



New Jersey  
Irrigation

# NEWS

The Newsletter of the Irrigation Association of New Jersey

Vol. 14 No. 2 July 2012

## President's Message

**K**nowledge management was a topic introduced to me during my college years. It was a subject I took interest in as I studied for my bachelor's degree at John Jay College in Manhattan. Although my career has taken a different path, it is clear that the concept of knowledge management applies to all places of business, even the irrigation industry. Whether you are in a position as a distributor, supplier, contractor or an industry associate, knowledge management should be implemented to promote operation efficiency, employee intelligence and increase profit.

How efficient do you consider yourself? How about your workplace? Efficiency is a challenge we repeatedly attempt to perfect on a daily, monthly and annual basis.

Seeking professional consultants, learning from others and struggling through self-help books are all avenues we take to address workplace deficiencies. Gaining the knowledge to make our businesses efficient is important. More signifi-

*Managing employee knowledge about workplace operations, general field practices and positive client relations are areas that need to be central to staff meetings.*

cant though, is the ability to clearly define the way in which to make it happen; everyone involved needs to understand the goal and how to get there. This is the core of knowledge management.

Now that spring is behind us, a reassessment of your operation efficiency is due. Take time to examine each area of your daily operations. You may be missing out on an opportunity for improvement.

Knowledge management will also strengthen employee intelligence. I'm not talking about their general level of intelligence. I am thinking more of teamwork intelligence. Whether you are part of a business with one employee or one hundred and one, everyone needs to be "on the same page". Managing employee knowledge about workplace operations, general field practices and positive client relations are areas that need to be central to staff meetings. Business is a team effort; everyone needs to work toward the same goals.

One goal all business owners seek is a target profit, typically revealed through a budget. Part of building a superior business is to work toward a profit that allows for growth. Managing the knowledge of employees in respect to a profit goal is imperative. Sharing specific numbers is not relevant; explaining and encouraging efforts to achieve the profit goal is necessary. Be cautious about this - do not push people. You may soon find yourself employee-less!

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Irrigation

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IANJ Newsletter is published four times a year by the  
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# President's Message

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Knowledge management to business is the equivalent of a good wire splice to an irrigation system; without it you are bound to fail, sooner or later. Improved operation efficiency, employee intelligence and reaching a profit goal are all side effects of successful knowledge management. If there is one thing that I remember from my college education, it's the fact that everyone needs to know what's happening, how to do their job, do it effectively and do it efficiently. Knowledge management...do it or lose it.

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## Calendar of Events:

Summer Tech	August 7, 8, 9
IANJ/NJLCA Golf Outing	September 10
License Study Course	October 15 & 16
IANJ Annual Meeting	December 5

## IANJ Welcomes New Members:

### Landscape Irrigation

Mr. Michael Carman  
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# Announcing – IANJ Summer Tech

WE'RE TRYING SOMETHING NEW!

**Y**ou've attended the IANJ Winter Tech...now plan to join us for IANJ's 1<sup>st</sup> Annual Summer Tech, August 7, 8, and 9 – three tracks of classes in three different locations. Easy and efficient for you and your associates to attend and get CECs.

Keeping on top of the latest trends and procedures is the key to success. More knowledge leads to better and faster solutions. That's good for your customers and your company. At the 2012 Summer Technical Seminars, you can rely on IANJ to:

- Upgrade your knowledge and skills for you and your employees.
- Help you improve productivity and profitability.
- Monitor the latest technologies and best practices.

Our three tracks and locations are:

**Track 1** - Auditor Certification Class and Exam – 8/7 and 8/8 – Classes; 8/9 – Exam

Storr Tractor, Branchburg.

**You can also schedule other IA exams at this location**

**Track 2** – Business Classes, 8/7 and 8/8; Aquarius Supply, Hawthorne

**Track 3** – Tech Classes, 8/7 and 8/8; Atlantic Irrigation, West Berlin

Classes in a variety of locations makes it easier for you to attend and update your knowledge and skills.

Please see the schedule of classes below. We hope you'll take advantage of our "summer school." For questions, please call Pat at 973-850-3366 or visit [www.ianj.com](http://www.ianj.com) to register. We hope to see you at one of our Summer Tech locations.

**Summer Tech Classes Offered at Storr Tractor, 3191 US Highway 22, Branchburg**

**August 7 & August 8, 2012**

8:00 am – 5:00 pm

Landscape Irrigation Auditor Certification -2 day course

Continues on page 4

## Atlantic Irrigation Specialties, Inc.

Proudly partnering with the IANJ and New Jersey Contractors



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**Farmingdale, NJ- 732.751.0817**

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*\*Call for a quote, or info on our Landscape Lighting, Water Gardening, & Rain Water Harvesting Seminars!*



**Comprehensive Irrigation, Lighting, and Landscaping Solutions**

# Announcing – IANJ Summer Tech

Continued from page 3

16 CECs

**Instructor:** Art Elmers

Art has been involved in the Irrigation Industry for over forty years. Currently employed as the Northeast District Sales Manager for Netafim USA, he is experienced in designing, installing, servicing, and selling all types of irrigation systems. He has been involved in all facets of the irrigation industry: contracting, distribution, and manufacturing. He is an IA certified instructor and teaches many of the certification and review courses offered by the IANJ. Art has served as a Trustee for the Irrigation Association of NJ and wishes to continue his service to the association.

**Description:** Assess irrigation system performance with this comprehensive overview of auditing techniques. This 2 day session covers field tests and calculating accurate watering schedules based on plant water use, soils and local weather data. Recommended review for the Certified Landscape Irrigation Auditor and Certified Irrigation Contractor exams.

**August 9, 2012**

**8:00 am – 5:00 pm**

**Auditor Certification Exam**

**Other IA Certification Exams may be taken on this day by registering at [www.ia.org](http://www.ia.org).**

**Summer Tech Classes Offered at Aquarius Supply, 1120 Goffle Rd., Hawthorne**

**August 7, 2012**

**8:30am-12:30**

**Managing an Irrigation Service Company**

**Instructor:** Chris Pine

Chris is the president of C. Pine Associates Inc., which provides marketing, consulting and training services for manufacturers, distributors and contractors, primarily in the Eastern United States and Eastern Canada. Prior to this, Chris worked in sales management for two major manufacturers in the irrigation industry. He owned and operated a successful landscape and irrigation contracting business for 15 years, which was sold in 2000. Chris is active in many industry trade organizations, serving on boards, committees, as a speaker, authoring articles and books, and is recognized as an accomplished trainer. He is certified with the Irrigation Association as a commercial Designer, Landscape Water Manager, Irrigation Contractor and Landscape

Irrigation Auditor, as well as being a Massachusetts Certified Landscape Professional. Chris currently lives on Cape Cod in Southeastern Massachusetts.

**Description:** This four hour seminar explores the unique nature of an irrigation service company by comparing to the traditional installation based contracting business. We will explore hiring, managing, pricing and marketing and attendees will leave with many ideas that can increase the profitability of their companies.

**1:30pm-4:30**

**Sales and Marketing for Contractors**

**1 CEC**

**Instructor:** Chris Pine

**Description:** This three hour training session will take us beyond what we traditionally think about when we “do” marketing. We will look at what marketing really encompasses and how it is all related, the importance and what is included in a marketing plan, what are necessary sales skills today and how to improve on them, and then we will spend some time going over 11 solid marketing strategies for you to consider incorporating into your business.

**August 8, 2012**

**9:30-12:30pm**

**How to Equip Your Trucks to Comply with State Laws**

**.75 CEC**

**Instructor:** James Flanigan

**Jim Flanigan** is president of Trinity Safety Consultants, Inc. and has been involved in commercial vehicle safety for over 17 years. He has worked in all aspects of vehicle safety, from law making on the local, state and federal levels, as well as enforcement as a USDOT Inspector.

**Description: The topics will include:**

Driver License classes and endorsements

Medical Cards

How to properly register your vehicle and trailers (Commercial plate vs. passenger plate at commercial rates)

Inspections (Both “self” and DOT)

DOT numbers, what are they and who needs them?

Equipment that must be on your vehicle

Securing equipment

**1:30-3:30pm**

**Protect Yourself! Learn to Navigate the Rules, Regulations, Permits, and Paperwork for Irrigation & Home Improvement Contracting**

**.50 CEC**

**Instructor:** John Raffiani

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# Announcing – IANJ Summer Tech

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John Raffiani has been installing and servicing irrigation systems since 1966 (14,000 to date). He is based in Fair Lawn NJ and has been licensed by the LICEB since 1995. John also has a Backflow tester certification from NEWWA and is an active WaterSense Partner.

**Description:** The course will highlight our license law and methods to flush out the non-licensed. It will cover New Jersey consumer law as it relates to contracts, and will discuss indemnification clauses to protect you from frivolous lawsuits as well as the 811 one call mark-outs for excavation.

**Summer Tech Classes Offered at Atlantic Irrigation, West Berlin, NJ – August 7 and 8**

**August 7, 2012**

**8:00 am – 12:00 pm**

**Basic Electrical Troubleshooting 101**

**4 CECs**

**Instructor:** Craig Borland

Craig Borland has worked for Toro Irrigation/Irritrol for the past 17 years. During that time he has managed the Controller Repair Department and the Service Center Repair program, and also held positions as Warranty Administrator, Inside Sales rep, and is currently working as a Sr. Customer Resource Specialist in the Irrigation Division's Customer Resource Center. Craig provides technical support for the Engineering, Legal, Technical Support and Marketing departments, and the Micro division, among many others. He holds a B.S. in Fruit Science with a Minor in Ornamental Horticulture from Cal Poly–San Luis Obispo. He has taught classes for the Irrigation Association for the past 10 years, and also serves on the IA Education Foundation Committee as a Subject Matter Expert.

**Description:** Learn how to properly use volt-ohm meters and how to diagnose wiring problems based on their readings. Diagnose field wiring problems without leaving the controller. Learn the most effective steps to sort out confusing electrical problems so you'll rarely need to run new wire.

**1:00 – 5:00 pm**

**Advanced Electrical Troubleshooting 201**

**4 CECs**

**Instructor:** Craig Borland

**Description:** Learn more advanced methods of electrical troubleshooting. Covers battery operated timers, D.C. solenoids and solar units, A. C. transformers, and phasing. Discuss fault finding equipment, and amp readings, and proper grounding techniques.

**August 8, 2012**

**8:30-11:30 am**

**Advanced Troubleshooting - 2 Wire**

**3 CECs**

**Instructor:** Craig Borland

**Description:** Fundamentals of 2-wire systems, Field wiring concepts and splicing, Basics of field wire troubleshooting, Flow sensor fundamentals, Flow sensor troubleshooting.

**12:30-4:00 pm**

**Hydraulic Understanding and Troubleshooting 102**

**3 CECs**

**Instructor:** Craig Borland

**Description:** Learn basic hydraulic principals, discuss velocity, pressure and flow. Diagnose performance and uniformity issues, water hammer, improper valve sizing. Learn the most effective steps to avoid poor sprinkler performance, water hammer and other uniformity issues.

## Smart Irrigation Month

Find free online resources at:

[www.smartirrigationmonth.org](http://www.smartirrigationmonth.org)

- Smart Irrigation Month logos
- Customizable press release
- Public service announcements
- Articles for use in your newsletter or web site
- Labels to order
- Statement stuffers
- Brochures
- Sample proclamations for your city or town
- Full-color advertisements

# IANJ and NJLCA to Co-Sponsor 2012 Golf Outing

The Irrigation Association of New Jersey is very excited to announce that we will be co-sponsoring this year's 2012 golf outing with the New Jersey Landscape Contractors Association. Recognizing the value and importance of partnering with allied associations here in the Garden State, the NJLCA and IANJ are working together to create a wonderful opportunity for landscape contractors and irrigation contractors to work together and play together. Traditionally, our two golf outings have always been scheduled within a few days of each other, forcing contractors to choose one outing or the other. Now they don't have to," said Jody Shilan, President of the NJLCA. "We see this as a win-win for both associations."

The golf outing has always been a one of our most popular social events of the season and a great day to socialize and relax. With this new co-sponsorship agreement, I can pretty much guarantee that in addition to the socializing there will be some serious networking and even a little friendly competition going on between NJLCA and IANJ.

"Our thanks to both IANJ and NJLCA's board and golf committee for making this happen," said Eric Nelson, IANJ President. "We are excited to help present a great networking event for the irrigation and landscape contracting industries."

Sponsorship opportunities are available to Distributors, Manufacturers, Contractors, and Individuals on a first-come, first-served basis. Enhance your company's recognition to irrigation and landscape contractors by taking advantage of one of the many available sponsorships.

**The deadline for sponsorship is Friday, August 26, 2011.**

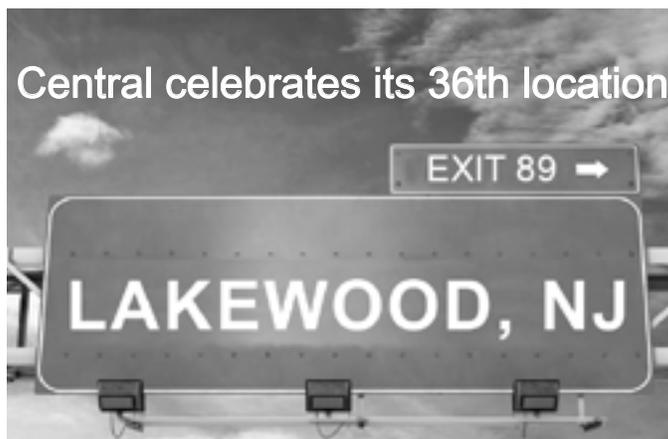
Come play and bring a foursome. Your registration fee of \$175 covers lunch, dinner, greens fees and lockers. This is a great way to reward your staff or entertain your customers. We expect to have 144 golfers – a full field!

For more information or to register to play or sponsor, call the IANJ office at 973-850-3366 or visit [www.ianj.com](http://www.ianj.com) for the golf brochure.

Please click [here](#) to view the brochure PDF file.



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# Carowitz On Marketing

*Irrigation & Green Industry, June 2012*

*By: Jeff Carowitz*

**G**enerating quality leads is often the goal of many marketing campaigns. No matter the type of product or service you are promoting, there are some key concepts to know that can increase your success in capturing more leads.

If you are doing any type of advertising campaign (whether print or web) that directs buyers to the web for more information, pricing or estimates, you need to understand the basic concept of a “landing page.” The function of a landing page is to capture visitors’ information via a web form. The information gathered allows you to both assess the response from the campaign and to follow-through with each individual client to make the sale.

Here’s a simple practical example. Contractors often market themselves to web searchers using Google AdWords. A landscape contractor might create multiple Google campaigns for different services he offers. One of these campaigns might promote tree trimming services. A consumer who searches for “tree trimming” would see the contractor’s ad appear in the search results, and hopefully, will be enticed to click on the ad. Clicking takes the consumer to the contractor’s website. So far, so good, right?

An amateurish campaign might just link the consumer to the main page of the contractor’s website, which often features a plethora of information that may or may not have anything to do with tree trimming. The customer has to

dig for information and becomes frustrated and confused.

Creating specific landing pages will help you capture more leads by directly connecting to the buyer’s need when she lands on the site. A landscaper might have individual landing pages for weed control, snow plowing and irrigation repair. Each can offer its own specific next step, like downloading a buying guide, requesting a free estimate, printing a promotional coupon, signing up for a demonstration, etc.

In crafting a landing page, understand your goal and be sure it’s obvious at a glance. Catch their attention with a bold headline and then use a limited number of words to get your point across. Use bullets to list out services and benefits. Be clear what you want the visitor to do next by using action words.

Almost every landing page has a web form, because buyers complete them willingly. Keep the number of fields to a minimum so it is fast and easy to complete. List your phone number and hours of operation too, as the buyer may prefer to call instead.

Once the customer completes the web form, be sure to display a thank you page, so she knows the information has been transmitted. In addition, use an automated email to let the buyer know when to expect to hear from you. Track the responses to your landing pages carefully and use them to fine-tune your campaigns.

Most importantly, be quick with follow-up. Leads go stale quickly. Respond quickly and ask for the order.

## July Is Smart Irrigation Month... Are You Ready?

Whether you're a small business owner or a large contractor, use these ideas to reach customers during **Smart Irrigation Month:**

- Encourage customers to update controllers with smart controllers.
- Offer specials on irrigation system audits and make adjustments to increase efficiency.
- Feature the Smart Irrigation Month logo on your web site and ads.
  - Highlight Smart Irrigation Month in your company newsletter.
  - Brand sprinkler flags with the Smart Irrigation Month logo.
- Place Smart Irrigation Month bumper stickers on company vehicles

**FOR MORE INFORMATION - Contact the IANJ Office at 973-850-3366**

# Smart Irrigation Month – Why Your Company Needs To Be Involved

*Landscape and Irrigation, May/June 2012*

By: Troy Leezy

**H**ow will your company leverage this year's Smart Irrigation Month to grow sales and increase customer satisfaction? With July right around the corner, now is the time to develop a plan to participate in this important public awareness event.

First launched in 2005, Smart Irrigation Month was developed to focus the general public's attention on the wide variety of products and practices that can make irrigation systems more efficient. Because many consumers take an "out-of-sight, out-of-mind" approach to many aspects of home and landscape maintenance, industry leaders realized that a focused, collective effort would be an effective way to boost knowledge and awareness of the importance of water conservation in the landscape.

The month of July was selected for Smart Irrigation Month because it is typically one of the highest water use

months of the year. By tying the consumer awareness campaign to a period of high water use, it reaches consumers at exactly the time of year when their minds are on high water bills and the challenges of properly watering a landscape.

"Professionals can take a proactive approach with their customers by engaging them when they're most likely to be interested in improving how they water," said Dave Magner, sales and business development manager at Rain Bird Corporation and chair of the Irrigation Association's Smart Irrigation Month Committee. "By joining in the Smart Irrigation Month effort, firms instantly boost their credibility when communicating water savings messages."

Smart Irrigation Month has been effective in reaching consumers for two reasons. First, increased awareness of sustainability has engaged the public in looking for simple, easy changes they can make to their lifestyles to conserve precious resources. Second, rising water rates and increased water restrictions are causing consumers to pay

Continues on page 9

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Viridian Corporation  
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# Smart Irrigation Month

Continued from page 8

more attention to their outdoor watering habits.

## Stand out from the crowd

Challenged by a tough economy and a market crowded with look-alike competitors, many forward-thinking contractors have embraced Smart Irrigation Month as a means to market themselves as dedicated to their customers and in an attempt to stand out from less-sophisticated rivals. It is an approach that has helped companies like Del Conte's Landscaping capture new business and grow customer referrals. "Smart Irrigation month has been so positive for our company because it gives us a means to demonstrate our expertise," said company president Tom Del Conte.

## Educate the public about wise choices

Initiatives such as National Fire Prevention Month bring together manufacturers, installers and retailers to remind consumers about fire safety, educate on tips and techniques, and drive sales of equipment such as fire extinguishers in order to help homeowners be prepared for fire emergencies.

Similarly, Smart Irrigation Month is an industrywide campaign that includes companies that make efficient irrigation products, professionals who design and install efficient systems, and firms that maintain and upgrade existing

installations.

At Aqua-Flo Supply, homeowners were introduced to the latest products and tips for water conservation at a series of "Smart Irrigation Saturdays" educational events held at the company's stores throughout Southern California. The public was invited to attend workshops and demonstrations at each event that introduced them to proper scheduling, high-efficiency products, and how to remedy common irrigation water wasters. "These events helped us give customers a place to get questions answered and to learn about easy ways to improve their systems," said Ryan Monroe, chief financial officer at Aqua-Flo. "We saw an immediate increase in sales of smart watering products."

## Demonstrate Smart watering schedules

Only a small percentage of existing irrigation systems have the latest technology in self-adjusting controls that manage the system dynamically based on weather or soil moisture conditions. Typical systems rely on timer-based controls that are seldom reset in order to compensate for changing weather.

A good way to illustrate the need for regularly adjusting the controller schedule is a complimentary recommended settings sheet that lists run times based on the time of year.

Continues on page 10

Do you remember it being this hot?

Let's wait until it warms up.

It is just a passing shower.

I am glad I took swimming lessons.

Don't forget your coat.

## Control the Controller.

Now a change in the weather means an automatic change to your controller watering. The New Solar Sync is the ET system that does the work for you. **Simple.**

The Solar Sync sensor and module work with all Pro-C and ICC controller models.

# Smart Irrigation Month

Continued from page 9

This sheet, which includes the contractor's logo and contact information, is printed on cardstock and can be hung near the control timer. For those who are hands-on with their systems, the reference sheet becomes a monthly resource that helps users adjust their timer to achieve greater efficiency. For the customers who want hands-off convenience of a truly automatic system, the contractor can use the reference sheet to explain how a self-adjusting Smart controller will make the water-saving adjustments automatically and more frequently. A simple piece of paper can lead to more satisfied customers and additional sales.

## Offer Smart system check-ups

Smart contractors are offering their existing customers complimentary Smart Irrigation Month check-ups during their regular site visits. These evaluations allow the technician to assign a pass/fail score to the system for appropriate water-saving technologies and adjustments. For example, the technician might check whether the system has a rain sensor, if the run times on the controller are being adjusted routinely based on weather conditions, and if the sprinkler

heads are providing uniform coverage.

The observations are recorded onto a form that includes a space for the technician to write a prescription for resolving the issues revealed by the pass/fail scores. The form allows the technician and the client to have a step-by-step discussion on what needs to be done to make the irrigation system more water efficient, and leads to immediate commitments to purchase new products and services.

## Smart resources to help you get started on your plan

The Irrigation Association has compiled an extensive resource center to help professionals promote Smart Irrigation Month. Download newsletter articles, logos, invoice stuffers, news release templates and dozens of other promotional materials at [www.smartirrigationmonth.org](http://www.smartirrigationmonth.org).

*Four new videos featuring firms who have successfully used Smart Irrigation Month as part of their customer education and marketing efforts have been posted to YouTube on the Smart Irrigation Month channel, [www.YouTube.com/SmartIrrigation-Month](http://www.YouTube.com/SmartIrrigation-Month). Join them in growing your sales, promoting efficient water practices, products and services, and increasing customer satisfaction in July.*

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## Report from Tim Martin, IANJ's Legislative Lobbyist

### July is Smart Irrigation Month

New Jersey has joined the growing chorus of states participating in the Irrigation Association's seven year old public awareness campaign to promote smart irrigation in July, North America's peak water usage month. In late June, the State's General Assembly overwhelmingly supported a resolution declaring July 2012 as Smart Irrigation Month in New Jersey and encouraging the adoption of smart irrigation practices. The resolution has been filed with the Secretary of State and is now the official policy of the New Jersey Legislature.

IANJ will be working in concert with the Department of Environmental Protection, as well as water purveyors, to educate the public about the role everyone can play in the water use cycle, and the environmental and economic

benefits of smart irrigation. For more on how you can join the effort, including materials for your customers, visit [SmartIrrigationMonth.org](http://SmartIrrigationMonth.org).

### Governor Nominates LICEB Members

After a glacial-like process, Governor Christies has nominated the full compliment of members to serve on the Licensed Irrigation Contractors Examiners Board. Congratulations to IANJ members and LICEB nominees:

Fred Rapp, Jr. of Eatontown to serve as the Board's Landscape Architect;

Ken Scherer, a contractor from Hillsborough;

Mike Kukul, a contractor from Franklin Lakes; and

Gaetano Virone, a contractor from Howell.

Veteran examiners Bob Dobson and George McCarthy were also appointed for renomination, and contractor Rick Lisanti is currently serving an unexpired term. After confirmation from the Senate, the fully staffed Board of Examiners should bring much needed relief to Bob, George, and Rick who have worked to maintain a minimum quorum for the past three years.

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# HOW SMART IS YOUR WEATHER SENSING SYSTEM?

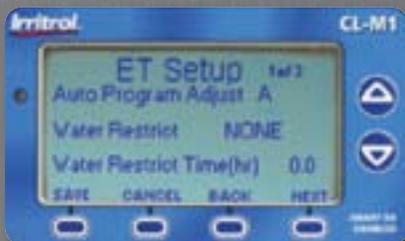
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# Membership Application

Firm Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Primary Service/Product: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Street Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Website Address: \_\_\_\_\_

**I/We hereby apply for membership in the following category:**

- Contractor - \$195 Contractor certification # \_\_\_\_\_
  - Supplier, Manufacturer, Vendor, Professional or Manufacturer Representative - \$260
  - Associate, all other (non-voting)\* \$150
  - Website link \$150 per year in addition to membership, your website will be linked to IANJ website county listing.
- For any additional county website links there is a charge of \$25 per county listing.

Membership is available to: retired former members, allied organizations, governmental bodies, educational facility members, students or interested parties who do not derive income from irrigation related sales or contracting, or additional listings per company.

**Payment**

- American Express     MasterCard     Visa     Check # \_\_\_\_\_ (Payable to IANJ)
- Card Number: \_\_\_\_\_ Exp.: \_\_\_\_\_ CVV Code: \_\_\_\_\_
- Name on Card: \_\_\_\_\_ Title: \_\_\_\_\_

I/We hereby apply for membership in the Irrigation Association of New Jersey, subject to the Association’s bylaws.  
I/We hereby certify that all the information provided above is true and correct including my/our dues category. **Credit card payments will appear on your statement from Peak Management Solutions.**

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_ Referred by: \_\_\_\_\_

Board of Trustee Signature: \_\_\_\_\_

\* This application must be completed and signed and dues payment must accompany application.

MEMBERSHIP RENEWAL IS ANNUAL. This form may be duplicated.

**Please return completed application, checks payable to Irrigation Association of New Jersey (IANJ)**

**Irrigation Association of New Jersey**  
170 Kinnelon Road - Suite 33  
Kinnelon, NJ 07405

**Tel: 973-850-3366**  
**Fax: 973-838-7124**

All applications MUST be signed by a member of the IANJ and a Trustee of the Board.

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# The Drip Line

*Irrigation & Green Industry, June 2012*

*By: Diane Noecker*

**W**hen designing a creative or unique plan, don't be hampered with the cost of overhead – overhead sprinklers, that is. Traditional spray irrigation systems can limit horticultural design options. This is especially true when you're dealing with wall and rooftop designs, where spraying water can be both impractical and disruptive. In such instances, drip irrigation systems can serve as alternatives to traditional systems and can allow for virtually unlimited design opportunities.

With much of the country's natural ground giving way to concrete, particularly in urban areas, the "greening" of unconventional spaces has become a growing trend. Vertical walls, for example, offer an abundance of high-visibility space, which horticulturists are starting to take advantage of.

There are two main varieties of green walls: natural and artificial, both of which make use of living plants. Natural green walls use climbing plants, which have their roots at the base of walls. The plants that comprise natural green walls can benefit from drip irrigation and reduce drought-related growth problems. It can increase the speed at which

climbing plants cover vertical spaces.

Drip irrigation is even more essential for artificial green walls. Because the plants that comprise these walls have their roots packed into frameworks, which are either hung on to or embedded in wall structures. Reaching the root zones of these plants on artificial green walls with conventional spray heads is virtually impossible.

Apart from walls, rooftop gardens can also benefit from drip irrigation systems. While spray irrigation may, at first glance, seem like a practical option, you must keep in mind that rooftop gardens and ground-level gardens have two very different climates.

On the roof of a tall, multi-story building, wind speeds can be considerably higher than they are at ground level. In some instances, gusts can reach 80 miles per hour, even when weather conditions on the ground are calm. These windy conditions could cause the water from the sprinklers to be blown away and land in another location. With a drip system, water drips directly on to your roof garden's plants, eliminating the fears of inadvertent spraying.

In addition to all of the practical benefits that a drip irrigation system can provide, such a system offers unbeatable aesthetic benefits. Instead of seeing sprinkler heads interspersed throughout your design, drip irrigation systems allow you to see nothing but green.

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# Non-certified contractors can be reported

**I**n 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: \_\_\_\_\_

# Great News for IANJ Members

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*Association Master Trust*

# IANJ Movie Review

For this issue we will be reviewing a film entitled Marvel's The Avengers

**Title:** Marvel's The Avengers

**Director:** Joss Whedon

**Cast:** Robert Downey, Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson

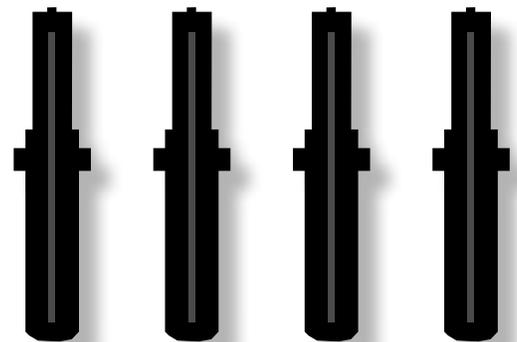
To boil down the particulars of this latest attempt to bring ruin to all we hold dear, sinister Thor villain Loki (Tom Hiddleston, looking like Richard E. Grant's effete younger brother) has gained possession of the tesseract, an all-powerful substance contained in an opaque cube that not only provides unlimited sustainable energy but a portal to outer space. "I am burdened with glorious purpose," Loki purrs while taunting eye-patched S.H.I.E.L.D. master Samuel L. Jackson (finally with something to do in a Marvel film) with the promised arrival of his army of outer-space warriors.

Down but not out, the good guys begin assembling on board one of the cooler modes of transport seen anywhere in a while, a giant (and beautifully rendered) aircraft carrier that can rise out of the water to become an invisible space ship -- hence, a helicarrier -- and serve as a first-rate staging area for operations against Loki. Among those arriving on board are Bruce Banner, otherwise known as The Hulk (Mark Ruffalo, the third actor, after Eric Bana and Edward Norton, to give the green giant a big-screen go); Natasha Romanoff/Black Widow (Scarlett Johansson), a sultry, scarlet-haired assassin first seen turning the tables on nasty interrogators despite being strapped to a chair; Thor (Chris Hemsworth), Loki's long-locked brother and bearer of the universe's mightiest hammer; and Mr. Old School himself, Steve Rogers, aka Captain America (Chris Evans), a World War II hero who's not quite up to speed on all the latest super-technology but carries an impenetrable shield. For his part, Robert Downey Jr.'s Tony Stark, better known as Iron Man, joins incipient girlfriend Pepper (Gwyneth Paltrow) for a brief tete-a-tete before deigning to lend his special expertise to the cause.

Although they really should be saving their energy for the battle against Loki and his minions, the Avengers team can't resist getting into it with each other from time to time. One could say that this is just gratuitous time-killing, but it could as persuasively be argued that watching The Hulk duke it out with Thor for bragging rights as to who's tougher is what such a film is all about; at least there's nothing perfunctory about it, as there is when superheroes routinely dispatch aliens and enemies who exist just to get blown away. The friction between Iron Man and Captain America, for example, is all about style and attitude; the former is far too irreverent and glib for the latter, for whom patriotism and coming to the rescue are not laughing matters.



Marvel's The Avengers  
gets 4 Rotors



**Click on link below to preview the movie trailer**

<http://www.youtube.com/watch?v=eOrNdBpGMv8>

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