



President's letter

by Bobby Winter, IANY President

Well, we have made it through the spring season and now in mid-summer. Some of us are taking advantage of a slowdown due to a very wet August. Some will be enjoying some well-deserved time off, to spend with family and friends. Others will be getting ready for winterizing season or restocking trucks, replacing lost/damaged tools. It's also a great time to get those truck repairs that we have been putting off. Some companies are still going strong, others are still catching up.

Soon it will be blow out season then the off season will be here before we know it. The off season is a great time for education. Check out the Northeast Irrigation Expo & Conference in Connecticut this February. It's always a great time. Even if you don't want to sit in on classes, the show will give you the opportunity to meet the manufacturers and explore new technology. One of my favorite things is sitting at the bar talking to other contractors and finding out how they do things in other states.

In recent weeks I sat down with the Town of Islip plumbing board, offering them the IANY's help if needed. The Town of Islip's board consists of mostly master plumbers who are masters of their trade, but we know irrigation isn't really in their wheelhouse. We discussed a new recommendation from SCWA, new smart controllers, new legislation proposed by Suffolk County, as well as landscapers doing irrigation work and winterizing, and the concerns we as irrigators have about that. They were very receptive to what we had to say. We will be working with them in the future to update their irrigation requirements. We want to be part of the decision making to ensure we have regulations that are fair and conserve water for future generations. The IANY board is here to help all state agencies make the future of our industry fair, waterwise and strong.

I hope you all have a safe and productive fall season and I'm looking forward to meeting more of you in person.

Bobby Winter is owner of B&A Lawn Sprinklers and president of the Irrigation Association of New York.

IANY Featured in Newsday

Mike Dwyer weighs in on key tools for reducing water usage on South Fork.

Read the complete Newsday article on <https://iany.org/>.

Hamptons' water use raises alarms

Fourteen of 15 highest users reside on South Fork, and want green lawns

BY JOE WERNMEISTER
joewernmeister@newsday.com

The epicenter of the escalating battle to curb water consumption can be found on Long Island's East End. There, 70% of the water usage has been for lawn watering and irrigation, Suffolk County Water Authority officials said, depleting water tanks overnight and raising concerns about whether there would be enough water to fight fires or keep critical care facilities running.

All but one of the top 15 highest water users in Suffolk County last year were on the

ONLY IN NEWSDAY

Jesse Warren introduced the water agency's request for an odd/even watering ordinance, but a brief discussion among board members didn't lead to any action.

"If it becomes more drastic a situation, then we can step it up and consider other measures," Southampton Town Supervisor Jay Schneiderman said.

One measure mandates that residents not irrigate between 10 a.m. and 4 p.m., since most of the water spread during that time evaporates. The authority



Mayor Chris Fiore and North Haven officials are eyeing restrictions. Video: newsday.com/longisland



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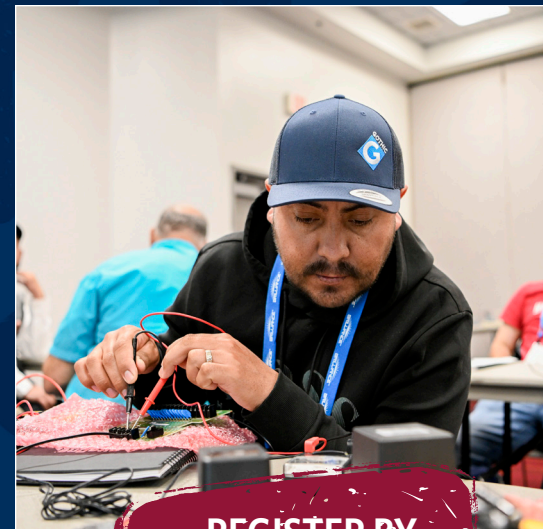
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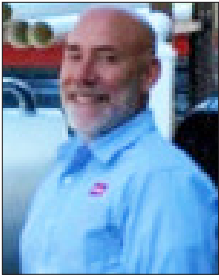
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Applying pressure

The adoption of pressure regulating spray sprinkler body laws.

by Michael Edmiston, CIC, CLIA

With a national focus on conservation and sustainability, many states across the country are adopting Pressure Regulating Spray Sprinkler Body (Spray Head) laws as an effective means to conserve energy and to save water. Manufacturers have recommended Pounds Per Square Inch (PSI) operating standards; however, they are only recommendations for peak performance and not a requirement. Usually, 30 PSI (conventional Nozzles) and 40 PSI (Rotating Nozzles) at the head yields the best results. In most cases, operating pressures far exceed the recommended operating range; therefore, creating unnecessary misting, over spraying, runoff and an excessive amount of wasted water.

Outdoor water usage consumes more water than any other activity and the Spray Head with conventional or fixed arc nozzles are the most wasteful product in our industry. An estimated 9 billion gallons of water is used in residential outdoor water use each day and the Environmental Protection Agency (EPA) estimates that 40 U.S. states will have experienced water shortages by 2024. The EPA published the “WaterSense Specification for Spray Sprinkler Bodies.” The specification established the criteria

Distributors can continue to sell Standard Spray Heads they already have in stock if they are manufactured prior to June 26, 2023, and as a result, many have plenty of inventory to support contractor’s needs throughout the remainder of the year. Contractors who stocked up on early orders, mid season programs or who purchase more conservatively can still purchase and install Standard Spray Heads as long as they are manufactured prior to June 26, 2023.

Pressure Regulating Spray Heads have been available for more than 35 years; however, this trusted technology has been grossly underutilized. To move forward, we have to understand the reasoning behind the Pressure Regulating Sprinkler Spray Head law and be able to articulate why this is beneficial to the end user. The logic behind implementing PSI Regulation is relatively simple, less pressure equals less water. While the immediate impact of PSI Regulation is water savings, the added benefits are just as important and beneficial.

The concept of Distribution Uniformity (DU) and Efficiency are often misunderstood. Efficiency is the relationship between water needed and water applied. In

These combined efforts will exponentially aid us in managing our natural resources more effectively while providing our customers with the greatest return on their investment.

for labeling a spray body as WaterSense-certified, and that criteria is driven solely through pressure regulation. The WaterSense specification is the standard being adopted and referenced by states as the minimum criteria for spray body compliance. In response to our industry’s negligent use and application of water in our landscapes, New York is the latest state to implement a similar law requiring all Spray Heads manufactured on or after June 26, 2023 to meet the Water Sense criteria for Sprinkler Spray Bodies, Version 1.0 and be listed on the California Modern Appliance database.

Similar laws have been in effect in other states and all major manufacturers are equipped and ready to adopt to the everchanging requirements throughout the country. The New York law is a little different than most of the other states as it allows for the sale and installation of Standard Spray Heads manufactured prior to June 26, 2023. In response to this, some manufacturers will only ship PSI Regulating Spray Heads after June 26, 2023, to ensure compliance and to eliminate any opportunity for violations.

order to have good Efficiency, you must have good DU. DU measures the delivery equipment’s effectiveness and how evenly water is applied. DU is not just about the equipment but, also how it is installed. If sprinkler heads are operating above their ideal pressure, DU will be negatively impacted. An irrigation system’s DU and Efficiency can be greatly improved with PSI Regulation.

As irrigation professionals, it is our collective responsibility to design, install, audit and maintain irrigation systems that meet or exceed mandated requirements and manufacturer’s recommended guidelines while implementing the Irrigation Association’s Best Practices. These combined efforts will exponentially aid us in managing our natural resources more effectively while providing our customers with the greatest return on their investment.

Mike Edmiston is the district sales manager for the NY metro area at The Toro Company and holds the Irrigation Association’s CIC and CLIA designations.



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Communication and commitment

Working with our water districts and customers to conserve water.

by Mike Dwyer, CIC

The year started off busy. The IANY has made great inroads in opening lines of communication with the water providers. This spring, I was happy to see many of you come out to informational events provided by Liberty, Town of Hempstead, Port Washington, Roslyn and Suffolk County. These water districts need us to realize our industry's impact on the water resources they provide.

We started in February with an event sponsored by Liberty and Town of Hempstead Water. February 16th was Port Washington and Roslyn Water Districts on Zoom. Suffolk County Water Authority was held on March 3rd in person and online. The purpose of these events is to help us all work together. June 28th I attended a workshop in Garden City. The topics were strategies to deal with demand issues and how to communicate these to the public. Needless to say, we are generally seen as the cause.

Water districts on Long Island are straining to keep up with demand. Each district has its own unique reason for requiring a change in how we use their product. Over pumpage of water can lead to saltwater intrusion into the wells. The drawing of too much water in a short period of time, reducing water pressure in the area. The disruptions associated with trying to keep up with the growth of new systems being installed while having to add water treatment to existing systems is a huge challenge.

These next couple of months we may see some water districts shutting down some wells. The state passed a law on some contaminants in our water and districts were given a waiver to give them time to comply. Those waivers are expiring. If the district does not have treatment in place on those wells, most will be shut down, for liability reasons.

This summer has been a roller-coaster. Started with rain, then drought, higher temps and now rain as I write this. Our customers are more demanding these days. Customers are working from home, not leaving in the morning and coming home exhausted. Our phone calls for service used to happen on weekends and Monday morning. Now they happen at all hours. How many of you got a phone call from your customer midday? They are home and saw a neighbor running their sprinkler, so they turned theirs on.

Smart controllers help customers maintain the proper level of moisture in the soil. The factors that make these controllers work well include the proper nozzles in rotors,

consistent head spacing, and separation of lawn and shrub beds. Did you have brown spots on your customer's lawn? What was the cause? Did you dig up the brown spot or did you just increase the time?

Drought shows us the weakness of our work. The lack of water distribution uniformity in our systems shows up during this time. Increasing run time for a zone to overcome bad installation means everybody now has less water available for them. Spend time on those systems to fix the problem. Use catch cups on that zone to see if water is being applied evenly.

I had a system with a bad controller and I replaced the controller. I programmed the run time, curiosity crept in. I wanted to see if I was overwatering the zone so I set up a quick pattern of cups. To my surprise it was bad. One head was rotating slowly; another was being partially blocked by a shrub that grew out. It took me 10 minutes to find and solve the problem. This would have been another service call, to the same customer for what they would feel was related to my programming of their controller.

I was taught by my first boss Marty Klein to check all zones. If you are called for one problem, fix it. Don't leave until you check everything else. If the customer doesn't want to fix other found problems, make notes. Most customers see value in your business when you try to avoid a repeat call.

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.

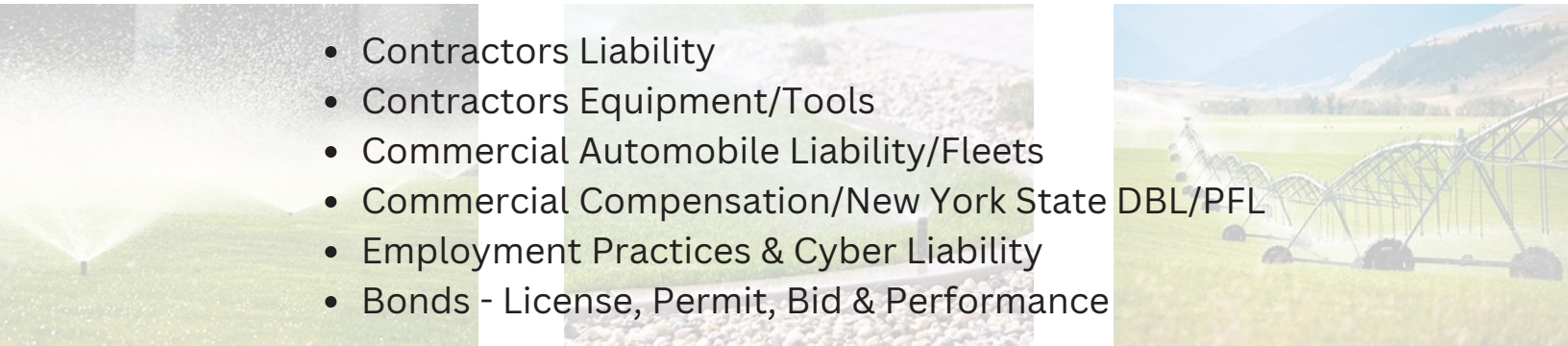




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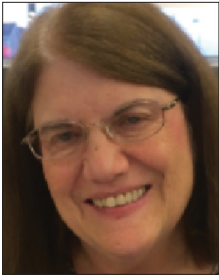
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OUR CLIENTS VALUE THE FAMILY SERVICE AND EXPERTISE WE PROVIDE



Turn negative reviews into positive results Capitalize on the opportunity to respond and improve.

by Lorraine Hart, President of Ideal Consulting Services

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 your Google Business listing, BBB, Yelp or other social media.

You read it and are confused or even 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, and from unknown people who gave one-star ratings with no detailed information.

Offer to fix the problem. If you determine the person was a customer, first call them directly to rectify the issue. Once the matter is resolved, ask them to update their review or remove it.

Prepare your response and reply in a timely manner. If you are unable to reach the person, reply to the review with an apology and mention you have tried to contact them and ask them to please contact you directly.

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

If it is a fraudulent review from an unknown person, respond politely that you are unable to find them in your customer records and suggest they contact your company directly. 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. However, you can flag a bad review with Google and follow their procedure for reporting the review. Unfortunately, Google may not remove it, so you might have to do that a few times.

Always Be Proactive

From time to time, Google your company. Look at your rating and read your new reviews. If you are a member

listed with the BBB, check every so often. The BBB will contact you if there is a complaint filed but if a person posts any review, including the negative, you will not be contacted.

Make an effort to ask for reviews in person when your customer's projects are completed. Mention you will be following up with an email. There are ways to make it easy for them to post a review by sending a Google review link. Train your staff with respect to proper procedures and emphasize good customer service.

In a way, when a customer leaves a negative review, they are doing you a favor. You are being given a chance to improve. If you do have a negative review that you can't resolve, remember that positive reviews drown out the negative ones, so get as many positive reviews as you can as soon as you can.

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Plug the leaks

Use a client touch point map to retain valuable clients through superior service.

by Tom Borg

The Leaky Barrel of Marketing Theory uses the analogy of a funnel that empties water into a rain barrel that is riddled with holes. Almost as fast as the raindrops begin to fill the barrel, the water spurts out the sides, never filling it above the level of the holes.

These “holes in the barrel” are represented by a sundry of mistakes that businesses make, and the water spurting out are your hard-earned clients. These mistakes could include out-of-date website, slow follow-up to prospects, surly employees or questionable quality of service.

In order to identify and improve the customer experience in the market place, Ron Zemke and Karl Albrecht, customer service specialists and authors, created a tool they call the “cycle of service.” I call it a client touch point map.

The cycle of service is comprised of a series of “touch points.” A touch point is any time your potential customer comes into contact with your company in such a manner that it forms an impression about your business or organization.

Here is how you can create and use this powerful tool. Sit down with your entire team and plot out on a whiteboard all the steps a potential customer would take in order to do business with your company.

For example, the first step might be a person seeing your service vehicles in their neighborhood. They would notice the company logo, name and website. At the next step, they would visit your website. After viewing your website, they would call your office and talk to a representative. Next, they would schedule an appointment with a salesperson, then meet with them. After that, they would receive a proposal and make a decision. Next, your company would deliver that service or product. Finally, that customer would decide if they were satisfied and would use you again and refer you.

Once you have identified the actual cycle of service your prospect goes through, you and your team must analyze each touch point. For example, let’s use the appointment where your sales person meets with the prospect to learn more about their needs, wants and expectations.

Your salesperson calls ahead to confirm the appointment an hour before the meeting. Next, they pull up in your company vehicle, park in the street rather than the driveway, walk up to the front door and ring the door bell. The prospect sees the vehicle, and as they open the door they see the salesperson. Go step-by-step for each process completely.

Going back and examining each component of this touch point, you and your team can now identify the actions your salesperson needs to take to meet the minimal standards. After this, identify how each component can be enhanced.

For example, here are just a few ways to enhance the particular component of the touch point where the salesperson is at the front door. The salesperson should park the company vehicle in the street, be dressed in a clean uniform that bears their name and the logo of your company, all of which can be easily seen and read. The salesperson has good eye contact, a cheerful smile, a friendly hello and they call the prospect by name.

Once you have a strategy developed that will enhance the particular touch point, teach it to each one of your team members who will be involved in that touch point with the client. As you are able to get everyone on board in delivering the enhanced version of your touch point experiences, you will be on your way to creating a quality client experience.

Tom Borg is founder and president of Tom Borg Consulting, LLC. Visit <https://tomborgconsulting.com> to learn more.

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