigation water management.

# 2018 Golf Outing – Weather or Not

by Dennis Realmuto

IANY President “RB” Boyle’s email at 5:53 a.m., August 22, stated, “Rain or shine, let’s have a great day”!

I peered out the window, the skies were ominous, and AccuWeather called for on-and-off showers throughout the day. With a breeze out of the east and moisture coming off the ocean, we were sunk.

But once again, Mother Nature provided us with a perfect day.



Nearly 60 duffers brought their clubs and high expectations to the pristine Vineyards Golf Club.

Lunch was served, along with the cold beverage of choice. “Great Burgers” was the opinion of most of those who indulge in the “carnivorous habit.” I personally skipped the bun in lieu of another adult beverage, trying to keep my svelte figure.

By 1:10 p.m. when we teed off, the sun was shining, and the skies were a crisp blue. Thank you Lord!

I don’t believe they call this a links course, but I was glad I had more than two dozen balls in the bag. On some holes, the guys were playing two fairways, wandering in the rough looking for the elusive little white ball buried in the tall fescue.

The big winners were the youthful entries from North Shore Sprinkler Supply, winning \$400 for their efforts with a score of 10 under par, followed by Team Dimension 2 and Team Rain Rich, respectively.

The prize for longest drive, over 320 yards, was won by John Sherman from North Shore. Closest to pins were Joey Leonard on hole no. 3 and Mike Ludin on hole no. 10. Well done to all the winners.

Tom Novak from East Coast Sprinkler Supply won one our largest 50/50’s ever with over \$500. His smile was ear to ear; his happy ending to a great day.

This was another successful outing with the help of our Platinum Sponsors, Rain Bird Corp., North Shore Sprinkler Supply and Central Turf & Irrigation Supply, teamed with Hunter Industries. Our Silver Sponsor was Nugent & Potter, Inc. Bronze Sponsors were Camille Bunicci/Farm Family and East Coast Sprinkler Supply.

Mark your calendars for Wednesday, August 21, 2019. We’ll do it again.



# Through The Lens: 2018 IANY Golf Outing



Thanks to event chairman Dennis “Socks” Realmuto for four years of wonderful IANY golf tournaments



*Here are your instructions*



*Bobby at Leisure*



*Welcomers Randa & Cathy*





*Jerry, Pat, Santo, Pete*



*George, Steve, Jon, Steve*



*Bill & Tom on a roll*



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# IANY Joins the Phillies and the Mets – Sept. 7, 2018

by Dennis Realmuto

My group of 13 arrived early, and was joined Tom Tracey, RB Boyle and their guests at Citi Field for a little pre-game tailgating. Skies were overcast but without rain and the thermometer hovered around 65 degrees, cool for early September. A few minutes before game time, we stowed the coolers away and headed to the stadium. The lights were on and the field popped as a picture with the brilliant green grass, the beige infield and the deep blue and orange of the stadium.

Nearly 24,000 spectators came with great anticipation, for the Mets were winning more games in the



past weeks. Late in the season and out of contention for the wild card, winners are still more exciting than losers.

The Mets shut down the Phillies in the top of the first with Maltz on the mound, and Bruce hit a monster 412-foot-home run to center field, in the bottom of the inning. OK !!! Santana of the Phillies answered in the top of the second with a home run with a man on. McNeil came to the plate in the bottom of the second, hit a double to score Nimmo.

It's remained a 2-2 game until the top of the sixth inning when the Phillies scored a run, and the Mets came back in the bottom of the seventh with another home run. Unfortunately, the third pitcher for the Mets, Balhlor, gave up the last home run in the top of the eighth, giving the Phillies a 4-to-3 advantage.

The Mets had two men on in the bottom of the ninth but weren't able to bring in the tying run. A ballgame it was until the last pitch. You Gotta Believe, Next Year !!!

An evening with family, good friends and cold beer, we all went home winners.

And let's be certain to acknowledge Borg & Borg Insurance for sponsoring the evening. Thank you, Pattie.



# LINAP Update

by George Iannaccone



George Iannaccone

Time for another LINAP update as things are starting to heat up in the quest to reduce nitrogen in our water.

So, what's a LINAP?

The Long Island Nitrogen Action Plan or LINAP is a multiyear initiative to remove nitrogen in surface and ground water in Nassau and Suffolk. The group is spearheaded

by the New York State Department of Environmental Conservation, and supported by the Long Island Regional Planning Council and Nassau and Suffolk counties. Its primary goal is to identify the nitrogen sources entering our ground and surface waters, establish reduction end-points and to develop implementation plan to achieve the reductions.

Why you should care?

The recommendations that will be put forth and implemented are huge. Cesspools and many septic systems are the biggest culprits for the excess nitrogen showing up in our waters. Many of these systems will be replaced with state-of-the-art systems. Suffolk County is just starting with this now. Also on the list of culprits is lawn fertilizer.

On one hand, the potential to repair and replace irrigations systems will be tremendous, thanks to all the future cesspool tear outs and replacement work. On the other hand, as fertilizer applications to lawns becomes restricted (and no doubt about it, a lot less nitrogen will be applied), there will certainly be restrictions on irrigation, such as how much and how often.

What are those restrictions going to be? They are still being developed. Here's the good part, IANY is an active participant on two LINAP workgroups: Fertilizer Management and Water Reuse. They are asking for our input, and we certainly are providing that by advocating for irrigation systems to be managed and kept in working order by qualified irrigation professionals.

The most recent workgroup meetings IANY was involved with took place on October 4, 2018, with more meetings scheduled for November, December and January. As this progress moves forward, we will get a better idea of what their recommendations are, and how they affect our industry. This subject certainly will be covered in our upcoming newsletters.

# Don't Fall for Price Objections!

by Jeff Carowitz



Jeff Carowitz

A booming economy has not killed off the bargain hunter. Sales people are still hearing price objections.

Understand price objections are not always what they seem to be. Sometimes the buyer is serious. Other times it's just a negotiating tactic.

I have one client who responds to every quote with "I don't like the price." It's a planned flinch he uses consistently because it works. Inexperienced salespeople feel a need to respond. And they do. It yields his company lower price from half of his vendors.

Economists estimate that 30 percent of consumers are the classic "pure price buyer"; those who make decisions based solely on the price offered. My greatest wish for you is that fewer of these price-focused people knock on your door. Let them charm your competitors.

So what do you do when you get a price objection? Does adjusting the price make the rest of the sale flow easily? Not a chance. A lower price seldom makes up for buyer doubts, discomfort or indecisiveness. It's a tactic the buyer uses to stall the sales process.

Be prepared when they say "your price is too high" with these tips:

**Price objections signal your buyer's interest.** Simply raising the objection indicates interest in you and in your proposal. If the competitor had won, he would already have the order. Sometimes your best move is to stand your ground.

**If the decision is being made on price, you're not doing a good job in differentiating your value.** What's value? It's often the intangibles: trust, confidence, experience, qualifications and credentials. This shows up time after time in customer surveys. Consumers tell us their willing to spend a little extra to work with a company that they have confidence in and/or that makes them feel comfortable.

Remember your first impressions are giving the buyer a taste of what the long term relationship will be like. Show up on time. Respond quickly to phone messages. Send a follow-up note or email. Listen carefully to the buyer's requirements. Be that reliable pro they want to hire.

Sometimes value is also transactional: ease of doing business, less hassle, flexibility in timing, etc. Often the winner is the one who removes roadblocks, and matches

the customer's need for less friction in the relationship.

Dig deep to understand your customer's priorities and preferences.

Giving a lower price makes everyone unhappy. Yes, really. For you, the amount comes right off your bottom line. An extra 15 percent discount on a 30 percent margin sale cuts your profit IN HALF. You're clearly unhappy. The client's unhappy too, because he saw you were willing to jump at a 15 percent discount. Maybe he should have asked for a 20 percent discount? Or worse, the buyer now feels he might receive reduced service or an inferior product.

Avoid a "low-price-provider" reputation. "The most important thing you can say about your product or service is its price." Your product's price signals its quality, efficacy and overall value. What is your price saying?

Be equally worried your price is too low. In this time of rising inflation in both materials and labor, I should be getting more calls from owners who are concerned their prices are too low. Take the time to really test where you are versus the market. Quite often leaders price too low because they're afraid to be too high!

*Jeff Carowitz helps industry leaders make things happen. Find out how he can help you.*

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## LICAP Holds Focus Group

The Long Island Commission for Aquifer Protection's Conservation Subcommittee is convening a focus group this month made up of residents from across Long Island. Its purpose is to determine their watering habits, the types of conservation initiatives they would respond to and the like, to assist LICAP in planning its work.

# PROFITABLE GROWTH



Lorraine Hart

In order to increase profits you need to look at many aspects of your business. The solution for one business might not be the right course of action for another. In fact, it may create havoc for your company. That is why it can be dangerous to answer this question without studying the individual situation.

To properly determine the correct actions you must analyze your income and expenses and know where the income is coming from and where the money is going. That sounds simple, but it involves really understanding your job costs and gross profits. In addition to looking at the overall numbers, you need to find out which types of jobs are the most profitable and which ones are simply not worth doing.

There are a few different ways you can increase profits including increasing volume and decreasing costs; however, you must do an analysis of your profit and loss statements to determine the best course of action for your unique situation.

Whether you are selling goods or services, you need to ensure production efficiency. This includes your staff, subs and systems within your company.

In addition, your company's public relations and marketing strategies should be reviewed and revised on an annual basis due to technology enhancements and evolving opportunities.

For additional resources and more detailed information visit [www.idealconsulting.net/sunbelt/](http://www.idealconsulting.net/sunbelt/)

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

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*Continued from page 3*

Currently, California, Texas, Idaho and Colorado are responsible for nearly 40 percent of all non-thermo-electric water withdrawal in the United States (Perlman, 2016). California, the largest user of water in North America, has started an initiative to address the inadequacies in current water-management practices. They are seeking to improve water consumption by at least 20 percent through requirements such as mandatory use of rain sensors, soil moisture monitoring (sensors),

subsurface irrigation (drip) and center-pivot irrigation (agricultural), which allows for irrigation water to be applied from just a few inches above the plant reducing susceptibility of wind diffusion. Policy creation is focusing on better distribution uniformity and irrigation scheduling.

How will this affect you? Voluntary participation in these efforts will become required participation. With increasing water demand and changes in water



availability, the cost of water will become much more expensive. Growing expectation is that our Great Lakes and surrounding territory water will be sold or “shared” with water-poor regions via inter-basin transfer (pipelines). These changes in water cost and increased rationing will force consumers to rethink landscaping, irrigation and water consumption in general. While change will not occur immediately, things are beginning to occur through public outreach, new legislation and focus on education. Specifically, mandatory reductions-in-water-use policies, regardless of water availability or application, are being implemented. As an example, SUEZ North America has set a goal of 1 million gallons per day reduction in use in Rockland County, N.Y., alone. Secondly, building codes are making water conservation a requirement for all new construction regardless of use. Thirdly, focus on conservation, withdrawal permitting and drought consideration (<https://www.dec.ny.gov/lands/313.html>) is already here in New York.

Many state governments require water-use reductions of greater than 20 percent with emphasis on reducing and/or eliminating water waste. These approaches are easier to implement on a residential basis, such as California’s drought water-use mandates. California has been dealing with water scarcity and drought conditions by requiring residential and commercial users to limit irrigation 48 hours after a rain event. In addition, home-owner associations are not allowed to prosecute residents who are actively conserving water by eliminating irrigation or plantings that require irrigation, rather than adhere to aesthetic requirements (California, 2017). This has also led to “water shaming” of abusers and commercial properties that do not adhere to the mandates. Currently, in the United States there are four states that require licensing for landscape irrigation: Louisiana, New Jersey, North Carolina and Texas. There are five more that require licensing that covers irrigation: California, Connecticut, Illinois, Oregon and Rhode Island. There are six additional states that are considering licensing or renewal of current programs: Alabama, Illinois, Massachusetts, Michigan, Minnesota and New York. Yes, that’s right, we are on the list. Licensing will require that contractors be educated in irrigation best practices, the science of irrigation and most importantly, the law involving water use. Fortunately, we as irrigation “professionals” have access to this education through the national Irrigation Association and our own Irrigation

Association of New York ([www.irrigation.org](http://www.irrigation.org), [www.IANY.org](http://www.IANY.org)).

Yes, the end is near for the way things used to be. The days of trunk-slammer and “one-sprinkler-fits-all” installs will soon be over. We know that water conservation and best management practices are the future. We can expect licensing and certification requirements to become a reality. It is time we embraced this inevitability. This presents an opportunity long time coming, for the industry to band together. This will require us to become better educated and place greater value (and price) on our professionalism and knowledge. This unified power will also allow us to be a part of the legislative process, rather than wait for other states to write our policy for us. Become involved, join IANY and be a part of that coming change.

*Jay Swanson is a Rain Bird Corporation contractor account manager for New York and Vermont, and is a Certified Irrigation Designer, Landscape and Golf Irrigation Auditor.*

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