



New Jersey
Irrigation

NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 17 No. 4 December 2015

President's Message

Another year comes to an end. I hope everyone had a great year. IANJ has had a fantastic year.

On December 9, 2015, Governor Christie signed the bill moving the Licensed Irrigation Contractor Examining Board (LICEB) from the Department of Environmental Protection (DEP) to the Department of Community Affairs (DCA). This action culminates several years of tireless work by the IANJ

Board of Trustees and Tim Martin of MBI-Glukshaw. Now, as they say, the real work will begin. The IANJ Board of Trustees will be working with the members of LICEB and the DCA to insure a smooth and seamless transition from

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DEP to DCA. This move will raise the awareness of the Code Enforcement Officials concerning Licensed Irrigation Contractors as a true member of the construction industry and our commitment to install our systems in accordance with the Uniform Construction Code.

We welcome our two new Board of Trustee members elected at the IANJ Winter Meeting held at the Borgata in Atlantic City on December 9, 2015: John Gumm, District Sales Manager for Toro; and Gaetano Virone, President and CEO of Environmental Designers Irrigation, Inc. They will replace Joe Maucieri of Quench Irrigation and Paul Munz of Hydro-Tech Irrigation whose terms expire at the end of this year. I would like to express my extreme gratitude to these two gentlemen for their contributions and efforts over the last three years. It has been an honor to work with the both of you.

Recapping IANJ's achievements for 2015 besides the passing and signing of the DCA Bill:

- Winter Tech 2015. Attended by over 300 contractors and employees.
- Two Contractor Exam Prep courses attended by 25 exam candidates.
- Summer Tech. Attended by over 100 contractors and employees.
- Fourth Co-sponsored Annual Golf Outing with NJLCA. Attended by 122 golfers.

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New Jersey Irrigation **NEWS**

The Newsletter of the Irrigation Association of New Jersey

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Paul Munz
Wade Slover

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President's Message

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- Technical Training at the Winter Meeting. Attended by 100 contractors and employees.

I would also like to express my gratitude to our supplier members, Atlantic Irrigation in West Berlin and Storr Tractor in Branchburg for allowing IANJ to use their facilities for training and meetings throughout the year.

All licensed Irrigation Contractors in NJ recently received a letter from LICEB about a new procedure for tracking CEC's. If you follow the steps in the letter, you will have access to a database to view the CEC's you have submitted for each license renewal cycle. There is no cost to the individual contractor for this service. You first must establish a login profile. You may skip this step if you already have a profile established with the national IA to enter and track your national IA certification CEC's. After you have established the login, use the link shown in the letter to access your NJ CEC verification page. This will show the current renewal cycle CEC's that you have submitted to LICEB. You do not have to enter any data. The verification page only shows the CEC's that have been submitted to LICEB. You must continue to submit your CEC's to LICEB using the CEC Submission form and copies of you CEC Certificates or any other supporting documentation to LICEB by USPS, FAX or e-mail. LICEB will enter the data to your verification page.

2016 Winter Tech will be held in Jamesburg on January 25 thru 29. You will be receiving the Winter Tech Brochure shortly. I encourage you to register early. There will be several new courses in both the technical and business areas and we do have limited space available.

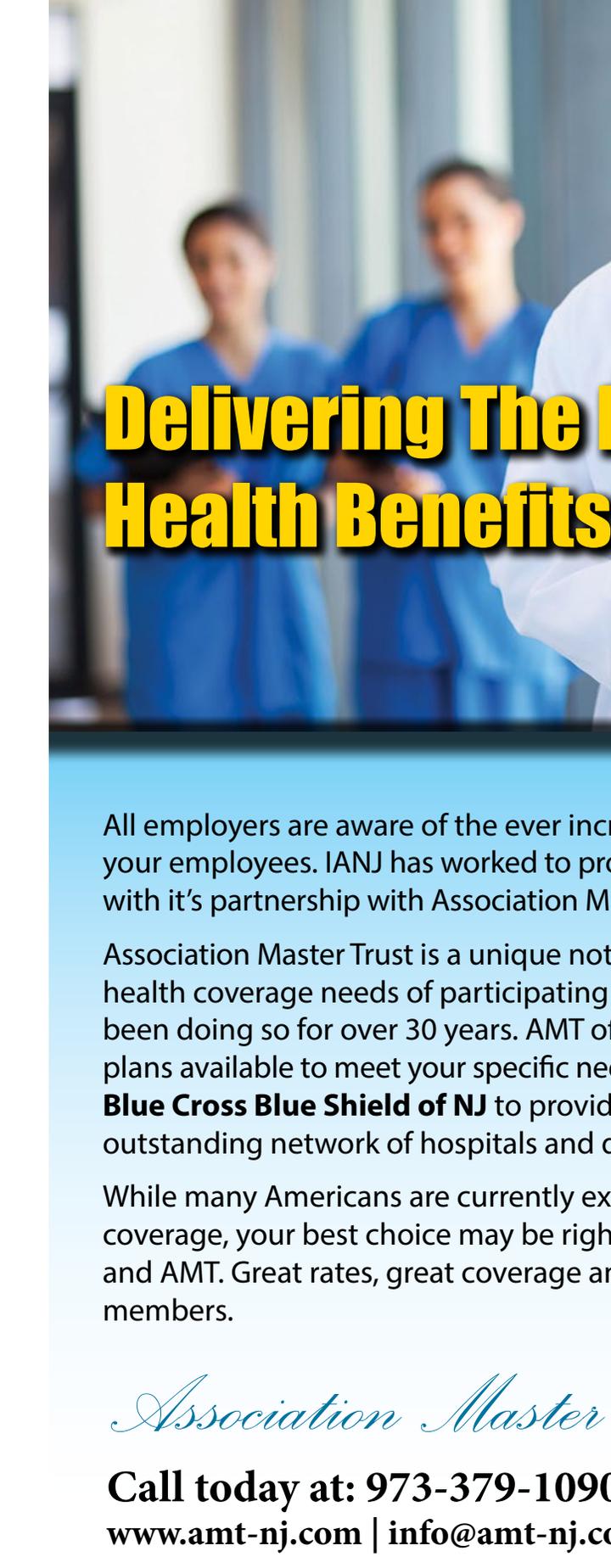
Thank you to all who have supported IANJ and its activities this year. This is your association and we cannot succeed without your continued support. I wish all of our members, employees, and families a Happy Holiday Season, and a Safe, Happy, Healthy, and Prosperous New Year.

2016 Calendar

January 25-29

Winter Tech

Crowne Plaza Hotel, Jamesburg, NJ



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New Seminars In Water Conservation...Enhanced Learning Tracks & The Right Tools For Your Business It's All At Winter Tech 2016!

December 2015

Dear IANJ & Industry Member:

You are cordially invited to attend the **2016 IANJ Winter Tech Conference**, January 25-29, 2016 at the Crowne Plaza Hotel, Jamesburg, NJ.

We have added **new seminars** to our schedule this year, with ***five classes in water conservation***.

Our three business-specific learning tracks are:

- ***Business Track*** – designed to help you better manage your irrigation contractor business and enhance your marketing and sales skills
- ***Maintenance Track*** – will help provide the expertise needed in maintaining electrical oversight
- ***Design Track*** – courses in new and advanced irrigation landscape designs and technology

Time is of the essence! We urge you to submit your registration right away to reserve your choice of classes - the Backflow Re-Certification Class on Monday, January 25th is limited to 20 attendees. We will also have our suppliers on hand for our trade show on Tuesday, January 26th from 12 Noon – 2:00 pm to tell you about their new products and services.

To download the Winter Tech registration packet, go to www.ianj.com. If you have any questions, please call the **IANJ office** at 973-850-3366. We look forward to seeing you at the 2016 Winter Tech Conference.



IANJ Classes Held During Annual Meeting

The Irrigation Association of New Jersey held two classes in advance of the association's annual meeting on December 9 at The Borgata in Atlantic City.

John Raffiani presented a class on Plant, Soil & Turf Types and Craig Borland (The Toro Company) taught a class on Irrigation Design for Water Conservation. Both of these classes provided contractor attendees with 8 continuing education credits to meet their license renewal deadlines.

"Our thanks to both Craig and John for presenting these classes and helping contractors meet their CEC obligations," said IANJ President Roy Nau (Princeton Irrigation). "The classes were maxed out at 50 attendees and we are sorry we could not accommodate more."

Irrigation Contractors also met with George McCarthy (Spring Irrigation) and Bob Dobson (Middletown Irrigation) of LICEB for a discussion on the new CEC tracking system developed by LICEB and IA national.

"I received a ton of positive feedback from many who attended," said Dan James, IANJ Education Committee Chair (R R Irrigation). "From the comments and requested clarification on a number of issues, it was obvious having the LICEB board there was extremely beneficial to our membership."



LICEB chair George McCarthy met with members.



Craig Borland taught a class on irrigation scheduling.



Standing room only for classes.

IANJ Annual Meeting

In conjunction with the New Jersey Turfgrass & Landscape Conference, held at The Borgata Hotel, Casino & Spa, in Atlantic City, NJ, the IANJ Annual Meeting was held on Wednesday, December 9, 2015.

The Borgata Hotel was the venue again for the Green Expo and NJ Turfgrass & Landscape Conference. IANJ members came out in full force for the annual meeting with over 100 in attendance. Earlier in the day, two workshop classes on topics for water conservation were held with over 50 irrigation contractors attending. In addition to the keynote speaker, Robert Austin from the Department of Community Affairs, attendees recognized the recipient of the Lifetime Achievement Award and heard updates on the activities of the association.



*Rob Austin,
DCA
keynote
speaker.*

Robert Austin, Construction Specialist with the NJ Department of Community Affairs, is primarily responsible for verbal and written code interpretations to construction officials, architects, engineers and any other interested parties on technical and administrative aspects of the NJ Uniform Construction Code (UCC), specifically building, mechanical and energy conservation codes. This includes research and preparation of articles for the educational UCC newsletter, Construction Code Communicator, and researching and analyzing the impact of technical changes to construction code programs in the formation of new code policies and guidelines in the UCC, including the impact on other state and federal government agencies. Mr. Austin is involved in the transition of LICEB from the DEP to the DCA in 2016.

Tim Martin, NJ Legislative Liaison from MBI-Gluckshaw, announced that Governor Chris Christie had signed the LICEB DCA transition bill just that day. "It is fitting that we are able to announce this at IANJ's annual meeting tonight," said Martin. "This would not have happened without the perseverance of the IANJ board and government affairs committee."

IPAC MATCHING FUNDS CAMPAIGN



The Irrigation Political Action Committee (IPAC) Chair, Steve Dobossy, announced to attendees that the IANJ Board would once again match any funds donated up to a maximum amount of \$10,000. IPAC is the political action arm of IANJ and works closely with MBI-Gluckshaw to monitor legislation and present the voice of the irrigation industry in Trenton. Dobossy also updated members on the Association Master Trust Health Insurance which continues to serve IANJ members and their families.

IANJ Board

Joe Maucieri (Quench Irrigation) and Paul Munz (WetYet Irrigation) were presented with IANJ board service plaques for their tenure on the IANJ board. Re-elected to serve on the board for 2016 is Roy Nau (Princeton Irrigation) and elected to serve their first terms on the board are John Gumm (The Toro Co/Irritrol) and Guy Virone (Environmental Irrigation Designs). Both will serve three year terms on the board

The **2015 IANJ Lifetime Achievement Award** was presented to **C. George Ecks** of Swan Pump in Cherry Hill which will be celebrating 100 years of service to the irrigation industry in 2016.

Swan Pump started selling above ground farm irrigation early on and as underground residential irrigation became more popular, George Ecks diversified his business to include a complete line of heads, valves, pipe and controllers. Ecks understood the importance of supporting and contributing his time to the Irrigation Association of New Jersey. He was an active member for many years and ultimately dedicated his time as a trustee from 1984-86. His energetic leadership and vision helped the irrigation association become the successful organization that it is today. Swan Pump continues to serve irrigation contractors in the Central/South Jersey market and is now managed by his grandsons, Kevin and Brian Ecks who

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IANJ Annual Meeting

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accepted the award in George's honor.



IANJ president Roy Nau presents 2015 Lifetime Achievement Award for George Ecks to his grandsons Kevin and Brian Ecks of Swan Pump.

Mr. Ecks joined the ranks of former IANJ Lifetime Achievement Award winners who were in attendance at the meeting including: Edward Santalone, Sr., Bob Dobson, George McCarthy, and Phil DeMarco.



IANJ Lifetime Achievement Award Winners with Kevin & Brian Ecks: George McCarthy, Phil DeMarco, Ed Santalone, Sr., and Bob Dobson.

IANJ President Roy Nau also updated member son the new IANJ Scholarship Fund available to IANJ members, their families and employees. Three \$500 scholarships will be available in 2016.



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DCA Transfer Bill Signed Into Law!

On Wednesday, December 9 – as IANJ was holding its annual conference – Governor Christie signed into law *P.L. 2015, chapter 169*. The enactment marks the successful conclusion of a five year effort by the Irrigation Association to transfer our licensure program, formerly known as the Licensed Irrigation Contractors Examiners Board, or LICEB, from the Department of Environmental Protection to the Department of Community Affairs.

From the outside looking in, one would think that a bill that passed both houses unanimously (twice) must have been a slam dunk. The reality is this accomplishment is the

result of years of hard work and tough lobbying. It started, ironically enough, at a casual brainstorming session at the IANJ annual meeting and grew into multiple meetings with legislators, representatives of both the DEP and DCA, and the upper echelons of the Governor's Counsel's office. After all that, a technical issue resulted in a conditional veto by Governor Christie in the Spring that required two additional votes by the Senate and the final approval of the General Assembly, which finally came on December 3, just four weeks before the end of the session which would have required us to start over from scratch.

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Carokwitz on Marketing

By Irrigation & Green Industry

How can better advertisements help you reach your goals more quickly – and build a stronger reputation for your company?

Great ads create motivation for things to happen. Without the right ads and message, nothing happens. Good marketing doesn't just make noise; it shows customers how they can get close to the things they want to achieve.

Stop asking “does advertising work?” because of course it does. But bad advertising – like bad financial advice and bad medicine – does seem to be everywhere. Instead of cutting your ad spending, resolve to do a better job so your results improve.

As you're setting your plan for 2016, decide how advertising will help you reach your goals. Here are some essential and powerful objectives you can achieve with a great ad program:

Build awareness for your new or improved offering. You offer a better mousetrap, but your audience doesn't know that or understand that. How will they find out about it? Awareness advertising builds an audience for your product, evoking curiosity and getting them to want to know more.

Developing awareness ads isn't as simple as saying, “It's here and here's what it does.” Avoid reciting lots of details and instead focus on delivering a memorable punch.

Great awareness ads define the most interesting thing about the product or service – and why they should want it.

Get prospects to take action. Wouldn't it be wonderful if prospects saw a logically better product or service and immediately made the switch? Unfortunately, it doesn't work that way. Often marketing campaigns use the power of an offer – a limited-time promotion – to coax buyers into taking the action they intended to take but never seem to get to. Do your ads motivate that important next step? If you need to ramp sales quickly, be sure your ad program includes an action that says “do it now.”

Show them the difference. What makes your product or service stand out from others? Many things, right? Point out the reasons customers should see you differently – and why they matter. I've noticed that companies are reluctant to draw specific comparisons between themselves and their competitors. But isn't that exactly the information customers need to evaluate their alternatives? Be bold and specific about what makes you stand apart and why they should change.

Keep them loyal to you. Companies who are on top advertise to reinforce and remind customers why they should stay loyal. They say “You made a great decision to choose us the first time stay with it.” Don't give competitors' advertising efforts an opening by failing to strengthen bonds with current customers. Reinforcing relationships with a “You made the right choice, we appreciate you,” is a smart investment.



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Minimize Your Taxes Now

By Daniel Gordon
Landscape Management

While tax prep season doesn't begin for many people until late January, now is the time to reduce your 2015 tax; waiting until 2016 is really just reacting.

There's not significant increase in marginal rates on the horizon, which makes planning easier. But hold on. The section 179 accelerated write-offs for certain assets have again been reset to a maximum of \$25,000.00.

179 Deduction. Section 179 of the Internal Revenue code allows small businesses to deduct in the current tax year the full purchase price of equipment that qualifies for the deduction, even if it's financed or leased. During the past several years through various last minute tax extender bills, this deduction was raised to a maximum write-off of \$500,000.00. But without another tax extender or law change, this \$500,000.00 drops to \$25,000.00 for 2015. Most business equipment applies to Section 179, including machines, computers, software, furniture and some vehicles.

A Section 179 limit at \$500,000.00 is significant to most small businesses and it would benefit both political parties to extend the law before the end of the year. It could mean a reduction of an additional \$475,000.00 of taxable income for company purchases made during the year.

If this law isn't extended, all is not lost. You will still be able to depreciate the cost of the equipment over its useful life, usually five to seven years.

Normal Tax Planning. To help you keep your stress level down, you need to know what deductions are available and have the information and documentation available to take advantage of those deductions.

First, you need an accurate profit and loss statement and an accurate balance sheet. All figures should be reconciled to bank statements. Most expenses that are reasonable and necessary to carry on your business are deductible. Some expenses, such as penalties, are not deductible. In addition, business meals and entertainment meetings are only deductible at 50 percent. For these expenses you'll need a business log that records the expense, who attended these meetings and the business purpose of these meetings. If you come under audit and you don't have these records, the deductions will be disallowed.

Postponing Income/ Accelerating Deductions. In an environment when taxes are not expected to rise, tax plan-

ning can be summed up in four words: Postpone income; accelerate deductions.

This strategy can help move the taxpayer into a lower tax bracket in the current year. It also can help the taxpayer avoid crossing the threshold that he or she is subject to the net investment income tax (an additional 3.8 percent on investment income) or subject to losing all or part of certain deductions (i.e., the dependency exemption.) Strategies to postpone income include:

- Pushing a large job from this year to next, if there is flexibility;
- Pushing the sale of a gain-generating asset into the next year;
- Structuring the sale of a gain-generating asset as an installment sale;
- Deferring any year-end bonuses;
- Using the like-kind exchange provisions (Section 1031) to defer recognizing gain on dispositions of business or investment property; and
- Delaying the collection of outstanding accounts receivable until the following year for a cash basis taxpayer.

Again this strategy serves to reduce taxable income, so there's either less income to tax and/or moves the taxpayer into a lower tax bracket. Strategies to accelerate deductions include:

- Making fourth-quarter state estimated tax payments this year;
- Prepaying property taxes due the following year and prepaying January's mortgage in December;
- Bunching medical and dental expenses into the current year if it's expected that those expenses for the current and following year will exceed the 10 percent of adjusted gross income floor limitation applicable to such expenses;
- Moving future charitable donations into the current year; and
- Selling stock losers in your portfolio before year end.

It's never too early to start thinking about taxes and ways to minimize them. Reconciling your books and producing an accurate set of financials is a great start. Discussing those financials with your CPA will give him or her the proper information to project your liability. If done early enough, he or she will be able to suggest ways to reduce the ultimate liability and/or prepare you for any tax payments you make have to make.

State of the Market

By Kevin Kehoe
Landscape Management

I did a video interview at the LM booth during GIE+EXPO last month. I was asked to comment on the state of the market. It felt like being asked for a two-minute solution to Middle Eastern politics. You don't want to get it wrong, but two minutes doesn't do the topic justice. That being said, here are my thoughts and recommendations.

The industry is good, not great. The rising economic tide seems to be floating most boats, but not enough are taking advantage of it from a cash-generation perspective. Yes, revenues are up, but profits in too many cases are not. Now is the time to harvest the cash bounty created by growth.

But it doesn't seem to be happening. Remember 2003-2007? Companies grew in that economy, but for far too many, their costs grew even faster. The net result: Cash

was consumed, debt accumulated and balance sheets weakened. So when the crash came, the crunch was terrible. You don't want to do that again.

The Good. The economy is better. But don't fool

The industry is good, not great. The rising economic tide seems to be floating most boats, but not enough are taking advantage of it from a cash-generation perspective.

yourself; it's not great. It just looks great compared to how lousy it was. And when this pent-up demand gets spent and the buyers are tapped out, look out.

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www.AtlanticIrrigation.com



Paul Garris
Area Manager for
NJ & Eastern PA
pgarris@atlanticirrigation.com

Our strength is our people.

Paul started working in the warehouse at Atlantic Irrigation's Farmingdale, New Jersey branch when he was just 17 years old. He quickly moved up the ranks and became the Area Manager for New Jersey and Eastern Pennsylvania in 2014. He has become a valued resource to his clients and we feel he can be an asset to you also.

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State of the Market

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Consolidation is good. The ValleyCrest and Brickman merger is great. It means real capital is flowing into the industry. Witness all the investment companies looking to do deals. At the same time, there's some exodus of talent from the merged entities. These are experienced managers from two good companies.

The Bad. Talent is scarce. Labor, foremen and account managers, especially, are in short supply and more expensive than ever. This singular constraint can result in outkicking your coverage and ruining your profits.

Supply is rising. Success breeds success – and more competition. This trend is good except when it comes to pricing. Though prices are no longer going down, they are not keeping pace with cost increases.

Where to Focus. These threats and opportunities should drive your business planning and budgeting next year.

Recruiting. It's an everyday job. Put someone in your company in charge of this important activity. Be prepared to pay a bit more to get and retain talent. Look for exodus talent from the ValleyCrest/ Brickman merger.

Sales. Become more selective. In the simplest terms, you want customers that will pay a little more, appreciate your work, be lower maintenance and pay their bills on time.

Technology. Invest in mobile-integrated technologies. They can increase personal productivity, letting you leverage overhead expense, and reduce costly mistakes that result from poor communication and inaccurate reporting. We'll see the emergence of several larger local/regional companies in every market. You can be one of these guys. These guys are going to generate solid cash returns by applying the strategies outlines above. Or you can repeat history.

That's it: My two-minute take on the state of the market. Act now and don't repeat history.



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DCA Transfer Bill Signed Into Law!

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The net result is that the LICEB – now the renamed Board of Landscape Irrigation Contractor – will now be officially transferred to the Department of Community Affairs in six months. 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.

IANJ has already reached out to the Department to help coordinate the transfer and we all look forward to the future of Irrigation in New Jersey.

Welcome New Members

Benjamin Grace

B & B Sustainable Landscape, LLC
Haskell, NJ 07420
Lic #613338

Frederick Oppmann

Rainmaster Irrigation Systems
Huntingdon Valley, PA 19006
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Richard Lishman

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IANJ Movie Review

For this issue we will be reviewing a film entitled “The 33”

Title: The 33

Director: Patricia Riggen

Cast: Antonio Banderas, Juliette Binoche, Rodrigo Santoro, James Brolin & Lou Diamond Phillips

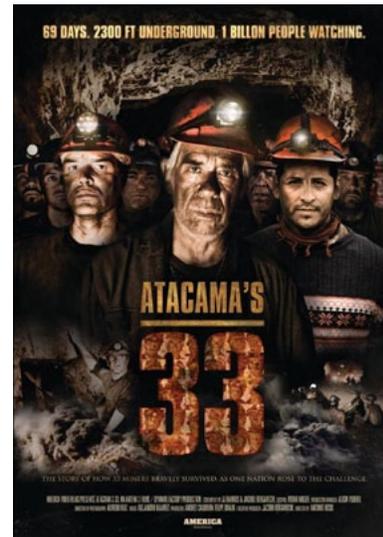
One of the toughest challenges for a filmmaker is to take a story to which everyone knows the ending and retell it in a way that puts the outcome in doubt again. Steven Spielberg accomplishes this in this year’s fact-based Cold War tale “Bridge of Spies,” and now Mexican director Patricia Riggen does something not dissimilar with a fact-based story of more recent vintage. “The 33” is a technically impressive simulation of the mine collapse and rescue in Chile in 2010, a cataclysmic event that saw 33 miners trapped underground for a stupefying-seeming 69 days. Their plight became an international cause during that period, and their incredibly improbable rescue was a “whole world is watching” moment on a par with the first moon landing. The movie throws together an international cast that may on first glance strike the movie-savvy viewer as improbable as well: while the English-language production features Antonio Banderas and Lou Diamond Phillips, two actors with obvious Latino bonafides in several departments, in key leading roles, it also has French actor Juliette Binoche and Irish actor Gabriel Byrne in prominent parts, both playing Chileans. It’s a testament to director Riggen’s skill with actors that she makes the ensemble a seamless one.

A slight problem comes up at the movie’s opening, as the chief characters are introduced in a party scene. One is an elderly miner who’s retiring; another is an experienced fellow who’s asking his buddy and foreman for an extra shift on a day he’s supposed to have off; another is a younger miner who’s about to become a father and who’s looking into getting out of the mining biz as a result. All three of these cases, of course, add to the “what incredible irony” quotient when a chunk of rock two times the mass of the Empire State Building trap them almost 2,000 feet underground, with only three days’ worth of food and water rations in the refuge area where the miners roost.

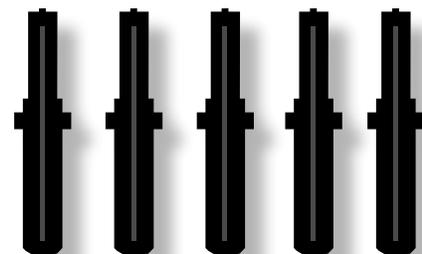
It’s in the aftermath of the catastrophe that the movie ramps up the suspense and claustrophobia. The story toggles between the mine and the surface world. Below, the miners assess their situation and determine the measure of its true desperation. Above, miners’ families—including Binoche’s Maria, the guilt-ridden sister of a drunkard miner, one pregnant wife, and the competing wife and mistress of one sheepishly rakish worker—demand answers and action. The Chilean government, in the person of a green and earnest minister played by Rodrigo Santoro steps in; Ga-

riel Byrne’s tough mining engineer thinks the miners are all but dead ducks, and his interactions with Santoro’s character do a good job with explaining just why the chances for a rescue were initially in the vicinity of one percent.

The ensuing action shows how the odds increased. There are a lot of characterizations, and a few character arcs, that the movie takes on, and Riggen doesn’t mind having to do sketches—a more thorough movie would have been, well a mini-series. But it’s a real accomplishment that she keeps the action coherent throughout, and she shows admirable daring at times. The impending starvation of the miners inspires a hallucination dinner scene that’s pretty audacious, and genuinely funny. Anchoring the underground action are the performances of Banderas and Phillips; the former is reliably charismatic as usual, while Phillips provides a bunch of reminders of what a subtle and effective actor he can be. This unabashedly crowd-pleasing movie gets to its uplifting but also somewhat disquieting conclusion and coda (which, as is the custom these days, introduces the audience to the real-life miners) with its integrity intact. As such, it’s a pretty pleasant surprise, and in more than one way.



[Click here to view movie trailer](#)
The 33 gets 5 Rotors



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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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