

# Green Space

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**What is ASIC (Association of Irrigation Consultants)?**

ASIC was started in 1970 in California. It's a group of independent irrigation consultants, "independent" meaning their product selection is unbiased. They work for the benefit of the client. Most irrigation consultants are looking out for the client's best interests and selecting the best products for the application.

**What exactly does an irrigation consultant do?**

An irrigation designer does design, but irrigation consultants do project coordination. They look at the water supply, the electrical supply, the pump system, and where irrigation interfaces with everything else.

**Do former irrigation contractors make better irrigation consultants?**

It certainly doesn't hurt to have the perspective of an irrigation contractor. We're required to have a certain amount of experience and/or education — you can't just have one or the other. It helps to have some horticultural or landscape or other Green Industry experience. Some members are engineers, others are agronomists. Some have two years of college, others have four, some have none.

**Who are your typical clients?**

We have consultants who handle only golf courses, and some that only handle commercial/residential clients such as landscape architects, developers or cities working

on parks or recreation complexes.

**What is an irrigation consultant's ultimate goal?**

To bring a project in on budget and have it operate the way it was intended.

**How much does water conservation play into your business decisions?**

Water conservation is always an issue. Irrigation consultants provide the most efficient system based on the equipment available. The East is far worse when it comes to conservation issues — authorities there have no respect for irrigation and create laws that are hurtful to

the irrigation industry. The West respects irrigation and acknowledges a need for it.

**Are there a lot of irrigation consultants out there?**

No, but the market for them is growing. In the East, you can get irrigation consulting for free but it won't be independent.

## Vitals

- Years in business: 13
- Projected growth for 2001: 10-15%
- Number of employees: 12 full-time
- Business mix: 50% commercial, 50% golf

**What's the biggest project you've worked on?**

The "Big Dig" in Boston. There are several different projects on the irrigation side, mostly drip irrigation. It's frustrating because it's one big project divided into all kinds of little projects.

**Why should someone hire an irrigation consultant?**

They're going to give a client the best irrigation system that will conserve water, last long, reduce owner maintenance, and pay for itself more quickly. And it will cost less in the long-term.