

# PIVOTPOINT

FALL 2014



## Take Total Control of Your Operation with BaseStation3™



PolySpan®

2014 New Products

Dealers & Farmers  
Growing Together

# Letter from the PRESIDENT



A man ahead of his time, Will Rogers ignited a country of more than 6.8 million farmers at a time when they struggled in a nation emerging from the Depression and the Dust Bowl. His commentary extended to more than 40 million people – readers of his newspaper column and listeners on the AM dial. He was a man that provided clarity in the minds of growers and his words still ring true today.

In the previous issue of PivotPoint, I quoted Will Rogers on the basis of farmer optimism. Today, I share his insight on progression.

“Even if you’re on the right track, you’ll get run over if you just sit there.”

- Will Rogers

Technology is amazing. Even more amazing is technology integration on the farm – exactly as this quote cites. Growers have progressively powered forward to better their operational value. Valley® is part of that innovation-driving equation.

Idle we are not. Timing, reading the markets, gaining ground on the betterment of yield, that all equates to the amazing technology we provide today and will provide tomorrow.

But technology isn’t what makes us special. It’s partnerships – with our growers and with our dealers – that make us unique. Talk to our dealers, and they’ll tell you it’s the customers that make our company what it is. Talk to our customers, and they’ll say it’s our dealers.

Stay on track, trust the partnership, and put your expertise into action.

## LEN ADAMS

*President, Global Irrigation*

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## PROTECTING PIPES IN TOUGH CONDITIONS

### PolySpan vs. Industrial Wastewater

About 25 years ago outside of Echo, OR, Madison Farms began using the ConAgra Lamb Weston potato processing plant’s wastewater to irrigate. Jake Madison was just a young boy when the partnership to irrigate with reuse water from the potato plant was formed, and he says the situation is still mutually beneficial.

“If we quit irrigating, the potato processing plant has to shut down, and if we stopped temporarily, we’d end up with a lot of ice on our machines,” Madison explains. “Our irrigation machines take a lot of abuse, running all year.”

Because of the demanding, nonstop use and the fluctuating pH levels of the reuse water, Madison started replacing his galvanized machines with PolySpan about 10 years ago.

“There was just no getting around it,” Madison says. “We had to have pipes that would take a lot of abuse and still last a long time. That’s why we switched to PolySpan. After 10 years, there’s no evidence of wear on them. I mean none. We expect to get at least double the life and wear out of them than we got out of galvanized pipes.”

The nearby city of Pasco, WA, uses wastewater from local industries to irrigate land that they lease to farmers. Rodney Merry, lead operator for Pasco, says it’s an economical way for the city to eliminate industrial waste, but the water can be very acidic. Pasco’s center pivots were failing and falling down by 1998 when they switched to PolySpan.

“The PolySpan pipes are fabulous,” Merry states. “We still have the original one from 1998 and the pipes are structurally perfect. It should still be operating 20 years from now, which makes this a great investment for us and the city.”

# PolySpan®

POLYSPAN® CAN EASILY RESIST THE INCREASING USE OF CHEMIGATION AND FERTIGATION – NOT TO MENTION WATER WITH LOW pH OR HIGH SODIUM – BUT WASTEWATER MAY BE THE TOUGHEST CHALLENGE YET FOR ANY IRRIGATION PIPE.



“After 10 years, we’ve had absolutely no trouble with our PolySpan. There is no evidence of wear on them. I mean none...”

Jake Madison

## PolySpan vs. Manure Wastewater

Across the fruited plains, near Americus, GA, Adam Graft uses the wastewater from his dairy cows to irrigate crops year round. He installed his first PolySpan pivot this spring, after his old pivot collapsed.

“The old one was installed in 1998 by the previous owners,” says Graft. “It had over 1,600 hours on it, and the pipe deteriorated to the point where it fell. I called Jim Reid (Reid Brothers Irrigation), and he got our new pivot up quickly. We went just 10 days without watering.”

Reid helped create a unique setup that includes big guns.

“It’s working really well,” Graft said. “We think our PolySpan pipes will last a lot longer for us. A worthwhile investment.”

## PolySpan Just Lasts Longer

Back in Oregon, Madison says it’s worth the extra money to get an extra 10 years out of a machine.

“I’ve recommended PolySpan to some of my neighbors whose pipes are starting to wear thin, even if they’re not pumping wastewater,” he says. “Galvanized is great, but poly will just last longer in any situation.”

# BaseStation

The original Valmonitor and its BaseStation offshoots provided a better way of life for many irrigators. The convenience and control they provided meant growers spent less time checking on their pivots and more time living their lives.

## Now, with BaseStation3, life gets even better.

David Segars of Hartsville, NC, switched to BaseStation3 after just one season with BaseStation2.

“With BaseStation2, I really appreciated that I didn’t have to run around at all hours of the day and night to check on my pivots,” Segars says. “My wife used to call my pivots ‘the ladies’ because they took me away from my family all the time. But BaseStation2 let me monitor and control my pivots from just about anywhere, even from the tractor.

“BaseStation3 is even better. The mobile app is extremely user-friendly. I’m using it on my iPhone® and iPad® now and hardly ever use my desktop anymore.”

Bob Buchberger, irrigation manager of Heartland Farms in central Wisconsin, uses the mobile app on his Samsung® Galaxy tablet to manage 34 pivots. He appreciates that multiple people can manage the irrigation machines at once.

“We used BaseStation2 for many years, and upgrading to BaseStation3 was a natural fit,” Buchberger explains. “We can control the pivots from our trucks instead of going into the office. I like that I can use the End Gun Template to turn my end guns on and off without having to re-program the settings and I’m impressed with the water use reporting features.”

## BaseStation3 Features

### New & Improved

The features will keep on coming, but these improved benefits are already available:

- Pivot monitor and control
- Auxiliary link monitor and control
- Irrrometer® soil moisture monitoring
- Static map view
- Basic equipment history reporting
- Full user configurability
- Multiple user levels and access
- iOS (Apple) and Android™ native apps
- Multiple farm/field management
- Extensive alarms



Valley Technology Product Manager John Campbell explains that a grower can monitor soil moisture, see equipment history, view maps of his land, and more.

“Multiple users can see different levels of information, too,” Campbell says. “I really believe that BaseStation3 will be a valuable, time-saving tool.”

Tim Schmeckle of Schmeckle Farms Inc. near Gothenburg, NE, likes to stay on the leading edge of technology, so switching to BaseStation3 was a no brainer for him. Though he just started using it, he says it’s very user-friendly and easy to navigate.

# on3™

## Yields More Information – with Greater Convenience



### PHASE 2 Fall 2014

Linear machine monitor and control

Google Earth™ map view

Advanced reports and data export (applied water, equipment, maintenance, etc.)

Genset monitor and control

Pump station monitor and control

DFA Inc. pump station application programming interface (API)

Data backup and recovery

Cellular modem integration

Live web cam integration

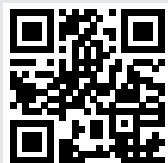
PanelLink integration for non-Valley machines

“John Campbell was just out here showing us some really cool features; however, what really impressed me was that he asked us what we really want out of it,” Schmeeckle says. “It’s nice to know that Valley Irrigation is looking at what the end user needs on a daily basis – not just what some tech guy thinks we should want.”

Segars is also very attached to his BaseStation3 already.

“I don’t know how I ever irrigated without it,” he says. “I can even go on vacation now!”

Scan the QR code to view the BaseStation3 video.  
<http://youtu.be/erVqn9KouVk>



**Want to learn more about BS3?**

Go to [www.valleyirrigation.com/basestation3](http://www.valleyirrigation.com/basestation3)



Partners. Friends. Hardworking. Knowledgeable. That's how Valley dealers and their customers describe each other. Relationships withstanding the test of time – some for generations.

## It's a Family Affair in **Alberta**

Tony Varekamp came to Southern Alberta, Canada, from the Netherlands and worked for a farmer who used Valley pivots. Years later, he's farming his own 16,000 acres using Valley pivots.



"I was really fortunate to meet Harold May (of Oliver Irrigation) back in 1990 or so," Varekamp explains. **"We're really treated as family. Sure, it's a business relationship, but it's become a friendship, too."**

May says most of the service calls at Varekamp Farms deal with electrical issues, such as contactors and microswitches. Varekamp has an explanation for that.

"I'm certainly not an electrician," he says. "I want an expert who knows what he's doing working on it."

With 40 pivots, Varekamp irrigates about 10,000 of the 16,000 acres, so he employs Oliver Irrigation's service department often and appreciates its responsiveness.

"Sometimes parts can't get here in time, because they get stuck at the border crossing, or there's a snowstorm. That's just the way it goes," says Varekamp. **"But Oliver always gets right on it when the parts arrive and they don't make me wait."**

The Oliver Irrigation team holds true to its word, Varekamp says.

"Harold and his crew go out of their way to keep me going. They're loyal to me. They know that this is my bread and butter and do all they can to keep me running."

## Teamwork in **Idaho**



Southeast Idaho is chock-full of Valley pivots, and according to grower David Schwendiman, there's a good reason for that.

**"In my opinion, Golden West Irrigation is the best dealer in the country,"** Schwendiman says. "They're honest and hardworking, and they try to hire the same kind of people to work with irrigators."

Nick Ricks, owner and manager of Golden West, says the relationship with the Schwendiman family goes back more than 40 years.

"They have a lot of our pivots and we appreciate the partnership we've created," Ricks says.

The Schwendiman farm is about 20 miles from Golden West in Rexburg, ID. With 80 percent of his land under irrigation, Schwendiman is in the shop for parts nearly every day.

"They're an important part of our team," Schwendiman says. **"They're really good to work with, and they've helped us succeed. Valley pivots are definitely the best, but it takes work to keep so many of them running."**

Although the Schwendimans do most of their own maintenance, they've been very happy with Golden West's service when they need it.

"They've got great service men," Schwendiman says. "Matt Wanke and Jamie Clark have just been awesome. It doesn't matter what time of day you call them, there's no time that's a bad time."

Schwendiman says Nick is also a great asset who is willing to go out of his way for his customers.

"He's really people oriented," Schwendiman says. "If we got a flat tire on a pivot, he'd come out and change it for us, no question. I tend to believe that not many owners would do that."

## Real Partnership in Wisconsin



John Wallendal says his family grows “anything people will pay us for.” Potatoes, sweet corn, snap beans, soybeans, forage corn, peas, cabbage, carrots, alfalfa... you get the picture.

And it's all irrigated.

Quick to make a joke and even quicker to talk of his family, Wallendal takes his relationships seriously so when he says he considers Scott Polzin and North Central Irrigation (NCI) partners in the family business, that's a real compliment.

**“We've been working with North Central Irrigation for over 40 years,”** says Wallendal. “We consider them to be our partner. It's a win-win as we see great value in each other.”

Wallendal's father was one of the first irrigators in the Grand Marsh area, and Wallendal says the family counts on NCI to keep the farm technology up to date, when it makes economic sense.

“If an upgrade can make us money or save time – which is the same thing, really – we implement it,” Wallendal says.

For example, the farm will use 100 percent Variable Rate Irrigation (VRI) next year. Wallendal and his son Eric actively manage the irrigation machines and soil probes, while daughter-in-law Megan writes the VRI prescriptions.

“VRI is only as good as the delivery system,” Wallendal states. “If the system is down due to malfunctions, it's useless. Repairs must be done in a timely fashion, and Scott Polzin of NCI and his crew respond quickly. Depending on the situation, we call, text, or email them, and they're very responsive.”

Wallendal tries to do some repairs and maintenance himself.

“If I spend an hour on it and can't fix it, I call,” he says. “It's all about cost. What's the cost of calling them in over the total acres and yield? It's a simple decision and I take pride in that.”

What's more important is the trust factor.

“Technology is great, but family is the most important thing of all,” Wallendal says. **“You need people you can trust working with you and it's why we consider NCI family.”**

Back row L to R: Andrew Wallendal, John Wallendal, Emily Larinen, Chad Kosler. Middle row, Paula Wallendal, Carol Stodola, Megan Wallendal. Front row, Monica Wallendal, Raechel Wallendal-Kosler, Ari Kosler, and Eric Wallendal.

## Going the Extra Mile in Michigan



The potato farming community in eastern Michigan talks. So when there's something going on, they all hear about it. That's one way Kim Lennard knows he's not the only satisfied customer of Michigan Valley Irrigation.

**“I've never heard a complaint about Michigan Valley,”** Lennard says. “That really says something – especially with the tough winter we just had. They had to tear down and rebuild a lot of pivots last winter, along with all the new pivots they were preparing for spring. But they were never late for anything. I don't know how they did it.”

Michigan Valley Service Manager Tim Haley says he and his crew built 300 new pivots last winter, and they're already planning for another 250 this year.

“We put in 12 to 14 hours a day, six days a week during the growing season,” Haley says. “You'd think it would slow down over the winter, but with three years of record-setting sales, it really hasn't slowed down for our guys.”

It's those hardworking guys that are a real asset to Lennard.

“You can crash a pivot into something, and they always have the parts to get it back up and running immediately,” he says. “They'll always answer their cell phones, even on weekends, and they're always happy to help. That's pretty important for us vegetable growers. **It seems like they're always willing to go the extra mile.**”



## Colorado is Home to “One of the Best in the Nation”



When a person's boss and customers say he's the best service guy in the country, he might get a little self-important.

Not Doug McEntire. He just feels blessed. McEntire is the service manager at Valley Irrigation of Greeley, CO, on the eastern slope of the Rocky Mountains, where he's worked since 1995, and he's modest about the compliments.

“I've got the best crew I've ever had working with me,” he says. “Nine really good guys. We all go to Valley University for technical training each year. A good review is important every year and keeping up with technology is a necessity as I don't want to be passed by.”

Valley Irrigation of Greeley General Manager Vic Fiscus says good service makes good customers, and McEntire is one of the best in the nation.

“I could provide a long list of satisfied customers!” Fiscus says.

One of those customers is Mike Hungenberg, a vegetable grower with 14 pivots and 11 Precision Corners®.

“With today's land prices, we don't want to leave any land bare,” he says. **“We really rely on our corners, and Doug is probably the best service guy in the country. He takes care of us almost instantly.”**

Hungenberg says growing vegetables can be tricky. Sprinklers are especially good for growing carrots, but only if everything is working exactly right.

“One plugged jet can make a huge difference in our carrots,” he says. “If we don't catch it and take care of it right away, the affected area can be gone for the summer. It's challenging.”

That's why he's especially happy to have McEntire on his side.

“Sometimes, he takes care of things before I even know there's an issue. I can see Valley Irrigation of Greeley from my land, so they drive past here a lot,” says Hungenberg. **“If Doug or one of the other service guys sees something that needs attention as they're driving by, they just take care of it. Now that's service!”**

McEntire shrugs it off, saying they try to do that for everybody.

“If we see something we're not sure about, that doesn't look quite right, we'll usually call that grower right then and ask about it,” he says. “We might not be able to stop and take care of it immediately, but we can at least check on it.”

McEntire says Hungenberg is the hardest-working guy he knows.

“He's pretty much taken over his own repair,” McEntire says. “How he does that, along with everything else, I don't know. It's great to have growers like that as customers. It's the people you work with that make the difference. It can be a tough job, but I couldn't work with or ask for better people.”

# 2014 NEW Product Highlights

## Electronic Sequencing Option for Valley VFlex™ Corner

The newest corner from Valley Irrigation can now provide even better uniformity and more precise application through electronic sprinkler sequencing. This new option for VFlex Corners uses an area-based algorithm to continuously calculate the correct sprinkler sequencing for each field.

Valley Equipment Product Manager John Kastl explains, “With area-based calculations, growers can be sure the correct number of sprinklers are turned on when they're needed. Electronic sequencing lets growers use inverted corners, too.”

Electronic sequencing also allows for a longer corner length – up to 305 feet – for more irrigated acres in odd-shaped and rectangular fields.

Sean Timm of North Central Irrigation in Plainfield, WI, says there are fewer mechanical parts with electronic sequencing, which means less maintenance in the long term.

“It adds real versatility and makes VFlex more like the Precision Corner,” says Timm. “In my opinion, it's one of the best new product offerings from Valley right now.”

Find out more about optional electronic sequencing for VFlex by talking with your Valley dealer, or go to [www.valleyirrigation.com/vflex](http://www.valleyirrigation.com/vflex).



# AquaDock™

Necessity truly is the mother of invention. Dale Shelton, irrigation manager at Easterday Farms in Pasco, WA, was tired of his crew spending weeks wrapping hoses to grow field corn after using drops on potatoes and onions. So he came up with his own solution – AquaDock™.

AquaDock is a drop hose docking station that allows irrigators to quickly and easily raise flexible hoses, using a lift pole to place the sprinkler head into the docking station. This eliminates dry rings in higher crops.

An added benefit to the half clamp version of AquaDock is that the clamps wrap around the pipeline, doubling as a cable theft deterrent, according to Valley Water Application Product Manager Jerry Gerdes.

Growers across the country can now purchase AquaDock products for new or existing machines exclusively through the Valley dealer network.

To see AquaDock in action, go to <http://bcove.me/v9r5cb3v> or scan the QR code to watch the video.



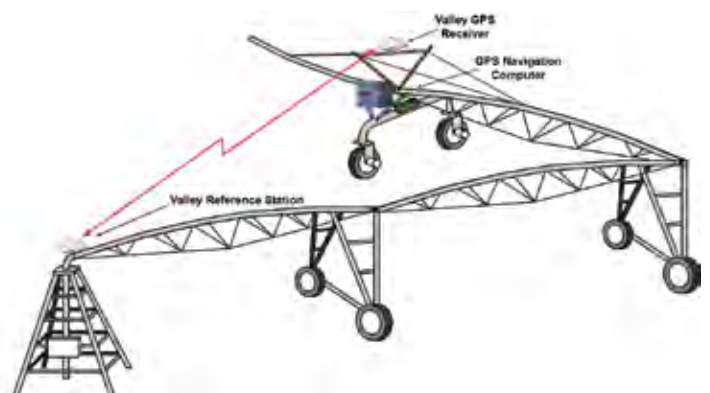
## Single Frequency RTK GPS Guidance for Corners

Growers can now guide their Precision and VFlex Corners with the new Valley Trimble Single Frequency RTK GPS Guidance option.

Valley Controls Product Manager John Rasmus says there are three available configurations, but he expects that growers will favor the pivot point mounted single frequency reference station (see illustration).

“With this setup, there are no cables required, no repeaters are needed, and growers won’t need to subscribe to a third-party reference station,” Rasmus explains. “The system uses both GPS and GLONASS satellite constellations, so there’s less chance of the signal being dropped, and there’s a faster response time.”

To find out more about Single Frequency GPS Guidance for corners, talk to your Valley dealer.



# DOWNsizing and UPgrading in



# Oklahoma

## Low Rates and Easy Financing Make Growers Loyal to Diversified Financial Services

Oklahoma farmers Joe and Nina Webb are looking forward to retirement. That's why they sold 3 1/2 sections of land and downsized from five employees to one. But it doesn't mean they're coasting into retirement.

"We've upgraded three of our irrigation machines in the last three years," says Webb. "We've had our old Valley machines since the late 80s. They've been good, but it was time to upgrade, especially with all the technology changes."

Webb has worked with Valley dealer Gigot Agra Products in Guymon, OK, since he started irrigating in 1988. He's financed through Diversified Financial Services, a Valley Authorized Provider, since then as well.

"We looked at bank financing, but Gigot went through Diversified, so we gave them a try," says Webb. Since then, Webb estimates they've financed 35 pivots through Diversified. "They've been good to us, and I know they have a good relationship with Gigot."

Gigot representative Chad Wilson agrees.

"We've always had a good relationship with Diversified Financial, mostly because they've treated our customers so well," Wilson says. "Their rates are very competitive. Most banks and farm credit bureaus can't compete."

Wilson says many of his customers don't even talk to Diversified themselves.

"They have the option to talk to them directly, of course, but a lot of them just get the paperwork straight from us," he explains.

Webb says Gigot does all his paperwork, so it's a simple process.

"Our accountant and the folks at Diversified Financial know each other well, too," he laughs. "Of course, we pay off all of our notes as quickly as we can. There was about 10 years when we had everything paid off and didn't purchase any new machines. They must have wondered what happened to the Webbs!"

When they financed their irrigation machines, the Webbs also purchased insurance through Diversified.

"They do the appraisal through Gigot, so they know the true value of our machines. It's a better deal," Webb says. "Then, it's also easier for us, because if something needs to be taken care of, Gigot comes out to do it. It's a good process that has yielded great results."

Webb says the insurance really paid off after a windstorm turned four pivots upside down. Gigot uprighted and repaired three of them, and replaced one completely.

"The insurance was worth it just for that situation," says Webb. "And the process was pretty smooth."

# Senninger® iWobs®

# ELIMINATE RUNOFF

## on Colorado Farm

Converting pivot sprinklers on a large farm is a big investment. Why would a grower do it? Do sprinklers really make that much difference?

Growers Jerry Brenner and his son Sean think Valley Authorized Provider Senninger Irrigation makes a very big difference. A couple of years ago, the Brennens purchased three new pivots that included Senninger UP3 iWobs from Hitchcock, Inc., their Valley dealer in Burlington, CO. When they added two more irrigation machines last year, the Brennens made sure iWobs were on those, too. They also converted the nozzles on five of their existing pivots to iWobs.

“We had looked at iWobs before,” says Jerry. “We’re usually pretty skeptical about things like that. We have hilly ground and lots of wind, so we worry about runoff. With the iWobs, we had virtually no runoff. We could even keep them at the recommended 5-foot height.”

Sean adds, “We wanted to increase penetration and decrease runoff on our hilly ground, and the iWobs provide 100 percent coverage throughout the entire irrigation circle. We ran the same amount of water as we did before, and noticed less runoff almost immediately.”

The droplets from the iWobs are larger, so there’s less evaporation, even with the windy conditions in the hills of eastern Colorado. Sean also credits those larger droplets in helping with the uniform distribution of the water. The Brennens are also adding more chemigation since runoff is no longer a worry.

Jerry explains that when they converted their sprinkler packages, they also replaced the pressure regulators with 10-pound all flow regulators from Valley.

“That’s an important part of it,” he says. “It’s often overlooked, even by us. We should probably replace them more often than we do.”

### REPLACEMENT SPRINKLERS PAY FOR THEMSELVES

The Brennens plan to switch the nozzles in 12 more machines to iWobs this year, so more than half of their pivots will use iWobs.

“We have already bought more than 2,500 of them to replace our old sprinklers,” Sean says. “We rent some land from our neighbor, and we’re trying to convince him to make the switch on his machines, too.”

“I’m sure they’ll more than pay for themselves in water runoff alone.”

— Sean Brenner



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or 7-year Financing\***

A large center pivot irrigation system is shown in operation over a green field. The main wheel line is in the foreground, with multiple secondary lines extending into the distance. A blue banner with the Valley logo is attached to the main line. The sky is clear and blue.

**Contact your Valley dealer today!**

\*Drive unit cash allowances apply to any 5000, 7000, or 8000 series machines of three drive units or more. Buyer has the option to select one of the following promotional offers: 1.) A \$2,000 Instant Cash Rebate. 2.) \$2,500 Control Technology Rebate for a Select2, Pro2, or TouchPro panel. 3) Low rate financing – available only on 5- and 7-year finance programs with participating Valley Authorized Finance Providers in the USA.

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