IRRIGATION ASSOCIATION OF NEW YORK

www.iany.org

NOVEMBER 2022

VOLUME 22, ISSUE 3



President's letter

by Robert Boyle, IANY President

Another season is coming to a close.

Now's the time to get much needed relaxation, reflect on the past season

and think of ways to improve your business.

The New York Irrigation Association wants to invite you to join our board. Quite frankly, we need you.

There may be reasons why you feel you cannot join the board. I understand that it is not a small undertaking to make such a commitment. You are successful and productive individuals who are working very hard to make life better for yourself, your family, your community, your clients, and the world around you. I promise you that for the amount of time and effort it takes to be a board member, you will find it to be a deeply rewarding experience.

The Green Industry is your passion, your vehicle, the vehicle you choose. Your support of our association helps your business which in turn helps you, your family, your community, your clients, and the world around you.

I recommend you attend an IANY monthly meeting and see for yourself the comradery and dedication of the standing board members. Come learn the history of our association, share knowledge with the members, make



friends and enjoy helping to grow an even stronger association. IANY works hard to help support your business and you in achieving your goals in business and in life.

So, make a difference, come join us, you won't regret it!

RB Boyle is owner of RB Irrigation and president of the Irrigation Association of New York.

Want to improve your business? Get involved!

Attend an IANY meeting and see for yourself the comradery and dedication of the volunteers involved. Help us grow a stronger industry and association.

December 14, 2022 January11, 2023 February 8, 2023 March 8, 2023

Contact Noreen Rich (noreenrich@irrigation.org) for additional information.



DroughtGood for business, bad for the industry.

by Mike Dwyer, CIC

Drought was the magic word this irrigation season. Good for business,

bad for the industry. We as an industry are going to be facing some strong headwinds next season.

The Water Suppliers had a very challenging summer here on Long Island. Most water districts had some capacity issues because they were constructing new water treatment facilities. Wells were taken offline (unused) until the at least temporary treatment could be installed. Now add no rain, high temperature and increased demand for water. This is a recipe for disaster. Most districts were able to meet this demand. Others struggled. Irrigation is sole driver of this demand.

I was invited to a press conference on August 2 by Suffolk County Water Authority (SCWA). The purpose was to get people using water for irrigation to shift the time that they watered. The drought was causing people to use more water in a narrow window of time. So much water was being withdrawn between midnight and 6 a.m. that water towers were close to being empty. This is a huge problem for us as irrigators since low pressure means poor uniformity and more brown spots. How do we usually solve this? We run the zone longer! We are chasing our tails.

The big concern for SCWA was fire protection. House fires, brush fires can happen. You need all the water you can get to fight these fires. It takes hours to refill the tanks. You don't have hours to wait for the tank to refill to fight a fire.

As an industry we need to learn how to install irrigation that applies water uniformly and efficiently. Use a smart controller that responds to the weather, not overreacts. WE also need to do something about the times we water. Shifting demand or spreading out the demand is what water districts would like to see happen.

On October 21, I attended the Long Island Water Conference Water Symposium. One of the highlights was information from Port Washington on implementation of its water conservation program. If any of you have customers in Port Washington district you know about water restrictions.

In Port Washington you have a 2 hour window to irrigate. There are 5 different zones and the zone you live in determines when you can water. Water use is down dramatically. In past droughts during the month of August water use is trending down as you can see from the data below.

- 2010 = 570 million gallons
- 2014 = 540 million gallons
- 2015 = 550 million gallons
- 2020 = 510 million gallons
- 2022 = 495 million gallons

They are being very aggressive to reduce demand to help avoid salt water intrusion into their wells and maintain water quality and quantity. It is a change in how you do things. Smart controllers, pressure regulators, rain sensors are all required. These are things that are happening all around Long Island, in New York State, in the United States of America and the world.

Keep an eye out for upcoming seminars before the season begins.

Mike Dwyer, CIC, is with Hot Water Aplenty. He currently serves on the IANY Board of Directors and the leads the IANY Water Conference Committee.





Close out the busy season, plan for change in 2023

by Jeff Carowitz, Strategic Force, Inc.

2022 was an incredible year. Strong demand for landscape services

boosted the profits of every contractor. But high workloads also stressed everyone all season long.

With the season fresh in your mind, now is the time to make a list of strategies and operational improvements to work on this winter to make your company stronger. (Often the surprising thing is you need to push harder on what you do well, and give up on the areas where you're struggling!)

If you plan carefully, you'll be better prepared for softer demand from a changing economy. Here are some areas to focus on:

Get going on collections. Forgot to bill for something from the busy months? Send that invoice now! Collect past-due accounts too. It's no fun to pester customers about outstanding invoices, but it must be done. With more time available now, you'll be able to focus on the laggards with a personal touch.

Turn 2022's surge into ongoing revenue. Convert newer customers into an ongoing annuity by enrolling them in service agreements for irrigation, lighting and more. Service agreements help you lock-in winterization and start-up clients and make scheduling during these rush periods much easier. Maintenance and repair business adds stability and predictability to your operations.

Upgrade your software. Get a solution made for your business that can help you implement and automate better processes – and make you more money. Don't settle for something developed for general business or another industry. You want to choose a package that's tailored

to our industry's unique needs. It will lead you to best practices and smart habits.

Build your Google reviews by contacting satisfied clients now. E-mail your best clients from this year and provide them with a direct link that allows them to post a positive review. The more positive reviews you have, the better you will rank with Google, and the more leads you'll receive. Great reviews are extremely valuable in building trust with new prospects.

Tune your Google AdWords campaign. The company that set it up probably doesn't know our industry very well, and therefore it's costing you more than it should. Sure, you can ignore it when times are good and leads are plentiful, but cost-per-click in the pool business has already TRIPLED, and the landscape business will soon follow. (Fewer searchers = more competition for clicks = higher advertising costs.)

Rethink whether you need so much extra inventory. It's cash sitting on the shelf. Cash can earn an easy 5%+ annually risk-free (government insured). All of those extra supplies you're carrying and equipment you're not using

supplies you're carrying and equipment you're not using is actually costing you money. Especially clean out your warranty bin!

Review your numbers. How is your company performing versus industry benchmarks for gross profit and net income? Are you underpricing projects? Is your overhead bloated? Sure, you're paying yourself well. BUT you may be leaving a big part of your success "on the table"!

Questions? Drop me a note. I've been in the irrigation industry for over 35 years. I'm always happy to meet new friends. Jeff@StrategicForceMarketing.com.



Performance pumps

by Lauren Sable Freiman, Irrigation & Lighting

With an irrigation system plan design in hand, you're ready to start digging trenches and putting things into motion. Then, you notice a caveat in the plan's notes, alerting you to the fact that if the intended water pressure and flow are not met, you'll need to provide a pump to meet design specifications. But how do you determine if a pump is required? How do you correctly size, place and incorporate a pump into an irrigation system?

Pumps are an integral part of many irrigation systems. Having an understanding of how they operate and how their specifications impact the larger design will determine whether or not those plans come together or if it will turn out to be an installation nightmare. Building around a few easy measurements can make all the difference.

With these simple tips from an irrigation expert, successfully installing a fully functioning and efficient irrigation system while avoiding the most common errors and pitfalls surrounding pumps will be a breeze.

Know your flow

The main purpose of a pump in an irrigation system is to either create pressure from nothing or to boost pressure. A system with low pressure will perform poorly, while a system with too much pressure will be inefficient.

"If pressure is too low, the sprinkler head won't be able to throw the designed distance, so coverage will be bad," says Jim Gurzler, CIC, of Reasonable Outdoors in Drums, Pennsylvania. "If the pressure is too high, you'll see misting from the sprinkler heads, which means your droplet size is too small and you'll have a lot of drift and potential for waste."

In cases where the water is coming from a natural source like a lake or a cistern, using a pump to create pressure is a no-brainer. But most often, a contractor will need to take stock of the water capacity and pressure that's available, then make a determination.

The maximum gallons per minute required to efficiently operate an irrigation system is based on the pressure and the gallons per minute required for your largest zone in the system, Gurzler says. Oftentimes, irrigation plans for new construction are based on the water capacity that the designer anticipates will be available on-site. In those cases, the notes will often include the caveat that a pump may be required to meet design specifications.

"Based on your irrigation system design, you're looking to meet the pressure requirements after friction loss has been calculated to get your sprinklers or drip irrigation to the desired pressure," Gurzler says.

Generally, contractors will first install a system as the plans are laid out to determine whether its performance is what it was intended to be. Then they will make the decision to add a pump if the output doesn't match up to the original expectations. Gurzler says that considering the system flow up front saves time and effort.

"You should flow test and pressure test before installation so you know right away if you need a pump," he says.

There are a couple different options for determining a system's water capacity. According to Gurzler, one option is attaching a flow meter to the pipe, opening the pipe and measuring the flow. Another option is the tried-and-true bucket test.

"You would do that with a stopwatch and a bucket or collection vessel to see how many gallons a minute you have coming out of the pipe," he says.

Continued on page 6.

NUGENT & POTTER

IRRIGATION SUPPLIES
SHOVELS
WATER SERVICE PIPE & FITTINGS
DRAINAGE SOLUTION
RAINGEAR
SAFETY GEAR
FITTING ORGANIZATION

FREE DELIVERY

shop.nugentpotter.com

- ONLINE SHOPPING FOR HOUSE ACCOUNTS
- ONLINE BILL PAY
- ONLINE ACCOUNT DATABASE



1557 COUNTY RD 39 SOUTHAMPTON 631-283-1103

Join Us



Become a member of the Irrigation Association of New York

Membership Benefits

- Educational Classes
- A Voice for Irrigation Contractors
- Lobbying Efforts on YOUR Behalf
 - Fair Insurance Pricing
- Working With Different Agencies to Benefit Our Industry

Name				
			Zip	
Phone		Fax		
E-mail				
	I have	the following certifications:	:	
	☐ Certified I	_andscape Irrigation Auditor rrigation Contractor rrigation Designer		
		Yearly Dues: \$225		

To use PayPal, click on "Submit Payment" at IANY.org, or Mail your completed form and check payable to "Irrigation Association of New York" to:

Irrigation Association of New York Post Office Box 237 Greenlawn, New York 11740

Phone/fax: 631-423-0429 info@iany.org

Continued from page 4.

Right for the job

Pump sizing is based on the specifications set forth in the plan design. If a system design calls for sprinkler heads to operate at 70 psi but it is actually operating at 55 psi, the system needs 15 pounds of boost from a pump. This is often a point of misconception in the industry, Gurzler says. When sizing for a pump, it's easy to think that because the system needs 70 psi of output, the contractor should just ask the distributor for a 70-psi pump. In the above example, that would be oversizing the pump because it doesn't take into account the system's current output.

"You need to know the incoming pressure and the outgoing pressure, then determine the gap," he says.

Oversizing the pump has a few negative ramifications. First, you've spent too much on a pump too big for the job. Second, you could be overpressurizing the system, resulting in wasteful mist. But too much pressure is more than wasteful. It can also wreak havoc on the system's components.

"If you oversize the pump, the pump is trying to draw too much water into the pipe, which can create cavitation that can damage the pump," Gurzler says.

Once you select a pump with the right boost and the right gallons per minute, it's time to select the right motor.

A 115- or 240-volt single-phase power supply is the right choice for residential installations, while a commercial job site might have a 230-volt or 460-volt three-phase power supply. In some cases, a designer may have planned for a three-phase power supply that doesn't exist on a job site. In that case, a variable frequency drive can transform a single-phase power supply into a three-phase power supply.

"Some commercial sites don't have a three-phase power source. In that case, you can buy a variable frequency drive that can take single-phase power in and make three-phase power," Gurzler says. "That's recommended for commercial customers with a larger pump. The higher the voltage, the more efficient the motor typically is, and the lower the cost of operation."

It's also worthwhile to note that while a simple pump start relay is either on or off, you can set the pressure with a variable frequency drive.

"With a variable frequency drive, you set the pressure it runs at, so if you do oversize the pump, you can still set the pressure you want," Gurzler says.

Choosing the right installation

While the designer may envision the pump in one location, and that location may make the most sense, that decision may need to be revisited at the job site due to aesthetic concerns.

Gurzler recalls one job where the designer was adamant about the location of the pump, which was supposed to be placed right in front of a beautiful building. Realizing it would be a complete eyesore, Gurzler says he contacted the designer to express his concerns. After several calls back and forth, the designer finally agreed to a change order, because in the end, aesthetics are a very important consideration.

Safety is another key consideration when choosing the right location for a pump.

"You don't want people touching the pump," Gurzler says. "It has spinning parts, so you have to consider the location."

Because pumps have to be accessible for service, they can't be buried. They can't be in a box below ground level, which could flood, causing damage to the motor.

"Typically, it has to have some kind of shroud around it," Gurzler says. "There will be some kind of enclosure to prevent vandalism, and to keep the sun, rain and snow from damaging the motor."

Sometimes, a pump can be installed and secured inside a building, protected from curious hands and nature. In that case, it likely doesn't need a safety cage surrounding it.

The availability of a power source is the last key concern when choosing where to install a pump.

Continued on page 7.

LOCAL AGENT, FAR-REACHING KNOWLEDGE

With years of experience in the insurance industry and an outstanding array of products and services for home, auto and life, you can feel good that an AMERICAN NATIONAL agent is the best choice for you, your family and business.



CAMILLE BUNICCI

380 TOWNLINE RD STE 120 HAUPPAUGE, NY 11788



Camille.Bunicci@American-National.com
631.213.3331

American National is a group or companies writing a bload array in instrance products and services. Products and services may not be available in all states. Terms, conditions and eligibility requirements will apply. Life Insurance and annuity products may be underwritten by American Nationamace Company, Galveston, Texas. Property and casualty products and services may be underwritten by Farm Family Casualty Insurance or United Farm Family Insurance Company, both of Glemont, New York.

15.009.87140.V3.11.2019 | 15219405



Get more work by standing out

by Lorraine Hart, President of Ideal Consulting Services

As a small business owner, I know it can be difficult to differentiate my company from other similar companies out there. But it's the differences about you and your company that can get the sale, especially if your price point is higher than your competitor's.

The best way to differentiate yourself from your competition is not by price. It's by you and your staff's ability to be good communicators, to have good listening skills, and provide timely follow up. Return phone all calls promptly, get them the proposal when promised. And stay in regular communication.

Another way to stand out is your participation in a professional trade association like IANY. Associations can educate you about regulations and legislation that can affect your business and offer you certifications to make you more of a pro. Your placement on the association's website can give you more credibility and in turn get you leads.

Since your season is ending, take some time to think about new products and services you can promote. Also reevaluate your marketing expenditures to make sure you are getting results. There may be more cost effective or better ways to get more work.

Remember, it is not the similarities that will help you stand out, but the differences. Use those differences to make your company stand out.

For more information, contact Ideal Consulting Services/ *Websites by Ideal at 516-826-6725.*

Continued from page 6.

"Sometimes that may not be the biggest consideration in the design, and you have to bring power to the pump," Gurzler says.

In situations where power has been overlooked in the planning stages, there is still a fix on the back end. But, that fix is often costly.

"When the available power isn't what was part of the original plan, it negates the pump design," Gurzler says. "Maybe the site doesn't have three-phase power but the designer assumed it did. That can be a problem. You can install a variable frequency drive at the pump, but the drive has to be sized much larger because the amperage is figured on the lower voltage. It's an expensive oops. There is a large range for the cost of the equipment, but it could be in the thousands of dollars."

Considering the power source from the outset can also save yourself the hassle of determining who will pay for a costly pump that wasn't part of the original plan.

"That situation often leaves the irrigation contractor and the client trying to decide who is responsible for paying for the pump," Gurzler says.

Once a pump is sized, selected and installed, most of the hard work is complete. However, Gurzler recommends regular inspections to make sure all parts are in good working order.

"You should make sure all electrical and mechanical connections are tight, at least annually," Gurzler says.

Lauren Sable Freiman is a freelance writer based in Cleveland.





REGISTER TODAY! www.irrigationshow.org

Irrigation Association | National Ground Water Association



Officers

President

RB Boyle RB Irrigation P.O. Box 1386, Westhampton Beach, N.Y. 11978 631-288-1087

Vice President

Bobby Winter B&A Lawn Sprinklers 1381 St. Louis Ave., Bay Shore, N.Y. 11706 631-665-4545

Treasurer

Joe Tavalaro, CIC, CLIA Custom Irrigation Corp. 111 Roger Ave., Inwood, N.Y. 11096 516-239-7659

Secretary

Adam Cantiello, CIC Oasis Irrigation P.O. Box 423, Oakdale, N.Y. 11769 631-585-1501

Directors

Mike Dwyer, CIC, Hot Water Aplenty George Iannaccone, SiteOne Landscape Supply Steven E. Stempler, CIC, Five Towns Sprinkler Service Tom Tracey, CIC, CID, CLIA, Dimension 2 Associates

Past Presidents

Jan Oberfield, Dimension 2 Associates
Marty Klein, RB Irrigation
Geoff Lambert, Sprinkl-Rite Irrigation
Rich Silverman, CIC, Rain Rich Sprinklers
Dennis Realmuto, CIC, CID, CLIA, Professional Irrigation
Tom Tracey, CIC, CID, CLIA, Dimension 2 Associates

Committee Chairs

By-Laws

Tom Tracey, CIC, CID, CLIA Dimension 2 Associates 631-421-5200 tomtraceyd2a@optonline.net

Events

George Iannaccone SiteOne Landscape Supply 631-891-7310 george.iannaccone@gmail.com

Membership

Steve Stempler B&A Lawn Sprinklers 631-665-4545 balawn@optonline.net

Newsletter Advertising

Noreen Rich IANY 703-795-4933 noreenrich@irrigation.org

Water Conference

Mike Dwyer, CIC Hot Water Aplenty 516-785-4453 mdhwa@optonline.net

Web Site

RB Boyle RB Irrigation 631-288-1087 rb@rbirrigation.net

Irrigation Association of New York

P.O. Box 237

Greenlawn, N.Y. 11740

Telephone/facsimile: 631-423-0429

www.iany.org

Copyright 2022

Renew your 2023 dues

The 2022 membership year is coming to an end and it's time to renew for 2023. You should have received both an email and mailed copy of your invoice. Please contact Noreen Rich (703.795.4933, noreenrich@irrigation.org) if you need assistance with your membership renewal.