



New Jersey
Irrigation

NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 14 No. 4 December 2012

President's Message

By: Eric Nelson

The month of December usually marks the end of another irrigation season, another chapter in our books to close out. Is it a relief? A burden? Or is it an opportunity to assess the past while looking toward the future?" Whichever way you look at it, I truly hope this past season promoted personal growth and profitable business practices.

This year marks the end of my term as your IANJ president. Reflecting on the past two years, I cannot help but remember those who willingly served as board members, envisioned the possibilities of what could be and those who

helped bring to fruition the face of the IANJ.

Each year the IANJ board has nominations to fill a seat (or seats) that cyclically change every third year. Finding agreement to voluntarily serve three years from a nominee is not the easiest conversation to endure. To those board

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members who sacrificed their time throughout 2011 and 2012, I give you my utmost thanks and respect for accepting the challenges, carrying through with new ideas and staying consistent throughout your board terms. I find it fulfilling to have served with individuals who are dedicated, passionate and selfless when it comes to our association with its ever-expanding, professional membership.

Serving as president has allowed me numerous opportunities to attend events and meet new people in our industry as well as other related businesses. I am thankful for specific individuals, through the IANJ, who have offered opportunities to expand my knowledge of the irrigation industry and countless introductions to men and women that truly live and breathe irrigation.

Prior to my service on the IANJ board, I was blind to its influence and importance to contractors and suppliers. If I must be honest, my initial view of the IANJ was not favorable to my business or my personal life. I often asked myself, "Why would I volunteer to be in the same room, nevertheless talk to my competition?" Shame on me for having those feelings because I was blind-sided by the camaraderie, friendships and professionalism I have experienced.

Although my service will continue as past-president, I question why more contractors are not involved. The IANJ will gain strength in numbers as more contractors commit

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New Jersey Irrigation **NEWS**

The Newsletter of the Irrigation Association of New Jersey

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Executive Director

Patricia S. Koziol

President's message

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to a network of professionals who strive to build an industry centered on water, one of our most precious earthly resources. A healthy membership will promote proper use and management of water as it becomes increasingly concerning to conservation officials. Furthermore, a greater influence at local and state levels will be key for survival as legislative battles continue. Each and every member, their input and continued support of an association that works for the licensed contractor will continue to strengthen the IANJ's influence.

In closing, my presidency with the IANJ board has been an experience that I am grateful for. Numerous people have provided encouragement, support and willingness to donate personal time (and money), exemplifying true commitment. I am also appreciative of the ever-so-subtle, occasional constructive criticism. None of us is perfect - we are reminded daily of our shortcomings. Thankfully people were (and still are) placed in my path to offer corrective action. Lastly, I thank you for the occasional 'nudge' to lead down a different path to which I was hesitant - evidently it turned out just fine. Wishing each of you a happy holiday, healthy New Year and prosperous 2013.

Welcome New Contractor Members

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Royal Irrigation

Ed Rogers 18870
P.O. Box 86, Morganville, NJ 07751
Phone: (732) 993-7300
ed@royalirrigation.com
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Welcome New Branch Member

Atlantic Irrigation

Joe Bolognese
P.O. Box 476, Elmwood Park, NJ 07407
Phone: (201) 921-2151
joeb@ikmpactIrrc.com

From Your Executive Director

Congratulations to the following contractors who were elected to a three year term on the IANJ Board of Directors: Joe Maucieri, Quench Irrigation, Paul Munz, HydroTek, and Roy Nau, Princeton Irrigational Specialists. These new directors join Michael Edmiston (The Toro Co.), President, Eric Nelson (Green-Way Irrigation), Immediate Past President, Gary Amos (John Deere Landscapes), Art Elmers (Netafim), Dan James (Storr Tractor), and Wade Slover (Atlantic Irrigation) effective January 1, 2013.

The IANJ Annual Meeting was held on December 5 at the Trump Taj Mahal. Over 120 irrigation contractors and suppliers attended the event with a keynote presentation by Elizabeth McKay, Senior Policy Advisor to Lieutenant Governor Kim Guadagno in the Department of State, with specific responsibility for the Red Tape Review Initiative and Small Business Advocacy in the Business Action Center. In advance of the annual meeting, members attended an open meeting of LICEB from 3-5pm. Members of the LICEB board, including chair George McCarthy, answered questions on the CEC regulations and license expirations. Bob Dobson accepted the 2012 IANJ Lifetime Achievement Award for Fred Eden of New Jersey Irrigation and a founding member of the IANJ. 2013 President Mike Edmiston presented Eric Nelson with a President's Gavel plaque in recognition of his outstanding service as president of the board and IANJ.

Please mark your calendars for the 2013 Winter Tech, January 28-February 1 at the Crowne Plaza Hotel, Jamesburg. We are offering classes in three tracks (Business, Design, and Maintenance) and Electives including a lighting class for contractors and a special update on the Affordable Health Care Act, plus SIX NEW CLASSES. Registration materials will be out in the next two weeks.

Please note: 2013 IANJ membership dues invoices were sent recently. These invoices are for the 2013 dues year (Jan.1-Dec.31, 2013). Please also support the IPAC in the upcoming election year.

Happy holidays,
Pat Koziol and the IANJ Staff



Incoming IANJ President Mike Edmiston (The Toro Co.) presented 2012 President Eric Nelson (Green-way Irrigation) with his president's plaque for service to the IANJ.

Keynote Speaker Elizabeth McKay provided attendees with information on business resources



The LICEB Board met for an open meeting with IANJ Members on December 5 in conjunction with the Annual Meeting



Over 120 members and guests attended the Annual Meeting

Irrigation Association Orlando Conference

by: Pat Koziol, Executive Director-IANJ

I had the opportunity to attend the Irrigation Association Annual Conference in Orlando from November 3-5. The IANJ Board of Directors wanted me to engage with the various representatives from the other IA affiliated organizations and to attend as many seminars as I could to better understand the irrigation industry. I appreciated the board's willingness to send me to this event as the IANJ official representative. It afforded me a valuable learning experience and to see new products, techniques, and trainers.

According to reports from other regular attendees, the exhibitor numbers were smaller than San Diego and the attendee numbers from the Northeast were definitely off (as a result of Hurricane Sandy). However, the show did appear to be busy and well-attended on Sunday. I had the opportunity to walk the show a number of times and to visit most booths.

On the show floor was "Center Stage" which housed a variety of 45 minute to one hour seminars on various topics such as Smart Water Technologies, Social Media Marketing Strategies for Contractors (a topic we should add to our education sessions), and Sales Techniques for Landscape Contractors. I came away with many ideas for Smart Irrigation Month and how IANJ can promote this better and getting a proclamation from Governor Christie to designate July 2013 as Smart Irrigation Month.

I attended the **Affiliate Forum** at which Chad Forcey, IA's Director of State Affairs and Dr. Bob Bernuth, Education Director, were the speakers. There are 52 affiliate groups in IA and many of these state and regional groups are impacting their local governments on issues of concern to irrigation contractors. The IA has also established an **Ambassador Program** and representatives from these affiliates attend industry trade shows and events in order to spread the IA word and enroll new members.

There are many resources IANJ can utilize by its affiliation with the national IA and I will be pursuing these to enhance your IANJ membership. I wish to thank the IANJ Board of Directors for this opportunity to learn more about the irrigation industry.



*Chad Forcey,
IA's Director of
State Affairs.*

2012 Irrigation Association Show and Education Conference a Success

More than 4,200 attendees and 260 exhibitors packed the Orange County Convention Center in Orlando, Fla., Nov. 2 – 6, for the 2012 Irrigation Show and Education Conference, the only national trade show for irrigation industry professionals. The event, held on the east coast for the first time in eight years, was declared a success by Irrigation Association leadership.

“The 2012 Irrigation Show exceeded our expectations,” said Ed Santalone, chair of the IA Expo Advisory Committee. “We received a record number of entries for our New Product Contest, education class registration was the highest since 2007, and Center Stage briefings saw a consistently high flow of attendees. The optimistic mood and positive reviews from the show have us excited about the year ahead. We’re already planning for next year’s show in Austin, Texas.”

The 2012 Irrigation Show featured a new two-day format - a change from the traditional three-day trade show format - that was welcomed by attendees and exhibitors alike. The Education Conference featured classes, technical

sessions and seminars that offered industry professionals learning opportunities through technical training classes, idea and research sharing forums and “how-to” seminars. This year’s event introduced additional networking opportunities for attendees, including an international reception, as well as opening and closing night events.

Dr. Charlie Hall (left), Ellison Chair of International Floriculture at Texas A&M, delivered the keynote presentation on macroeconomics in the landscape, horticulture and agricultural realms. Desi Williamson, motivational speaker, author and entrepreneur, led the General Session as master of ceremonies. The General Session included the presentation of IA and New Product Contest awards, as well as a message from incoming IA President, Bob Dobson, of Middletown Sprinkler Co.

Visit the Irrigation Show highlights page to see photo slideshows, Powerpoint presentations from Center Stage and General Session, and Irrigation Show promotional materials. And don’t forget to save the date for the 2013 Irrigation Show and Education Conference, Nov. 4 – 8, in Austin, Texas!

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Great News for IANJ Members

Group Health Coverage through IANJ and Association Master Trust



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

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

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

**To learn more about AMT's self-funded health benefits plans call
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Determining Water Requirements, Water Budgets & Irrigations

System Scheduling

Registration materials to be sent before end of year..

Fred Eden Named 2012 IANJ Lifetime Achievement Award Recipient

Fred Eden, a founder of the Irrigation Association of New Jersey, was named the 2012 IANJ Lifetime Achievement Award recipient at the Annual Meeting held on December 5 at the Trump Taj Mahal. Bob Dobson, 2011 Lifetime Achievement Award winner accepted the award for Fred.

Fred is a native of Highland Park, New Jersey. He is a Marine Corps veteran and attended Rutgers College. After college, he joined the Johnson & Johnson Company as a supervisor, and in 1962, Fred decided it was the right time to start his own lawn care company and Rutgers Lawn Contracting was created.

After running Rutgers Lawn Care and installing several irrigation systems, Fred saw the opportunity for growth in the industry and New Jersey Irrigation was born. In a

very short period of time, irrigation installation became the primary focus of his efforts and the landscape division was eliminated. Fred was one of the original founding members of the Irrigation Association of New Jersey and served as treasurer. He was highly active in all aspects of the association and its functions well into the late 1980s. Many of the first meetings were held in Fred's office located in Dayton, NJ. Fred's passion for the industry also drove him to serve as past president of the New Jersey Turf Grass Association.

Fred has installed irrigation systems in all types of commercial and residential landscapes including, athletic fields, cemeteries, golf courses and corporate campuses. New Jersey Irrigation continues to successfully operate under the leadership of his son, Tom Eden.

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I am glad I took swimming lessons.

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Don't Be a Stranger - Tools for Managing Contacts

Inc., November 2012

By: John Brandon

I always thought customer relationship management software was strictly for salespeople. Recently, I've been reading a lot about basic CRM tools that seem to make sense for people looking for a better way to organize their contacts. I road tested two of them, Contactually and Do.com, to see if they could help me get a handle on the thousands of contacts in my Gmail account and social networks.

Contactually, a Web-based service set to launch an iPhone app this month, is free for a basic account and \$19.99 a month for the premium subscription I tested. After registering, I synced the service to my Gmail, Twitter and Facebook accounts. Instantly, it began to analyze my accounts and scrape contact information from e-mail signatures. Within 15 minutes, Contactually had compiled information on some 15,000 contacts in a single online address book. I was amazed. It found 950 duplicate contacts and merged them into single entries. It also noticed when

I was not connected to contacts on Facebook or Twitter. I could click a button on my Contactually dashboard to follow them on Twitter or send Facebook friend requests.

Even better, Contactually zeroed in on my top 50 con-

Recently, I've been reading a lot about basic CRM tools that seem to make sense for people looking for a better way to organize their contacts.

tacts, given the frequency of our e-mail interactions. I organized them into several "buckets" and set a contact frequency for each one – once a week for editors, once a month for story sources, and so on. When it was time to get in touch, the service reminded me via e-mail and dashboard notifications. As a result, I was doing a better job of following up with important sources and pitching ideas to

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Don't Be a Stranger - Tools for managing contacts

Continued from page 9

editors. Another bonus: Contactually lets you share contacts with colleagues and see how many they have followed up with.

Next, I signed up for Do.com, a free Web-based task manager that recently added some basic CRM features. I synced the service, which also has an app for iPhones and Android phones, to my Gmail and Facebook accounts. (Do.com plans to introduce Twitter integration shortly.) In about 20 minutes, it imported the names and e-mail addresses of some 13,000 Gmail contacts and 1,200 Facebook contacts and compiled them into one online address book.

It doesn't scrape e-mail signatures or identify top contacts, as Contactually does. But it does have one big advantage for teams: Unlike Contactually, Do.com lets you assign tasks to other people. The service alerts them by e-mail and dashboard notifications. Then, you can log on to see which tasks have been completed.

My recommendation? If you're looking for a more collaborative approach to contact management, Do.com is a good bet. Because I do most of my work solo, Contactually made more sense for me. Now, I'm a much better salesperson for my own brand.

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LEGISLATIVE UPDATE

by
Tim Martin

LICEB Announces Additional Delays in Education Rules

Despite great efforts to the contrary, regulations requiring continuing education credits will not be adopted before the deadline to renew irrigation contracting licenses in 2013, the Licensed Irrigation Contractors Examiners Board reported at the 2012 IANJ Annual Meeting. Last minute changes recommended by the State-appointed Deputy Attorneys General serving the Board required an additional delay that would not allow for the public comment period required by law.

To address IANJ concern that members have taken continuing education in anticipation of a rule adoption, the Board has agreed to allow any credits earned after July 15, 2010 to be used for 2014 and 2015 renewals. Moving forward, licensees will need to demonstrate successful completion of 16 CECs over the previous three years, and may carry forward 8 CECs if they choose to earn more than the required number of credits.

The official notice from the LICEB will be provided in 2013 invoices, and is also available on the IANJ website. IANJ will continue to work with the LICEB to ensure that regulation of our profession is meaningful, but reasonable.

More Contractor Members Added to Examiners Board

Earlier this year, we announced that IANJ members Robert Dobson, Gaetano Virone, and Fred Rapp were appointed to the LICEB by the New Jersey Senate, literally minutes after being approved by the Senate Judiciary Committee. Now, the Senate is poised to renew the term of George McCarthy and appoint Ken Scherer. Both McCarthy and Scherer are contractors and IANJ member, bringing the total public membership of the LICEB to 5.

IANJ congratulates our members and joins them in hopes that greater public participation on the Board will further advance the cause of our Association and profession.

The Power of Planning

Landscape Management, October 2012

By: Bruce Wilson

This is the time of year when most companies go through an arduous task: budgeting for next year. At the same time, many firms also engage in strategic planning, crafting a three- or five-year plan.

I've always been enthused by this process. If done well, it's a road map to success and a great tool for tracking performance and continuous improvement.

Unfortunately, despite our best intentions, things go awry. When that happens, the strategic plan is also your best diagnostic tool. One thing I believe in and that always works when we find ourselves off course is engaging in a lessons-learned review that documents the problem and commits to a different solution next time (rather than playing the blame game). I also recommend conducting a quarterly budget analysis, looking at budget-to-actual variances and identifying the reasons for those variances along the way.

This approach lays down the specifics you need to begin your annual budgeting and planning process. Here are some things to consider before you get started:

Make it strong but keep it simple

1. **The buck stops and starts in the corner office.** Don't delegate implementation and oversight of the process. As a leader, you set the tone and vision and drive the strategic-planning process. Determine who is going to be involved, how they will be involved and how the broad-based strategy, measureable objectives and specific tasks are going to be assigned and communicated.
2. **Create a strategic planning task force.** Identify, invite and involve your core team of organizational leaders in the planning process and make them accountable for clearly defined results.
3. **Set aside time, a day or two or three,** depending on the size of your company, to develop and fine tune your strategic thinking about the future, refine a long-term growth plan for the company and develop ideas for how you will manage to achieve the budgeted results. The direction you take should be broad enough to include all areas of impact but narrow enough to define a clear path. Make it strong but keep it simple.
4. **A key part of your plan should include a pivotal employee development initiative** designed to build a high-functioning team that will support your desired



growth and provide bench strength.

5. **Each department should develop its own set of goals** for departmental improvement.
6. **The strategic planning piece should contain action items,** a timeline for deliverables and a point person responsible for each initiative.
7. **Establish a quarterly review** to analyze milestone and status updates of all initiatives. (I recommend having new initiatives completed by the start of the busy season).

How helpful are facilitators?

Because each company has a unique situation, a facilitator can help you articulate your company's needs and show you the tools and techniques that will help you achieve the results you want in a manner that works best for you.

A facilitator can help create a vision or review a vision in the context of your goals, help set goals and objectives and develop a well-thought-out action plan.

A facilitator also provides neutrality that enables candid participation, removing barriers to good participation, creating an open discussion on issues and generating ideas from staff that they might not otherwise share with senior management.

If your company is overwhelmed by tactical efforts and pet projects, you may reach your goals, but it may take you a little longer and it will certainly be more difficult. Aligning with a strategy to attain your goals is not achieved by accident.

What does success look like to you? Plan now to make it happen.

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IANJ Movie Review

For this issue we will be reviewing a film entitled *Skyfall*

Title: *Skyfall*

Director: Sam Mendes

Cast: Daniel Craig, Judi Dench, Ralph Fiennes, Javier Bardem, Ben Whishaw

If “Skyfall” is the new 50, James Bond is handling it remarkably well. Five decades after the first cinematic incarnation of 007, novelist Ian Fleming’s agent provocateur, the spy-craft in the new film is sharper, the intrigue deeper, the beauties brighter (more brain, less bare).

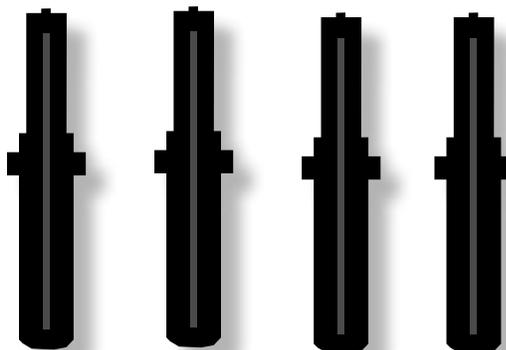
And yet if I’m not mistaken, there are perilous emotional peaks and valleys along with all that bloody cheek. Daniel Craig’s Bond is not quite as detached, his martini not quite as dry. Craig has the poise, the anger, the compassion, the looks, the confidence, the physicality and the smarts to be the best Bond. Even the villain, a masterfully menacing Javier Bardem, is an emotional wreck whose angst is actually explored. Indeed the entire film is shrink-wrapped in self-examination that somehow manages not to dint, much less destroy, the explosive fun.

Just how does one get in touch with one’s inner assassin — sanctioned or not? Try putting an introspective auteur in the director’s chair. Sam Mendes, the maker of such suburban dysfunction as “American Beauty” and “Revolutionary Road,” has upped the ante, the action and the artistry in “Skyfall” without losing all the defining traits we’ve come to expect — and need — from Bond. Not just the well-cut tux, so perfect for slipping into fashionable soirées that villains inhabit, but the most essential pillar of all



things Bondian — that the very fate of the free world rides on one man’s ability to beat impossible odds and save the day.

Skyfall gets 4 Rotors



The Decline of Ethical Behavior in Business

By: Marissa Leonessa, Morris & Bergen Irrigation

How the quality professional can and should meet the challenge.

Enron. Worldcom. Tyco. Cendant. Bernie Madoff, once chairman of the NASDAQ, is now cooling his heels in jail. The ex-CEO of Comverse is arrested in Namibia, the CEO at United Healthcare is forced to step down, and Patricia Dunn of Hewlett Packard is charged in an ethics scandal. And, of course, AIG has no problem doling out millions in bonuses to the very people who drove the company and the country into a financial crisis. It seems that no matter where we look today, the erosion of ethics and basic moral principles of right and wrong have taken us to the point where trust in our institutions and the very systems that make our society work are in imminent danger of oblivion. Perhaps at no time during the last two or three decades has business ethics, or the lack thereof, been of such paramount importance to the well-being of our business entities and country.

An organization has many reasons for operating ethically, including avoiding fines and litigation, reducing damage to the firm's reputation, protecting or increasing capital and shareholder value, direct and indirect cost control, creating a competitive advantage, and avoiding internal corruption. On the other hand, unethical behavior in firms results in lower productivity, especially among highly skilled employees, lower financial performance and abnormally negative returns to the shareholders for prolonged periods of time. All of these are documented results of unethical business behavior.

It takes years to build a reputation for integrity that can be lost overnight. Once an organization loses its reputation for integrity, the effect can be permanent. As unethical behaviors are manifested by upper-level management, workers throughout the organization note them, and unethical behavior becomes a cultural norm. Ultimately, this culture results in detrimental behaviors such as underdelivering on promises, turf-guarding, goal-lowering, budget-twisting, fact-hiding, detail-skipping, credit-hogging and scapegoating.

Implications for quality professionals

When unethical behavior is present in a business, it poses

a significant risk to that organization. Further, we as quality professionals contend that one of the individuals most at risk from such behaviors is the quality professional. Be-

As unethical behaviors are manifested by upper-level management, workers throughout the organization note them, and unethical behavior becomes a cultural norm.

cause we depend on data for our decision making, we are vulnerable to unethical manipulation of these data.

Solutions

As quality professionals, our ability to acquire, utilize, and maintain reliable and valid databases is at risk and will continue to be at risk at least in the near future. Whether out-and-out fraudulent data are provided to us, or whether we are the victims of data-shaving or data-shading, every quality professional is likely to experience this trend at some point in his or her career. In a larger sense, the ethical behavior of a company is certainly part of the "Quality-with-a-big 'Q'" that we seek to enhance every day. Creating an ethical culture and enforcing ethical behavior is the function of upper management, not just the quality department, but there are some things within our control that we can do to improve the situation.

Telling employees to "do the right thing" just isn't effective. Ethical dilemmas are not clear choices between breaking the law and being law-abiding; they are at times complex moral mazes with no easy answers. It is not illegal to place the health of the company and investors' money into risky investments for short-term profits, but a case can be made that it is unethical. The good news is that these moral mazes can be better navigated if employees are trained in ethical decision-making processes and principles.

The time to avoid the results of unethical behavior is before it occurs, not after. As quality professionals, we learned a long time ago that prevention is superior to inspection. In no area might this be more important than business ethics.

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: _____

2013 Calendar

January 28-Feb. 1

IANJ Winter Tech Conference & Trade Show

IANJ Board Meetings

last Tuesdays of the Month

August 6, 7, 8

IAN Summer Tech

September 9

IANJ/NJLCA Golf Outing

December 4

IANJ Annual Meeting

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