



New Jersey
Irrigation

NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 16 No. 2 July 2014

President's Message

In 2005 the National Irrigation Association (IA), Falls Church, Virginia, wisely selected July as Smart Irrigation Month because it is the month when outdoor water use is at its highest level. The overwhelming success of this grass roots program continues to grow exponentially with irrigation professionals who recognize the positive impact efficient irrigation practices and smart water use provides.

Each year the number of proclamations grows as additional states and municipalities support and contribute to this important initiative by obtaining a proclamation identifying July as Smart Irrigation Month.

I am extremely proud to share that for the second year in a row, the Irrigation Association of New Jersey (IANJ) worked diligently with our lobbyist, MBI Gluckshaw, and Governor Chris

Christie's staff to obtain the 2014 July Smart Irrigation Month Proclamation. New Jersey is one of only ten states that achieved this notable milestone.

Regardless of whether your business is large or small, there are many positive ways to position your company as an industry leader in the Smart Irrigation Month campaign.

The Smart Irrigation Month Proclamation adds essential credibility to the need for effective water management practices and efficient products while helping educate citizens about landscape water use. Ultimately, these continued efforts will encourage end users to maintain and retrofit aging and outdated inefficient residential and commercial irrigation systems.

Regardless of whether your business is large or small, there are many positive ways to position your company as an industry leader in the Smart Irrigation Month campaign. Getting involved is not difficult and ultimately reinforces that Certified Irrigation Contractors are consummate professionals who care about the future of our industry and the availability of our natural resources.

Your efforts can be as simple as adding the Smart Irrigation Month logo to your web site, ads, statements or newsletter, or highlighting water-saving products during July by offering product specials and upgrades. You can get more involved by taking time to educate your customers about the importance of efficient water use through smart irrigation practices and the use of current water saving technologies that are installed and maintained by a Certified Irrigation Contractor.

According to the Environmental Protection Agency, nearly 9 billion gallons of water per day are used for lawns and gardens throughout the nation. July Smart Irrigation Month is only one well needed initiative to influence irrigation professionals to supply customers with the knowledge and products they need to help irrigate responsibly.

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New Jersey
Irrigation **NEWS**

The Newsletter of the Irrigation Association of New Jersey

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Editor

John J. Carbone Jr.

Please address inquiries to:
Editor, New Jersey Irrigation News
170 Kinnelon Rd., Ste. 33
Kinnelon, NJ 07405
Tel: 973-850-3366
Fax: 973-838-7124
www.ianj.com

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Please address inquires or for ad placement:

Irrigation Association of New Jersey
170 Kinnelon Rd., Ste. 33
Kinnelon, NJ 07405
Tel: 973-850-3366
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Summer Tech Is Back

Summer Tech 2014 is once again scheduled for August. There are classes in multiple tracks, including auditor certification, backflow re-certification and technical advancement (including Water Conservation options). August 5, 6 and 7 at two locations in New Jersey – designed to help you and your staff earn valuable Continuing Education Credits (CECs) toward license renewal. Register today!

TRACK 1 – AUDITOR CERTIFICATION AND BACKFLOW RE-CERTIFICATION– AUGUST 5, 6, 7

Location: Storr Tractor - 3191 US Highway 22, Branchburg, NJ

Backflow Re-Certification Review Training & Testing
6 CECs

Landscape Irrigation Auditor Certification -2 day course
16 CECs (WATER CONSERVATION)

TRACK 2 – TECHNICAL COURSES – AUGUST 5, 6, 7

Location: Barton Supply, 1260 Marlkrass Rd., Cherry Hill, NJ

Certified Irrigation Technician Course
8 CECs (WATER CONSERVATION)

Smart Irrigation
4 CECs (WATER CONSERVATION)

Irrigation Design for Water Conservation
4 CECs (WATER CONSERVATION)

Electrical Troubleshooting 101
4 CECs

DO YOU HAVE YOUR REQUIRED CREDITS IN WATER CONSERVATION? Irrigation Contractor license renewals in NJ will now require sixteen (16) Continuing Education Credits for each renewal period; additionally eight (8) of these credits **MUST BE DESIGNATED** as Water Conservation. Classes with this designation are marked as such on the enclosed Course Descriptions List. If you are renewing in January of 2015, this may be your last chance to obtain these important credits for renewal! We expect these courses to fill up quickly.

Visit www.ianj.com for the schedule of classes and registration form.



3rd Annual IANJ/NJLCA Golf Challenge

Tuesday, September 9th

Galloping Hills Golf Club

Kenilworth, NJ

The 3rd Annual IANJ/NJLCA Golf Challenge will be held September 9th at a NEW location - Galloping Hills Golf Club in Kenilworth, right off the Garden State Parkway!

Galloping Hill Golf Course sprawls across 271 acres in Kenilworth and Union. Characterized by its natural terrain of rolling hills and valleys, the course often referred to as "The Hill", has a reputation as one of the most challenging courses in the area. The 18 hole course features 6717 yards of golf from the longest tees for a par of 71. The course was designed by Williard G. Wilkinson and opened in 1928. Most recent renovations were completed by Stephen Kay in 1998. The new, luxurious club house is open and will welcome our post-outing awards dinner.

In addition to the 18 hole facility, Galloping Hill offers a state of the art learning center and 9 hole practice course- The Learning Center at Galloping Hill. This facility opened in October 2009 and has 52 stalls (20 of them are covered and heated) and a 45,000 square foot practice area. The Learning Center is also home to the TaylorMade Performance Lab at Galloping Hill. The Performance Lab contains state of the art club fitting technology, video instruction and a TaylorMade Master club fitter. The 9 hole course with 2348 yards of golf from the longest tees for a par of 33, is a great place to reinforce the lessons and instruction you just received at the Learning Center.

Players and sponsors are welcome. We want to grow the outing to a full field of 144. In 2013, we had 120 golfers. Sponsors this year include the following companies:



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This is a great opportunity to reward your employees, entertain your customers, and meet new friends. Go to www.ianj.com to download the golf brochure. We will be golfing in support of both the Irrigation Association and New Jersey Landscape Contractors Association's scholarship funds.



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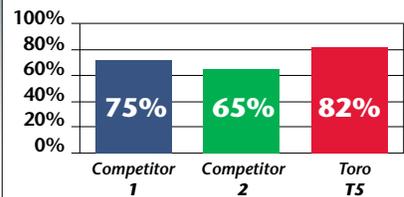


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TORO

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Mastering the Skills of Time Management

By Michael Mazzarella
Irrigation & Green Industry

A friend and I went to a restaurant the other day. After we were seated, the waiter came to our table, handed us menus and said he would be right back with bread, better, and water. He returned shortly with water; then he went back to get the bread, placed it on our table, and said he would return with the butter.

This waiter has to be exhausted by the end of his work day; hopefully, he owns a good pair of running shoes. He made three trips to our table in what could have been done in one. I continued to observe him, and sure enough, he was doing the same at the other tables he was waiting on. All of a sudden it hit me... what if this guy incorporated efficient time management into his job/life?

There is an old saying, "Time is money," and in this particular case, the waiter could have made much more money in tips had he been able to turn tables quicker. He probably could have had another seating.

It got me thinking about our industry. We talk about being more efficient and productive; we talk about staying lean. We



look at our labor costs and the shortage in the labor pool...and I began to wonder, if we really practiced lean management, how much better could we compete in the marketplace?

The time we have each day is limited, so it's important to

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Mastering the Skills of Time Management

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get as much done in that period as we can. We sweat when we have to bid, hoping that we've been able to cut down our non-productive time, and it reflects in our pricing. Learning time management is one of the keys to being a successful as well as profitable company.

The average landscape contractor usually has his routine pretty well down pat. He knows that when his crews come back in the late afternoon, they wash the trucks, gas them up along with the mowers and other power tools, and load them for the next day's work. The next morning, they get their schedule for the day and move out.

Properly trained supervisors can make sure their crews stay on a timely track. If they fall behind, you may find yourself paying overtime to get the work done, because the next day is already booked. Changing how you manage your time can make a difference in how your crews perform, and make your company more profitable.

One way to start streamlining your business and make it more efficient is by planning and scheduling in greater detail. Any effort to get a project underway can be easily ruined if it is prepared poorly. Before you start, there should be a clear-cut idea of what needs to be done. To achieve this, put together a plan of what to do once your crews arrive at a site. Break down what has to be one into individual tasks, and schedule each of these, as well as the planned completion of those tasks.

Arranging your assignments can also help you manage time better. By prioritizing tasks, you can focus on which tasks are the most pressing and important, and take care of those first. "Every day, I look at my priorities list, decide what my four main

tasks are for the day, and I try to get them done before noon," says Sara Twaddle, director of sales for Sunterra Landscape Services in Austin, Texas. "So instead of working through a day and having everything build up, I work on the big things first and leave the little things for the end of the day."

Managing things to avoid interruption

Scheduling your time in the office can also make you, as the boss, more effective and efficient. Even small acts, like checking messages and emails, can be scheduled to make you a more productive executive. You don't want to be checking your phone or email constantly. Every time you do, it distracts you from the matters at hand.

"I've been with clients who are just jumping from one thing to the next," says Judith Guido, chairman of Guido & Associates in Moorpark, California. "They're looking at the texts, and then they get interrupted, and then they're looking at their emails, and eventually, they've forgotten what they were even working on the first place. So schedule a beginning and an end to these things." It takes a person about twenty-five minutes to get back on task after being distracted. Your phone may ring throughout the day, but that doesn't mean you have to answer it every time.

Planning for transportation

Transportation can be a very big source of wasted time and money. Routes can be chosen poorly, underpowered trucks get packed with too much material, and vehicles may not be fueled up in advance. Any one of these actions can lead to time management problems. "Go from the farthest point to the one closest to your office," suggest Guido. "You don't want to be going from point A to L to B, over to R, then ending at F, and from there going back to your base somewhere. Planning is very important."

In addition to the routes taken, it is also a good idea to organize what goes into each truck. Arriving with the wrong items is just as bad as showing up with nothing at all. To ensure that everyone has exactly what they need, make certain that the crews have a checklist of what is needed before even rolling out. With these in hand, everyone will be sure to head out with the right stuff, and be able to get to work without any delays.

Handling of the site

Okay, you've made it to your client's property and you have everything you need to start working. Now the key to time management shifts towards making sure everything stays efficient – no separate trips for bread and butter. But even the best-laid plans have the potential to go awry, and it may be necessary to adjust the actions your workers take to get more done in less time. After all, time definitely is money.

Monitoring crews at jobsites can help determine which actions are helping their time management and which aren't. Having crew chiefs and managers pay attention to the flow of work can help maintain efficiency. Managing who is doing what, and in what order, can determine how long it takes to complete an assignment.

Another simple way to manage time well is as easy as where

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Industry Calendar

August 5-7

Summer Tech

Branchburg and Cherry Hill

September 9

IANJ/NJLCA Golf Outing

Galloping Hills Country Club

Kennilworth, NJ

October 13-14

Irrigation Contractor License Study Class

October 15

License Exam

December 10

IANJ Annual Meeting and Seminars

Trump Taj Mahal, Atlantic City

Mastering the Skills of Time Management

Continued from page 6

you offload your employees and supplies. There's no point in driving everyone to the service parking lot when you're working up by the entrance. Just drop the team off where they'll be operating before parking the vehicle. This saves wasted time due to inefficient movement.

Training and allocating

The individually training of workers can also be a factor in how swiftly tasks are completed. People operate a lot faster when they know what needs to be done, and how to do it. This can make your business operate faster and more smoothly.

"Training is a big part of productivity," Guido says. "Having one person go to fill up instead of three people, having a process to load and unload your vehicle, having a plan of attack for a project – it should all have a flow to it. That comes with the scheduling, the planning and the training. People often attack sites so inefficiently, and it really shows the lack of training."

Also important to managing time is to have a good distribution of roles among workers. When everyone unloads, there should be a clear understanding of who will do what. Everyone should be working at an assigned role, ensuring that no one is waiting around or repeating what someone else has done.

"One of the things I like to talk about is balancing the work," says Dan Foley, vice president and general manager for the Brickman Group's New England office, South Walpole, Massachusetts. "What that means is what if you have a team of three, they're all going to finish at about the same time. Everyone has balanced responsibilities, so they're not waiting around for that third guy to finish."

The entire crew should know how they are approaching the site, what the timeline for the assignment is, and who is going to do what. If you can convey that well, then your team can achieve good results with a minimum amount of wasted time.

Keeping tools in good working order

If the tools in your inventory are in good working order, so that – hopefully – nothing breaks down in the field, they are ready to go. Fueling mowers, making sure electrical equipment is fully charged, sharpening all blades, and checking oil are all important actions that maintain your operational efficiency.

"Productivity is based upon having the right tool and equipment, and having it working in an optimal condition," Foley comments. "Having a tool that isn't operating effectively is not productive. A breakdown doesn't add any value to our clients. Preventative maintenance is a daily event that we do constantly. So I tell people to get in the habit of doing daily checks."

When things go wrong

Even after you've finished your work in the time allotted, there is still the chance that something can go amiss, and you'll have to face the reality of having to do some tasks over again. It's costly, but it's also somewhat unavoidable. We are only human, after all.

Being a lean, efficient company means being able to effectively handle things when they go wrong. More im-

portantly, we must learn from these mistakes. It's essential to be able to walk away from a dilemma and say, "Okay, what can I do so that this doesn't happen again?"

"A failure of some sort, where the outcome doesn't align

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IANJ Movie Review

For this issue we will be reviewing a film entitled
“X-Men: Days of Future Past”

Title: X-Men: Days of Future Past

Director: Bryan Singer

Cast: James McAvoy, Michael Fassbender, Jennifer Lawrence,
Patrick Stewart, Ian McKellen, Hugh Jackson

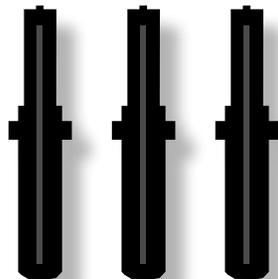
“X-Men: Days of Future Past” is a better than but not substantially different from other superhero movies. That creative deficit is a major problem in “Days of Future Past” since it follows characters that travel in time to prevent a future apocalypse. Thankfully, there’s just enough right in “Days of Future Past” to offset what’s wrong. Director Bryan Singer’s confident direction mostly compensates for familiar comic book movie problems, including bald expository dialogue and forgettable action. The storytelling has such momentum that you don’t have time to realize that the story lacks urgency.

The movie starts in the future. A murder of mutants led by benevolent Charles “Professor X” Xavier (Patrick Stewart) and frenemy Erik “Magneto” Lehnsherr (Ian McKellen) conspire to save both human and mutant kind from shape-shifting, killer robot Sentinels. To prevent the Sentinels from becoming government-sanctioned weapons, the mutants send Logan/Wolverine (Hugh Jackman) back to 1973 to stop Raven “Mystique” Darkholme (Jennifer Lawrence) from murdering the Sentinels’ creator, Bolivar Trask (“Games of Thrones” Peter Dinklage). And in the process, Logan is forced to motivate and re-unite younger versions of Raven, Xavier (James McAvoy), and Magneto (Michael Fassbender).

Unfortunately, the obstacles that stand in Logan’s way and the stakes that he’s fighting for aren’t particularly well-developed. “Days of Future Past” moves so fast that you might think Dennis Hopper posthumously strapped a bomb to it, and yet the relentless forward motion proves a mixed blessing. More importantly, key character flaws, such as young Xavier’s need to take a drug that removes his powers but gives him the ability to walk, are barely developed. In place of real development we have blocky dialogue, as when Logan and young Xavier first meet, brusquely explaining away almost all of Xavier’s insecurities in a scene or two.

Still, on a moment-by-moment basis, “Days of Future Past” is a fun popcorn movie. While the film’s uncanny cast doesn’t get enough time to show off, they are at least charming enough to make you want more.

**X-Men: Days of
Future Past
gets 3 Rotors**



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Legislative Update

Tim Martin, MBI-Gluckshaw

Legislature Eyes LICEB Transfer

Representatives in both houses have introduced legislation that would move the Licenced Irrigation Contractors Examiner Board—the State body that licenses and regulates irrigation—from the Department of Environmental Protection to the Department of Community Affairs. In the Assembly, A-3397, was introduced by Assemblymen Robert Clifton (R – Monmouth) and Jason O’Donnell (D – Hudson), while Senators Sam Thompson (R – Monmouth) and Jeff Van Drew (D – Cape May) have introduced its Senate counterpart, S-2234.

The bills abolish the existing Board of Examiners and transfer all its powers, pursuant to the State Agency Transfer Act of 1971, to the newly established Board of Irrigation Contractors in the Department of Community Affairs. That Board would

consist of: the Commissioner of Community Affairs or her designated representative; five landscape irrigation contractors who are residents of the State; and one licensed professional engineer or licensed landscape architect. Each of the public members would be subject to the advice and consent of the Senate.

IANJ supports this update because it will:

Put the Licensed Irrigation Examiners Board in direct and constant contact with the municipal code inspectors charged with approving our work;

Further the bond between our profession and the codes that govern the products we install and maintain; and Streamline the enforcement of irrigation laws and regulations, including the requirement that our products be installed and maintained by licensed contractors.

S-2234 has already cleared the Senate Commerce Committee and is now pending on the Senate floor, while IANJ will be working over the summer to ensure speedy passage in the Assembly. Last year, the Assembly Housing & Local Government Committee released the bill unanimously.

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Governor Christie Declares July Smart Irrigation Month



Governor Chris Christie has proclaimed July to be Smart Irrigation Month in New Jersey to draw attention to the importance of using water efficiently.

July is traditionally the month of peak demand for watering lawns, gardens and landscapes in North America. The Irrigation Association named July as Smart Irrigation Month to increase public awareness about simple practices and innovative technol-

ogies homeowners, businesses and property managers can use to:

- Save money on utility bills.
- Minimize or defer investments in infrastructure to store and carry water, typically paid for by property taxes or municipal bonds.
- Protect their community’s water supply for generations to come.

Homeowners typically overwater lawns and landscapes by up to 30 percent. By selecting and planting carefully, watering wisely, and maintaining and upgrading automated irrigation systems, consumers can save money, save water and see better results.

“We are especially proud and pleased that Governor Chris-

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Storr Tractor Company	Back Cover
Toro.....	Page 4

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: _____

Governor Christie Declares July Smart Irrigation Month

[Continued from page 11](#)

tie has designated July as Smart Irrigation Month in New Jersey as many of our irrigation contractors, suppliers, and manufacturers are seriously involved in helping local communities and consumers use water efficiently and effectively,” said Michael Edmiston, President of the Irrigation Association of New Jersey.

Smart Irrigation Month is an initiative of the Irrigation Association of New Jersey and the national Irrigation Association, both non-profit industry organizations dedicated to promoting efficient irrigation.

Ten states have issued official proclamations recognizing July 2014 as Smart Irrigation Month.

Arizona
Louisiana
Michigan
Colorado
Nebraska
New Jersey
Idaho
Oklahoma
Indiana

The Irrigation Association has a wealth of free resources available to help with your Smart Irrigation Month promotions. Go to www.irrigation.org to download:

- Articles
- Case study
- Coloring pages and puzzles
- Customizable press releases
- Logos
- Public service announcements
- Sample proclamations
- Statement stuffers



Mastering the Skills of Time Management

[Continued from page 7](#)

with your expectations, you need to use that as a learning opportunity,” suggests Guido. “It might be a good time to regroup your people and ask, ‘What could we have done to be more efficient in our tasks, our equipment, and our manpower?’ Whether it’s a walkthrough that went bad, or a problem with your team, or a sales pitch gone wrong, it’s important to learn from it.”

Time management is an important skill to master in the pursuit of becoming more profitable. There may be a learning

curve to implement ways of becoming more efficient, but the long run benefits are well worth it.

The key is to keep working at it, so that planning, maintenance, and training go from being tough tasks to regular routines. You will soon find that your company is wasting far less time, and getting more work done. This translates to fewer expenses, higher productivity and more profits...even the waiter would have to agree with that!

Carowitz on Marketing

By Jeff Carowitz
Irrigation & Green Industry

Business is great. How about raising prices? There are few topics that seem to cause more heartburn than pricing.

Pricing products and services correctly builds a foundation of sales and profits for a business, and delivers a fair return for owners. Pricing incorrectly can create barriers and problems that a business will continually struggle to overcome. Raising prices in a sluggish economy must be done with care. But with material and labor costs on the rise, it's time to be serious about your company's strategy.

The fallacy of 'too low.' During tough times, business owners believe lower prices will automatically attract new customers and give them a competitive advantage. Often, the tactic has the opposite impact, when the lower prices are not matched with aggressive marketing. The company simultaneously sacrifices margin on each sale with existing loyalists and fails to win new business.

Moreover, irrationally low prices can create a reputation for being sub-standard or "cheap." Customers expect a certain level of value and often use price as an indicator of what to expect. We've all heard the phrase "you get what you pay for." Be careful of what your prices are saying about you.

What to avoid. Companies that are afraid to raise prices often engage in cost cutting as a substitute. First there are those who slash advertising and promotions to improve profits. This backfired badly for J.C. Penney, when loyal customers stopped hearing from them and took their dollars elsewhere. In other instances, particularly for service businesses, lack of advertising fails to bring in the steady stream of new clients needed to sustain the operation.

Second are companies that remove features or reduce product

quality rather than increasing prices. Customers uncover the inferior results, feel tricked or cheated and defect to other brands.

Raising prices. Increasing prices is part art and part science. Start with a target. How much do you need to move or will the market let you move? Then decide on a period of time to gradually make the increase. Raising prices too much, too soon

Raising prices in a sluggish economy must be done with care. But with material and labor costs on the rise, it's time to be serious about your company's strategy.

can alienate loyal customers. Instead, have a strategic plan of how you will implement increases over time.

Most price increases will be reviewed by clients with fairness in mind. Does the increase seem fair and in-line with increases they are experiencing in other areas? Or does it seem arbitrary and unjustified? Be sure to have a communication plan in place to "sell" your increases.

Take advantage of opportunities. It's easier to raise prices when introducing a new product, a new formulation or new features. It's also easier to match your increases to those from the competition or even increases in related products.

Monitor your pricing. Conduct regular research to understand where you stand with your customers and competitors. Regularly measure your profitability by line item, business unit and customer. Have an advance plan for how to move your prices safely, strategically and profitable over time.

Visit our website

Click here to visit <http://www.ianj.com>

Be Smart in Smart Irrigation Month: Support IPAC Today!

Dear Fellow Irrigation Contractor

Governor Christie has joined dozens of other Governors in declaring July Smart Irrigation Month, and now we're asking you to join your irrigation colleagues and be ***Smart for Irrigation*** by supporting IPAC, the Political Action Committee that's looking out for you in Trenton!

For many years, the IANJ has been working hard on behalf of our profession. Whether it be promoting smart irrigation with the DEP, pushing enforcement by our licensure board, or promoting public awareness with our utility partners, we are all committed to making the irrigation contractor's license a meaningful one.

Dozens of your colleagues have already stepped forward to join IPAC; however, we need more members! Please join IPAC



today by clicking [here](#) and help IANJ keep looking out for you!

Thank you,

Stephen C. Dobossy, IPAC Chair
RR Irrigation
steve@rrirrigation.com

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