

September 2008

**Landscape Lighting...
it beautifies any time of
year**

Stateline has small Hadco flyers which you can enclose with the mailings you do regarding winterizations. They are very attractive and show different lighting situations and different lights. We also have Hadco door knob hangers that you can leave on homeowner's doors after doing a winterization. Both pieces have spaces to stamp your company name, and the doorknob hanger has a post card reply card. Landscape lighting is something that can be used year round. There is nothing prettier than lighting up snow-covered trees and bushes. With darkness coming earlier, now is the perfect time to learn about and install landscape lighting. Remember, if you run into trouble, Beth is always here to assist you. Lighting seminars will be coming in the spring. If you would like either the mailers or the door knob hangers, or you wish to talk to Beth, call 978-649-4444.

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Cruise space still available --

*Join us this January on the Celebrity Summit cruise ship, stopping at unusual ports of call such as **Dominica, Bonaire, Grenada,** and favorites like **St Maarten and Aruba.***

It's all-inclusive, so just hop on board and relax, knowing it's all taken care of, and it's bitterly cold back home...

Call Ann for details at (978)649-4444



This year we're offering an
ICE MELT
Early Order Program...
Call for details.
978-649-4444

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IMPORTANT CHANGE!!! To save paper and postage, starting August 1st all invoices will be given to you at the counter or with your shipment. The office will continue to make any

corrections necessary, and **CORRECTED** invoices **ONLY** will be mailed with the statements. So save those "packing lists" - they're now invoices! All are still due the 15th of the month.

What do you think your most valuable business asset is? Your truck? Wrong!

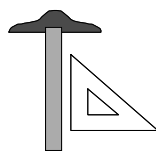
According to Jeff Carowitz, a leading marketing consultant to the green industry, the most valuable asset a contractor has is his customer list.

Used equipment is easy to find, but when a contractor wants to sell his business, the buyer is most interested in his customer base, most especially his high quality, loyal customers.

September is an excellent time to get your list in shape for a mid-season marketing push. First, review your list for active (those who have used your services in the last 6 months) and inactive accounts. Contact all your inactive accounts to update their information and see if they need your services. Sometimes a coupon or special offer is effective. If a new person has moved into the house, get their information and emphasize to them your familiarity with their property and their irrigation system.

Second, try to compile as much information about the customer as you can and put it into a data base. Information on the property, special preferences, dogs, etc. should be in a data base, not only in your memory.

Third, use your database to expand your business. The fastest way to grow is to sell more to your active customers. Offer those customers things like rain sensors (if they don't have them), landscape lighting, improved controllers, or landscaping services if you also do landscaping. Use targeted mailings or phone calls to increase your business. Taking time to update and leverage your database is a wise investment in your most valuable marketing asset!



Beth's Corner

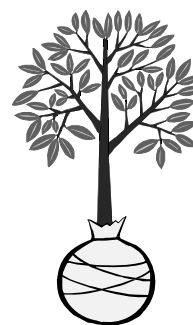
Drip irrigation is becoming very popular -- a lot more of you seem to be installing drip, and I've gotten some great feedback on the Newsleak column on drip, so here is some more information.

We are now stocking Netafim Techline CV (check valve). It has a built-in check valve in each emitter. Each dripper provides 0.9GPH, or 0.015GPM, and is designed to hold back a 4½ foot column of water.

This drip line conserves water by keeping more of the water in the pipe after the system shuts down, and each emitter has a built-in physical root barrier. If used on a slope that has mild elevation changes, it will provide more even watering on that slope. Netafim recommends running the Techline perpendicular to the slope, and increasing the spacing between rows by 25% on the lower third of the slope. If the slope has more than 4½ feet of elevation change, you can either split the slope into separate zones, or install an inline check valve in the zone which is designed to hold back more water.

When the zone comes on and the pressure reaches 14.7PSI, the emitters open. They will close when the pressure drops to 2PSI. This again allows for more even distribution of the water.

There are two very important things to remember when installing Techline CV. The first is **never mix Techline CV with non CV dripline**. The line will not pressurize enough to open the drippers on the CV portion of the pipe. The second thing to remember is, because the check valves close at 2PSI, you need to **make sure the line is winterized properly**; the water won't just drip out of the line when the system is not in use.



Did you know you can use your contractor points to pay your Stateline bill? They can

be converted to a distributor credit and applied to your account. Points converted to distributor credits are not considered income, and no 1099 will be issued to your business.

➡ **RAIN BIRD**

Go to the Rain Bird website, www.rainbird.com/rewards, and click on RainBird Rewards Program information, then on Member Login, where you will need your user name and password. Ask to redeem the points for a distributor credit. Each point is worth 5¢, and a minimum balance of 500 points is needed.

Forgot your user id and/or password, or don't have one yet? Call 888-370-1814.

➡ **HUNTER**

To access your Hunter points, go to www.hunterpreferred.com, where you'll be asked for your user id and password. You'll be able to download a form to fax or mail in, and the turnaround time is 2 - 3 weeks. Each point is worth 35¢ and a minimum balance of 2000 points is needed. Any questions call 877-888-0167.

STATELINE FALL HOURS AND DELIVERY SCHEDULE

This is our last month of fall hours: Monday through Friday, **7am to 4pm.** Starting September 29th, we will be open 8am to 4pm, Monday through Friday. If you're new to Stateline, check the back page of this newsletter for branch locations, phone numbers, and directions.

Can't make it in to the branch? As always, we deliver – orders placed by 9am are delivered the **SAME DAY**. UPS is **FREE** on any order over \$1500; under that, there is a \$15 delivery charge.. Call 978-649-4444 for product or questions. You can also fax your order to 978-649-4446.

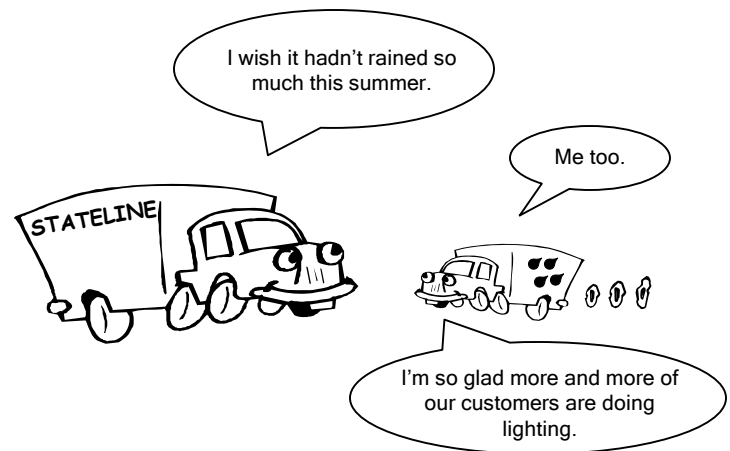
Be sure to visit us at

www.statelineirrigationsupply.com

If you'd prefer to receive **NewsLeak** as an e-mail, as opposed to regular mail, please let us know....contact statelineirrigation@verizon.net.

Stateline will be closed on
Monday, September 1st, in
observance of

 **Labor Day**



CLASSIFIED ADS

- Ditch Witch 255SX 51hrs, encl 5'x10' Strohl trailer w/ramps, mint cond \$17000 Pete 603-898-9100
LM25 Vermeer VP, 300 hrs, 36" wide, mint cond, great for sm areas, asking \$11,500. Jeff 508-265-2673
1998 Grumann walk-in van all set up for irrig contr, 37k miles, \$12,500. Jeff 508-265-2673
2006 Vermeer LM25, 33 hrs, trencher, boring tool, vibr plow, \$25,000/BO. Dave 508-255-2421
Pipe pulling service: Merrimack Valley & Southern NH Chris 978-390-0952
TurfMaker Hydroseeder, 440gal, agitator style, used vy little, 2-3 yrs old, \$6500/BO. 508-832-7063

Ice Melt Early Order – Details Inside