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## FOR IMMEDIATE RELEASE

### **Bay Area Landscape Professionals Gain Access to Turf Expert**

*Responding to the special challenges faced by turf care professionals, Ewing's Tankersley to deliver agronomic solutions.*

**August 6, 2008, Phoenix, Ariz.**—As Turf and Agronomic Sales Representative, newly-appointed Mitch Tankersley will provide expert consultation in the areas of fertilizer, seed, plant protectants and erosion control products to turf, golf and landscape professionals in California's San Francisco Bay Area.

"I look forward to providing advice and service to customers who are looking for cost-effective ways to manage their landscapes and turf grass," said Tankersley. "Understanding what, when and how much to apply is critical when working with fertilizers and pesticides."

A former Ewing customer, Tankersley served as an assistant superintendent for the San Jose Country Club (SJCC) in California—a private, 18-hole country club established in 1899.

Tankersley specializes in turf disease management and prevention and irrigation management, as well as fertilizer and pesticide application. His experience also includes aerification, tree care, hardscape and tee, green and bunker construction and renovation.

As assistant superintendent, Tankersley was responsible for all turf grass maintenance activities, including daily maintenance and tournament readiness, as well as the development and management of a 17-person staff. Tankersley began his SJCC tenure in 2002 as a greens crew member, and would later transition to foreman/spray technician. He was appointed assistant superintendent in 2004.

Additional qualifications include extensive experience in business development, sales and marketing, having previously served as a strategic sales manager for Firefox, Inc., senior account manager with ClickNet Software, national account manager for OpenSite Technologies and sales executive for Idapta, Inc.

Tankersley holds an associate's degree in horticulture and turf management from Foothill College, a bachelor's degree in hospitality management from the University of Oregon and a Qualified Applicator Certificate from the California's Department of Pesticide Regulation. He is an active member of the Sports Turf Managers Association (STMA), Golf Course Superintendents Association of America (GCSAA) and the Northern California Golf Course Superintendents Association.

He will operate out of Ewing's Campbell, Calif., facility located at 1217 Dell Ave.



**About Ewing**

Ewing is your premier source for conservation solutions, and a leading authority on the latest water management products, trends and best practices. Ewing provides water management solutions, commercial and residential irrigation supplies, landscape and agronomic products, hardscaping, landscape lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf and industrial industries. Ewing offers more than 190 convenient locations from coast to coast. Visit Ewing online at [www.ewing1.com](http://www.ewing1.com).

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