



New Jersey Irrigation NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 13 No. 4 December 2011

President's Message

Here we are again. The end of a calendar year and the close of a business season, each of which provides an opportunity to reflect on the past year and time to prepare for the future. It is no surprise our industry is somewhat cyclical; the repetition is expected, surprises (good and not-so-good) are unexpected and the rest is...well, just dealt with! As 2011 closes, I cannot help but think back to the odd weather we had.

Quickly recapping, winter was somewhat long and snow-filled. Spring brought expected weather and routine business. Summer was mild with an above-normal rainfall in August and an unwelcome hurricane in September. Autumn delivered snow in October and unseasonably warm temperatures into December. Sound a little odd? Just unexpected I guess. While recalling the weather and compar-

ing it to the business season, the word, adapt is a common theme that comes to my mind. Contractors, suppliers and your IANJ board were forced to adapt within our respective environments throughout 2011.

Due to the overage from Winter Tech and the demand for CEC's, the decision was made to hold an additional NEWWA backflow tester/inspector certification course.

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LICEB's early February CEC update notice brought a frenzy of questions from numerous irrigation license holders, primarily asking, "How and where do I get CEC's?" The IANJ adapted by shifting gears and prepared for a flood of attendees at Winter Tech. For those who attended, I dare say it was one of the best-attended seminar series' and an excellent vehicle for fulfilling the expected CEC requirement, as set by LICEB.

The spring season was typical from an IANJ viewpoint. As always, IANJ's annual Spring Business Meeting and the pre-exam review course were held for those looking to obtain CEC's and/or prepare to take the state license examination. What followed for summertime was a trial; a new way to adapt to our member's needs.

Due to the overage from Winter Tech and the demand for CEC's, the decision was made to hold an additional NEWWA backflow tester/inspector certification course. To my knowledge, I believe this is one of the first instances the IANJ has sponsored an educational event at a time other than Winter Tech or coinciding with another business-oriented meeting. Quickly following was the annual golf outing, a tried and true opportunity to network, not to mention a beautiful day away from the office!

The realization of the membership's frequent need for educational offerings is evident, more than ever, with the imminent LICEB regulations. In an effort to satisfy LICEB's CEC requirement and provide service to the mem-

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President's Message

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bership, IANJ sponsored yet another educational opportunity: IA's Landscape Irrigation Auditor course in September. Whether for CEC's or to actually pursue the IA certification, the auditor course will likely be held at least once or twice, annually.

As each year comes to a close, IANJ anticipates the annual meeting in Atlantic City. I am personally grateful for each person who attended Chris Pine's presentation and IANJ's general meeting. I strongly believe the rising attendance is once again indicative of the growing desire to be supportive of an organization that actively seeks to benefit the membership and who wholeheartedly commits to growing an industry that deserves to be recognized.

One final step IANJ has taken aimed at adapting to future license renewal regulations is an earlier Winter Tech seminar series. 2012 will be the first year Winter Tech will be in January. The move is a proactive response to the recurring January 31st license renewal deadline. This week is designed as an effort to make sure all licensed contractors have a last-minute opportunity to fulfill the LICEB requirements for renewal.

In conclusion, 2011 has forced everyone to adapt in some way, shape or form. Faulting the weather, changes in business regulation, or personal perceptions of business trends are all viable reasons to make changes or try a new approach. The IANJ board and staff at PEAK Management work hard to ensure the irrigation contractors come first. Understand that suppliers and associates have an integral part in making the irrigation community a success as well. Adapting to changes, trying new ideas and actively seeking the best interest of all members has been and will continue to be a goal for IANJ. I thank each and every person who has contributed over the past year to the IANJ. Monetary support, time sacrifices and thoughtful insight is what makes IANJ tick; for this I sincerely say, "Thank you".

Offering my best wishes throughout the holiday season and looking forward to starting 2012 with you at Winter Tech.

**Save the Dates Winter Tech
January 23-27, 2012**

13th Annual IANJ Tradeshow and 2012 Winter Technical Seminars

January 23-27, 2012

Crowne Plaza Hotel, Jamesburg, NJ

Join us at the 2012 Winter Technical Seminars and stay ahead of the curve. Earn up to 14 CECs toward your license certification or renewal. We'll keep track of them for you!

The 2012 Annual Winter Technical Seminars will include new seminars on 2 Wire, Business Sales & Marketing, and Smart Irrigation. Irrigation Contractors will need CECs to maintain licenses in 2013 and 2014 and IANJ will be able to track these classes for you to ensure you will have the necessary number of CECs to meet New Jersey licensing regulations.

Staying on top of the latest trends and procedures is the key to success. More knowledge leads to better and faster

solutions. That's good for your customers - and your company. At the 2012 Winter Technical Seminars, you can rely on IANJ to:

- Upgrade your knowledge and skills for you and your employees.
- Help you improve productivity and profitability.
- Monitor the latest technologies and best practices.
- Gain valuable certification credits to maintain your professionalism.
- Obtain your backflow certification!

See the enclosed registration packet to reserve your place at the 2012 IANJ Winter Technical Seminars.

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IANJ Annual Meeting

December 7, 2011

Trump Taj Mahal

The IANJ 2011 Annual Meeting was held on December 7 in the Diamond Room of the Trump Taj Mahal in Atlantic City during the Green Expo and New Jersey Turf Grass Association's Annual Conference. 90 contractors and suppliers attended the event for a legislative and association update. Earlier in the day, 35 contractors attended a seminar on ***Making Smart Technology Profitable***, presented by industry speaker; Chris Pine of C. Pine Associates.

IANJ President Eric Nelson of Green-Way Irrigation welcomed the attendees and updated them on a very successful year for IANJ due in a very large part to an extremely well-attended 2011 Winter Tech and the scheduling of additional educational events including a second back-flow certification class and a new Certified Auditor class. The IANJ will launch a newly redesigned website in 2012 and the 2012 Winter Tech seminars will be held January 23-27 at the Crowne Plaza Hotel in Jamesburg, NJ. The 2012 IANJ Golf Outing will be held once again at Neshanic Valley Golf Course on September 20. Mr. Nelson also presented the 2011 IANJ financials which is projected to show a profit of \$20,655 again due to a very successful series of education seminars this year.

Retiring IANJ Trustees Recognized

Two current IANJ directors were recognized for their board service to the IANJ. Wade Slover (Atlantic Irrigation Specialties) has served as the annual golf chair and Art Elmers (Netafim USA) is the "go-to" teacher for many of IANJ's educational offerings. Our thanks to Wade and Art for their continued service to IANJ.

IPAC

Walter Mugavin of Aqua Mist Irrigation reported on the first year of operation for the new Irrigation Political Action Committee which has already received over \$6,000 in donations from members and industry representatives. Mugavin urged all IANJ members to support IPAC in order to enhance IANJ's awareness in Trenton and improve our communications with New Jersey legislators. Bob Dobson (Middletown Sprinkler) and a member of the New Jersey Contractors Licensing Board updated the attendees on the state of the new regulations on CECs (see LICEB letter on this on page 22). The IANJ Insurance program, under the management of Association Master Trust, continues to offer low-cost and effective medical and dental insurance to members.

Members Elect Three to the IANJ Board of Trustees

During the IANJ Annual Meeting on December 7th in Atlantic City, members elected the following to serve three year terms on the board:

Michael Edmiston

The Toro Company

Michael Edmiston is a District Sales Manager for The Toro Company and has over fifteen years experience within the irrigation industry. Previously, Michael was employed by a large irrigation contracting firm in New Jersey, serving as the Sales and Project Manager. Prior to contracting, his roles with a large irrigation industry distributor included Branch Manager, Irrigation Designer and Regional Sales Manager. Michael continues his twenty-three year career with the New Jersey Air National Guard/United States Air Force where he deployed multiple times in support of anti-terrorism operations. He is a Certified Landscape Irrigation Auditor and the Vice President and Education Chairman for the Irrigation Association of New Jersey. He is also an active member of the New England Irrigation Association and the Irrigation Association of New York.

Art Elmers

Netafim USA

Art has been involved in the Irrigation Industry for over forty years. Currently employed as the Northeast District Sales Manager for Netafim USA, he is experienced in designing, installing, servicing, and selling all types of irrigation systems. Art has been involved in all facets of the irrigation industry: contracting, distribution, and manufacturing. He is an IA certified instructor and teaches many of the certification and review courses offered by the IANJ. Art has served as a Trustee for the Irrigation Association of NJ and wishes to continue his service to the association.

Wade Slover

Atlantic Irrigation

Wade Slover is Lighting Sales Manager for Atlantic Irrigation and currently serves as a Trustee for the Irrigation Association of NJ. He has 11 years experience in the irrigation industry, having worked for Aquarius Irrigation Supply, Chris James Landscaping Irrigation and Trees Now Inc. He is a certified irrigation landscape contractor and has a BS in Accounting from Wagner College.

Smart Irrigation is Smart Business!

Chris Pine of C. Pine Associates presented a two and a half hour workshop on *Making Smart Technology Profitable* during the IANJ Annual Meeting held December 7 at the Trump Taj Mahal in Atlantic City.

Pine presented a detailed overview of what Smart Watering Technology is all about today and how contractors can incorporate the benefits of it into their business.

According to Pine, not many site managers or irrigation contractors know how to schedule watering properly.

There is a need for improved irrigation management which improves efficiency and conserves water and creates the need and demand for Smart controllers. Nationally, 36 of 50 states will try to avert water shortages in the next 10 years and there is a national need for water conservation, improved efficiencies, and increased utilization of the latest technology.

For a complete copy of Pine's presentation, IANJ members may call the IANJ office at 973-850-3366.



Seminar Workshop Making Smart Technology Profitable.



IANJ Annual Reception Atlantic City.



Jodi Araujo of Peak Management.

State of New Jersey Landscape Irrigation Contractors Examining Board

December 1, 2011

UPDATE: CONTINUING EDUCATION CREDITS

To All New Jersey Certified Landscape Irrigation Contractors:

The Landscape Irrigation Contractor Certification Act of 1991 was amended to include a requirement for certificate holders to obtain Continuing Education Credits (CECs) as a condition for certificate renewal (license). The Landscape Irrigation Contractor Examining Board is developing the regulations which define the CEC requirements. It is expected the regulations will be in place early in 2012.

The regulations will require:

For certificates which expire on January 31, 2012, there will be no CECs required for renewal.

Certificate holders who have obtained CECs in 2010 or 2011 in anticipation of applying them to their 2012 renewal will be able to carry these CECs forward and apply them to the January 31, 2014 renewal.

Twenty (20) CECs will be required.

For certificates which expire on January 31, 2013, twenty (20) CECs will be required for renewal. These CECs must be obtained in 2010, 2011 and 2012.

All subsequent renewals will require twenty (20) CECs which must be obtained within two years of the certificate expiration date.

Sincerely,
George M. McCarthy
Chairman

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Great News for IANJ Members

Group Health Coverage through IANJ and Association Master Trust



Unless you're a large business with hundreds or thousands of employees, providing and administering a health benefits plan can be a huge burden. However, if you're a IANJ member, you can now take advantage of a great group offering through the **Association Master Trust**

IANJ members are eligible to secure comprehensive self-funded health and dental benefits through Association Master Trust. The Association Master Trust covers approximately 10,000 participants from thirteen trade and member association benefit trusts.

Qualifying IANJ member firms can now enjoy all of the benefits of network services and modern claims administration. By being a member of AMT you're part of a large group, and have access to the same great health benefits plans the big guys do!

**To learn more about AMT's self-funded health benefits plans call
Association Master Trust today at
973-379-1090 ext. 236 for further details.
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IPAC Update

IANJ has always kept a vigilant eye on State legislative issues that threaten our industry, mustering the members into action, usually a letter campaign to Senators or perhaps a trip to Trenton. While this action is necessary, it is usually reactive, not proactive. Unfortunately, it takes money to motivate most law makers in our Garden State. IANJ cannot by law disburse funds for political action. IPAC can and will fund political action that benefits IANJ members.

IPAC's first mission is to pass legislation that will allow qualified irrigation contractors to install points of connection, including backflow preventors! This is a huge task, one that got some interest last year, but fell short when there was no way to fund the political action. This year could be different.

New Jersey's irrigation industry needs IPAC and IPAC needs members willing to financially support industry causes. Join IPAC and become a member today! Feel free to contact me with any questions or comments.

Very truly yours,
Stephen C. Dobossy
IPAC Chairman, steve@rrirrigation.com

-----Tear off here-----

IPAC 212 West State Street, Trenton, NJ 08608 • PHONE: 609.392.3100; E-MAIL: • kchillerri@mbi-gs.com 2010 IPAC MEMBERSHIP FORM

Participation Levels (Please check one)	<input type="checkbox"/>	Dollar-a-Day Club	\$365.00
	<input type="checkbox"/>	Legislative Club	\$250.00
	<input type="checkbox"/>	Other Amount	_____

I'd like to contribute to IPAC with a personal or corporate check (circle one):Please make your CORPORATE OR PERSONAL CHECK payable to IPAC and send to IPAC, 212 West State Street, Trenton, NJ 08608

The New Jersey Election Law Enforcement Commission requires us to collect and report the name, mailing address, occupation, and name of employer of contributors whose contributions exceed \$300 in a calendar year.

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You must be eligible to join IANJ to be a member of IPAC. IPAC member do not need to be members of IANJ.

Contributions to IPAC are not deductible as charitable contributions for federal income tax purposes. Contributions are not limited to suggested amounts. IANJ will not favor or disadvantage anyone based upon the amounts of or failure to make PAC contributions. Voluntary political contributions are subject to limitations of ELEC.



Bob Dobson, Recipient of 2011 IANJ Lifetime Achievement Award

Bob Dobson, President of Middletown Sprinkler Company, Port Monmouth, NJ was presented with the 2011 IANJ Lifetime Achievement Award at the Association's Annual Meeting on December 7 at the Taj Mahal Hotel & Casino, Atlantic City.

Dobson is a founding member of the Irrigation Association of New Jersey and a past president. He was co-chairman of the IANJ licensing committee that authorized the Landscape Irrigation Certification Act of 1991. He served as the first chairman of the licensing board and still sits on the board. He is a past chairman of the national Irrigation Association, and now serves on the executive committee and is vice president. He is an adjunct professor at Rutgers University where he teaches in the two year and four year turf programs.

Dobson has been an irrigation contractor for over forty years and is a CIC, CID, and EPA Water Sense Partner. Last year, he received an excellence award from the EPA for his work promoting the Water Sense program, and he is

the 2009 recipient of IA's industry achievement award.

"As a member of the IANJ, there is no greater privilege or pleasure than to sincerely recognize a leader in our industry," said Michael Edmiston, Awards Committee Chair. "The IANJ Board of Directors is grateful to Bob Dobson for all he has done, and continues to do as a member of the LICEB, and for the irrigation contracting industry and for our association."

Dobson joins the list of IANJ Lifetime Achievement Award recipients that includes Phil De Marco, Mary Lou De Champs, George Beausoliel, and George McCarthy.



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Interview in Progress – Finding the Best

By: Marty Grunder

Lawn & Landscape, November 2011

You'd think with all the talk about jobs that it would be easy to find people. That is not the case in my area of the country. At Grunder Landscaping Co. we are having a very tough time finding people. We can find people, but to find people that we feel are a fit and can pass a background check and a drug test is next to impossible. We've tried all sorts of tactics to find people, some successful, some not successful. And I've spent a lot of time trying to figure out ways to help my own company find new people to hire. Here's what I've found the best companies do to hire.

Have a process for hiring. Successful small business owners know that processes improve your chances for success. When you run things, like hiring, by the seat of your pants, you're not going to be very successful. Years ago my idea of hiring was about a 2-minute interview and then a "you're hired" and we'd put them in a truck. Not today! You need a process for hiring. There is a very good book that was recommended to me called "Who: The A Method for Hiring," by Geoff Smart and Randy Street. It is excellent, and if you are looking for some ideas on how to set up a hiring process, then you need to read it. I am in the process of reading it with my management team. If you have a process, great. Make it better. If you don't, this should be the first step to improving your hiring efforts – get a process.

Get everyone involved. Your best source for new hires is always going to be your current team. That's why it is so important to have a nice work environment. If your people like where they work, they will naturally tell others. If you incentivize them with some cash or other benefits like a day off, you will see your team send you folks. If your culture is not a good one, you might be able to hire people, but once they see what's really going on, they won't stay either. Maybe it's time you looked at your company's culture. I could go on and on about what a good culture is all about. Let's just talk about two things: integrity and communication. If you have an environment that does not tolerate any form of dishonesty, you are on the right track. You have to realize that if you do the right things, the right things will happen to you. That's integrity at its best. Communication is the other part to a company others want to work at. Bot-

tom line: NO SURPRISES. Let your people know everything you can about what's going on. When they feel well informed, they feel connected, and a connected, well-engaged workforce is what you want and it's the type of place others want to work in.

We can find people, but to find people that we feel are a fit and can pass a background check and a drug test is next to impossible.

Hire slow and fire fast. I have used these words for years. And they are true. If you treat hiring as something you dread, you will rush through it and make mistakes. Look at it differently. Look at it as something great, a chance to add another awesome person to your team. Someone who can take some burden off you and make your good company great. Take your time. When you interview people, doubt everything they say. Make them show you they are who they say they are. Remember, they will never look or even smell as good as they do at an interview. So, I think the best way to interview is to be a skeptic and make the potential new hire give you so much proof they are who they say they are, you have to hire them. Take your time, go through your process, ask a ton of questions and be careful. If you find they aren't who they say they are, get rid of them promptly so they don't influence the good ones you currently employ.

Don't overlook your good people. Sure, we need to hire and always be looking for new people to add to our team. But, in doing so, don't forget the good ones you currently have. Remember, the best way to get new hires is to create an environment where people love their work and feel important. If you do this, they will tell others. It is important to spend just as much time on hiring and recruiting as you do at making sure your place is a good place to work.

It's not going to get better any time soon with hiring, I fear. So, now is the time to look at this part of your company and make some improvements.

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IANJ Movie Review

For this issue we will be reviewing a film entitled *J. Edgar*

Title: J. Edgar

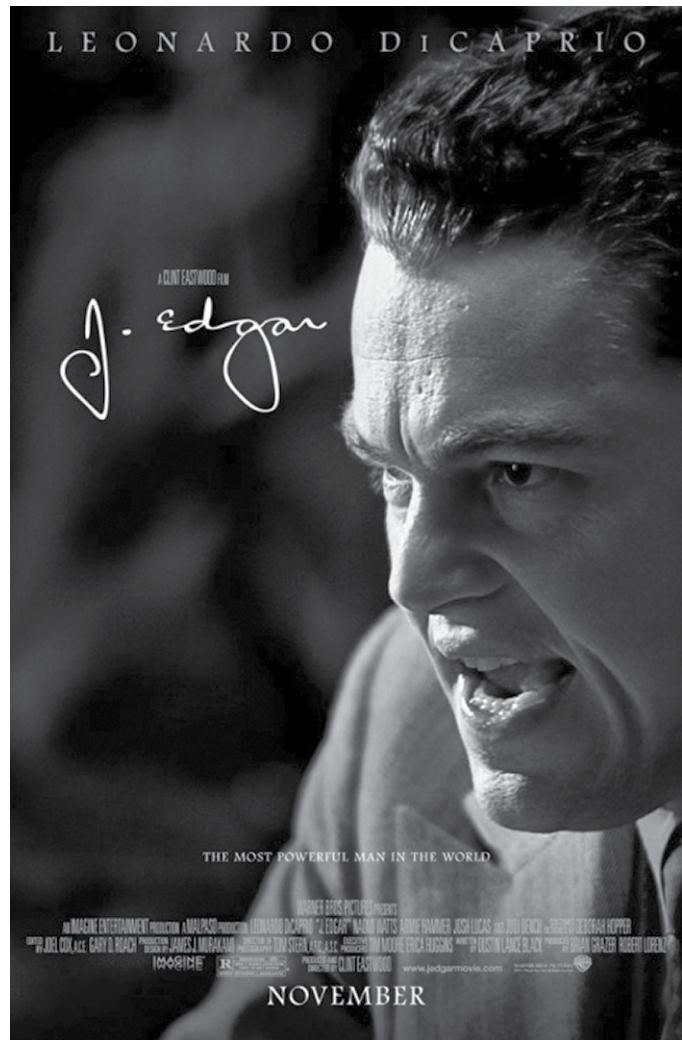
Director: Clint Eastwood

Cast: Leonardo DiCaprio, Armie Hammer, Judi Dench

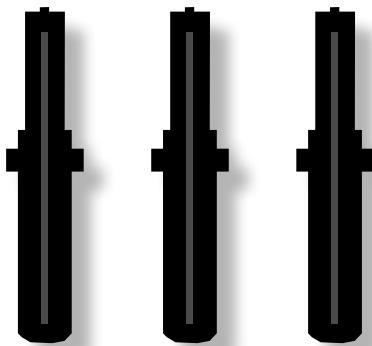
Clint Eastwood's "J. Edgar" is, of all things, a portrait of a soul. The movie is a nuanced account of J. Edgar Hoover (Leonardo DiCaprio) as a sympathetic monster, a compound of intelligence, repression, and misery—a man whose inner turmoil, tamed and sharpened, erupts in authoritarian fervor. Eastwood and the screenwriter Dustin Lance Black have re-created that period in the nineteen-twenties and thirties when a righteous young man with a stentorian style could electrify a nation. Outraged by scattered bomb plots and shifting values—what seems to him the moral chaos of modern life—Hoover senses that Americans need safety, or, at least, the illusion of safety, and he becomes the vessel of their protection, exercising and justifying, with ironclad rhetoric, his own dominance.

The movie has the structure of a conventional bio-pic. It begins in 1919, when the twenty-four-year-old Hoover, employed by the Justice Department to track “alien subversives,” shows up on his bicycle at the Washington house of his boss, Attorney General A. Mitchell Palmer, after it has been bombed by anarchists. The film traces Hoover’s rise from that shocking moment: his creation of the F.B.I., with-in the Justice Department; his corrupt and intimidating hold on the directorship; his successes, failures, and pho-bias; and his shaky last days. Yet “J. Edgar” is saved from the usual stiffness of the bio-pic form by the emotionally unsettled nature of its hero, a man vamped and controlled by his mother (Judi Dench), and afraid of his own sexual-ity, yet desperate for companionship. For decades, Hoover works at the Bureau with Clyde Tolson (Armie Hammer)

and carries on a chaste love affair with him. The two natty gents go to clubs and the races together, and spend weekends chaffing, quarrelling, and pledging their affections. This Hoover is a tyrant, a liar, and a prig, but he is also, in his impacted way, capable of love.



J. Edgar gets 3 Rotors



IMPORTANT INFORMATION ABOUT THE IANJ NEWSLETTER

The IANJ Board of Directors recently voted to change production of the IANJ newsletter from a printed version to a digital one effective with the first issue of 2012.

"With the increased cost of postage and printing, it is more efficient and economical for us to present our newsletter in an electronic format," said IANJ President Eric Nelson. "However, we will print hard copies for those members who desire to continue to receive the newsletter in that format."

IANJ Members will be surveyed in the first quarter for their email addresses to ensure the headquarters office has the most up-to-date member information.



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Wise Watering Choices

By: John Ossa

Lawn & Landscape, November 2011

There have been numerous studies that show fall as the season where the most over-irrigation occurs. Typically, summer or peak season irrigation schedules are not adjusted downward as the days become shorter, and the ambient temperatures drop. As the ratio of water applied increases as compared to crop need (a summer schedule irrigating in the fall), beside the obvious waste of water is the fact that when water moves, it transports nitrogen along with other pollutants or contaminants that may be present in the landscape. Cultural practices common in landscape management include frequent applications of nitrogen, and nitrogen-leaching losses are closely tied to the amount of applied water, which leaches below the root zone.

Water waste due to the difficulty in controlling the movement of the water as it floods the soil is the tip of the iceberg. When water becomes gravitational, it is either

moving off the site as runoff or into groundwater via percolation. Spray irrigation hardware, with its inherent inefficiencies, adds to the problem.

There have been numerous studies that show fall as the season where the most over-irrigation occurs.

It is helpful to understand the limitations of irrigation distribution hardware. For many years we have used fixed sprays, impact heads, rotors and multi-stream nozzles – spray irrigation hardware of various configurations. They all share key characteristics and constraints. They irrigate in circles – landscapes that have straight edges and often – rectilinear areas. So inevitably there is overspray onto non-landscape of a majority of a given area is over-irrigated, to

Continues on page 15

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Wise Watering Choices

Continued from page 14

get the least “overlapped” area an adequate minimum of water.

When spraying water on the surface, above the roots, we are seeking to flood the surface to the point where water will infiltrate, and move down with the force of gravity through the pore spaces in the soil. This downward percolation is gravitational water – water in such concentration

that it can't be held by the soil and moves downward with the force of gravity. If thought about this way, it points out the high potential for waste inherent in spray irrigation. Although plants will certainly take up water while gravitational water is moving, the practical reality is most of the water is wasted to runoff and deep percolation.

Through scheduling, we are attempting to time the

Continues on page 17

The advertisement features a large, bold title "THE EASIEST AND SMARTEST WAY TO SAVE... CLIMATE LOGIC" in the center. Above the title, there's a white weather sensor probe and a blue receiver module. Below the title, there's a close-up of a blue Irritrol Rain Dial-R controller. A small text box at the bottom left provides details about the system, and a larger text box at the bottom right contains the company's contact information and logo.

THE EASIEST AND SMARTEST WAY TO SAVE... CLIMATE LOGIC

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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 Irrigation Association of New Jersey has received a copy (through the New Jersey License Examining Board) of a Contractor Certification Verification form. This form may be used by Certified Irrigation Contractors to give the Examining 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..**

**New Jersey Landscape Irrigation Contractor Examining Board
Department of Environmental Protection
Bureau of Revenue
CN 417, Trenton, NJ 08625-0417**

Gentlemen:

I have observed the below named contractor installing a landscape irrigation system. I request that the New Jersey Landscape Irrigation Contractor Examining Board 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: _____

Phone Number: _____

Wise Watering Choices

Continued from page 15

“right amount” of water to infiltrate down through the root zone and stop at the lower perimeter of the root zone.

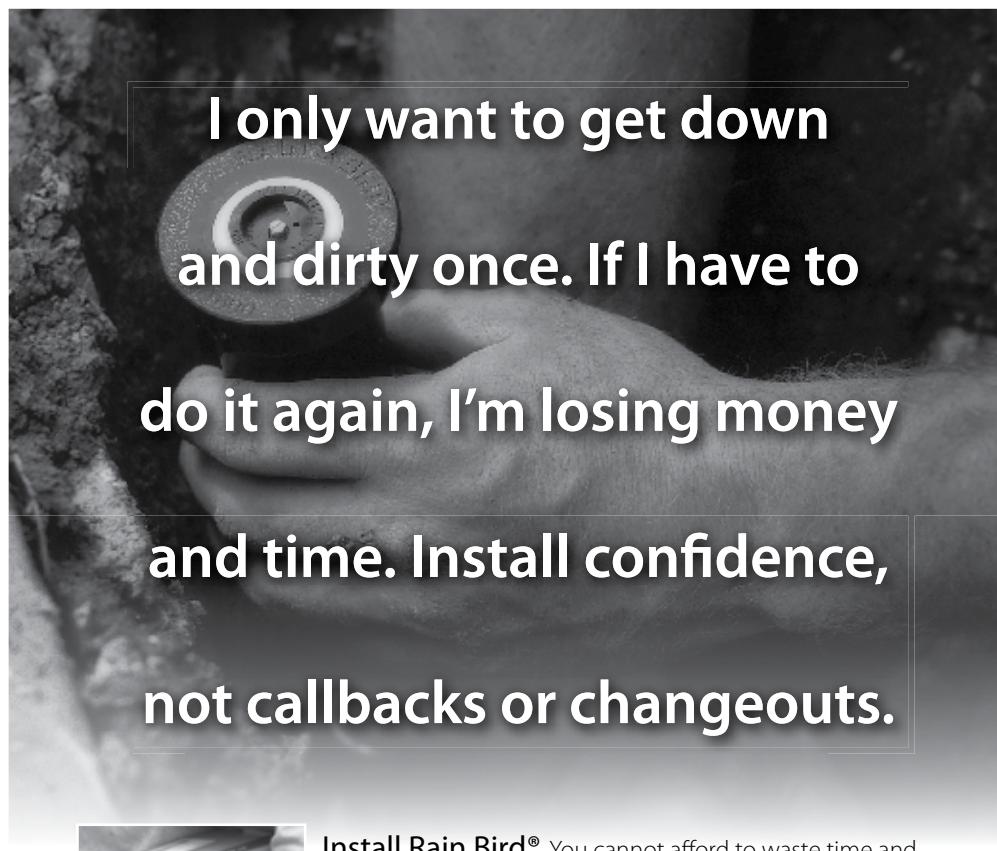
What we are trying to irrigate is a root zone. If we thought of the whole block of soil around the roots as a reservoir, than we could think of irrigation as an act of sustaining the reservoir in ways that water is available to the plant. The trick is to fill the reservoir (root zone) in a way that encourages and produces more and deeper roots. To

create a vibrant and prolific root zone, an ideal ratio of air pores, moisture and nutrients has to be sustained.

To do that takes a basic understanding of four different issues, those being plant water requirement, weather, irrigation hardware, and last and perhaps foremost – soil, and how water is held by and moves through soil.

To state the obvious, plants have different water requirements. Any given plant has a water requirement that

Continues on page 18



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Wise Watering Choices

Continued from page 17

changes through the year in direct correlation to the length of the day. So plant water requirement is a moving target, moving in a bell shaped curve on an axis that has January and its short days on the left, peak season (typically July) in the middle, and December on the right. There are several drivers to plant water requirements – but keeping it simple – they are plant genetics, length of day, the strength of sunlight or heat and wind.

What this means for scheduling is if you are using a schedule that keeps your landscape thriving in July, any other time of the year – and particularly in fall as the days are shorter, you are wasting water. In addition to wasting water, over irrigation creates gravitational water, which has a high potential for transporting dissolved substances such as nitrates or pesticides by surface runoff or percolation through the soil into ground water.

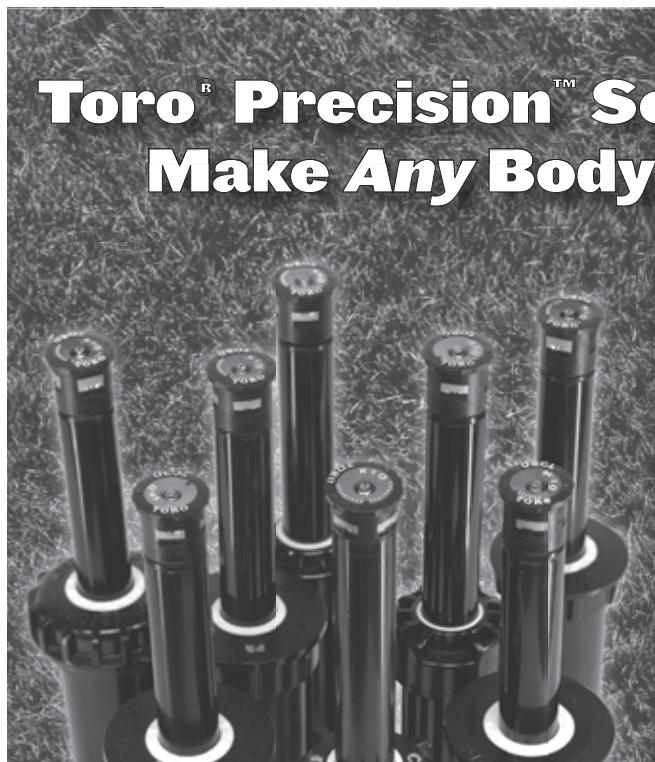
For our industry to grow, it may need to embrace irrigation without flooding or creating excess gravitational water. We need to focus on supplying the right amount of water in the right way to supplement what nature may pro-

vide through rain or groundwater. Fortunately, there is a new class of technology available that is a significant improvement over existing sub-surface drip irrigation and has gained acceptance around the world.

We need to focus on supplying the right amount of water in the right way to supplement what nature may provide through rain or groundwater.

The new technology incorporates textiles along with pre-embedded emitter tubing to create highly uniform wetting of the soil. The tubing supplies a low volume of water; the textile distributes it in a highly uniform manner. Unlike spray irrigation, which floods localized areas to create gravitational water, sub-surface textile irrigation leverages the principle of capillarity to move water upward through

Continues on page 19



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Wise Watering Choices

Continued from page 18

the root zone. The soil simply does not "take up" more than it can hold – therefore no flooding or gravitational water loss.

Since there is no flooding, an ideal soil, air pore and water relationship exists – which promotes vigorous root development. There unfailing principles at work in nature, combined with reliable distribution hardware provide the opportunity for extremely high irrigation efficiencies.

Regardless of the irrigation hardware used, how much

water a give soil can hold, and how long to irrigate before water becomes gravitational water is "knowable." The California Landscape Contractors Association developed the Water Management Certification Program, which teaches science-based concepts in a practical manner. With training like this, and new high efficiency sub-surface textile irrigation hardware, the green industry will continue to evolve and provide the sustainable solutions communities seek.

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IANJ Legislative Affairs Update

By Tim Martin
MBI Gluckshaw

LICEB Rules Delayed, IANJ works to Ensure 2011 Credits Usable

Draft regulations requiring continuing education credits were returned to the Licensed Irrigation Contractors Examiners Board (LICEB), which licenses and regulates irrigation contracting in New Jersey, making it impossible to implement continuing education requirements for 2012 renewals. While we do expect rules to be adopted early next year, the IANJ has been working closely with the Board to ensure that time and money spent by contractors in 2011 does not go to waste. As it stands now, we believe:

1. CEC rules will be adopted in early 2012;
2. All contractors renewing their license in 2013 and beyond will have to successfully complete 20 CEC hours;

3. 2014 renewals will have an extended “look back” period of three years to ensure that credits obtained in 2011 will remain valuable to those contractors; and
4. Subsequent “look back” periods will be 24 months.

Backflow Legislation Unlikely to Pass in 2011, IANJ Gears Up for Renewed Fight

With just a few weeks left in the 214th legislative session, it's looking less and less likely that legislation allowing irrigation contractors to connect systems to potable water sources will pass this year. That's not stopping the IANJ from working to ensure better results next year. Over the next few weeks, IANJ leadership will once again be meeting with key legislators to make the case that the time for this important update to our license has come. The name of the game in this fight is persistence, and we at the IANJ are committed to ultimately prevailing next year.

Solutioneering

By: Bill Phagan
Lawn & Landscape, December 2011

In recent months, we've seen huge green industry companies selling off unprofitable divisions and one of the biggest landscape management companies in the country go belly up. Some people, and I'm sure all of those in these companies, blame it on the economy. Others could blame it on poor management or mismanagement.

Take a look at your company and compare 2011 to previous years. Did you make a profit this year? How was the volume of business compared to previous years? Did your income go down? Did you lose a bunch of work, income and profits? How does your personal income compare to other years?

If these companies were smack-dab in the middle of Detroit, I would totally understand blaming their poor performance and profit loss on the economy, but typically, that's not the case. Just take a drive through your country or state, and look at everything that needs improvement. Trees and palms need pruning, insects need to be controlled in turf and shrubs, and irrigation systems that don't work are in need of repair. Dead plants have to be replaced, crumbling driveways need pavers, moldy sidewalks need to be pressure-washed. I've seen parking lots that need new striping, lakes and ponds full of algae and weeds, snow

that needs removing and holiday lights that need to be put up. Do you have the ability and the certifications to do this work? Should you be getting the credentials to do it, or have you taken the “woe is me” attitude?

Yes, times are tough and who knows when things will get better. But are you managing or mismanaging your business? As a financial and operations business consultant to our great profession, the signs of failure of a business demonstrate very little financial information to analyze and manage by. There are usually no set of objectives for achievement. By not being proactive to various company events, with no specific direction to employees, and no field service reports to determine production, profits and accomplishment, the writing is on the wall.

Be proactive by building relationships with your best customers, not over-buying equipment, regularly scheduling preventative maintenance on equipment, good job scheduling, etc. – basically, having S.O.D. in your business. Structure, Organization Discipline – in other words, managing your business.

Do you have S.O.D. in your company? If not, Santa will not be visiting your business this year! Call me. I can help.

NOTE: Bill Phagan is president of Green Industry Consulting, Inc., and can be reached at 813-310-1108 or e-mail to bphagan@tampabay.rr.com or his website at www.greenindconsulting.com.

Welcome New Contractor Members

Joe Regveiro

A-L Services, Inc.
P.O. Box 6391, 669 Littleton Rd., Parsippany, NJ 07054
13VH01008900
Phone: 973-394-9880
Fax: 973-394-0772
E-mail: jregveiro@a-lservices.com

William Boes

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P.O. Box 243, Emerson, NJ 07630
16669
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Fax: 201-664-6131
E-mail: aquasurenj@gmail.com

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11 Lillian St., Tabernacle, NJ 08088
24041
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Dan Kiernan

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21974
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Fax: 732-833-7709
E-mail: jess@downtoearthlandscaping.com

Michael Kopf

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251 W. Northfield Rd., Livingston, NJ 07039
18011
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Fax: 973-992-6050
E-mail: rob.kopf@dubrows.com

John Ferrie

Fresh Cut Lawn Care, Inc.
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0018416
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Glenn Speidel

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19667
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Stephen Podd

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Fax: 732-774-4448
E-mail: slpodd@yahoo.com

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Fax: 201-447-8831
E-mail: fairwayestate@aol.com

Scott Johnson

Scott Johnson Irrigation
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0016758
Phone: 862-221-1985
E-mail: fourcorners123@aol.com

Mark Thompson

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Tamer Farag

TF Irrigation, LLC
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269383
Phone: 732-952-2025
E-mail: tamer@tfirrigation.com

George Lindemulder

Twin County Irrigation
13 Eastside Ave., Wanaque, NJ 07465
0016983
Phone: 973-835-3848
E-mail: twincountyirrigation@yahoo.com

Welcome New Supplier Members

William Scerbo

William Scerbo Landscape Architect
P.O. Box 648, South Orange, NJ 07079
Phone: 973-763-5380
Fax: 973-736-2022
E-mail: wscherbo@aol.com#

Raymond Wunder

Wunder Electric
152 Lake Ave., Colonia, NJ 07067
Phone: 732-388-0855
Fax: 732-388-0859
E-mail: ray@wunderelectric.com#

Certification Enforcement Corner

At their November meeting, the Landscape Irrigation Contractor Examining Board took the following actions:

- Referred to the Board's enforcement investigator two complaints about non-certified contractors performing landscape irrigation contracting without being certified.
- Sent correspondence to six companies advertising landscape irrigation contracting requesting the name of the

companies registered certificate holder or requiring them to cease and desist performing landscape irrigation contracting

- Closed two cases upon receipt of a settlement and a cease and desist agreement from companies that had been previously sent notices regarding advertising landscape irrigation contracting without a registered certificate holder

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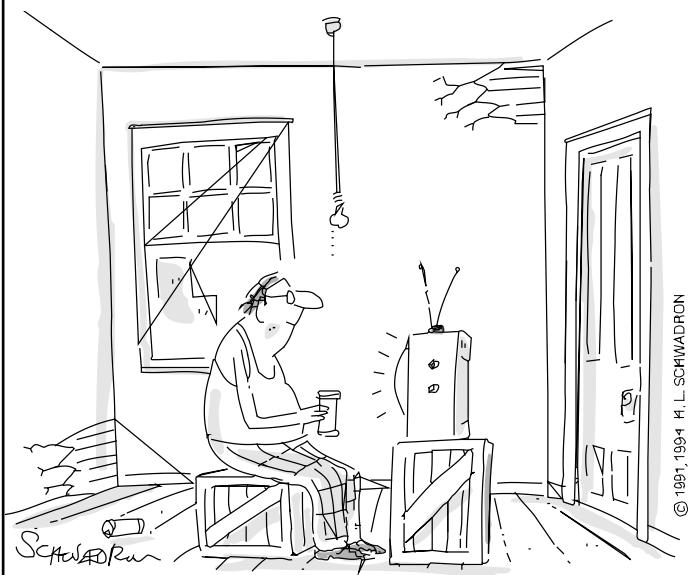
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