



Contact: Sarah Ellis
602.437.9530 | 800.343.9464
Email: sellis@ewing1.com
www.ewing1.com

your source for
conservation
solutions

FOR IMMEDIATE RELEASE

Ewing Expands Golf Sales Team in Southwest

August 7, 2007, Phoenix, AZ—Strengthening its golf sales force in the Southwest, Ewing has appointed golf industry veteran John King as golf sales representative serving New Mexico and West Texas.

With roots in New Mexico's golf industry dating back to 1990, King has served as a golf course superintendent at several reputable golf courses, including the Championship Course at the University of New Mexico, four municipal golf courses for the City of Albuquerque, and the 18-hole course at Santa Fe Country Club.

Though knowledgeable in all facets of golf course service and maintenance, King specializes in providing agronomic support, which includes assisting customers with fertility protocols, pesticide and fertilizer programs, and fertigation system installation and service. Having worked with fertigation systems for the last 12 years, King believes fertigation adds simplicity and flexibility to fertilizer programs, while conserving water. King says any available channel for water conservation should be employed to ensure best practices on the golf course.

"I will strive to help golf course superintendents and turf managers in their development of living soil structures that will produce quality turf grasses and enhance the efficient use of irrigation water," King said.

King is an active member of the Southwest Turfgrass Association (SWTA), and the Rio Grande Golf Course Superintendents Association (RGGCSA). While serving as the 2004-2005 RGGCSA President, he helped spearhead an economic impact study that measured the green industry's impact on New Mexico's economy in terms of income, jobs and taxes.

King will operate out of Ewing's Rio Rancho branch located at 103 Rio Rancho Drive NE, Building D.

Established in 1922, Ewing offers commercial and residential irrigation products, landscape and agronomic supplies, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing's experts are friendly, passionate, and prepared to serve customers with more than 170 convenient locations from coast to coast.