



News Leak

Issue 23 Summer 2008

Smith Turf & Irrigation | 4355 Golf Acres Drive | Charlotte, North Carolina 28208

In Memory of Jim Long



On June 22nd, Smith Turf & Irrigation, our customers and friends lost one of the truly wonderful people ever to grace our industry when Jim Long, STI's Information & Technologies Manager, died of an apparent heart attack. He was a few weeks shy of his 56th birthday. To say that we will all miss him does not do justice to his memory. Jim's world revolved around STI, our people and our customers and he would quickly tell you how much he loved being there. He was simply one of those people that you could absolutely count on no matter the hour, the time required or the enormity of the situation and he did it all with a calm and reassuring smile. One of his favorite things was his involvement with our yearly Contractor and STI University meetings. He loved being with our customers and forged lasting friendships with each and every person he met. During the meetings he was always there behind the screen, building and running PowerPoint presentations or working to the last minute to perfect the opening and closing slide shows that created lasting memories. When he was able to venture out he could be found enjoying the company of the friends he'd made and making sure that they enjoyed themselves as well. Jim was one of those rare individuals that had found an occupation that wasn't work, it was simply his life and he lived and loved it well. We are all so fortunate to have known and worked with Jim Long and we will miss him dearly.

JOHN SULLIVAN, Territory Sales Manager in Charlotte for STI's Landscape Products Group, recently met the Irrigation Association's requirements to become a Certified Water Conservation Manager. Water Conservation Managers are irrigation professionals whose principal business is the evaluation, operation and management and improvement of irrigation systems to achieve the highest level of water conservation possible. They are involved in discussion with the end user regarding system use, particularly as it relates to scheduling, maintenance concerns and water conservation.



ONLINE JOB COST CALCULATOR

\$ Available to all STI OnLine subscribers, the Job Cost Calculator is an easy-to-use spreadsheet that calculates installed project prices for any project. Simply input your materials cost & markup, rental equipment cost & markup, labor hours & rates, daily overhead cost, estimated job duration in days, miscellaneous daily costs and desired profit margin. The spreadsheet automatically calculates a "turn-key" price and can be edited as many times as you want to produce different price outcomes. Try it today and put this quick, useful project pricing tool to work for your company!



FAIR, O'NEILL AND SULLIVAN ACHIEVE SMEI CERTIFICATION

Three STI Territory Sales Managers, Hane Fair (Columbia), Clark O'Neill (Charlotte) and John Sullivan (Charlotte), have met the study and testing requirements to achieve Sales & Marketing Executives International "Certified Professional Salesperson" certification. The key element of this certification is a focus on the needs of our customers. Building on a foundation of education, experience, knowledge and ethical conduct, our Certified Professional Salespeople create long-term relationships with our customers that foster mutual loyalty and reliance. The SMEI philosophy teaches our salespeople to act primarily as consultants and advisors to help our customers grow their business, increase their efficiency and improve their profitability.

Congratulations Hane, Clark and John!



Hane Fair



Clark O'Neill

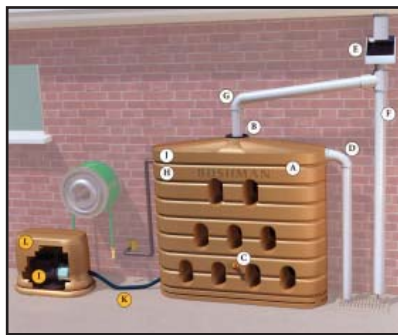


John Sullivan

IRRIGATION

BUSHMAN RAIN HARVESTING SYSTEMS NOW AVAILABLE AT STI

The drought across the southeastern U.S. has prompted a lot of talk about “rain harvesting” systems as one of the solutions for landscape water use issues we now face on a daily basis. Bushman, the leading manufacturer of such systems in Australia where they have been used for many years, has expanded to the U.S. and their products are now available at STI. Bushman offers tanks, connection fittings, filters, diverters and pumps in their array of products.



For more information about pricing, installation and calculating tank size needs, contact your STI sales representative.

TECH TIP: TORO TMC WELL PUMP DELAY

Many irrigation systems are supplied by well water. Many wells need “recovery” time in between stations to recharge so that all stations will have enough available water from the well to do the job. The TMC series controllers from Toro (TMC-212 and TMC-424) have a programmable well pump delay feature that allows the user to set a delay time between stations from 1 to 60 minutes. This gives the well time to recharge before the next station turns on. This feature could be particularly useful during times of drought and lower well input.



PAYBACK CAN BE QUICK FOR CONSERVATION PRODUCT UPGRADES

Can you “sell” your customer on current water conservation products for their irrigation system? You know your customer would be interested in lowering their monthly water bill, but do they also have interest in conserving potable water because it’s the environmentally and socially responsible thing to do? If so, you may have a very easy time convincing your customers that it’s in their best interest to upgrade their irrigation system with products like the Toro Intelli-Sense “smart” controller, Toro 570XF spray heads, drip irrigation in shrub and flower beds instead of overhead sprays, and wireless rain sensors. Use of these products on a typical ½ acre residential property system can save anywhere from \$300 to \$600 in annual water costs as compared with a system that uses non-conservation oriented products such as traditional “timers” and spray heads without pressure compensation or flow shut-off (depending on local water costs and year-to-year weather patterns).

Consider the following practices to help you boost your company’s sales, help you customers lower their water bills and help municipal water purveyors with their conservation efforts:

- Include conservation product updates on every irrigation system quote.
- Calculate water savings due to these products and show your customer how quickly they can pay for the conservation product upgrades.
- Promote conservation product upgrades to all of your existing customers with traditional controllers and sprinklers.
- Contact your local water purveyor and ask them to exempt “smart controllers” from watering restrictions. If approved, promote it to your existing customers to create smart controller upgrades.



Intelli-Sense Controller



570XF Spray with Flow Shut Off



Rain Sensor



Subsurface Drip Irrigation

LANDSCAPE LIGHTING

SUPERIOR BRONZE FIXTURES FROM VISTA

Vista now offers finely finished bronze pathlight and bullet fixtures that are superior in quality and performance to any bronze fixtures on the market. Exceptional features include:

- Commercial quality
- Finely finished solid brass
- Great along the coast



Part # PR 9302-CSN
List: \$218.90



Part # GW 2316-CSN
List: \$109.04

VISTA'S VERSATILE WALL LIGHT

The new rail light from Vista is ideal for placing in modular retaining walls for highlighting the wall. By removing the retaining wall mounting plate, the fixture can then be mounted inconspicuously under steps and deck railings. Other features include:

- Small profile
- Great for outdoor kitchens
- List from \$75 to \$99



SL 4260-SS (stainless)
SL 4260-CSN (copper)

SL 4260-BSN (brass)
SL 4260-B (aluminum)

KICHLER L.E.D. FIXTURES PROVIDE GREAT EFFECTS WITH LESS ELECTRICITY

L.E.D. (light emitting diode) technology has been successfully integrated into landscape lighting fixtures at an affordable cost. Though the product itself costs a little more than conventional incandescent fixtures, the cost savings for electricity will ultimately pay for the upgrade to L.E.D., which consumes approximately 75% less electricity. With electric power costs rising to approximately \$.10 per KWH (kilowatt hour), the payback for L.E.D. can take as little as one or two years on a typical residential landscape lighting system.



With the rapid rise in interest in "green building" and the associated water and energy conservation, you may have an opportunity to market L.E.D. upgrades to your existing lighting system customers. Here are some of the key advantages to L.E.D.:

- 40,000 hour lamp life expectancy
- Very low heat - safe to touch operating fixtures
- 75% lower power consumption
- Lower wattage means less cable and possibly smaller cable
- Less cable means less labor to install a system
- Lower wattage demand may allow the use of a smaller transformer
- Operating voltage range is 8 to 15 volts
- Three beam spreads: 10°, 35°, & 60°
- Three wattages: 4.5w similar to 20w MR16, 8.5w similar to 35w MR16, & 12.4w similar to 50w MR16
- Five year warranty



Call STI for pricing.



ON THE HORIZON

TORO'S NEW T5 ROTOR



The T5 is Toro's newest mid-range rotor and it offers some key features for contractors looking for performance and affordability:

- 5" pop up height
- Easy arc adjustment is accomplished wet or dry with a standard screwdriver
- Standard rubber cover
- 8 nozzles are "keyed" for fast, easy insertion
- Easy out nozzle tab
- Optional check valve
- Costs less than Super 800!



Call your nearest STI branch for pricing and a product demonstration.

TORO'S NEW TPV 1" VALVE



Check out the best new 1" valve on the market - Toro's TPV valve series. Lower priced than Toro's highly successful 250/254 series, the TPV offers these additional benefits:

- 10 psi to 175 psi operating pressure
- 1,000 psi burst pressure safety rating
- 0.1 to 40 gpm flow range
- AC or DC solenoids available
- Captured solenoid plunger & cap screws
- Self-flushing debris bypass system
- 5 year warranty
- Available in male thread, female thread, slip and barb versions



K-RAIN RPS ROTOR BEATS PGP ON FEATURES AND PRICE!

K-Rain's RPS rotor operates identically to the PGP but has some key advantages:



- 5 year warranty on RPS - PGP is only a 2 year warranty
- No additional cost for low-angle nozzles included in every case
- Interchangeable in the field with PGP bodies, making replacement fast and easy
- All for only \$7.25!

Call or visit STI today to get K-Rain's superior RPS rotor!



TORO CONSERVATION PRODUCTS BROCHURE

We encourage you to carefully read the inserted Toro brochure describing their excellent water conservation products. This is not your father's Toro Irrigation Division! From "smart controllers" to rain sensors to state-of-the-art nozzle technology, Toro is leading the industry in water conservation product innovation.

Be sure to note the special offers on Intelli-Sense controllers, 570 4P XF spray heads, and P220 pressure regulating valves.



NC IRRIGATION LICENSE LAW

The Irrigation Contractor Licensing bill has cleared the House Licensing Committee and House Finance Committee and is now on the House docket. The CIA Board of Directors and Legislative Committee are hopeful that it will soon be passed by both the House and Senate. For more information contact Bill Sparrow at 919.730.2368.



HAVE A GREAT SUMMER!

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