

LINAP Update

by George Iannaccone



George Iannaccone

Here is the status of the Long Island Nitrogen Action Plan (LINAP) as of January 19, 2019.

The New York State Department of Environmental Conservation (DEC) is getting pretty close to putting out its recommendations regarding fertilizer use in Nassau and Suffolk counties. For residential and commercial turf, pretty much any analysis of fertilizer will now be allowed as long as 50 percent of the nitrogen is slowly available. That's the good news. The bad news is that they are going with the application rate of 0.6 pound of nitrogen per thousand square feet. The standard now is usually from 0.7-to-1.0 pound of nitrogen per thousand square feet. The really bad news is that there will be a 1.8 pound of nitrogen per thousand square feet annual cap.

There will be a record keeping component and possibly an education requirement in order to apply fertilizer commercially. The golf course recommendations are at 0.7 pound of nitrogen per thousand square feet with 60 percent slowly available and 0.5 pound of fast-acting nitrogen per thousand square feet for spray applications. The annual cap for golf is 2.7 pounds of nitrogen per thousand square feet. Athletic turf and agricultural turf production are exempt.

IANY's recommendations for residential/commercial irrigation systems are also included:

- no watering from 10:00 a.m. to 4:00 p.m.
- having a system in working condition and able to apply one-quarter inch of water in 24 hours (This is in many cases a label requirement that needs to be followed.)
- having either a working rain sensor, moisture sensor or U.S. Environmental Protection Agency WaterSense Smart Controller
- not running during rainfall and providing no more than 1 ½ inch of supplemental water per week.

I know that was hard to understand, so what does it mean? Well, according to many of the turf-grass experts involved, it is going to be a challenge to maintain the vigor of a bluegrass lawn on Long Island. The fescue-dominant lawns will be a little easier. Why you need to care is that the irrigation system you are installing and maintaining really needs to be spot on for consistency and efficiency in applying just the right amount of water. The days of 30 minutes a zone every day or every other day are over. Landscape and irrigation professionals are going to really need to work together to get each property's watering needs dialed in. The future of both industries depends on it.

Once the final recommendations are up on the on the DEC's website, we will let you know through the newsletter and the IANY website.

George Iannaccone is an ISA-certified arborist with SiteOne Landscape Supply

Annual General-Membership Meeting

When: Wednesday, March 13

6:00 p.m. – Reception Hour

7:00 p.m. – Dinner, speakers, presentations, election of directors, 50-50 raffle

Where: The Heritage Club at Bethpage

Bethpage State Park

99 Quaker Meeting House Road

Farmingdale, N.Y.

Tel.: 516-927-8340

Dinner Cost: \$75; Cash Bar

RSVP: info@IANY.org

Winter Education Series

March 13-14

Details on Page 3

Save the Date

Wednesday, August 21

17th Annual IANY Golf Outing

The Vineyards Golf Club

Riverhead, N.Y.





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Wednesday, March 13, 8:00 a.m.- 5:00 p.m.
Instructors: Rich Silverman and Bobby Winter

Member price is \$150. Non-member price is \$225.
Textbook can be purchased in advance from
the Irrigation Association, www.Irrigation.org.

IRRIGATION DESIGN, FRICTION LOSS

Thursday, March 14, 8:00 a.m.-12:00 noon
Instructor: Bobby Winter

**TWEAKING IRRIGATION SYSTEMS TO IMPROVE
WATERING EFFICIENCY AND PLANT HEALTH**

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Need more info? Contact Bobby Winter balawn@optonline.net 631-665-4545



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Essential to Your Future

by Robert Boyle, President



Robert Boyle

The Irrigation Association is made up of hard-working individuals who comprise all aspects of our industry. Our monthly board meetings hold busy agendas. Committees are formed and volunteers share the work load. All of this work is accomplished after regular business hours, in the hopes that we are making this a better industry for all of us.

If another outside industry were to come into our industry with new regulations or rules that directly affect our industry, business and income, it could be devastating.

Right now we have the New York State Department of Environmental Conservation (DEC) implementing “water withdrawal permit” legislation. Suffolk County’s legislature passed a law to ensure safe backflow testing. Nassau legislation for Consumer Affairs requires all irrigation contractors to be lead certified. All of this affects the way we make a living in this industry. Education and collaboration among us are key for keeping our industry protected, strong and ensuring it helps our businesses and families in the future.

Join the Irrigation Association of New York (IANY) and learn how you can help make this a better industry for all of us!

Excavation Law Enacted

On November 5, 2018, New York State Governor Andrew Cuomo signed Senate Bill S.6756 and Assembly Bill 9985 into law with the intent to greatly reduce the number of excavation-related accidents, thereby providing greater public safety and protection. The amendment to NYS Code Rule 753 requires any municipality or operator that engages in excavation work to require its excavators to complete a training and education program from their local One Call Notification Center.

Under this newly enacted law, receiving New York 811 Excavator Training & Education Program will constitute compliance with the law. Online training became available December 1, 2018, at no cost to the excavator or organization



participant. Excavators have 180 days to complete this training to be in compliance with the law – May 4, 2019.

To request this training, you may contact New York 811 at 631-778-8111 or at email@ny811inc.com.

Call for Nominations

To maintain the proper balance of experience and new faces on the IANY board of directors, the association’s bylaws require rotating membership. This necessitates elections each spring. At the March general meeting, elections will be held to fill the positions of Bobby Winter, whose term of office expires, and of Al Helinski, who resigned from the board.

IANY 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.

The meeting is scheduled for Wednesday, March 13, in the Heritage Club, at Bethpage State Park.



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Getting Your Drip Ready for Another Season

by Art Elmers, CIC, CID, CLIA



As we all sit here staying indoors to keep warm, we have time to start thinking about all those spring turn-ons just around the corner.

If you didn't winterize your drip properly, it is too late but don't worry. I will let you in on a little secret. When winterizing, irrigators are most concerned

with getting all the water out of the drip zone as well as the rest of the irrigation system. We all know what frozen water can do to valves, pipe and fittings. What happens if water freezes inside of drip tubing or emitters. To be honest, the answer is "nothing." You see, when water freezes solid inside of medium density polyethylene pipe, PVC fittings and plastic valves, the item usually cracks open requiring repairs. Medium density polyethylene is what most irrigators are familiar with, being used as lateral piping between the valves and the sprinkler heads. This polyethylene is rigid (stiff) even while being more pliable than PVC.

The polyethylene used in drip (at least by Netafim) is what is called low-linear density. It is softer and more pliable. Most irrigators are already used to this type of polyethylene. It is used in swing or "funny" pipe. Have you ever seen winter freeze damage in swing pipe? I doubt anyone has. You see that the low-linear density polyethylene is pliable and elastic. Water can freeze solid and the tubing will expand to match. Does this mean that you don't have to winterize drip? Sorry, you still must worry about the fittings, valves, filters, regulators and lateral piping. But you don't have to worry about drip tubing itself. Therefore, the irrigator must still ensure that most, if not all, of the water is out of most fittings and components.

While I don't have to worry about water spewing from a freeze break in the drip tubing when first turned on in the new year, I still must check to make sure the fittings are unbroken. How does an irrigator check? Two ways. First, turn on a drip zone and check for obvious signs of water coming rapidly to the surface. And sometimes you may hear a break rather than see it. The second method requires some advance planning. When installing and or maintaining drip zones, it helps to record what flow in GPM is used when each drip zone is on. Do this by tracking the GPM at the water meter. Most meters have totalizers that track total water use. You record the total with

everything turned off, then simply turn the drip zone on for 10 minutes. After the 10 minutes have passed, take the total amount of water used and divide by 10 (minutes). You now know the GPM of the drip zone when operating with no leaks. When turning the drip zone on in the spring, if 14 GPM is shown, and your records indicate a zone should use only 9 GPM, then you know the zone is using 5 GPM more than it should, and therefore has a break somewhere. Some of the newer irrigation controllers monitor flow using water meters or flow sensors. This makes tracking GPM easy

To locate the break, leave the zone on for a while and walk the zone till you feel a "soft spot." More than likely your leak is there.

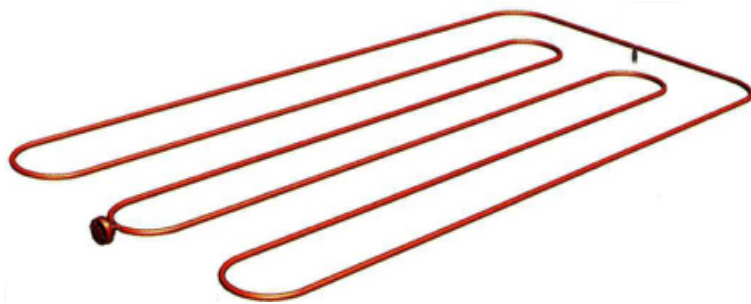
Another thing to check is the pressure at the far points of the drip zone during operation. Before doing so, make sure the filter is clean.



DIRTY, DIRTY FILTER

The far points of the zone are generally near any flush

valves. To determine the pressure, expose about one to two feet of tubing. Then cut the tubing evenly between two of the emitters. Plug an insert x 3/4 in. FPT x insert drip tee into the tubing. Put a 3/4 in. x 1/4 in. threaded bushing in the tee then thread a 0-30 psi pressure gauge into the bushing. Once the zone is turned on the pressure at that point in the tubing can be accurately measured.



TYPICAL ZONE LAYOUT

Techline DL becomes pressure compensating at 6 psi so at any pressure at or above 6 psi, the emitter will provide the rated flow (0.26, 0.4, 0.6 or 0.9 GPH). This information should be available for other manufacturers' drip tubing as well. If I am getting 6 psi or above at the far point of the zone, then I can assume 6 psi or higher anywhere closer to the source. The one exception is elevation. If there is a high point in the zone, I would measure the psi there also.

So, if the GPM and pressure are the same as those recorded before, I can rest assured that the drip zones are working fine.

Scheduling Note: Drip works a lot better if the cycle soak feature is used on the controller. If you calculate that the zone should run for 21 minutes every other night, I strongly suggest that you run it for three cycles of seven minutes each, with at least an hour between cycles. You will never be hurt by this and you may be surprised by how much it helps the spread of the water.

Art Elmers is an area specification manager in Netafim's Landscape and Turf Division.

What Are You Doing to Get More Referrals?

by Jeff Carowitz



Jeff Carowitz

My surveys consistently show that most landscape contractors get a majority of their new clients through referrals and word-of-mouth advertising. The reason is simple: when a company does great work, word travels fast. Over

70 percent of consumers indicate that the advice of friends, neighbors and family exerts a significant influence on which professionals they hire.

Good work is good marketing, but even the best products or services need help spreading the word. I am always surprised how few landscape contractors have a systematic method of acquiring referrals. Referred prospects are at least five-times more likely to turn into buyers than leads received from other sources. Why not take action to get more of them? Here are some tips to get you started:

Deliver a memorable experience. I hear contractors complain “the customer always chooses the low-priced guy.” The root of the issue is a lack of differentiation: what makes your service better and unique? How can you create a customer experience that’s so remarkable that customers can’t wait to tell their friends? Nobody talks about boring companies. How will you stand out?

Stay in touch. Communicate regularly with your current base of customers. Demonstrate your commitment to follow through, and show you’re trustworthy. Send handwritten notes to welcome the season, recognize special holidays and anniversaries. Visit clients to drop off a memorable gift (a flag for the Memorial Day or a beach ball for the Fourth of July). Call and ask “what other things should we be doing to serve you better”? Remember, you’ll get more mileage when you communicate in-season versus over the winter.

Look the part. Prospects who receive your name from friends or neighbors are highly likely to look you up on-line before they contact you. Be sure your website showcases your capabilities accurately and completely. When the prospect can review photos and examples of the work they seek, your credibility gets an instant boost. Give customers tools to refer. Provide content on your website and via your blog that customers can share with their friends (buyers guides, seasonal tips, etc.). Offer buttons that allow content to be shared via Facebook, Pinterest and other social media. Include a “refer-a-friend” section on your customer comment cards.

Don’t bribe customers for referrals. Most customers report they refer professionals to their friends because they get an intrinsic reward: it makes them feel good. Studies show people like to share to appear “in the know,” and are naturally inclined to tell others about great experiences. It’s okay to offer a note of thanks, a gift card or extra service to say “thanks for telling your friends about us.” But don’t offer up \$20 gift cards to push clients to deliver referrals they may not be ready to make.

Jeff Carowitz leads a landscape industry marketing agency. Find him on LinkedIn or at Jeff@StrategicForceMarketing.com.



jpo

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IANY Legislative Update

by Rich Silverman



Rich Silverman

For the contractors in the irrigation industry, 2018 was an interesting year as above-average rainfall for Long Island hindered our sales and service. Long Island rainfall is normally 44 in. of precipitation, and this year we received over 64 in. One would believe with all the rain we have received that there would be no need to regulate water usage, however we all know how different each year can be, and the current thinking is planning for the future.

Our aquifer is under attack with over 2 million people living in Nassau and Suffolk counties. The draw on our water supply is greater than ever before. Additionally, due to frequent and comprehensive testing, many contaminants (1, 4 dioxin) have been discovered that either need to be removed through expensive filtering or prevented from entering, e.g. nitrogen. To learn more about the Long Island Nitrogen Action Plan (LINAP), please visit its website at <https://www.dec.ny.gov/lands/103654.html>.

Leaching from cesspools has also been determined to be a source of aquifer contamination. The Long Island Commission on Aquifer Protection (LICAP) along with the N.Y. State Department of Environmental Conservation (DEC) is looking to curtail water usage. Conservation groups are asking for more restrictions. New York state legislators are voting on reducing water usage, and Nassau County passed a new ordinance to amend an existing ordinance to further conserve water. To learn more about LICAP, please visit its website at <http://www.liaquifercommission.com/>.

Although Nassau County is not actively enforcing at this time, should you encounter problems and draw their attention, they will look to see if you are in compliance with their new ordinance. To learn more about Nassau County ordinance please visit our website at www.iany.org and click on the blue news zipper.

Irrigation is on the radar when water issues are discussed. The data support a huge spike in water usage during the summer season which is no surprise as irrigation, pools, car washes and other commercial and domestic purposes use tremendous amounts of water. More automatic sprinkler systems are being installed and maintained than ever before and the easiest industry to target and force the biggest reduction is the irrigation industry. This is why we hired Luis Montes and Steve Moll of Long

Island Government Relations to represent us and work with Commissioner Greg May of the Nassau County Office of Consumer Affairs.

Luis arranges meetings and dialogue regarding the new ordinance and for improving the lawn-sprinkler license. In addition, this past year we learned that Nassau County now requires all contractors are required to take a Lead Certification Class and provide the certificate upon renewal of license. This new requirement goes into effect for all home improvement licenses in 2020. Suffolk County does not require this certification. I am not aware of other counties in New York State that may also require lead certification, and I would recommend that you contact your licensing agency and inquire as soon as possible. We are asking that Nassau County allow us an exemption to lead certification, and Commissioner May is investigating. To learn more about this Lead Certification law please visit the EPA website at: <https://www.epa.gov/lead/renovation-repair-and-painting-program>.

The DEC is stepping up and looking into nitrogen reduction from fertilizers and increased water restrictions for commercial and residential irrigation. The LINAP recommendations are in line with restrictions in place and similar to what we experience already. To view these recommendations please visit its website <https://www.dec.ny.gov/lands/103654.html>. Thanks to George Iannaccone for attending the LINAP meetings and making recommendations on our behalf.

Our plan for this year is to be proactive and participate in the many meetings that the different government agencies have during the course of the season. Our participation to date has educated many of the policy makers in government to the benefits of water-saving equipment such as rain sensors, smart controllers and drip irrigation to name just a few, as well as all of the different water saving design and installation techniques. To the water suppliers we recommend odd/even day watering which not only reduces water usage it also saves on their infrastructure.

There is a lot of misunderstanding of our industry and the good work we provide while helping to conserve water. I give a lot of credit to our board, especially our president, Robert Boyle, past president Tom Tracey, Mike Dwyer and George Iannaccone who take the time during the busy season to attend all the meetings. Please check with our website and Facebook page at www.iany.org for updates and information, and please feel free to contact me with any information or feedback at rsilverman@rainrich.com.

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Google Yourself: Combating Negative Online Reviews



Lorraine Hart

by Lorraine Hart

You work hard running your business and you pride yourself on your excellent customer service. Then one day out of the blue you see, or someone mentions, that your company has a bad review on Google. You read it and are outraged. How did this happen? Who is that person? What should I do now? First, it's best to remain calm -- as difficult as that may be.

Damage Control If you don't know who the person is, check your records to verify that. Unfortunately, we have seen companies get bad reviews meant for other companies with similar names; or from people who just made a phone call and weren't satisfied; or from unknown persons who gave you a one star rating with no detailed information. Google makes it very difficult to remove bad reviews. Even a rating with no content does not violate their policies. Google policies don't seem to stop or catch violations from those who post fraudulently.

Prepare your response and reply. A quick reply shows

that you care about customer service. If it is a fraudulent review from an unknown person, mention that you are sorry for their dissatisfaction and say that you are unable to find them in your customer records. You can then flag that review with Google.

Show empathy for their issue. If the negative review is coming from a known customer, don't make excuses for what happened.

Offer to fix the problem. Ask that they contact you directly by phone, as emails can be misinterpreted. Once the matter is resolved, ask them to update their review.

Always Be Proactive

From time to time, Google your company. Look at your rating and read your new reviews.

Make an effort to ask for reviews in person when your customer's projects are completed. Follow up in a timely manner by email. There are ways to make it easy for them to post a review. Train your staff with respect to proper procedures and emphasize good customer service. Remember that positive reviews drown out the negative ones, so get as many positive reviews as you can as soon as you can.

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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IA Celebrates Successful 2018 Irrigation Show & Education Conference

Nearly 4,000 people from 43 countries attended the 2018 Irrigation Show and Education Conference in Long Beach, Calif., Dec. 3-7.

The education conference was one of the largest in recent history, hosting classes, seminars and learning labs on various agricultural and landscape irrigation topics. The Irrigation Association offered the opportunity for irrigation professionals to become certified at the show through any of its eight different certification exams.

Wednesday morning kicked off with a powerful message by keynote speaker Mark Eaton, a 7-foot-4-in.- tall former NBA defensive player and team-building expert. Eaton told a packed room about his unconventional journey from auto mechanic to NBA All-Star and delivered his “four commitments” to help attendees play at the top of their game.

Following the keynote address, the trade show floor opened, giving irrigation professionals the opportunity to interact with 267 exhibitors and learn about products and services that could help their businesses. In addition to exploring the trade show floor for ideas, attendees had access to the industry’s latest technologies and innovations at the new product contest, which had a record-breaking 58 entries.

Several networking events and socials also took place, allowing attendees and exhibitors to mingle. The opening night party included live music and a chance to try a variety of cuisine from local food trucks.

The 2018 New Product Contest winners were announced at Thursday’s general session, hosted by IA CEO Deborah Hamlin, CAE, FASAE; 2018 IA President Warren Gorowitz, CLIA; and incoming 2019 IA president, Ed Santalone Jr. They recognized and honored the 2018 award winners and shared what the IA has accomplished over the past year. For information about the new product contest winners, go to www.irrigationshow.org/2018winners, and for information about IA awards and the 2018 recipients, go to www.irrigation.org/awards.

“The Irrigation Show strives to accomplish three key things each year: provide educational opportunities, introduce new technologies to the market and provide an informal venue for business-to-business connections,” Hamlin said. “The feedback so far says that we accomplished our mission in Long Beach”!

The Irrigation Show was a special time for industry colleagues to reunite and attendees to meet irrigation professionals from around the world. Being together under one roof, those in the industry celebrated the work done in the past year and looked to the future of what is yet to come. The IA now sets its sights on Las Vegas in 2019, where it will once again co-locate its show with the National Ground Water Association, Dec. 2-6 at the Las Vegas Convention Center.

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K RAIN

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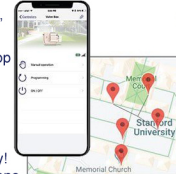


BL-KR
Bluetooth Battery Powered Controller



No more crawling around the valve box to program a battery powered timer!

- ▶ Change controller settings via smartphone, tablet or web browser
- ▶ Manage up to 400 controllers using one app
- ▶ IPC-68, fully waterproof enclosure for submersion in the valve box
- ▶ Available in 1, 2, 4, and 6 station models
- ▶ Use the app in under 60 seconds - so easy!
Change controller settings via smartphone, tablet or web browser



Geo-location feature:

- ▶ See all of your controllers - every site, every controller, every program
- ▶ Sends an update any time a setting is changed - and updates your field team
- ▶ Alerts you when a battery replacement is required

HYDRO-RAIN
Built for Speed

PVC-Lock® by Hydro-Rain® is a remarkable push-fit fitting for repairing or installing PVC piped sprinkler systems without toxic glues or primers.



- 100% tool and chemical free
- Cuts installation time in half
- Protects the environment

Bluetooth **BL200-bt**
RGB+CCT Color Changing Fixture



- Bluetooth Mesh Technology
- Phone App Driven
- Adjustable Color Temperatures
- Adjustable RGB Color
- Preset Scenes
- Dimming Capable
- Zoning Capable

HYDRO-RAIN

Hydro-Rain HRC-400 Smart Irrigation Controller

Powered by B-hyve, it combines the easiest-to-program controller on the market with the remote capabilities of Bluetooth and wifi.





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