

## IANY Cosponsors 2020 Northeast Irrigation Expo & Conference

Join us for the inaugural Northeast Irrigation Expo & Conference, February 24-26, 2020, at Foxwoods Resort and Casino in Mashantucket, Conn.

IANY, the Connecticut Irrigation Contractors Association, and the Irrigation Association of New England have teamed up to provide the northeastern irrigation industry with three days of education, a trade show, networking and a cornhole tournament.

The Northeast Irrigation Expo & Conference provides:

- Hands-on access to the latest products and technologies to enhance your business.
- Valuable education sessions and programs to help improve your irrigation practices.
- Networking opportunities and events to make lasting connections.
- Tradeshow, reception and cornhole tournament

An agenda and registration form can be found on pages 13 and 14 of this newsletter.

### And, in the Months Ahead ...

Atlantic/SiteOne Showcase

Thursday, March 12, 12:00 noon

The Main Event

1815 Broadhollow Road, Farmingdale, N.Y.

IANY General Membership Meeting

Wednesday, March 18, 6:00 p.m.

Mario's Ristorante

635 Old County Rd., Plainview, N.Y.

Dinner cost: \$75; cash bar

RSVP: [info@IANY.org](mailto:info@IANY.org)

IANY Winter Education Series

Friday, March 13 & Monday, March 16, 8:00 a.m.

Holiday Inn

1730 North Ocean Ave., Holtsville, N.Y.

Full info and registration form on page 9

IANY Golf Tournament

Wednesday, August 12, 12:00 noon

The Vineyards Golf Club

9 Tyler Drive, Riverhead, N.Y.

2020

**Northeast  
Irrigation  
Expo &  
Conference**

**Feb. 24-26, 2020 • Foxwoods Resort and Casino, Mashantucket, CT**  
**Preconference Feb. 24 • Education & Expo Feb. 25 • Education Feb. 26**

To register, exhibit or sponsor this event, visit [www.cicaweb.org/NEIrrigationExpo](http://www.cicaweb.org/NEIrrigationExpo).

## Happy Birthday to Us



With this issue, IANY's newsletter enters its 20th year.

◆ The Irrigation Association Of New York ◆

Volume 1, Issue 1 March, 2000

**A Message from the President...**

Dear Members and Perspective Members:

The new season is upon us and hopefully we have had a chance to prepare for what appears to be another busy year. Along with preparing for the new season, you have had a chance to reflect on last year's work. Did your business run smoothly? Did you make all the money you were entitled to? These are just some of the questions we constantly ask ourselves.

During the past two seasons as your president, I have had the chance to talk to many irrigation contractors throughout the region. No matter what area you're from, we all share the same common problems -

- lack of qualified help
- ambiguous laws and codes
- competing with unqualified contractors

The question I hear most often is "What is the Irrigation Association going to do for me?"

Your Irrigation Association is a voice for you in the State of New York. The problems we face every day are common problems we all share. Those in power - the water departments, plumbing departments, state and county legislators control what we can and cannot do. If you were to contact any of them to discuss an issue, they would politely listen and that would be it. As a group, we are taken seriously! The proof of this is the recent bill that we introduced into the New York State Assembly - The Landscape Irrigation Certification Act. Fortunately, we were invited to sit down and help write

this bill. It could have been disastrous had we not been included.

The association goals are simple. We wish to raise the standards throughout the industry. We will work together with legislators and organizations on issues that affect our industry and the public.

We intend to do this by:

- Education** - through classes, seminars and trade shows which we will sponsor
- Certification** - properly certify individuals and their companies
- Liaison** - work toward a positive interaction between contractors, water suppliers and consumers
- Benchmark of quality** - for our industry for both residential and commercial irrigation projects

We have accomplished a great deal already. Attendance at our classes is high. Many contractors have taken the certification classes and exams. Your executive board is working many hours meeting with representatives of water districts and commissioners. Their responses have been positive, but most importantly, they are listening to what we have to say!

I have also heard many contractors say "I have been in business for many years and I'm doing fine. I don't need to be involved. Why is this so important now?" Well, things are changing rapidly. As you know, we are in the middle of one of the biggest construction booms ever. Along with this is a tremendous demand for potable water. This past summer, it was difficult meeting de-

**The association goals are simple. We wish to raise the standards throughout the industry.**

**OUR MISSION**

The Irrigation Association of New York is a proactive association working toward raising the level of professionalism of the irrigation industry in New York. Our goal is to educate our members to enable them to provide the very best irrigation technology available and to ensure the public that our members are highly qualified to perform their work.

(Continued on page 6)



## **Officers**

### **President**

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### **Vice President**

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George Iannaccone, SiteOne Landscape Supply  
David C. Lambert, Sprinkl-Rite Irrigation  
Steven E. Stempler, CIC, Five Towns Sprinkler Service  
Tom Tracey, CIC, CID, CLIA, Dimension 2 Associates

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Marty Klein, RB Irrigation  
Geoff Lambert, Sprinkl-Rite Irrigation  
Rich Silverman, CIC, Rain Rich Sprinklers  
Dennis Realmuto, CIC, CID, CLIA, Professional Irrigation  
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[www.iany.org](http://www.iany.org)

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# Flourish and Prosper; May the Water Flow

by Robert Boyle, IANY President



Robert "RB" Boyle

Luckily for the past few years in our area on Long Island, we have not experienced limited water quantity. We have enough water supply to meet present and future demands, if managed properly. Irrigation water consumption accounts for over 50 percent of water usage during the watering season, and if there is a drought up to 70 percent. Our aquifers continually recharge and replenish more than is pumped out annually.

There are many reasons why it's important to conserve water. Our customers recognize the buzzwords "sustainability" or "conservation" either relating to their desire or contribution to protect the environment or the potential monetary savings that may be achieved.

jpo

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MEMBER OF IRRIGATION ASSOCIATION OF NEW YORK

Customers are also aware of and are requesting new irrigation technologies to help save water such as Wi-Fi controllers, rain sensors and pressure-regulated sprinkler heads.

We need to educate ourselves and our customers on the practice of water efficiency. When designing systems, providing upgrades or scheduling, take into consideration how irrigation systems will respond to stresses. Design and plan the system for a drought situation. When scheduling, think about avoiding the high-irrigation use hours, as the strain on the water district can cause water pressure to be low, and will affect coverage of your clients' properties. I have heard customers complain about dry spots, but when checked out during the day when the water pressure is better, the coverage looks ok.

District water tanks, when overburdened, work harder to pump up fresh water to meet demand. This can create vulnerability of salt-water intrusion into landscapes which is obviously not good.

Education and better understanding of water management, new technologies and regulation can help consumers conserve water and still be satisfied customers. To stay educated consider IANY Winter Education Classes or online courses and seminars available from the national Irrigation Association.

## 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 Tom Tracey, Robert "RB" Boyle and David Lambert, whose terms of office expire.

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](mailto: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 18, at Mario's Ristorante & Pizzeria, 635 Old County Rd., in Plainview.



# A Day (or Two) in the Life ...

by Dennis Realmuto, CID, CIC, CLIA



Dennis Realmuto

This past fall I saw more compressors behind “no-name” pickup trucks, vans and cars than ever before.

We ordered our compressors from one of the national companies, and when it came time to pick them up, the first two were ready. Two weeks later when we needed the two additional units to push through our residentials, all they had left in the yard were two

broken-down POS's. They were going to try and make repairs, and would call when the compressors were operating. We went to New Jersey to fetch compressors.

I get it, the economy is strong, and everyone is busy.

Our six trucks are all clearly lettered with our name, phone number and four bullet points of services we offer, clearly visible from 200 feet away.

The first week in December with 98 percent of our winterization complete, we were well into holiday lighting (one of the bullet points on the signage of the vans). One of those vans was returning to the shop along Sunrise Highway, westbound, around 3:00 p.m. after installing holiday lighting at a Suffolk County residence.

A phone call come into the office, and the party asked for me by name. The receptionist, “gate keeper,” replied I was out of the office, which I was, and asked if she could be of assistance.



The caller stated he is James Andrews, administrative director of consumer affairs, Suffolk County Department of Labor, Licensing and Consumer Affairs.

“I saw one of your trucks this afternoon, and you do backflow testing.” Andrews was inquiring, does Dennis do backflow tests in Suffolk County, who does the backflow tests in Suffolk and why didn't he keep his Master Plumber's license? The receptionist explained I was out on estimates, and usually don't return until dark. Andrews left his phone number along with a request for a return phone call. Evidently, he did some homework prior to making the call to my office.

I was able to make contact following several days of telephone tag.

After niceties, he wanted to know who does my backflow testing in Suffolk County? I replied “a Master Plumber I hire.” Who receives the money for performing the test? “My company does, and we pay the licensed/insured plumber.” He followed with, “that's in violation of the ordinance.” He proceeded to explain to me the ordinance states, “the licensed plumber must be paid directly from the customer,” and he can pay you. For the next couple of minutes, I was gingerly protesting the absurdity of the entire restriction of not allowing New York State Certified Backflow Testers to perform the inspections, unless they were Master Plumbers.

As per Andrews, “This department did not make the law, we just enforce it.”

Losing that battle, I changed gears and asked “Do you know anything about the Irrigation Association of New York and its attempt to have irrigation contractors certified?” I proceeded to explain the association's purpose of education and good

*Continued on page 5*

## A SMART CHOICE

Choosing the right insurance is about more than just getting the quickest quote. For more than a century, **AMERICAN NATIONAL** has provided reliable service and knowledgeable advice from local agents who take the time to listen and understand your unique needs.

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# A Day (or Two) in the Life ...

by Dennis Realmuto, CID, CIC, CLIA

*Continued from Page 4*

irrigation practices. I mentioned we were working with the Long Island Water Conference, Long Island Commission for Aquifer Protection, American Water Company, Suffolk County Water Authority and many of Nassau County's water purveyors to assist in water conservation and irrigation efficiency.

Andrews in a very short matter invited me to the Suffolk County Consumers Affairs board meeting January 8, 2020, at 10:00 a.m. I accepted the invitation, and immediately emailed the board to set up a pre-meeting to organize the IANY's strategy before presenting before Consumer Affairs.

Seven other board members/irrigation contractors and I met at a diner in Deer Park on January 6, for nearly three hours defining our presentation. It was determined that Rich Silverman and I attend the meeting, for too many voices can muddy the waters.

George Iannaccone on very short notice, put together an excellent one-page statement to be handed out at the presentation. That piece, "About the Irrigation Association of New York," a copy of which follows, captures IANY's purpose and the organizations we are working with to protect our industry. We also had several copies of the IANY booklet Rich had put together for the Long Island Commission for Aquifer Protection conference.

To Rich's and my surprise, the Consumer Affairs Division was expecting 12 contractors and board members at the meeting. They gave us the floor at the start and for the next 50 minutes.

We stated the IANY existed to enlighten and help water consumers conserve and protect the natural resource of water through education, defining and implementing best practices to improve and enhance irrigation efficiency, while working with allied stakeholders in the public and private sectors to ensure the quality, availability and conservation of our water supplies.

We told of IANY's efforts to establish a certification standard through the New York State Legislature offices in Albany for the past 20-plus years, for plumbers, electricians, air-conditioning mechanics, chemical applicators and newly created certification of pool contractors. All must show proficiencies to work in the field.

We were very surprised at several replies to our inquiries:

- This office receives very few complaints about irrigation contractors.
- The Suffolk County Water Authority (SCWA) does not have water quantity limits nor a concern of depleting the Magothy Aquifer, as per one of the Consumer Affairs board members who is also on the authority's board. The Lloyd Aquifer is not used in any of SCWA's distribution; infrastructure and demand peaks are SCWA's concerns. This

*Continued on page 6*

## ADVANCED IRRIGATION AND LIGHTING SOLUTIONS



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# A Day (or Two) in the Life ...

by Dennis Realmuto, CID, CIC, CLIA

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gentleman was fairly adamant that, other than a few areas of the North and South forks, Suffolk doesn't have the water-quality issues found in Nassau County, and irrigation usage was not an issue, noting the population density was the major factor in Nassau.

- "Rain sensors don't work."
- Backflow is not controlled and legislated by the Consumer Affairs Division.

We spent some time discussing these points with the conviction and knowledge of reality.

Rich and I explained the IANY is here to educate contractors, public organizations and the consumer to help conserve our natural resource of water through the use of rain sensors, properly designed irrigation systems and smart controllers with the ability to detect leaks, and adjust for climate/seasonal changes 24/7.

And yes, we did step on the "third rail" for the last 15 minutes – why Suffolk County passed legislation limiting backflow testing to Master Plumbers. Again, the same gentleman was adamant as to the public notice procedure and why the legislation was needed.

Rich and I left the meeting with mixed emotions. Of the 10 members of the Suffolk County Consumer Affairs Division, eight were very receptive to our water-conservation and irrigation-proficiency goals, including Andrews.

He took our business cards and wanted to follow up, particularly with the national Irrigation Association's standards and testing. He also suggested we reach out to a local representative to pursue our certification goal as the pool contractors had done, but with a caveat, stating no one will likely drown or be electrocuted by an irrigation system. Water conservation and efficiency may be hard sells at \$20 per 10,000 gallons.

And that's the story from the "do-nothing association."



**Irrigation Association of New York**  
**P.O. Box 237, Greenlawn, N.Y. 11740**  
**631-423-0429**

## About the Irrigation Association of New York (IANY)

Founded in 1985, the Irrigation Association of New York is a professional member organization consisting of irrigation contractors as well as consultants, manufacturers and distributors of irrigation products. We also are an affiliate of the Irrigation Association, based in Fairfax, Virginia.

Our aim is to foster the professional development of our members and to improve the irrigation industry through education, defining and implementing best practices to improve and enhance irrigation efficiency while also working with allied stakeholders in the public and private sectors to ensure the quality, availability and conservation of our water supplies.

To accomplish this, we offer educational opportunities to both our members and the public as well as promote professional certification.

We are also stakeholders and advisors to:

- The Long Island Water Conference (LIWC)
- Long Island Commission for Aquifer Protection (LICAP)
- Long Island Nitrogen Action Plan (LINAP)
- Nassau County Consumer Affairs
- New York American Water
- Suffolk County Water Authority

For more information, please contact our office or visit [www.iany.org](http://www.iany.org)

## LIWC Names New Chairman

Richard Passariello, superintendent of the Roslyn Water District, has been named chairman of the board of directors of the Long Island Water Conference.



*Richard Passariello*

Passariello has been the superintendent of the Roslyn Water District since 1998. He started his career in 1989 working for the Garden City Park Water District, where he worked up to the position of supervisor of Water Plant Operations. He currently holds a 1A and D New York State Operator Certification. Passariello also has served on the New York State chapter of the American

Water Works Association's education committee, and is currently the chairman of the LIWC's comprehensive planning committee.



# Protecting Our Precious Water

by Mike Dwyer, CIC



Mike Dwyer

It has been an interesting year. Long Island water districts discovered that many of them had 1,4-Dioxane in their water. This is an unregulated contaminant, meaning that the federal government had not set a standard for it.

The State of New York decided to set a contaminant level standard, which is

much stricter than the Long Island Water Conference (LIWC) expected. The timeline for this standard to be met is very short. The estimated delivery time for the necessary treatment

equipment to be manufactured and delivered is 12 to 18 months. The proposed start date of the new standard was this spring.

On October 16, 2019, the LIWC traveled upstate to Albany to plead its case. I went along with them to represent our side of the dilemma. If the new standard were imposed this spring, most water districts would have to restrict or in some cases ban all irrigation.

The New York State Department of Health realized this would not only result in water-supply issues, but economic issues as well. The department signaled that it will give all water districts a two-year waiver and a third to those that request it on a case-by-case basis. The official start date of the new standard has not yet been set. This is a huge relief to the irrigation industry and the water districts.



We are having some free training on February 11, 2020, starting at 8:00 a.m., at the Cradle of Aviation Museum in Garden City, in conjunction with New York American Water. Nassau County is going to announce plans for a rebate program for smart controllers. Manufacturers of four brands of web-based controllers will be represented to work in small groups on programming controllers for some of the unusual things we come across to satisfy our customers. An event flier is included in this issue.

Come on down, sit with other contractors who want to help their customers save water. After class walk around the museum. See an F-14 Tomcat built here on Long Island, an Apollo Moon Lander and some aircraft from World War II.

## 'Tis the (Learning) Season

by Bobby Winter



Bobby Winter

More than ever, the emphasis is on education this year. As always, IANY will be offering its classes next month. We are honored to have Art Elmers from Netafim this year to teach a drip-irrigation class. It's my opinion he is the "drip expert," he has seen or heard a lot of things that we irrigators have done right and wrong over the years. And yes, there's a wrong way to install drip.

IANY's own Steven Stempler, Five Towns Sprinklers Service, will be teaching an Intro to Pumps class. This class will be great for those of us who occasionally run into pumps or will like to offer the option of using pumps for irrigation.

We will be offering the national Irrigation Association Certified Irrigation Technician course, which I will teach. This important course will cover all the components of an irrigation system,

and could help lead to a national IA certification. Note the IA exam is not offered with this event.

The Northeast Irrigation Expo & Conference will include an education series along with a trade show at Foxwoods Resort Casino in Connecticut. An agenda and registration form are included in this newsletter. Check out the website <https://www.cicaweb.org/page/NEIrrigationExpo>.

Some of our local supply houses and manufacturers will also be hosting classes this winter. Here is what I know as of this writing:

Central Irrigation classes in Copiague are February 6; Unique Lighting, February 25; Kichler Lighting, March 4; Hunter, March 4.

AGC Irrigation Supply & Equipment will host hands-on irrigation education and training that will include Wi-Fi controllers and advanced landscape lighting, including Bluetooth technology at The Vineyards Golf Club on March 3. It also will have its annual skeet-and-trap event and showcase on March 4. These are RSVP events.

Contact your supplier for further information.





## BRING NEW OFFERINGS TO YOUR CUSTOMERS WITH SMART IRRIGATION TECHNOLOGY

### Join us for hands-on training with the best in smart irrigation technology.

2020 is the year for smart irrigation technology. Help your customers save money on their water bill and provide hands-on service to your customers without the hassle of a home visit!

Join New York American Water, Nassau County Legislator Siela A. Bynoe and the Irrigation Association of New York in a hands-on training session to learn about programming solutions for problems encountered in the field and how your customers can take advantage of smart irrigation technology at a reduced price.



Nassau County  
Legislator  
Siela A. Bynoe

#### Topics that will be discussed include:

- Programming popular smart irrigation controllers and ease of installation
- Water supply limitations on Long Island and opportunities for irrigation efficiency
- Nassau County's "Smart Sprinkler" Reimbursement Program
- Success of New York American Water's smart irrigation technology incentive program

#### Manufacturers participating in the hands-on training are:

- Rachio
- Hunter
- Rain Bird
- Hydro-Rain



SERVICE. ONE MORE WAY WE KEEP LIFE FLOWING.

A continental breakfast will be provided.

## WHEN

**February 11, 2020**

- 8:00 a.m. - Registration, Open House
- 8:30 a.m. - Event Start

## WHERE

Cradle of Aviation Museum  
Charles Lindbergh Blvd,  
Garden City, NY 11530

## RSVP

by February 10 to  
Greg Gordon at  
516-829-8374 or  
[ggordon@zeccmail.com](mailto:ggordon@zeccmail.com)





**IRRIGATION ASSOCIATION OF NEW YORK  
2020 WINTER EDUCATION CLASSES  
MARCH 13 & 16**

**HOLIDAY INN**  
1730 NORTH OCEAN AVE.  
HOLTSVILLE, N.Y. 11742

**REGISTRATION FORM**

**DRIP & DESIGN**

Friday, March 13, 8:00 a.m.-12:00 noon  
Instructor: Art Elmers, Netafim

**PUMP MAINTENANCE &  
TROUBLESHOOTING**

Friday, March 13, 1:00 p.m.- 4:00 p.m.  
Instructor: Steven Stempler, IANY

IANY Member price is \$55 for one class; \$95 for both classes.  
Non-member price is \$75 for one class; \$125 for both classes.

**LANDSCAPE IRRIGATION-SYSTEM INSTALLATION AND MAINTENANCE**

Covers hydraulics and irrigation-system installation and maintenance; irrigation-system components and how they operate; gluing and repairing PVC pipe; installing nozzles and adjusting heads; setting and repairing electric valves; and field and controller wiring techniques. Recommended review for the Certified Irrigation Technician exam. (8 CEUs)

Monday, March 16, 8:00 a.m.-5:00 p.m.  
Instructor: Bobby Winter, IANY

IANY Member price is \$175. Non-member price is \$225.  
Textbook can be purchased in advance from  
the Irrigation Association, [www.Irrigation.org](http://www.Irrigation.org). \$60 for members, \$90 for non-members.

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City \_\_\_\_\_

Please check which class you will attend:

☐ Drip & Design ☐ Pumps ☐ Installation and Maintenance

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Checks payable to **Irrigation Association of New York**.

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**Need more info?** Contact Bobby Winter [balawn@optonline.net](mailto:balawn@optonline.net) 631-665-4545



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[www.facebook.com/IrrigationAssociationofNewYork](https://www.facebook.com/IrrigationAssociationofNewYork)

# Do You Know Where Your Leads Are Coming From?

by Lorraine Hart



Lorraine Hart

Many of us obtain leads from various source including referrals from clients, colleagues, friends or from the internet, advertising or your website "contact-us" form or other marketing efforts.

Knowing and keeping track of the origination of these leads is very important. You would think this would be a very basic function that business owners would make sure is

done, but it is a function that is often overlooked.

A Customer Relationship Management (CRM) program would be the preferred method of keeping track of leads but, if you don't have one, a simple spreadsheet will do. The spreadsheet should include date, name, town, email address, service needed and source (how did you find or hear about us – who referred you). This spreadsheet will contain valuable information over time that will help you to determine which marketing efforts are paying off. You will also know where leads are coming from by source and neighborhood.

What a better way to keep referrals coming by sending a thank you note!

Your office should have a designated person and process in place to record this information. If not, make this spreadsheet or your software program available to all who may be obtaining lead information.

This type of form can also be used to track sales. Adding columns for whether you provided an estimate, or if you won or lost the lead and why will help you analyze and correct any deficits in your business.

We all put a lot of effort into our public relations and marketing activities. As a business consultant, I recommend you check in with your staff and look at the form from time to time.

*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.*

Thanks for all the support in 2019 and here's to a prosperous 2020 for all!



**ATLANTIC  
IRRIGATION**  
[www.AtlanticIrrigation.com](http://www.AtlanticIrrigation.com)



**Robert McKeon**

Branch Manager  
Garden City, NY

## Our strength is our people.

Please join us in congratulating our newest branch manager Rob McKeon, in Garden City, NY. Rob joined our team in 2013 as a delivery driver and through his tremendous sense of urgency and genuine interest in solving problems, he has proven himself a great asset to our industry. Come in, say congrats on the new role and give his beard a pull.

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# It's a New Year

by Kevin Lewis, LEED GA



Kevin Lewis, LEED GA

With the turning of the calendar's page to 2020, it's time for contractors to close out their 2019 business year, reflect on the health of their business and make a game plan for the upcoming season. Owners of the best irrigation businesses I know are intimately aware of the details of their business. They treat their small businesses the same way

larger corporations do, by segmenting their business into categories, and they make sure that each of those segments is being given the proper amount of time and attention.

Just because your contracting business doesn't have a \$20 million marketing budget doesn't mean that you shouldn't have a budget setup for marketing. Maybe more important than setting up a budget is knowing your cost of doing business. If you were to look at all of the fixed costs of running your business – building rent, equipment leases, insurance, salaries, etc. – and divide it by the amount of working hours in the year, you'll be able to know what it costs you to be in business each hour. This along with variable costs for materials will help you to bid jobs more successfully to ensure you are profitable. Take the time this winter and figure out this information if you don't already know it.

Aside from the financial health of your business, winter is time to ask yourself what you're doing to generate business. Are you doing enough to generate new business or are you relying on old referral sources? Have you looked at your approach to selling to customers and given consideration to how you may want to change your approach to adapt to the changing customer base you are selling to?

Gone are the days when contractors are meeting with homeowners and introducing all new information to them. Studies show that homeowners have already done their research online, and are roughly 50 percent of the way to a buying decision before a contractor even knocks on the door. Homeowners are looking for smart technology for their homes, and they are consuming information and shopping differently than they have in the past. Have you changed your approach?

With all of that being said, you've got the winter to prepare, so breathe easy and make sure to use the resources that you have available to you. You have some great distributor partners here locally who would love to help you take your business to the next level. You should also speak with your manufacturers' sales representatives to discuss the resources that they may make available to you. Some of the resources that I know are available will help your business run more efficiently, and will also put you in a position to better sell to today's homeowner. Gain the big budget look on a small budget!

Thanks for all the support in 2019 and here's to a prosperous 2020 for all!

*Kevin Lewis is the New York City metropolitan area sales manager for Hunter Industries, Inc.*

## The IA Celebrates a Successful 2019 Irrigation Show and Education Week

Nearly 9,000 people from 57 countries attended the 2019 Irrigation Show and Groundwater Week in Las Vegas Dec. 2-6. The Irrigation Association co-located with the National Ground Water Association and the American Rainwater Catchment Systems Association, resulting in a show floor with over 600 exhibitors.

The education week featured new Industry Insights sessions, offering presentations and panel discussions on the latest trends, best practices and research updates on various agricultural and landscape irrigation and business topics. IA University courses teaching core irrigation



# The IA Celebrates a Successful 2019 Irrigation Show and Education Week

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curricula are respected in the industry and once again drew many participants. Many irrigation professionals became certified at the show by taking one of the IA’s seven different certification exams.

Wednesday morning kicked off with a powerful message by keynote speaker Jim Abbott, a Major League Baseball pitcher who achieved success despite being born with only one hand. Abbott shared how he was able to overcome perceived limitations and reach his dreams.

Following the keynote address, the trade-show floor opened, giving irrigation professionals the opportunity to interact with 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 showcasing 56 entries.



Several networking events and socials held throughout the week allowed attendees and exhibitors to connect. The opening-night party celebrated the lights and colors of Las Vegas. Those attending enjoyed food and drinks, as well as the opportunity to get a picture taken seated on the brand-new Harley-Davidson motorcycle being raffled during the show to benefit workforce development.

The IA debuted a new Ag Dealer Day event on Thursday morning. This half-day educational opportunity for dealers to learn about running a successful agricultural dealership through different business strategies was a success, with those attending requesting similar events in the future.

The 2019 New-Product Contest winners were announced at Thursday’s general session, hosted by IA CEO Deborah Hamlin, CAE, FASAE; 2019 IA President Ed Santalone Jr.; and incoming 2020 IA President Jon Topham, CAIS, CID. They recognized and honored the 2019 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/2019winners](http://www.irrigationshow.org/2019winners), and for information about IA awards and the 2019 recipients, go to [www.irrigation.org/awards](http://www.irrigation.org/awards).

“The Irrigation Show is held each year to provide a venue where professionals can explore, connect and learn all about irrigation,” Hamlin said. “The 2019 show featured amazing new technologies on display, diverse educational opportunities and well-attended business connection events that helped us accomplish this mission in Las Vegas.”

The 2019 Irrigation Show was a unique opportunity drawing ag- and landscape-irrigation professionals together in one location offering unlimited opportunities. The IA now sets its sights on San Antonio, where the show will be held Nov. 30-Dec. 4, 2020.



2020

# Northeast Irrigation Expo & Conference

Feb. 24-26, 2020

Foxwoods Resort and Casino  
Mashantucket, Connecticut

Preconference Feb. 24 • Education &amp; Expo Feb. 25 • Education Feb. 26

## Schedule & Attendee Registration Form

### MONDAY, FEBRUARY 24

12:00 p.m.	Registration
1:00 p.m.- 4:30 p.m.	<b>Irrigation Technician Course</b> Chris Pine, IrriTech Training

### TUESDAY, FEBRUARY 25

7:30 a.m.	Registration
8:00 a.m.- 4:30 p.m.	<b>Irrigation Technician Course (cont.)</b> Chris Pine, IrriTech Training
8:00 a.m.- 10:00 a.m.	<b>Foundations of Two-Wire Installation &amp; Maintenance</b> Kurt Thompson, K. Thompson & Associates
8:00 a.m.- 12:00 p.m.	<b>Irrigation 4.0</b> Ted Moriarty, Smart Watering Co.
9:00 a.m.- 11:00 a.m.	Exhibitor Trade Show Set Up
10:00 a.m.- 12:00 p.m.	<b>Managing Soil Moisture</b> Kurt Thompson, K. Thompson & Associates
12:00 p.m.- 1:00 p.m.	Lunch (included in registration)
12:00 p.m.- 8:00 p.m.	<b>Trade Show Opens</b>
1:00 p.m.- 4:30 p.m.	<b>Advanced Irrigation Design, Installation Techniques &amp; Contractor Law (meets J-3 and J-4 Continuing Education Requirements)</b> Ted Moriarty, Smart Watering Co.
1:00 p.m.- 3:00 p.m.	<b>Effectively Managing Across Multiple Generations</b> Kurt Thompson, K. Thompson & Associates
3:00 p.m.- 4:30 p.m.	<b>Customer Service for Irrigation Technicians</b> Kurt Thompson, K. Thompson & Associates

### TUESDAY, FEBRUARY 25 (cont.)

5:00 p.m.	<b>Reception &amp; Trade Show</b>
6:00 p.m.	<b>Cornhole Tournament, Reception &amp; Trade Show</b>
8:00 p.m.	Trade Show Closes

### WEDNESDAY, FEBRUARY 26

7:30 a.m.	Registration
8:00 a.m.- 10:00 a.m.	<b>Pump Maintenance &amp; Troubleshooting</b> Matt Cass, SiteOne Landscape Supply
8:30 a.m.- 12:00 p.m.	<b>Business 'n' Breakfast</b> Sponsored by HindSite Facilitated by Kurt Thompson, Ted Moriarty, Chris Pine and David Crary
10:00 a.m.- 12:00 p.m.	<b>Drip Irrigation Techniques for Technicians</b> Art Elmers, Netafim
12:00 p.m.- 1:00 p.m.	Lunch (included in registration)
1:00 p.m.- 2:00 p.m.	<b>Installing &amp; Troubleshooting Flow Sensors</b> Norm Bartlett, Creative Sensor Technology
1:00 p.m.- 5:00 p.m.	<b>IA Certified Irrigation Technician Exam*</b> *Exam is not included in the technician course fee.
2:00 p.m.- 3:00 p.m.	<b>Grounding, Bonding &amp; Shielding of Electrical &amp; Electronic Irrigation Equipment</b> Dave Di Rienzo, Paige Electric
3:00 p.m.- 4:30 p.m.	<b>Solvent Welding Technique for PVC Piping</b> Angel Caban, The Oatey Company

Email or fax your completed registration to:  
**cica@cicaweb.org or 860.586.7080**

To receive the member pricing, you must be a member in good standing of CICA, IANE or IANY. To purchase cancellation insurance and see what it covers, **please register online.**

Visit [www.cicaweb.org/NEIrrigationExpo](http://www.cicaweb.org/NEIrrigationExpo) to register online, or complete the paper registration form on the back of this flyer. **Questions?** Contact [nicolepreisner@irrigation.org](mailto:nicolepreisner@irrigation.org) (703.536.7080) or [cica@cicaweb.org](mailto:cica@cicaweb.org) (860.586.7563).



## 2020 Northeast Irrigation Expo & Conference Schedule & Attendee Registration Form

### Attendee Information

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Badge Name (if different) \_\_\_\_\_

Job Title \_\_\_\_\_ Company (or Organization) \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email\* \_\_\_\_\_

\* Confirmation notices will be emailed.

Email or fax your completed registration to: [cica@cicaweb.org](mailto:cica@cicaweb.org) or 860.586.7080

REGISTRATION OPTIONS	Member	Nonmember
Irrigation Technician Course (half day Monday and full day Tuesday)	<input type="radio"/> \$345	<input type="radio"/> \$395
IA Certified Irrigation Technician Exam* (Wednesday) *Exam is not included in technician course fee. Member rate for CICA, IA, IANE and IANY members.	<input type="radio"/> \$150	<input type="radio"/> \$300
Northeast Irrigation Expo & Conference Tuesday Day Pass (includes education classes for the day, breakfast, lunch, trade show and reception)	<input type="radio"/> \$245	<input type="radio"/> \$295
Northeast Irrigation Expo & Conference Wednesday Day Pass (includes education classes for the day, breakfast, lunch, trade show and reception)	<input type="radio"/> \$195	<input type="radio"/> \$295
Trade Show & Reception Only (Tuesday)	<input type="radio"/> \$75	<input type="radio"/> \$75

  

TUESDAY, FEB. 25 (please indicate which sessions you would like to attend)		
Foundations of Two-Wire Installation & Maintenance, 8:00 a.m.-10:00 a.m.	<input type="checkbox"/>	<input type="checkbox"/>
Irrigation 4.0 , 8:00 a.m.-12:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Managing Soil Moisture, 10:00 a.m.-12:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Advanced Irrigation Design, Installation Techniques & Contractor Law (meets J-3 and J-4 CE's) 1:00 p.m.-4:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Effectively Managing Across Multiple Generations , 1:00 p.m.-3:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Customer Service for Irrigation Technicians, 3:00 p.m.-4:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Cornhole Tournament, 6:00 p.m.-8:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>

  

WEDNESDAY, FEB. 26 (please indicate which sessions you would like to attend)		
Pump Maintenance & Troubleshooting, 8:00 a.m.-10:00 a.m.	<input type="checkbox"/>	<input type="checkbox"/>
Business 'n' Breakfast, 8:30 a.m.-12:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Drip Irrigation Techniques for Technicians, 10:00 a.m.-12:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Installing & Troubleshooting Flow Sensors, 1:00 p.m.-2:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Grounding, Bonding & Shielding of Electrical & Electronic Irrigation Equipment, 2:00 p.m.-3:00 p.m.	<input type="checkbox"/>	<input type="checkbox"/>
Solvent Welding Technique for PVC Piping, 3:00 p.m.-4:30 p.m.	<input type="checkbox"/>	<input type="checkbox"/>

**Payment Information** (Payment in U.S. funds must accompany your registration form. Checks must be drawn on a U.S. bank, payable to CICA.)

\$ \_\_\_\_\_ **Total Registration Fees** ☐ Check Charge to: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

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