



New Jersey
Irrigation

NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 18 No. 3 October 2016

President's Message

It's October and we are winding down the 2016 irrigation season. We hope you all had a safe and successful season.

IANJ has had a very productive season. Summer Tech, held in August, was very successful and provided an opportunity to earn valuable CECs for Irrigation Contractor License renewals. The Golf Outing at Jumping Brook Country Club was also very successful and I would like to express my appreciation to participants, vendors, and sponsors who supported the event. Special Thanks and kudos to the Golf Committee for putting together a great event.

IANJ is offering the Contractors Exam prep class this month. This course is a must for anyone sitting for the

NJDCA Irrigation Contractors Exam. This review, given just prior to the exam, increases your ability to pass the exam and is well worth the time invested to take the course.

IANJ's Winter Meeting will be held on December 7,

IANJ is attempting to have a speaker from DOT at the Winter Meeting to explain the new regulations and how the regulations pertain to our industry.

2016 at the Borgata Hotel and Casino. Information will be sent soon on the details. Courses will be offered to earn eight last minute CECs before the renewal deadline in January. The Annual Winter Membership Meeting will be held the evening of December 7. Board of Trustee elections will be held at that time. You must be present to vote. We are soliciting nominations for Board of Trustee vacancies. Members elected to the Board will serve a three year term starting in January 2017. Nominations are open to all IANJ Members in good standing. Self-nominations for positions on the Board of Trustees are encouraged.

We will have a representative from DCA (Department of Community Affairs) address us at the Winter Meeting to bring us up to date on the transition of the Board of Licensed Irrigation Contractors (formerly LICEB) from DEP to DCA and what we can expect from DCA in the future.

The State of New Jersey very quietly adopted Federal Department of Transportation regulations early in 2015. The new regulations affect any vehicle or vehicle combination (truck and trailer) with a Gross Vehicle Registered Weight (GVRW) over 10,001 pounds. The new regulations are currently not being enforced because of the State did not inform the public in a timely fashion.

However, the new regulations will start to be enforced in 2017. IANJ is working with our lobbyist, Tim Martin of MBI-Gluckshaw and the DOT, to get more information on how the new regulations affect our industry. What we do

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New Jersey Irrigation NEWS

The Newsletter of the Irrigation Association of New Jersey

IANJ Newsletter is published four times a year by the Irrigation Association of New Jersey.

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Art and Typography by

Trend Multimedia
(732) 787-0786

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President's Message

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know is, if we have a vehicle or vehicle combination over 10,001 pounds, we will have to get a DOT number for our vehicles. Let's be pro-active and get that process started now. IANJ is attempting to have a speaker from DOT at the Winter Meeting to explain the new regulations and how

There will also be a Trade Show on Tuesday of Winter Tech week. Information packets will be sent as soon as course selections and presenters are finalized.

the regulations pertain to our industry. We will keep you informed as IANJ gets more substantial information on the new regulations.

Winter Tech will be held during the week of January 23, 2017 at the Crown Plaza in Jamesburg, NJ right at Exit 8A of the NJ Turnpike. We are planning to offer several new and updated courses and new presenters as well. There will also be a Trade Show on Tuesday of Winter Tech week. Information packets will be sent as soon as course selections and presenters are finalized.

This year has seen an explosion of WiFi based Smart Controllers. These controllers are both a boon and a bane to our industry. The tech savvy clients who want to control their lives with their smart phones think they need the WiFi based Smart Controllers. However, most of those clients do not have any idea about the proper scheduling of lawn and shrub irrigation. This becomes a water conservation education issue for the contractor to explain proper irrigation scheduling to the client. The client may not agree, thinking the Smart Controller knows better, and the client winds up watering more than necessary wasting water and money. Many clients think because they use well water for irrigation the water is "free". They still have to pay for the additional electricity to run the well pump so the water is not "free."

Linking the Smart Controller to a weather service presents another problem depending on the proximity of the weather service to the Smart Controller. Just a few miles away may make a major difference in climate; i.e., temperature, rainfall, sun vs. clouds, wind speed and/or direction, etc.

Another issue is technician access to these WiFi based Smart Controllers. Some of the controllers only offer smart

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President's Message

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phone access requiring the customer to be present for any service call. Some controllers offer technician access via a smart phone application that the contractor must purchase. Price for the application is based on the number of Smart Controllers the contractor needs to service.

If the contractor is installing the Smart Controller, connecting the control wires to one side of a wiring strip and the Smart controller to the other side of the wiring strip provides a test point for technician access. There are test tools available to allow the technician to test operate the zones without the use of the Smart Controller.

These are some of the issues we face as Irrigation Contractors with the proliferation of WiFi based Smart Controllers. Our goal as responsible Irrigation Contractors is to provide efficient and effective lawn and shrub irrigation

using as little water as possible. WiFi based Smart Controllers present a challenge as well as an opportunity to our industry.

This year has seen an explosion of WiFi based Smart Controllers. These controllers are both a boon and a bane to our industry.

Thanks again for your support of IANJ and hope to see you at the Winter Meeting on December 7, 2016 at The Borgata in Atlantic City.



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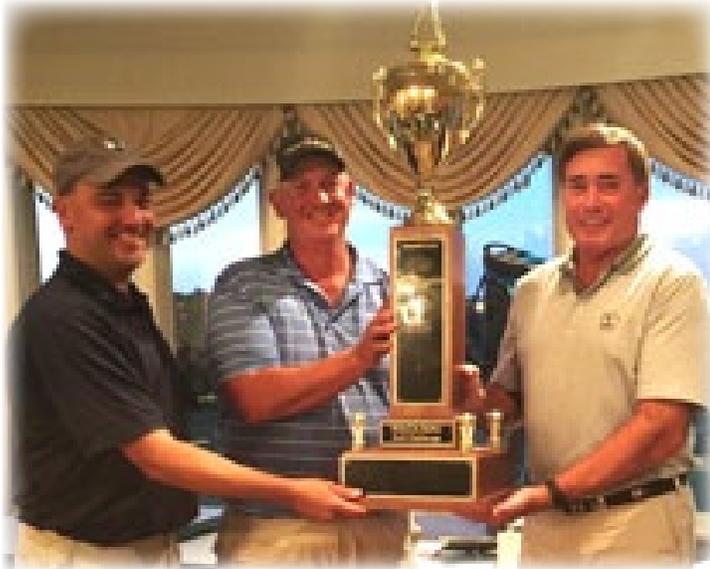


5th Annual NJLCA/IANJ Golf Challenge

Another Great Event!



The September 13th IANJ/NJLCA Golf Challenge, held at Jumping Brook Golf Club in Neptune, NJ, had 108 golfers come out and enjoy a beautiful Indian Summer day.



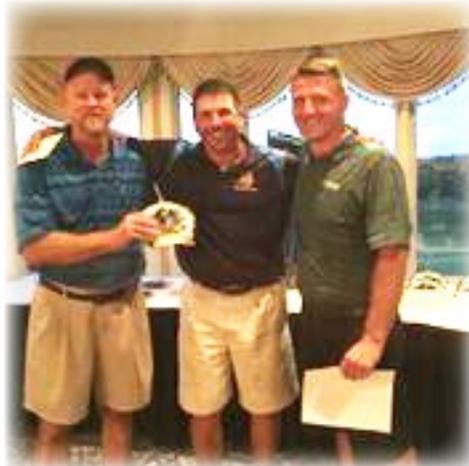
Low gross winners of the challenge was the team from Rain Bird: Paul Anderson, Walter Mugavin, and David Antunes.



Runners-up was the team from the Meadows Expo Center: Frank Dominici, Mark Smolinsky, Robin Cuneo, and Robert Kelly. Frank accepted the awards for his team.



Longest Drive awards went to Robin Cuneo of the Meadowlands Expo Center and Chris Markham of NJ Deer Control.



Closest to the Pin was won by Al Sehringer of Paige Electric.



The "most honest" team was from Site One: Frank Jacheo, Gary Amos, Ken Shadek, and Tom Pacheo who were awarded gift cards for other sporting events!

A portion of the proceeds will go to:



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REPORT FROM

Board of Landscape Irrigation Contractors

Since the NJ Landscape Irrigation Licensing Board moved to DCA five months ago a few significant changes have taken place. There are three changes that I believe are the most significant and I would like to make everyone aware of them.

The first, is how quickly the Board responds to and acts upon violators of the working and advertising without a valid landscape irrigation license law. I expect that complaints will be addressed and violations & fines will be sent out within a couple of weeks from the receipt of a complaint. I urge everyone to take pictures and videos and send them in to LIC@dca.nj.gov. Be sure to include as much details in your description as possible; such as date of the offense, address of the location that the offense was witnessed, name of the company or persons making the offense, as well as your contact information so that the Board can contact you if they need more information. You can also download the official reporting form from the LIC web site at www.nj.gov/dca/divisions/codes/advisory/Landscp_Irr_Cont.html and scroll down to frequently asked questions #14 and click where it says “click here”. The more

detail the faster the Board can respond to the violation.

The second, relates to non-renewed landscape irrigation licenses. The Board is seriously pursuing contractors that have not renewed their license and continue to advertise and provide irrigation related services. I expect violations & fines will be assessed and sent out very soon. I suggest that you contact the LIC office at LIC@dca.nj.gov if your license is expired ASAP.

Lastly, LIC is also investigating contractors and businesses that have not filed for their “FREE” Business Permit. I expect violations & fines will be assessed and sent out very soon. I suggest that you contact the LIC office at LIC@dca.nj.gov if you have not registered your business ASAP.

Gaetano Virone, CID, CIC, CLIA, CLWCM
President/CEO
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Irrigation Board Transfer Complete, Department of Community Affairs New Home

After years of lobbying, passing, rewriting, repassing, and finally implementing the DCA transfer bill, the new Board of Landscaper Irrigation Contractors – formally known as the Landscape Irrigation Examiners Board (or LICEB) – is now officially up and running in the Department of Community Affairs. As expected, the new alignment has already been paying dividends with streamlined enforcement and professional staffing more familiar with building codes.

Located within the Department's Division of Codes & Standards, the new Board is staffed by Division Director Kevin Luckie, and Supervisor of Licensing John Delesandro. Stacy Andersen, who staffed the Board while it was in the DEP, remains with the program as do the appointed contractors who serve as volunteers. For more information on the newly refurbished BLIC, go to <http://www.nj.gov/dca/divisions/codes/advisory/LICboard.html>.

Time Running Short for Contractors Short on CECs

As we've reported in the past, rules adopted in 2014 now require licensed contractors to take 16 hours of continuing education as part of their biennial licensure renewal. For most of you that shouldn't be too big of a deal, however ***if you did not renew your license with CECs in 2015, and you don't do so by January 2017, you will need to be retested.*** There is still time to get those credits by the January 31 deadline, and IANJ can help, but please keep this in mind as the next season is coming up faster than you think.

New Department of Transportation Rules to be Enforced in 2017

Effective next year, the Department of Transportation and the New Jersey State Police will start enforcing new regulations under N.J.A.C. 13:60, subjecting all *intrastate* vehicles weighing over 10,000 pounds (truck & trailer) to Federal Motor Carrier Safety (FMCS) rules. The change basically means that rules that previously only applied to vehicles engaged in interstate commerce will now apply to those that stay within New Jersey. In the coming months and weeks, IANJ will be working with the USDOT to get our members access to information and education about these new requirements, and hope to have presentations available at both our annual meeting and winter tech.



Carowitz on Marketing

By Jeff Carowitz
Irrigation & Green Industry

How strong are your company's customer partnerships?

Leaders at industry manufacturers, distributors and contracting firms are telling me that partnerships between suppliers and customers aren't what they used to be. They share examples of the days when there was more collaboration, more teamwork, more trust and more loyalty. One top distributor shared an example: "We were really able to do well with 'brand X' products when they collaborated with us in helping to develop our contractors." Another large contractor had a similar sentiment: "For years I was loyal to Pete and the team at 'XYZ Distributors,' but they began to take my business for granted."



to the web for ordering product is a double-edged sword. It speeds transactions and adds convenience, but it also replaces face-to-face contact that leads to mutual understanding.

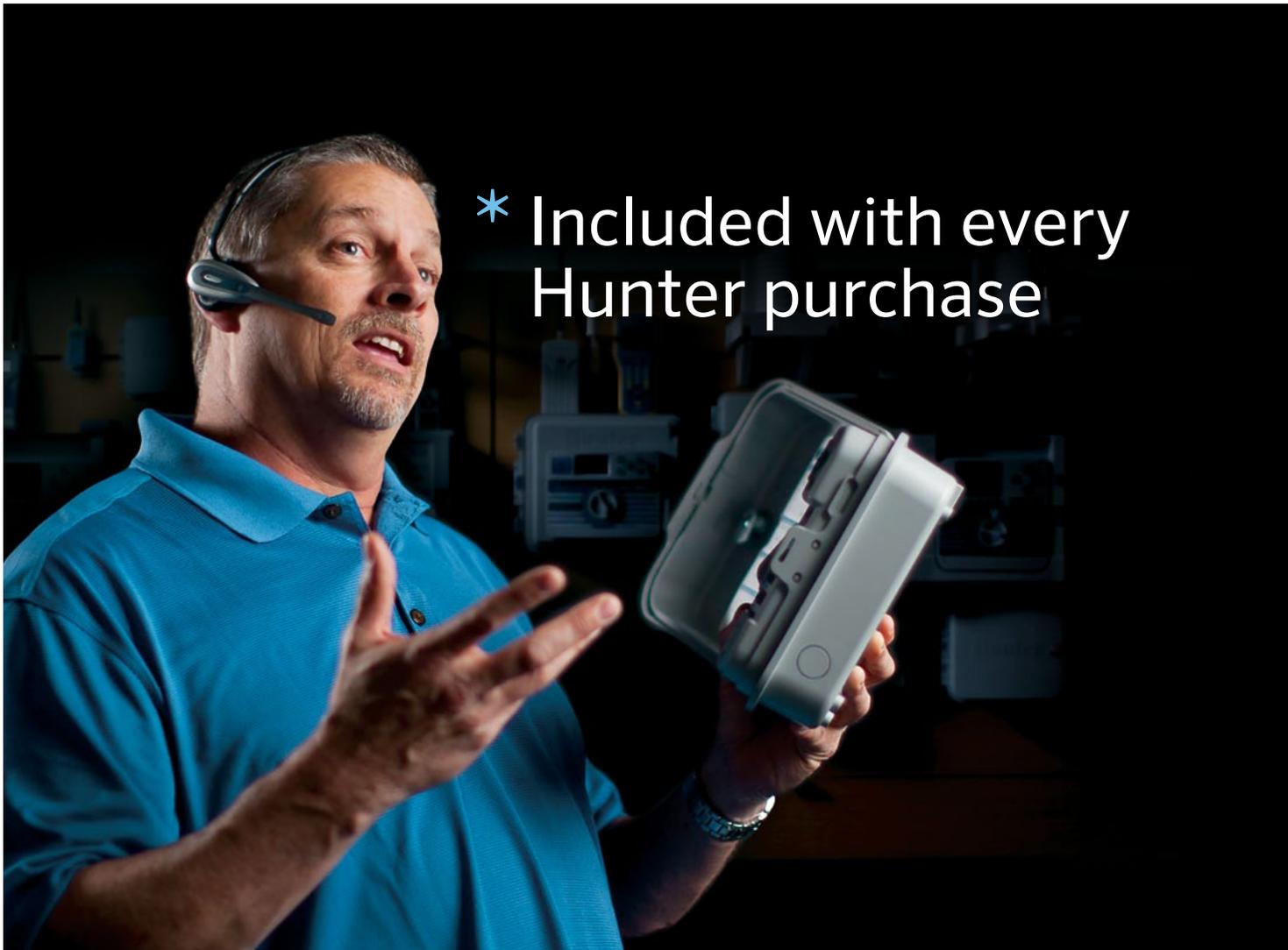
How do we get back on the path to better strategic partnerships? First, define what a good partnership looks like. Identity the 'win-win' and how it can accelerate results. Second, you've got to be picky about partners. Not every account can be a good partner. There needs to be real alignment of goals and strategies. Choose wisely. Third, increase collaborative dialogue. If relationships are becoming more transactional because of apps and the web, take action to counteract the loss of personal touch. Meet regularly with partners to review goals, needs and issues. Fourth, engage the tough conversations. Often sales representatives want to avoid conflict with customers. They avoid the 'elephant in the room' of nagging concerns and unresolved problems. The 'make believe everything is okay' approach makes for pleasant meetings, but it misses opportunities to forge a better future. Fifth, perception is reality. It's harder to build trust if there's a perception that one of the partners is taking actions that undermine the relationship. If there's no dialogue to counteract incorrect assumptions, partnerships suffer.

There's no shortage of weak partnerships in our industry right now. Be one of the standouts by taking real steps to build stronger partnerships. It's the smart thing and the right thing to do.

It seems that some industry companies have gotten out of the habit of thinking 'partnership' and 'win-win' in managing their customer relationships.

It seems that some industry companies have gotten out of the habit of thinking 'partnership' and 'win-win' in managing their customer relationships. I believe there's a huge opportunity to get back on the partnership track. Collaboration between manufacturers, distributors, and contractors can accelerate growth and more effectively address our industry's challenges.

What's changed? Good partnerships have become a lot more difficult in recent years. First, a deep recession moved the focus from partnerships to transactions. Companies topped investing in their customers for the long term because they didn't have the resources. Second, the industry has become dramatically more fragmented. Distributors now carry dozens of product lines. Manufacturers sell direct through websites and through national do-it-yourself retailers. Distributors brick-and-mortar sales outlets have doubled and tripled in some market areas. Third, the move



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Verdant Voice

By Judith Guido

Irrigation & Green Industry

This is the time of year when people begin their strategic planning events for the upcoming year. So, I'd like to remind everybody that without an industry-dominating strategy that'll differentiate you and keep the competition up at night, you're probably like everybody else – leaving money on the table! Gary Hamel, one of the greatest business strategists of our time, says a winning strategy requires two critical components. First, does what you do really matter to enough customers, and does it differentiate you from your competition? Take a good look in the mirror; does your strategy pass the test?

If you're like most companies in our industry, the answer is probably 'no.' Don't fret, good news is here. The green and sustainability mega-trend provides many opportunities for you to embed the two success components into your strategic planning while generating healthy profits and attracting top talent.

Creating a green strategy requires the input of key people including employees, customers, supply-chain and professional partners. Success requires that all stakeholders are aligned. Be certain the entire team understands what you mean by sustainability.

Define success metrics, identify key drivers, and core customers. Build a unique green portfolio of value-added services and products that generate a positive return for everybody, including the community.

The ultimate goal is to create Mindshare with all stakeholders, including employees, suppliers, prospects, customers and competitors. This means when they think of sustainable landscaping, irrigation or arbor-care, they think of your company. You own those words in their mind. T.O.M. (top of mind). Think Nike and Innovation, Volvo and Safe-



ty, your company and Green. Create a unique category, for example, 'Verdantscaping,' and own the word and space.

Create a brand promise that is difficult, timely or expensive to copy, and back it up with an unprecedented guarantee. Create at least three to five green differentiators within your company. For example, you have the only all-propane fleet of mowers and electric small equipment in your area, and carry a unique herbicide solution. Or differentiate through key results such as 95 percent of your customers have reduced water consumption and costs by 70 percent, and have reduced their maintenance footprint and costs by 12 percent.

The strategic green opportunities are endless and profitable. Think differently and do different things.



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2016-17 Industry Calendar

October 18-19

IANJ CIC Exam Study Course
Branchburg, NJ

December 7

IANJ Annual Meeting
The Borgata, Atlantic City, NJ



**Las Vegas Convention Center
Las Vegas, Nevada**

Irrigation Show | December 7 – 8
Education Conference | December 5 – 9



IANJ Movie Review

For this issue we will be reviewing a film entitled “Deepwater Horizon”

Title: Deepwater Horizon

Director: Peter Berg

Cast: Mark Wahlberg, Kurt Russell, Kate Hudson, Dylan O’Brien, Gina Rodriguez, & John Malkovich

“Deepwater Horizon” is a swift and suspenseful action movie, full of noise, peril, muck and fire. It’s also a true-crime story, the highly detailed procedural chronicle of how, on April 20, 2010, 11 people were killed and a vast marine ecosystem was despoiled because of negligence and greed. The anger and grief you feel leaving the theater constitute a kind of catharsis, a modest symbolic compensation for the failure of justice in the real world.

There are no big speeches or rhetorical flourishes. That’s not really Peter Berg’s style. As a director, he favors speed, impact, clipped dialogue and specialized technical information. At his best he combines blockbuster-flavored effects with fine-grained, sinewy naturalism. His heroes are unsentimental troubleshooters dealing with unpredictable problems in less than ideal circumstances.

The three main good guys in “Deepwater Horizon” — Mike Williams (Mark Wahlberg), Andrea Fleytas (Gina Rodriguez) and Jimmy Harrell (Kurt Russell) — are cut from similar cloth. They are disciplined, clear-sighted professionals, and the pressing issues they face are not moral, political or philosophical, but practical. Can the rig be stabilized? Can the damage be contained? Can as many people as possible be rescued?

This insistence on specific, concrete concerns is part of what gives the film its power as an indictment of BP and its managers. A few of those are on hand as the crisis unfolds on board the Deepwater Horizon, a drilling rig that floats over an oil deposit off the Louisiana coast. The film’s designated villains are Donald Vidrine (John Malkovich) and Robert Kaluza (Brad Leland). Vidrine, Kaluza and their colleagues are aware they are behind schedule and potentially squandering profit, push workers and their supervisors to ignore signs of trouble.

The accident that results — a horrific sequence of jolts, explosions and murderous jets of mud, seawater and oil — occupies most of “Deepwater Horizon,” which stakes its credibility on close attention to detail. The film itself is as much a feat of engineering as a work of art, an efficient machine for delivering intricate data and blunt emotions. We start the day at home with Williams and his wife, Kate Hudson, and daughter. Once he choppers out to the Horizon, where he works as an electronics technician, we stay on board for the duration, and we come to know the cor-

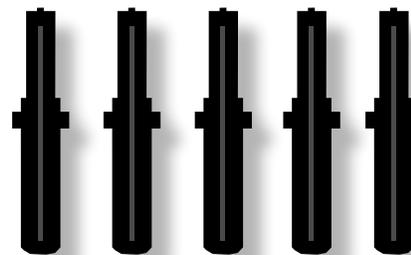


ridors and chambers of the rig intimately.

Or at least Mr. Berg creates an effective illusion of knowledge. Since Williams, Fleytas and Harrell clearly know what they’re talking about, the viewer absorbs some of their confidence, and gains at least a rudimentary insight into how this enormous, complex piece of machinery works. And even as the film provokes outrage at the sloppiness and corner-cutting of the oil company functionaries, it also induces a sense of awe. The ambition and ingenuity required to bring petroleum up from beneath the ocean floor is pretty remarkable. The Horizon is at once a grand accomplishment and a catastrophic folly, and “Deepwater Horizon” is above all a study in the mechanics of hubris.

And also a celebration of the unassuming, lifesaving skill that resists it. Mr. Berg’s commitment to craft — the meticulousness with which he manages time, space and the skills of his excellent cast — becomes a form of tribute. The people who lost their lives on the Horizon, and those who prevented more lives from being lost, were doing their jobs, and the movie’s achievement is to insist upon and honor that fact.

Deepwater Horizon gets 5 Rotors





NON-CERTIFIED CONTRACTORS CAN BE REPORTED

In an effort to provide enforcement to the New Jersey Landscape Irrigation Contractors Certification Act, N.J.S.A. 45AA-1, the New Jersey Board of Landscape Irrigation Contractors has created a Contractor Certification Verification form. This form may be used by Certified Irrigation Contractors to give the Board the names of contractors they observe to be operating without the required certification. ALL FORMS MUST BE FILLED OUT COMPLETELY OR THEY WILL BE RETURNED. PLEASE MAIL TO THE ADDRESS BELOW.

New Jersey Board of Landscape Irrigation Contractors
Department of Community Affairs, Division of Codes and Standards
Licensing and Education Unit, P.O. Box 802
Trenton, New Jersey 08625-0802

Members of the Board:

I have observed the below named contractor installing a landscape irrigation system. I request that the New Jersey Board of Landscape Irrigation Contractors verify that the contractor has obtained certification pursuant to Landscape Irrigation Contractor Certification Act, N.J.S.A. 45AA-1.

Date of Inquiry: _____

Name of Contractor Firm in Question: _____

Address: _____

Phone Number: _____

Address at which contractor was observed installing a landscape irrigation system:

I request that, should the contractor in question not be certified, the Board notify the contractor that he/she will be in violation of the Landscape Irrigation Contractor Certification Act as of January 1, 1997. I trust that the Board will send such notice in a timely manner and understand that I will receive further correspondence from the Board stating that said notice was made. I further resolve to make only this one request for verification for the above named contractor in question.

Signed: _____

Name of Contractor Firm making inquiry: _____

Address: _____

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