

WATERFRONT

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Winter 2008

From the President — Dave Davis

Join Us in Napa This One Is Special

If you're wavering on a decision to attend this spring's Annual Conference, please allow me to push you over the line. We're meeting in the core of California Wine Country, the enchanting Napa Valley this May 17-19.

In addition to the extraordinary cultural and consumptive side attractions in this Northern California hamlet – and they are plentiful – we have assembled one of the most intimate, yet comprehensive conferences possible. And that was our goal this year – to pull old irrigation friends and aspiring consultants together in a pleasant, gracious destination and discuss the regulators, the industry, the marketplace and the product.

We'll have a great Bob Cloud Memorial Golf Tournament at the Chardonnay Golf Club, and a lively President's Reception, *State of*

the Society Luncheon and Awards Banquet. The wine tours and other extracurricular activities are world-class, so there'll be plenty of attractions for you and your spouse or a guest.

But our educational sessions and interactive dialogue, along with our tabletop exhibits, are the main course. They're proficiently blended for a well-balanced integration of presentation, forum and personal interaction.

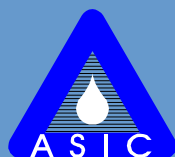
Our conference theme, "Rescuing Resources", speaks to the intense focus we'll



direct toward the issue of water conservation from the perspectives of irrigation marketing, design, installation and maintenance. Explore business proposal writing right along with green-roof irrigation design, maximizing your LEED potential, and turfgrass water use values. Learn more about biotechnologies and large-scale water harvesting, as well as alternative water sources and turf, and HDPE pipe-installation techniques.

There's a lot more to investigate as water-resource issues become more prominent in our businesses. Discover how your professional colleagues are attacking specific water resource and delivery challenges, while sharing your own experiences in irrigation politics, personalities and performance.

So come spend a few days of spring in the soft rolling hills of Northern California's celebrated Wine Country. And bring a guest – it would be good to see you all again.



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Napa Conference Offers Abundant Fruit

ASIC has built a powerhouse conference this spring within one of the most alluring destinations in the West – Northern California’s captivating Napa Valley. We invite you to re-connect with old friends, meet new members and sample the local fare over three days of intense water resource examination and discovery.



Host Hotel

Rescuing Resources, May 17-19 at Napa California’s Embassy Suites Hotel & Conference Center pours it on with original educational sessions, interactive

panel discussions, area tours and tastes, and more. The conference opens Saturday morning with the Annual Bob Cloud Memorial Golf Tournament at the Chardonnay Golf Club and then the President’s Reception that evening.

Sunday morning you’ll get EPA WaterSense and IA/IAEF updates and then dive right into a series of presentations and seminars. Hear from former USGA Green Section agronomist and golf course consultant Mike Huck on the effects of alternative water sources and Heather Kinkade-Levario on Maximizing LEED Point Potential. Janet Hartin with UC Cooperative Extension, and Kelly Kopp with Utah State University will share the latest in water requirements for landscape trees, ornamentals and turfgrass. Conservation manager Doug Bennett provides a WaterSmart overview, and more.



Wine Train

Two interactive panel discussions Monday should keep things lively: one forum on irrigation contracting, entitled *Interfacing with the Consultant*; and the other on water managers, entitled *Water Management Across the USA*.

Don’t forget the allure of California’s original wine culture as it awakens in spring, with wine train tours, vineyard tastes, unique cuisine and boutique shopping. For the full conference agenda and details, visit www.asic.org.

Still Time To Submit Excellence Awards

A tradition of ASIC’s Annual Conference is the presenting of our National Excellence in Irrigation Awards to recognize the sound science and judgment required of an independent irrigation consultant. Each year, Honor and Merit Awards, independently judged by professors of irrigation science at Cal Poly Pomona, are given based on the quality of project planning and design in functionalism, environmental responsibility and relevance.

Desert Mountain Park
Queen Creek, Arizona

Aqua Engineering, Inc.
1000 West 10th Street
Fort Collins, CO 80501

UNIQUE DESIGN CHALLENGES & SOLUTIONS

- Delivery, Storage, and Application of untreated "raw" agricultural water without the use of a lake, due to the local equestrian community's concern about the "bleed blue" virus.
 - Design of an Underground Water Storage Reservoir utilizing a grid of 60-inch diameter ASIC pipes to effectively store water from an agricultural water delivery source. Design of a well-head and overflow discharge system in conjunction with pumping design. Design of a sub-grade retention system within the underground storage network.
- Limited space constraints for on-site water storage facilities.
 - The storage reservoir was designed in plan and profile to occupy space beneath the soccer fields in order to optimize the space constraints of the site.
- Construction Phasing and Sequencing considerations for irrigation piping, wiring, and central control communications. Coordinating an interface between the park site and adjacent school site.
 - Development of phased construction drawings to allow for system construction and expansion based on prioritized areas and budgetary constraints.

Beginning this year, Honor awardees receive a gratis registration for next year’s conference.

Award submission deadline is right around the corner, March 17. ASIC members and nonmembers alike are invited to submit projects for Excellence Awards, which will be presented at our Napa Conference, May 17-19.

Visit www.asic.org for more information.

Last Year’s Excellence in Irrigation Winners

Honor Award in the Commercial & Public Projects Category
Paige Gimbal with Land Image in Chico, CA, for her work with Chico City Plaza in Chico, CA

Honor Award in the Planning & Analysis Category
Jeff Bruce with the Jeffrey L. Bruce & Company in Kansas City, MO, for his work with Seattle Park & Recreation, Seattle, WA

Merit Award In The Golf Course Irrigation Category
Bob Scott with Irrigation Consultant Services in Conyers, GA, for his work with the Belmont Hills Golf Club in Warwick, Bermuda

Merit Award in the Commercial & Municipal Irrigation Category

Ivy Munion with the I.S.C. Group, Inc., Livermore, CA, for her work with Pacific Shores Complex, Redwood City, CA

Other recent award winners include Aqua Engineering, Inc., in Fort Collins, CO; Hydro Environmental, Inc., in Marietta, GA; and the San Antonio Water System, in San Antonio, TX. Excellence-in-Irrigation award winners receive national and local recognition, a gratis ASIC conference registration for the following year, and a professional plaque.

“All recipients show tremendous skill and versatility in master planning or analyzing the needs of large, demanding irrigation projects with challenging site conditions to the satisfaction of multiple constituents,” says Norm Bartlett, ASIC executive director.

Five Questions for Vince Nolletti

Vince Nolletti, partner and Vice President of Irrigation and Lighting of Paige Electric, has been a workhorse in the irrigation industry for nearly 40 years. His experiences driving Buckner and then Paige Electric have sharpened his focus and skills in developing people and markets to benefit the industry and the irrigator. ASIC honored his efforts two years ago with the Sam Tobey Lifetime Achievement Award recognizing an individual's support for the principles and goals of ASIC, while making significant contributions to the irrigation industry.

We thought we'd talk to Vince about his personal work ethic and the irrigation business. Here's what he had to say:

WF: Perhaps more than most of us, you started your career from scratch. How did you overcome that and what drew you to the irrigation industry?

VN: First, some history. I entered the irrigation business in 1971 fresh out of school as an electrical engineer. Unfortunately it was not a good time to be looking for an engineering job – they were being laid off everywhere. So I went to a placement agency in New York City, who found a company in New Jersey – Johns Manville Irrigation – that was looking for someone to sell more pipe to the irrigation industry.

At about the same time, Johns Manville purchased from Robert Trent Jones the first binary, or two-wire system, and needed engineering resources to develop the system. A year later Johns Manville bought Buckner and combined the companies. So here I was, right in the middle of the irrigation industry as it was really about to expand.

I became the engineering service manager, and then went right into sales. I spent some time in Europe developing the market and distribution for our

products and then returned to Denver in 1977 as the product marketing manager pushing the first microprocessor-based irrigation controller in the business. It was an exciting time.

We moved everybody to Fresno shortly thereafter to better use the old Buckner factory. The company was sold back to Royal Coach/Buckner, and I became assistant to the president. I later became president and CEO of Buckner, Inc. That was a big deal to me, and I stayed with them for 15 years, but ultimately was let go. At that point I was recruited by Paige Electric and became division vice president.

So, in one form or another I've been doing what I love to do with electrical stuff all of my life. You just keep pushing and pursuing opportunities related to what you like to do, and if you're willing to work hard, things happen. I've had three advantages in this business: my background in electrical engineering; my work ethic; and my ability to explain electrical products and systems as they relate to irrigation and low-voltage lighting.

Because to many, electricity is like magic – or black magic – I can simplify and explain it and make most folks understand what it is. I spend a lot of time training people, which is how Paige differs

from the competition. We create services for the industry that our competitors can't or won't.

WF: You haven't just watched the irrigation industry grow; you've helped drive it. Are we headed in the direction you envisioned?

VN: I think so. Several forces have driven the irrigation industry – from technology, computers and electronics to water conservation. Twenty or 30 years ago, we were in the dark ages. Today, the irrigation industry is right on top of the technology. Manufacturers now have the resources and are willing to invest in technology development.

Irrigation design has gone from an art form to an engineering discipline and still has a ways to go. In the old days, people did a lot of design work by trial and error. Today, the irrigation consultant is much more mature, knowledgeable and skilled at what he or she does. Irrigation systems today are being designed so the infrastructure will last about 50 years and it becomes a matter of replacing the moving parts or upgrading with new technology. Controllers and sprinklers will wear out and be replaced, but the system piping and wiring will last for several decades.

I think that as an industry, we're on the right track and the market is maturing. But in a mature market, we have to better manage our companies and the industry to succeed.

WF: How can we groom up-and-comers in the industry? What gaps need to be filled in the irrigation business?

VN: Students and young professionals need to know there are a lot of good opportunities in this industry. Yes, as a market, it's maturing, but there's still a lot of growth and opportunity in the size of the market and the technology. They should know that they can enter this industry and make a very good living.

The electrical side of what we do is the weakest link of our industry, which also means opportunity. People don't understand it, so we see a lot of trainers who don't really understand electricity, and they are training newcomers who know nothing about it. That's how we create mediocrity. We need to attract more talent on this side of the business.

I believe the opportunities on the electrical side of the business are greater than on the hydraulic side. The other area in irrigation with tremendous opportunity is the whole field of water conservation. Who's going to figure out how to make irrigation and water management the most efficient?

WF: Talk to us about work ethic. Where did you develop your work ethic and how does one develop that?



Nolletti...

VN: I grew up in Italy as a young boy. I was born in 1947 after the war, and I saw people working very hard for very little – just enough to eat. I developed my work ethic from watching my parents, and that’s where it starts.

We came to the U.S. when I was 12, and I watched both of my parents work for minimum wage and somehow manage to by a house, send their kids to school and still have enough money to retire. That’s where you learn it from.

As far as developing a work ethic in others, I don’t think there’s really very much you can do about that. Either one has a work ethic or one doesn’t. Paige puts business systems in place – product development, employee training, distribution, administration – that allow average people to outperform the competition.

We enable our employees to do their job effectively the first time. There’s nothing more frustrating or costly than redoing work. When we train, we don’t spend a lot of time teaching people how to troubleshoot; we teach them to do it right the first time.

When we hire people, we tell them either they’re going to make a lot of money or they’ll be gone very soon. We’re efficient and profitable – not necessarily from hiring the smartest people, but from hiring normal people and putting them on our racehorse.

“As far as developing a work ethic in others, I don’t think there’s really very much you can do about that. Either one has a work ethic or one doesn’t.”

WF: You’ve been working in the industry nearly 40 years. How do you keep it “fresh” day-to-day?

VN: You know, I’ve spent my whole life trying to help people and they know it. What happens with that attitude? People call me and say, “Help me.” Every time that happens, you

build friendships and relationships, and from there everything else happens. I get a lot of satisfaction from teaching and helping people to improve themselves. That’s what keeps it fresh for me – helping people. Every time I do, I learn something for myself.

ASIC and WaterSmart Innovations 2008 Accelerating Urban Water Efficiency

As urban water concerns swell, and supplies diminish, more people with less information become involved. Yet irrigation consultants and other professionals on the front line solving complex water challenges offer no collective presence and share information only sporadically.

The American Society of Irrigation Consultants entered an important relationship last year as a strategic partner in the burgeoning WaterSmart Innovations 2008 Conference and Exposition (WSI), slated October 8-10 in Las Vegas, NV.



property managers, licensed plumbers and others.

“We all rely on innovation to play an important role in making communities more water-efficient,” offers Doug Bennett, conservation manager for the Southern Nevada Water Authority,

which is hosting WaterSmart Innovations ’08. “WSI will bring together national and international innovators from many disciplines to integrate ideas and share success stories. As the only interdisciplinary conference of its kind, we expect WSI to be a springboard that propels the best water efficiency ideas into the marketplace.”

The three-day event, loaded with professional sessions, workshops and technical tours, is expected to usher more than 1,000 industry professionals through 100-plus exhibits showcasing water-efficient landscape and irrigation equipment, software and technology; large appliances; plumbing fixtures; and other water-efficiency related innovations.

“This is the first conference of its kind, and will mirror some of the common demands of all water managers,” Bennett adds. “There’s an enormous demand for this kind of information – adapting our communities to better manage resources. There’s nothing we can’t learn from sharing similar experiences.”

In addition to ASIC, WSI has strategic partnerships with the EPA, the Irrigation Association, the California Urban Water Conservation Council and the International Association of Plumbing and Mechanical Officials, among others. Event sponsors include Rain Bird Corporation and Ewing Irrigation.

For more information on WaterSmart Innovations ’08, visit

www ASIC.org or

www.WaterSmartInnovations.com,

or call 702/822-8800.



WSI is a one-of-a-kind venue for this comprehensive urban-water-efficiency conference designed to cross-pollinate ideas among water-management professionals in the turf and landscape industries with water agencies, civil engineers, city planners, land developers, architects, home builders, construction, facility/

ASIC and GCBA A Building a Good Thing

Dave Munkvold has moved a lot of earth building golf courses over the last 25 years. He's also installed more than his share of golf course irrigation systems. As Vice President of Golf Operations of Duinick Bros Golf Inc. in Prinsburg, MN, and President-Elect with the Golf Course Builders Association of America (GCBA A), Munkvold offers some unique insight to irrigation consultants and how we affect the construction business.

Watching the business go from basic single-row designs and simple block systems to hydraulically balanced valve-in-head control; and from in-house distributor designs to full-blown water management systems, Munkvold has an appreciation for proficient irrigation.

"Our business has really evolved over the past 20 years," he explains. "The driving force behind the cost of golf course construction used to be excavation. Now, the irrigation system seems to be the primary consideration for developing or redeveloping a golf course."

It's about Control

Greens committees and club members alike are so attuned to course conditions that they've come to appreciate the value of high-performance irrigation. "With resources and scrutiny the way they are today, most folks are interested in optimal control," Munkvold claims. "We agree. The more good, integrated control the better – especially for grow-ins. Each time the marketplace asks for more, the irrigation industry seems to respond.

"I think the biggest improvement independent irrigation consultants bring to our business is that we really don't have to worry anymore about irrigation system coverage and performance," he continues. "We watch it, but we don't seem to get the call-backs. Golf course builders feel the same way irrigation consultants do about irrigation control – the more the better," he says.

Munkvold sees increased awareness popping in other areas of the business. "In

the past the owners and even some architects didn't even know what their water sources were," he says. "Irrigation consultants have completely taken the guess work out of the process. All of the information is there on paper so decision



makers know what they need and can afford in terms of irrigation performance. That type of education has really helped to keep projects moving ahead without delay."

Evolving Business Forces

Water resources and conservation have evolved into significant forces directing the prospects of new golf construction. "These issues affect our business, so we make the effort to install a system to specifications," Munkvold relates. "But we really have to rely on system designers for a good product. I've found it generally comes back to haunt me when there's not a consultant involved. There are still too many people out there who think they can draw-up an irrigation system, and contractors are the ones who usually suffer for it.

Part of that assurance comes from consultants getting out there staking the site, assisting in field changes and so forth. Another valued service consultants provide is as-builts – and even better – GPS as-builts. "Everyone should have a quality as-built to work off of," he asserts. "And the more accurate the better, that is where the GPS comes into play".

However, Munkvold offers an area of focus that warrants more evaluation by everybody involved. "We have at least three good, solid irrigation manufacturers in the business, so we have to look closer at which supplier in the area has the best service and will continue that service level with the owner," he insists. "We can buy from anyone, but when the project is complete, and the owner has to deal with a poor supplier, we all look bad."

"Golf course builders and irrigation consultants really form a strong team when we're working together," he concludes. "We're elevating professionalism and truly improving our collective product.

"I've been working construction my whole life, but I've really enjoyed my last 25 years of golf course construction. It's one of the few products that improve after installation. When you construct a house or a road, the deterioration begins right after completion. Well planned, designed and constructed golf courses just seem to get better each day."

ASIC Welcomes New Members

Professional Members

Russell Jacobsen, Jacobsen Irrigation Design Inc., Salt Lake City, UT

James Ruzicka, Main Line Consulting, Inc., Prior Lake, MN

Design Members

Eric Davis, ICON Landscape Architecture LLC, Blue Springs, MO

Corporate Accounts

Jardinier Corporation, Fountain Valley, CA

Mainline Sales, Inc., Anaheim, CA

Associate Members

Steve Abernethy, Hunter Industries

Barbara Alvarez, Alvarez Landscape & Maintenance

Mark Faris, Underhill International Corp.

Perry Hendricks, Munro Systems

Chris Husband, Horizon

Jeff Rzepecki, LR Nelson

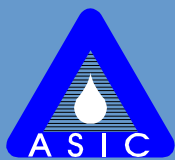
Eric Simmons, Hunter Industries

Jimmy White, Lasco Fittings, Inc.

Student Members

Garry Collins, Cal Poly Pomona





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New ASIC Website Fresh, Simple to Navigate

ASIC's new website launched early this year after considerable volunteer efforts. Members Steve Hohl and Warren Gorowitz toiled numerous hours building the site and easing the transition, and the site now is managed out of headquarters; one of the real benefits of the website agreement.

Membership listings are navigable from the home page and sorted by category, geography and last name. Chapters also have their own pages accessible from the home page, for news, activities and events. ASIC's Annual Conference and most current issue of the Waterfront newsletter will be highlighted, as well as our mission statement and any current news affecting the membership.

"This redesign updates our site," remarks Norm Bartlett, ASIC Executive Director. "We now have the capability to manage the website content directly. We can update member information and post notices as we receive them. As we learn the system, we will expand and upgrade the categories. Watch for a "Members Only" page soon. As an organization, our website represents a valuable resource

for members, a communications tool and marketing vehicle. The more input we get from the membership, the better it will serve the membership."

Feel free to go to www.asic.org and navigate the site. Because our website design and content are managed in-house, we have more control over how it looks, its contents and how quickly information is updated.



Continual website upgrades and services are in motion and your input is welcome. "News & Updates" and "Announcements" boxes on the home page will be updated as organizational or industry information is made available. If you have ASIC news, announcements or website suggestions, please forward to NormanB@asic.com.

I N T H E N E W S

ASIC Loses Two Friends

Associate Member Steve Wilson of Grass Valley, CA, passed away this February.

Landscape Architect Ron Lechner of Santa Cruz, CA, also passed this February. Ron fought a long battle against cancer.

ASIC extends its sympathies to their friends and families.

SoCal Chapter News

The Southern California Chapter of ASIC hosted a joint meeting this February with ASLA to discuss upcoming Assembly Bill 1881. Ninety-six professionals attended to discuss the impacts of the proposed Model Water Efficient Ordinance.

NorCal Chapter News

Scholarship recipients from Cal Poly San Luis

Obispo each received \$750.

Both students are actively involved in the Irrigation Training & Research Center and carry an GPA above 3.0. Each submitted a statement of interest in an irrigation career.

Alex Valov: "In my irrigation career, I plan on designing and installing irrigation systems primarily for almonds and grapes in the Central Valley. I also hope to become a licensed engineer."

Brian O'Neill: "I have a deep-seated interest in irrigation. I grew up on the San Joaquin Valley's west side and there are sustainable methods of irrigation that are mandatory. As the California water crisis deepens, the farmers of the western San Joaquin Valley will be stretched further and further."

We're on the web
www.asic.org