



New Jersey  
Irrigation

# NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 16 No. 3 September 2014

## President's Message

**T**he Irrigation Association of New Jersey (IANJ) will continue to support the Atlantic City community by holding our Annual Meeting there on December 10. This enhanced membership meeting will be held in the Trump Taj Mahal Resort Casino in conjunction with the New Jersey Turf Grass Association's Green Exposition.

In addition to our annual reception and dinner, we will hold two water conservation classes to help you obtain Continuing Education Credits (CECs). Irrigation Scheduling and Soil and Plant Types for Watering will be taught from 8am-4pm. Additionally, we will be providing

boxed lunches to help move you smoothly through the classes and on to the Landscape Irrigation Contractors Examining Board (LICEB) meeting.

The IANJ has been the voice of the Irrigation Contractor in NJ by promoting a stable professional organization and we continue to represent the broad concerns of the irrigation industry while staying focused on various specific issues. With the assistance and partnership of our lobbyists, Tim Martin and Chance Lykins, MBI Gluckshaw, we continue to diligently work to move LICEB to the Department of Community Affairs (DCA) and hope to have Deputy Commissioner, Charles Richman, attend as well. MBI Gluckshaw will give a summary of their 2014 activities and how we are progressing with multiple legislative initiatives.

### *In This Issue...*

**IANJ/NJCLA 3RD Annual  
Golf Outing**

**IANJ's education round-up**

**Creating a Healthy Team**

**IANJ Movie Review**

**How to be Direct in Sales**

**Readying your system for winter**

*The board positions are filled by people like you, volunteers who are highly motivated and work tirelessly to ensure your voice is heard and acted upon.*

Because this is our annual membership meeting, the IANJ board of director elections are always held in conjunction with the meeting. The board positions are filled by people like you, volunteers who are highly motivated and work tirelessly to ensure your voice is heard and acted upon. In October, election information will be communicated to all members so please exercise your voice by voting for your candidates to serve on the IANJ Board in 2015.

I am particularly pleased once again to present the IANJ's Lifetime Achievement Award to an industry pioneer and leader. Since 2007, this prestigious award presentation has been the highlight of the evening, recognizing industry leaders who have distinguished themselves as consummate professionals throughout their career.

Please support the Irrigation Political Action

Continued on page 2



# 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.

### 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

### Art and Typography by

Trend Multimedia  
(732) 787-0786

### Please address inquires or for ad placement:

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## President's Message

Continued from page 1

Committee (IPAC). The IANJ founded IPAC to encourage participation and representation of the irrigation industry in the state political process. Through IPAC, eligible employees, owners and corporations can pool their contributions to advance the interests of the irrigation industry in New Jersey and have a greater impact together in the political process. IPAC's funds are used to advance the irrigation industry's goals and objectives by supporting individual candidates in the New Jersey Senate and Assembly, and other statewide elected officials who promote policies beneficial to our profession officials.

If for no other reason, attend the Annual Meeting so you can network with other irrigation professionals and suppliers. The relationships you make at this event can assist you in your businesses every day.

The IANJ Annual Meeting in Atlantic City is an important event because of you, our licensed irrigation contractors, distributors, manufactures, and associate members. In the past two years, we have had over 100 people attend each event and we look forward to even more this year. I hope to see you there!

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# IANJ/NJCLA 3<sup>RD</sup> Annual Golf Outing

**128 GOLFERS SUPPORTED THE EVENT!**

The 3<sup>rd</sup> Annual IANJ/NJCLA Golf Outing, held on September 9, 2014 at Galloping Hills Golf Club in Kenilworth, NJ, had 128 golfers and sponsors who supported the event.

Despite some cloudy skies and misty rain in the afternoon, all had a great time and enjoyed the beautiful course.

The highlight of the day was the recipient of the “Ice Bucket” Challenge between the IAN and NJLCA. Mike Edmiston, IANJ president and Jody Shilan, NJLCA executive director, challenged each other to take the ice bucket dunk with a competition to see which association could bring in the most golfers. Unfortunately for Mike, NJLCA won the challenge, and Mike was the recipient of

Continued on page 4



*Low Gross Winners: The Team from Braen Supply*



*Closest to the Pin Winner Mike Krzcinowski*

**Our thanks to the following sponsors for their generous support of the outing:**

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*2nd Place Winners: The Team from Atlantic Irrigation*

# IANJ/NJCLA 3<sup>RD</sup> Annual Golf Outing

Continued from page 3

the cold bucket of ice and water.

"I gracefully weathered the dunking," said Mike, and encouraged IANJ members to support ALS and donate to the charity.

Outing golfers also golfed in support of both the national Irrigation Association and NJLCA's scholarship funds. Any net proceeds will go to these foundations in support of students of industry members.

The low gross winners of the outing with an exceptional -15, was the team from Braen Supply: John Braen, Mike D'Ercole, Rob Krzcinowski, and Matt Stair. Braen Supply will be able to showcase the outing trophy in their offices. Mike Krzcinowski also won the closest to the pin award.

Second place low gross went to the team from Atlantic Irrigation: Wade Slover, Paul Anderson, Walter Migavin, and Jason Sponzilli. Women's longest drive winner was CeCe Peabody of New Jersey Turfgrass Association, and Men's longest drive was won by Perry Russo of All County Irrigation & Lighting.



*Women's Longest Drive Winner: CeCe Peabody*



*IANJ President Mike Edmiston took the "Ice Bucket" Challenge at the 3rd Annual IANJ/NJLCA Golf Outing on September 9 at Galloping Hills Golf Club, Kenilworth.*

# IANJ's Education Round-Up



## 2nd Annual IANJ Summer Tech

Over 150 contractors took advantage of technical and auditor certification classes held at member supplier locations in New Jersey during the week of August 4. An auditor certification course was presented at Storr Tractor in Branchburg and technical classes in as well as the new IA Certified irrigation Technician course were held at Barton Supply In Cherry Hill. Our thanks to instructors Roy Nau, Dan James, and Craig Borland for leading these classes.

“The concept for Summer Tech was to offer classes that have been popular at IANJ’s Winter Tech as well as offer new classes in water conservation required by LICEB,” said Mike Edmiston, IANJ President (The Toro Co.). “We are grateful to Storr and Barton Supply for hosting the classes and offering the use of their facilities.”

## Industry Calendar

**October 13-14**

**IANJ License Exam Study Course**  
*Storr Tractor, Branchburg*

**November 4-8**

**2013 Irrigation Show & Education Conference**  
*Phoenix, AZ*

**December 10**

**IANJ Annual Membership Meeting**  
*Atlantic City*  
*(Location to be determined – held in conjunction with Turf Expo)*

## Fall 2014 Seminar - License Exam Study Class Earn 16 CECs for Attending October 13-14, 2014

Are you taking the NJ State Irrigation Contractor Licensing Exam on October 15th? Do you need a refresher course to prepare you for the test or do you just want to brush up on requirements? Come to Storr Tractor, 3191 US Highway 22, Branchburg, NJ on October 13 and 14 for two days of information and instruction that will help you navigate your way through this extensive exam.

This class is designed to refresh the skills of irrigation contractors. Review advanced soil-water-plant relationships, advanced hydraulics, pumps, job safety requirements, national codes that affect our industry, state codes and recent changes, scheduling, water conservation and details about system uniformity and efficiency.

Go to [www.ianj.com](http://www.ianj.com) to download the registration form or call the IANJ office at 973-850-3366.



## Mark Your Calendar for IANJ's Winter Tech 2015

The next Winter Tech will be held **January 19-23, 2015** at the Crowne Plaza in Jamesburg. Classes taken during this week can be considered for CECs for license renewal by January 31, 2015.



*Jan*

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# Creating a Healthy Team

By Bruce Wilson  
Landscape Management

A healthy company is a productive place where staff members feel valued and empowered. This is possible because there's a cohesive leadership team who behaves in a functional way. Leaders are aligned around the company's mission and know what they need to do to make the business perform.

After a career of working for a mix of landscape companies, I've noticed there's a distance difference in the attributes between healthy companies and dysfunctional ones. On the surface, both types can look the same and share some of the same characteristics. The difference is the companies with cohesive leadership and operational functionality consistently outperform their competitors.

Why? Because in really successful companies, things just get done.

Healthy companies have the right mix of organizational and personal accountability. Everyone rows in the same direction. There's little fanfare, friction and uncertainty, and nearly everyone in the organization reflects confidence and clarity of purpose. When problems arise, everyone projects a "whatever it takes" attitude and problems get solved quickly.

In less healthy companies, there's difference pattern. Politics trump process, communications aren't integrated and there's no shared accountability. When problems arise, the person who's responsible for the problem has to solve the problem alone. The ultimate victim is the customer.

It's possible to create a healthy company your customers will love to work with and your employees will want to work for. Here's where to start.

**Create team alignment.** Leadership and staff must be in sync on values. Is everyone on the same page regarding mission/ purpose, behavior, the work and what it will take to succeed? People who aren't honest and respectful to this approach or aren't in sync with the team will jeopardize alignment.

**Create cultural alignment.** The culture must evolve around expected outcomes, such as flawless delivery of your service or product, uncompromising levels of customer service, a culture of mutual respect among team members and leaders who walk the talk.

**Create a culture of accountability and empowerment.** Leadership must over-communicate what's true and important and hold everyone accountable to results. Managers must be available and not become a bottleneck to deadlines and share objectives. Leaders can't be shy about pushing the team to get better every day and repeatedly reinforce messages that support and emphasize

the uniqueness of the organization. Eliminate barriers and allow employees to take their initiative, be creative and accept responsibility for their actions. Never allow things to come to a dead end on someone's desk.

**Create customer-centric culture.** Ensure the customer's experience with your business is more important than your corporate fiefdoms.

**Create a culture of communication.** Any process involving people, from performance management to decision making (internally and externally), must be done in a way that keeps dialogue open, blame-free and results-oriented.

**Create a culture of expectations.** Make expectations and deliverable very clear. Evaluate team members on results that are measurable, attainable and aligned with team and strategic growth goals.

**Create a culture of courtesy.** Remind your employees you are glad they work for you. They could be working for someone else. Reward performance with recognition and high fives (and monetary incentives when appropriate). Simple gestures mean a lot. Say "please" and "thank you" and "great job" when it is. Everyone share in the success and toxic behavior is not allowed.

**Create an excuse-free environment.** Make everyone accountable for team results. It doesn't matter who generates the problem or who solves the problem. The problem must be solved quickly and as smoothly as possible for the customer, and then everyone moves on. No excuses.

## Special thanks to our advertisers

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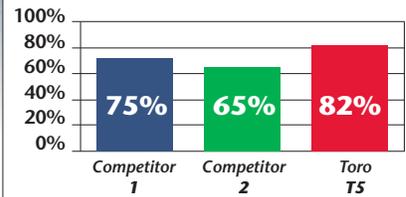


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# IANJ Movie Review

For this issue we will be reviewing a film entitled “When the Game Stands Tall”

**Title:** When the Game Stands Tall

**Director:** Thomas Carter

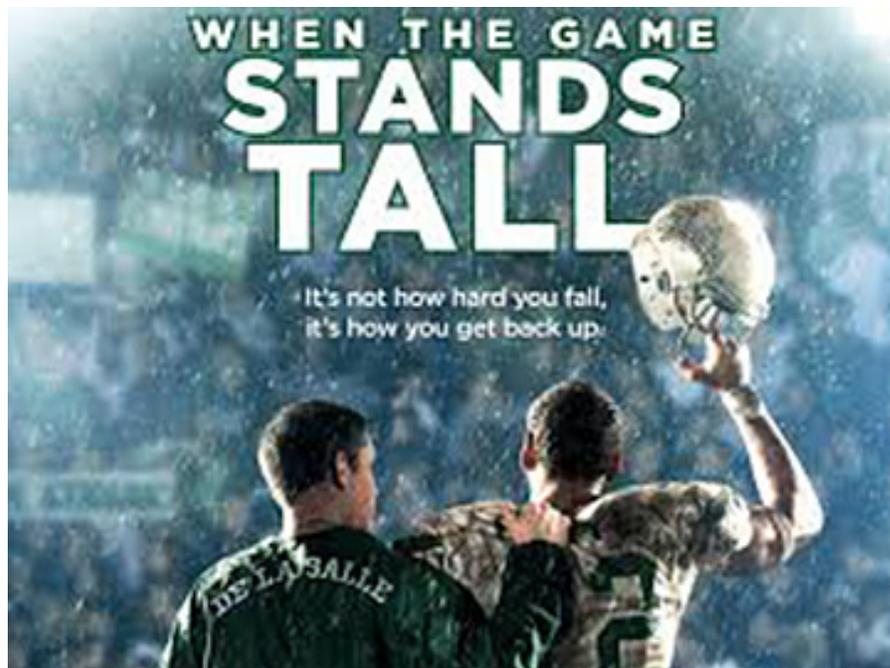
**Cast:** Jim Caviezel, Alexander Ludwig, Michael Chiklis, Laura Dern, Clancy Brown

Inspired by a true story, When the Game Stands Tall brings to life the incredible winning streak of the De La Salle High School football team: 151 straight victories over 12 years. Along the way, Coach Bob Ladouceur (Jim Caviezel) has always emphasized purpose and significance rather than streaks and titles. But when real-life adversity leaves the team reeling, the Spartans must decide if the sacrifice, commitment, and teamwork they have always trusted in can rebuild what is now disintegrating around them.

In 1979 at age 24 Bob Ladouceur was hired by De La Salle Catholic High School in Concord, California, to teach religious studies. At that time, the school had no air in its footballs, with just one win the previous year. With nothing to lose, the school offered LaDouceur the chance to coach football as well as teach the Bible. Ladouceur shifted the program from reverse to overdrive at this Northern California School. The Spartans went from damnation to domination, including a 151-game winning streak, the longest in prep football history. Ladouceur emphasized deeper values than winning, but winning came anyway. Players were lining up to come to this private school to play for this coach.

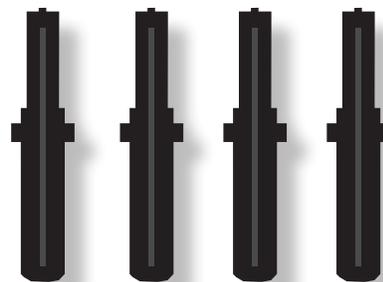
The story of the streak actually begins with the end of the streak and the depression and anger that follows. We see a team that went from winning – to dominating – dealing with the unthinkable. That stumble leads to another loss, and suddenly an emotional earthquake has put an end to the team’s California dreaming. That’s a great focus for a sports movie and it stays focused on this long enough to show a great coach rebuilding the spirit of his players the hard way by reminding them that their character will be determined by how they handle hard times.

We also get to watch Coach Lad recover from a heart attack, setting aside his team while he recovers. He also faces extreme pressure at home to spend more time with his family, a message that’s taking its toll on him. All these tales of loss, recovery and doubt add considerable depth to a tale that’s at its weakest when the scoreboard lights up.



There are many valuable lessons that are imparted to these students who are engaged in competitive activities – winning humbly and losing gracefully are at the heart of what coaches with their values on straight should be teaching.

***When the Game Stands Tall  
gets 4 Rotors***





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# How to be Direct in Sales

By Kevin Kehoe  
Landscape Management

**A**t the end of a sales presentation the words, “We line your numbers; we’ll get back to you,” are the kiss of death. It’s in this case my third habit of successful salespeople – be direct – would come into play. (See Web Extra for all six habits.)

Selling is a process of successive trial closes designed to manage the prospect’s “objections” and help them arrive at a decision. There’s a classic quote from the movie “Glengarry Glen Ross” that goes, “A-B-C-. A-Always, B-Be, C-Closing. Always be closing.”

This is what ABC means: Be prepared to *trial close* on customer objections. To do this you must be direct, and ask questions.

“We like your numbers; we’ll get back to you,” is an objection in my book. It needs to be followed up with a trial close questions like: “It sounds like you have some hesitations about working with us. Off the record, can you tell me what those might be? If would be very helpful to me and my team to know these.” That is directness.

A habit is the product of practice. Directness is a personality predisposition, but it’s also a skill developed through practice. At the end of the day, the job of a salesperson is to help the customer make a decision – not to sell “features and benefits” and sound really smart providing the customer with “an education.” Don’t get me wrong. It’s important to know features and benefits and educate the customer, as I outlined in my February column, “The simple sales pitch”. But it also is essential to identify and explore objections and hesitations.

Yes, you love your product and the clients may, too, but that doesn’t mean they will buy it. And since most people (prospects and customers) avoid conflict by nature, if they have any hesitations they’ll say things like, “We like your numbers; we’ll get back to you,” instead of saying “no.” Put yourself in the prospect’s shoes. Why would he or she hesitate? There are three primary reasons: 1.) The prospect doesn’t know you; 2.) Change is hard; and 3.) Price. The *way* you sell – less talk and more questions – helps the first. Address the second with honest exploration of their fears about working with a new contractor. And price is always an objection – always. If you can address the first two then you have the ammunition to address this one.

When they talk price, you talk value. Here’s one way: “Let’s talk about the price because this is always important. Just to help me, if we were priced exactly right for you right now, would we be the company you would want most to work with?” this question/ probe must be followed by silence. What you hear next will tell you if they are serious

about *you* and about making a chance. Be prepared not to like their answer, with means, “We like your numbers: we’ll get back to you,” really means *no*.

***Asking the hard questions that separate the buyers from the tire-kickers is what it means to be direct. I never said selling was easy.***

Asking the hard questions that separate the buyers from the tire-kickers is what it means to be direct. I never said selling was easy. But it’s my favorite job, and it’s far easier when you’re willing to be direct.



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# Readying your system for winter

By Luke Frank

Reprinted from the October 1999 issue of *Landscape & Irrigation*

**T**he days are getting shorter and the nights cooler. Leaves are flaming their oranges, reds and yellows, and landscapes are preparing for hibernation. As Old Man winter approaches, so should your winterization plans.

Winterization is a fact of life in some areas more than others, and, although it's not overly complicated proper winterization needs to be performed to avoid pipe and system damage that may surface next spring or later.

Water in your system can be your worst enemy in the winter. Some contractors believe poly pipe offers sufficient flexibility to absorb the expanding and contracting forces of water in the winter. However, most experts agree that all piping needs to be thoroughly blown out. Even if the poly pipe holds through the next irrigation season, the freezing and thawing of water left in the system over the winter can stress the piping and easily result in failure down the road.

A combination of strategically placed drains in the system's low spots and a good, properly selected air compressor will make relatively quick work of residential or commercial system winterization. However, speed is not the issue here—thoroughness is.

Opinions vary on just how much pressure and volume of air are required to properly blow out a system. But

high pressures (60 psi and greater) should be avoided. Air volume—not pressure—is the critical component to evacuating a piping system of water.

Air volume and pressure should be based on the specific irrigation system pipe pressure ratings.

## SHUT'ER DOWN

What is obvious to some may be obscure to others.

Begin your winterization by shutting off the water to the irrigation system at the isolation valve. The main shut-off valve to separate the irrigation system from the home's potable water system should either be insulated in a valve box or located inside the home. If there's no isolation valve to separate the irrigation system from the home's potable system, install one. You'll need it to winterize and can really save the property owner an inconvenience if there are future irrigation system problems that require long term care.

Drain valves must be installed at the proper location in the piping system to enlist gravity's assistance. Your system should have a drain in every low spot on each lateral in the site. Most contractors will install piping at a grade to assist with the drainage.

When installing drains, dig out an 18-inch deep posthole and fill it with gravel so that the water has a place to go. Install them where you need them. It won't take long, and they help to completely winterize the system. Remember that any drains you open in your winterizing need to be

Continued on page 13



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# Readying your system for winter

Continued from page 12

closed so that no water can re-enter the system during the winter months.

Air relief at the high points on each zone (most of the time a sprinkler will do) allows the water to flow from the drains. You can remove a sprinkler head at the end of each lateral to accentuate air relief. Never stand over a sprinkler head or work on any other system components while you're performing a blow-out.

## THE EVACUATOR

Akin to time, compressed air is the other water evacuator. If you haven't used it, find a coach. Don't perform your first blow-out solo.

A significant element of successful winterization is the size of your compressor. For the average residential system, a 50-cubic-foot-per-minute (CFM) compressor is adequate. A 125-CFM compressor will handle a larger commercial system with 2-inch main. Make sure that your compressor has an accurate pressure regulator valve and gauge.

Your isolation valve is closed, your drains are in and your air relief is open. It's almost time to introduce compressed air.

Have an organized plan for your blow-out before you begin. Determine which isolation valves you want opened and closed at what point in your winterization process, so that you're not just pushing water around in the pipes.

The air compressor line should be connected to the piping system prior to the back-flow preventer through a minimum 1-inch inlet with a valve shutoff on the main. Don't use back-flow preventer test ports as blow-out points, nor should service valves be used as shut-off valves—they should remain open. Ball valves on your back-flow preventer should be left in a 45-degree position for the blow-out and for the season. Don't leave valves fully open or closed. Consult the back-flow preventer manufacturer before you commence your blow-out.

Blow out the zones furthest from the connection point first, which will evacuate water from the main line initially, enabling the operator to winterize the remaining zones faster. Piping at higher elevations on the site should be purged early in the procedure to prevent water from running back into already winterized areas. Remember to gradually fill the system with air. Don't try to blast a bunch of air into the system all at once, and make sure that nobody is standing over a sprinkler head when you begin the blow-out.

Avoid running air through the system when no water is present; it could damage piping or system components. Sprinklers should be operated no more than one minute when no water is present. Open all manual zones and quick-coupling valves during the winterizing procedure to

evacuate the water.

If it's taking longer than three minutes to completely blow out a single lateral, turn the compressor off and let everything cool down. Then proceed. Some superintendents have found that using a turbine-type air compressor won't heat the piping up so quickly. If you can't get the air out of the system with a gradual increase of compressed air, then you need to look at a larger compressor.

Open the valve farthest from the point of connection.

Continued on page 14



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# Readying your system for winter

Continued from page 13

Don't open more than one valve at a time. Turn on the air compressor and slowly introduce the pressurized air. Watch that the pressure doesn't exceed 50 psi. The lower you can keep the pressure and completely evacuate the system, the better for the components.

Operate each zone until the water exiting each nozzle is a fine vapor mist. Winterize each zone at least twice. Use several short cycles of air for each lateral line, so any water that drains back into the pipe will be evacuated with the next blow-out cycle and the piping system won't heat up. Operating each valve multiple times will also exercise the valves' and back-flow preventer's operating parts, thus vacating them of water. Several short cycles are better than one long cycle. Take your time. A good blow-out of a larger residential or commercial system can take a day or more.

Any low-lying sprinkler heads also need to be drained, especially those with check valves. Pull 'em and drain 'em. If your system is composed of open-orifice sprinkler heads (pop-ups), it may benefit you to install check valves to prevent any water from re-entering the piping network through these heads.

## THE SHUT-DOWN

After the system is free of water, slowly shut down

the flow control on the compressor until it is no longer introducing air. Then shut down and disconnect the compressor. (Never disconnect the compressor when the system is still under pressure.) Make sure that all parts to the system are dry and replaced before winter settles in.

A good winterization ensures a good recharge in the spring. It's worth reminding you to flush your system in the spring, particularly drip zones, to eliminate any debris or critters that may have settled in for the winter.

After your piping system is empty, go into the garage and shut down the controller. If you want to save the programs, leave the power on and use the rain override feature for the upcoming winter season. By interrupting the signals to the valves, your run-times and days are saved, and you won't have to re-program the controller next spring.

If there's no rain override, unplug the controller. If a pump station is connected to the control system, unplug the timer. Speaking of rain, if you have a rain catchment device, turn it upside down for the winter.

Winterizing your system slowly and deliberately goes a long way in preserving the piping and components for seasons to come. Show a little respect for Old Man Winter in the fall, and he's less apt to demand your respect in the spring.

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## IANJ Gears up for LICEB Transfer Bill

by *Tim Martin*

**W**ith the legislature on a long summer recess in July and August, IANJ representatives took advantage of the break to make legislators and staff aware of our support for A-3397 and S-2234, which would transfer the licensure and regulation of irrigation from the Department of Environmental Protection to the Department of Community Affairs. The bills, sponsored by Assemblymen Robert Clifton (R – Monmouth) and Jason O’Donnell (D – Hudson), and Senators Sam Thompson (R – Monmouth) and Jeff Van Drew (D – Cape May) has already cleared Senate Committee, and is expected to be taken up by the Assembly Regulated Professions Committee before the end of the year.

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.

Please visit: <http://www.nj.gov/dep/exams/lic.htm>

### Business Permit Application Available Online

Pursuant to the newly adopted Licensed Irrigation Contractors Examiners Board rules last spring, Irrigation Contracting Businesses are now required to obtain a business permit from the LICEB. While there is no fee for the permit, it is still important for companies providing irrigation contracting to submit an application and designate a licensed contractor as the certificate holder responsible for the actions of that company.

Applications for the Landscape Irrigation Contractor Business Permit can be found on the LICEB web site and must be printed out and mailed in. Please note that the application includes a second page, with important information and reminders. As always, IANJ will work with the LICEB to make the process as contractor friendly as possible.



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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: \_\_\_\_\_

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