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FOR IMMEDIATE RELEASE

Douglas York Inducted as Irrigation Association President

York, Ewing Irrigation President, offers insight into key '08 initiatives at the 2007 International Irrigation Show

December 14, 2007, Phoenix, Ariz.—Ewing Irrigation President Douglas W. York was inaugurated as the 2008 Irrigation Association (IA) President during the International Irrigation Show in San Diego, California, on December 10, 2007. As President, York will concentrate on education, active membership involvement, and lobbying initiatives within the Association and Green Industry.

In 2008, York intends to focus on some key elements critical in maximizing the impact of the Irrigation Association's success and resourcefulness.

York plans to guide the Association in areas pertaining to brand and resource development in the interest of serving as a quality education materials provider and comprehensive resource for the Green Industry.

Building on the IA's accomplishments of 2007, York aims to fortify the Association's representation of the Irrigation Industry on water management and conservation initiatives at the local, state, and federal levels.

Commenting on the importance of consistent growth and the cultivation of an active membership, York noted the significance of dynamic member involvement in contributing to the future success of any association.

"We must find innovative ways to encourage new membership, but also foster an environment of added growth, value, and opportunity to strengthen relationships with our current members," York said.

York, whose induction followed the closing remarks of John Roberts, immediate past-president, paid tribute to the longevity and achievements of the Irrigation Association, and the early pioneers of the irrigation industry.

York's induction marks a third generation of Irrigation Industry advocacy, and second generation of Irrigation Association leadership; his father, Ray York, served as IA President in 1986; and mother, Sue York, also served as IA President in 1998.

The mission of the Irrigation Association is to promote efficient irrigation, to serve as a resource and authority on irrigation, and to help ensure that water is available for irrigation for future generations.

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