



New Jersey
Irrigation

NEWS

The Newsletter of the Irrigation Association of New Jersey

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President's Message

To My Fellow IANJ Members-

So here we are approaching mid-July. If you're like most contractors I've talked to, it's been a better year than last but certainly not what anyone would have hoped for. The weather has been cooperating but the economy is still far from where it was two years ago. As the first half of the year closes, it's time to reflect on the changes each business has made in starting the year, to evaluate them and decide what changes are needed to get

through the rest of 2010.

We have all had to make do with less this year. This includes business capital and personnel. The banks have all certainly tightened up on credit. That makes cash flow even that more important. It's something that every busi-

In what ways can your business differentiate itself from your competitors? One way is to become an EPA WaterSense partner.

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ness, whether in our industry or not, has had to deal with. Has your business adapted? If not, it certainly is time to. Also most contractors it seems are trying to get the same amount of work done with less personnel. This means that the remaining people have had to step it up. In times like this, we all need to work a little harder.

So considering these factors, how can the second half of the year be made to be better than the first? In what ways can your business differentiate itself from your competitors? One way is to become an EPA WaterSense partner. Not only is their logo becoming more and more visible in our industry, but it's being noticed more and more in everyday life. I happened to see it tonight in a television commercial for one of the big box stores. It caught my eye because I know it. Soon the general population will know it also. Become an EPA WaterSense partner before your competitor does. In order to become a WaterSense irrigation partner, professionals in the industry must first become certified through a WaterSense labeled certification program. This process helps ensure that WaterSense irrigation partners are trained on designing, installing, and maintaining water-efficient irrigation systems. Their website is <http://www.epa.gov/watersense/partners/irrigation.html>. All that is needed to qualify is to be a New Jersey licensed irrigation

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President's message

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contractor. In fact, New Jersey and California are the only states whose license is automatically qualified.

Another way is to highlight that July is the Irrigation Association's designated SMART Irrigation month. Are there ways to show your customers that you're ahead of the curve instead of behind it? Are there products you can introduce to your customers to supplement your sales? All the major manufacturers have introduced products over the past few years that save water. Have you introduced them to your customers? Maybe now is the time to.

And let's not forget the ones that some of my predecessors have previously mentioned in this column. You probably have thought about them but maybe never pulled the trigger. Things like lighting, ponds and aeration. Maybe now's the time to rethink them. Blowouts will be sooner than you think. Are there extra services you can sell to your existing customers then? You're going to be at all of your customers' houses. Have you diversified at all? Have you tried any ancillary businesses that you haven't before?

The year may be half over. But as the old saying goes, the glass is either half empty or half full. How do you see the year? Is it half over or is there half left? Another thing to start considering is what to expect the Fall to look like. Now's a good time to start considering it.

Ed Santalone
President, IANJ

IMPORTANT UPDATE

The August 12 summer networking event has been canceled as we have just been notified that the state DEP will not be addressing the regulations governing Public Law 2009 concerning contactors' continuing education credits. We will continue to advise members of this information when it becomes available.

Please mark your calendars for the 20th Annual Golf Outing on September 13 and also we have scheduled a Licensing Exam Study Group for October 11 and 12 to be in West Berlin, NJ. More details to follow.

Best regards,

Pat Koziol
Executive Director
IANJ