



New Jersey
Irrigation

NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 13 No. 2 July 2011

President's Message

Reflecting on what you and I do on a daily basis is nearly forgotten or often done while lying in bed after a long day, week or even month. It is safe to say if we survive April, May and June, the remainder of the season is, at the least, manageable! I recently had an unexpected opportunity to share with many television viewers a snap-shot of the irrigation industry as it relates to homeowners. This situation served as a reminder of why I do what I do on a daily basis.

As always, the month of April feels like a marathon. Long hours, multiple estimates and grueling schedules test our limits. After retreating back to the office one afternoon, I scanned my message book only to find an odd, never-seen-before phone message. A woman had called to ask if I was interested in being on a television show to talk about the irrigation industry. My first reaction was,

“Yeah right. I’m not going on TV.” But after a brief phone conversation, I agreed to meet with her to investigate what they were looking to promote or produce. Being skepti-

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cal toward the whole situation, I would surely be the last contractor caught promoting product that every homeowner could purchase at a “big box” store. At the close of our meeting, I asked, “So what’s your timeline for recording this episode?” She said, “Next week.” “Seriously!?!?” was my internal reaction. In an attempt to be as professional as possible, my true, outward response was, “Alright, I’ll do it. I can work that into my schedule. I’ll begin preparing tomorrow.” And I did.

The day of the actual video shoot was interesting, to say the least. I learned a lot about what is involved in making a television episode. “Do this, do that, say it with more enthusiasm, don’t do that,” is what I mostly remember being told to me. (It reminds me of my earlier years when my mother reprimanded me!) The most exciting part was the freedom to explain the components of an irrigation system, how they work, what they do and the recent progress that has been made within our industry. Afterward, I thought to myself, “How awesome is it that I have this opportunity to better-inform the public about irrigation but more importantly, that we contractors are not water-wasters!” I visited back at the office after the video shoot to take a brief moment to reflect on what I had just done (and clear my head of the craziness).

After completing a job or being awarded a sizeable project, we feel good. Why is that? Is it because our sales tactic surpassed everyone else’s? Is it because we are grate-

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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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President's message

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ful for more work? Or do we feel good because we have one more chance to help someone use water more efficiently, preserve one of our greatest resources, gain the trust and respect of another client and build your industry to the best of your ability? Why have you committed to being part of the irrigation industry? When you get some deserved down-time, reflect on what you have done, what you are currently doing and what lies ahead for you and your business.

Welcome New Members

Karl Schutz

Karl's Lawn & Irrigation
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Lic # 17971

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New Supporters for IPAC - Thanking there support

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Legislative Report

LICEB Rule Proposal Imminent

The Licensed Irrigation Contractors Examiners Board (LICEB), which licenses and regulates irrigation contracting in New Jersey, held its final pre-proposal meeting at the end of June to finish drafting rules governing irrigation contracting business permits and continuing education. For several months now, IANJ has been at the table with the Board, working to ensure that its proposal offers a meaningful yet reasonable CEC requirement.

While the rules are still governed by the Administrative Procedures Act, which requires a published proposal with a 60 day public comment period, we now have a better idea of what to expect and will be working to help our members prepare for the new rules. Details of the imminent proposal include:

Continuing Education Credits

- Licensed contractors renewing in 2012 will be required to demonstrate completion of 15 Continuing Education Credits (CECs) from 2009 through 2011. Licensed contractors renewing in 2013 will be required to demonstrate completion of 20 CECs from 2010 through 2012.
- Licensed contractors renewing after 2013 will be required to demonstrate completion of 20 CECs over the past two years, eight of which must include water conservation content. Other approved content includes instruction in the design, installation and maintenance of systems or products; participation in demonstration projects, instruction in business development techniques, and attendance at trade shows.
- Organizations or companies wishing to sponsor CECs will be able to have their courses pre-approved

by submitting a syllabus to the LICEB. Sponsoring agencies will be required to document attendees and submit such documentation to the LICEB.

- The LICEB will provide a form for applicants to document their CECs. Contractors can document attendance at non pre-approved events by submitting a description of the course.

For several months now, IANJ has been at the table with the Board, working to ensure that its proposal offers a meaningful yet reasonable CEC requirement.

Business Permits

- Irrigation Contracting businesses will be required to obtain a business permit from the LICEB.
- A non-licensee may be a permittee, however that person must designate a licensed irrigation contractor of record. Businesses with more than one licensed contractor may only designate one licensee or record.
- A licensed irrigation contractor may only be the licensee of record for one business, similar to permits for plumbers and electricians.
- If, as expected, the draft proposal is approved by the Office of Administrative Law, a formal proposal should be published as soon as August, setting up a final rule adoption this fall.

Visit our website

<http://www.ianj.com>

IANJ TO HOLD BACKFLOW CERTIFICATION COURSE IN NORTHERN NEW JERSEY IN AUGUST

IANJ is sponsoring a second Backflow Certification Class, presented by the New England Waterworks Association. Even if you hold your certification, attendees can earn 20 CECs toward license renewal as approved by the NJ LICEB.

Class size is limited to the first 24 registrants so don't delay. Sign up today!

Date: August 23-26, 2011

Time: 8:00am - 5:00pm

**Location: John Deere Landscapes
779 Susquehanna Ave
Franklin Lakes, NJ 07417**

Call the IANJ office at 973-850-3366 for registration information or visit www.ianj.com.

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How to Manage a Salesperson

Landscapemanagement.net, April 2011

What keeps salespeople from achieving greater success? My observations suggest there are several areas where salespeople can improve with the help of a sales manager. If you are willing to take the time and work with your sales team to address the issues most relevant to them, they will get better. The areas where they can benefit most include the following:

- **Time:** Salespeople waste time working on “low-return” opportunities. You can help them by insisting they produce a two-week plan every week that identifies their lead, call, appointment, bid and presentation activities. The key is to ask, “Will that activity get you closer to your goal, and have you allocated too little or too much time to it?” Then be willing to help them rearrange the calendar.
- **Process:** Salespeople should spend time on high-value activities. These include networking, cold calling, appointment setting, phone call and email follow-up, face-to-face meetings, presentations and closing. You don't hire them for their measuring, estimating and proposal-producing skills. You can help them by delegating these important tasks to others.
- **Product:** In recent months, it has become painfully apparent to me that many salespeople do not truly understand the product they sell – in a way that matters to the consumer. While they do not need to be horticultural experts, they must understand how your service benefits the customer in terms of your service features. For example, a basic knowledge of irrigation technology and its application to proper lawn care can demonstrate a practical problem-solving expertise that can close a sale. You can help them by identifying their gaps in product knowledge and training them.
- **Story:** Many salespeople talk too much – often without saying a lot. This is especially true when responding to the most important customer question they face: “Why should we hire you?” You can almost hear the rambling begin and the wincing that follows. A simple, value-based story communicated in three to four sentences is sufficient to answer this question. You can help them by having them commit your story to memory.
- **Personality:** Account managers are gatherers, and are good at it because they have a need to be liked.



Great salespeople are hunters, not gatherers, and are not as concerned with being liked. They are more concerned with winning. As a result, they will generally be better at qualifying and not waste theirs or the customer's time. You can't really train this demeanor; you have to hire it. That's why I tend to shy away from great talkers and hire hunters to sell.

- **Poise:** Many sales are lost in negotiation. A negotiation starts after the first customer objection – “you are too high-priced, we like our current contractor,” “we are in year two of a three-year contract,” etc. Lots of salespeople freeze up at this critical stage, including myself. You can help your sales team keep their poise by role-playing a simple formulaic method: Validate the objective, provide a possible solution, then trial close on the solution.

Salespeople respond to coaching if they believe it is honest, direct and practical, and will help them win more often. Don't wait for them to learn on their own time. Observe their performance and address the right issues.

Industry Calendar

- August 23 Backflow Testing Course, Franklin Lakes, NJ
- September 12 Annual IANJ Golf Outing, Neshanic Valley Golf Club
- September 21-23 IANJ Irrigation Auditor Course
- October 10-11 IANJ Contractor License Exam Study Class
- December 7 IANJ Annual Meeting



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.

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Irrigation Association of New Jersey 21st Annual Golf Tournament

Join IANJ members and colleagues at their 21st Annual Golf Tournament on Monday, September 12, 2011 at the Neshanic Valley Golf Course in Neshanic Station, NJ. Take advantage of this great opportunity to join IANJ members and your colleagues and demonstrate your support of our Association.

Sponsorship opportunities are available to Distributors, Manufacturers, Contractors, and Individuals on a first-come, first-served basis. Enhance your company's recognition to irrigation contractors by taking advantage of one of the many available sponsorships:

Individual Corporate Green Sponsors: \$300
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Lunch Sponsor: \$500
Golf Cart Sponsor: \$350

The deadline for sponsorship is Friday, August 26, 2011.

Come play and bring a foursome. Your registration fee of \$175 covers lunch, dinner, greens fees and lockers. This is a great way to reward your staff or entertain your customers. For more information or to register to play or sponsor, call the IANJ office at 973-850-3366 or visit www.ianj.com for the golf brochure.

IPAC Update

IPAC- "Irrigation Political Action Committee" has been officially incorporated! John Carbone, Walter Mugavin, and I have formed IPAC with the endorsement and oversight of IANJ and the extensive help from Tim Martin at MBI Gluckshaw.

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	_____	Dollar-a-Day Club	\$365.00
(Please check one)	_____	Legislative Club	\$250.00
	_____	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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If you are sending a check from a partnership entity or from a limited liability entity, please provide written instructions concerning the allocation of the contribution amount to a contributing partner(s) or member(s); a signed acknowledgment of the contribution from each contributing partner or member who has not signed the contribution check or other written instrument; and, contributor information for each contributing partner or member.

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.



5 Ways to Boost Referrals

Landscape Contractor, June 2011

Find a Focus. Beyond having a product or service people want, figure out who your ideal customer is. That way, you can communicate to others in your network what type of customer you're looking for.

Ask. And whatever you do, don't forget to ask for referrals. You need to continually remind customers who had a positive experience to tell their friends, family and network. And even if you're not shy about asking for referrals, you should also find ways to thank your sources for their continued advocacy of your business.

Team up. You might also consider teaming up with another business with the same target customer. This type of arrangements, allows you to leverage another company's database to promote your own business. A good example

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5 Ways to Boost Referrals

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of this includes: a high-end boutique and a tony hair salon or a chocolate shop and a florist.

Provide a sweetener. To get other companies to buy in, suggest they offer a gift voucher or another discount deal through the other business. To sweeten the deal, you might offer to pay for the business owner's mailing or e-mail expenses.

Partner up. To cultivate a referral stream, look for companies that may make ideal strategic partners. For instance, good examples of strategic alliances include: a landscape company and a landscape architect. Since you and the other company have a shared target audience but complimentary businesses, a partnership may behoove you both.

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2011 ONLINE DIRECTORY INFORMATION SHEET

Please update your 2011 directory information (fill out everything).

*Contact Name: _____

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CONTRACTOR: _____ SUPPLIER: _____ ASSOCIATE: _____

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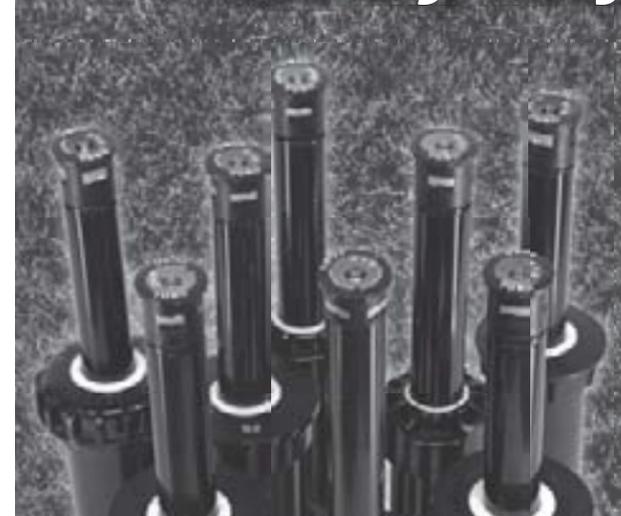
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Non-certified contractors can be reported

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: _____

Cheers! 4 Best Summer Drinks

A delicious frosty beverage can be super-refreshing and when it's hot and humid out, but beware: They can also be major diet busters. Sometimes that cool n' easy cocktail can have hundred of calories per glass...Gulp! But don't fret... You can enjoy some summer sippers! Now it's time to break out the ice and the blender and enjoy some seasonal, cool, refreshing and fun drinks! Here are our 4 summer drinks:

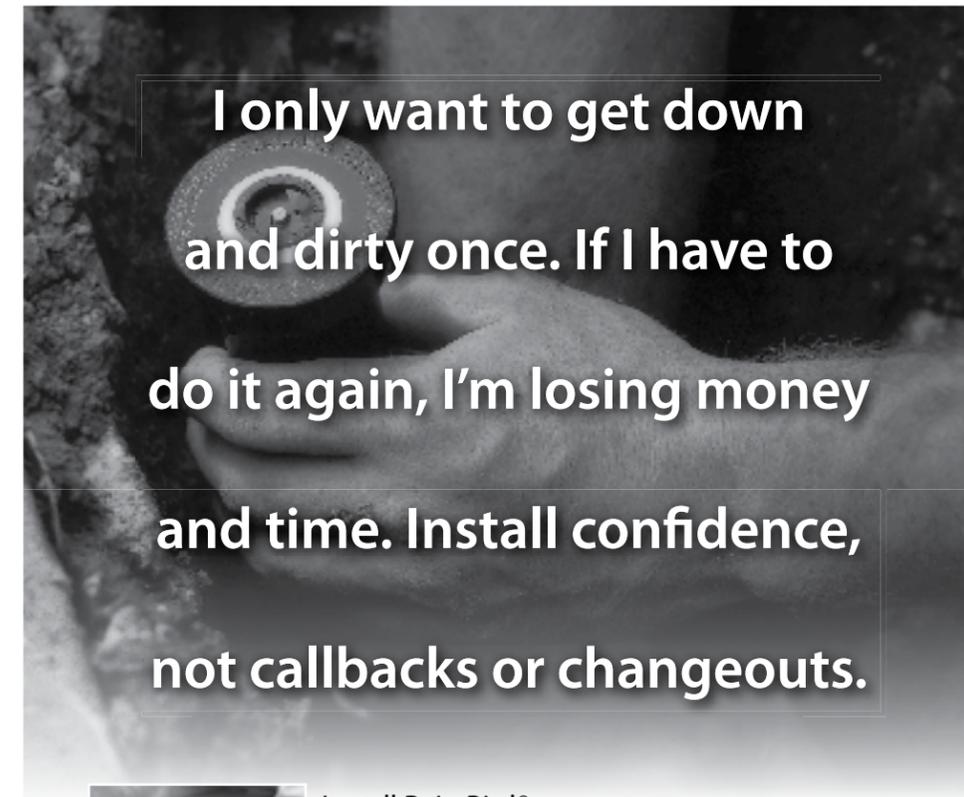


1. ...and Soda: The "clearer" the drink, the better for your wasteline. Creamy drinks and those made with sweet soda or fruit juice automatically add calories. Club soda is calorie free; serve with a chunk of lime.

2. Iced Tea: Freshly brewed tea over ice tea mixes, although you can buy sugar-sweetened or artificially sweetened. And try herbal iced tea for a change of pace. Add your own sweetener of choice, such as clover honey or a little artificial sweetener. Don't forget the fresh mint and lemon for that extra special warm weather zing!

3. Virgin Bloody Mary: Simply order your Bloody Mary "virgin." My favorite Bloody Mary is served in a tall chilled glass with 3 ounces of tomato juice and a dash each of fresh lemon juice, Worcestershire and Tabasco sauce. Pour it over ice and garnish with fresh lime.

4. Blender Beverages: When it's hot, break out the blender and whip up some cool delights. Whatever fruits suit your fancy, just cut it up and add to the blender along with a couple of cups of crushed ice and a cup of water. Strawberry smoothies are always a favorite. Make your own with 2 cups of crushed ice, 1 to 2 cups of cold water, a cup of strawberries, and a half-cup of nonfat plain yogurt. (Or use sugar-free vanilla yogurt for that extra yum!)



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IANJ Movie Review

For this issue we will be reviewing a film entitled "Transformers: Dark of the Moon"

Title: "Transformers: Dark of the Moon"
 Director: Michael Bay
 Cast: Josh Duhamel, Rosie Huntington-Whiteley, Shia LaBeouf, Tyrese Gibson

A sweet prologue (marred only by a phony-looking digital JFK) recounts the war for Cybertron and the real reason behind the U.S.-Soviet space race of the 1960s. Cut to the present where Sam Witwicky (LaBeouf) struggles to find his first post-college job, while the Autobots led by Optimus Prime and the U.S. military's NEST team led by Lt. Col. Lennox (Josh Duhamel) work in tandem to take out the remaining Decepticons around the world. However, the evil 'bots eventually get the upper hand and begin an invasion to conquer the Earth with Chicago as Ground Zero in this final war between the Autobots/humans and Decepticons. There's

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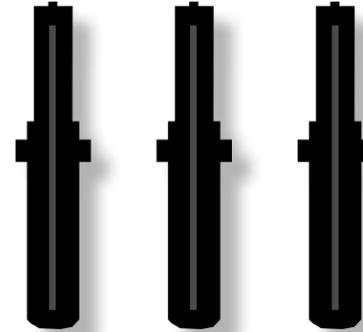
IANJ Movie Review

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more going on, but for the sake of spoilers we'll keep it at that.

Sam's new girlfriend, Carly, Victoria's Secret model-turned-first time actress Rosie Huntington-Whiteley, makes you think "Megan Who?"

"Transformers: Dark of the Moon" gets three Rotors



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