



IRRIGATION, GOLF & INDUSTRIAL

3441 E. Harbour Drive - Phoenix, AZ 85034 - (602) 437-9530

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

FOR IMMEDIATE RELEASE

Nina Colasurdo Joins Ewing's Water Management Team

March 30, 2007, Phoenix, AZ—Expanding their ever-present water management task force, Ewing Irrigation is pleased to announce the appointment of Nina Colasurdo as Water Management Specialist serving Los Angeles and Orange counties.

“As California and the rest of the country further embrace water efficient irrigation practices, we will continue to grow our water management team,” stated Warren Gorowitz, Ewing’s National Water Management Products Sales Manager. “We’re excited to have Nina join our Water Management team for Southern California. Her enthusiasm and strong irrigation background will be invaluable to Ewing and our customers.”

Colasurdo joins Ewing with a Masters in Landscape Irrigation Science from Cal Poly Pomona and past industry experience working for the late Dr. Joe Hung at Modern Irrigation, a small distributor in Ontario, CA.

Upon graduation, Colasurdo targeted Ewing because she wanted to work for a distributor. “I wanted to work for a company that represented many different brands and thus provided many different solutions to customers,” Colasurdo said. “I prefer going out in the field and learning from people who have been in the industry for a long time, and then taking that information and relaying it to landscape architects and irrigation designers. The goal is to introduce water-saving products to architects and maintenance workers, and then listen to their feedback on product performance.”

While water conservation is a trend growing in the industry, Colasurdo agrees it is not easy to get people to update their habits regarding water management products and practices. “Dealing with people’s resistance to change is a challenge. I listen and respect whatever product path the person decides to take. I am a resource, not dictator. They have to believe in it to change.”

Colasurdo believes we are in the midst of people really learning how to save water, but our industry still has a high learning curve to face. “We’ve benchmarked water management products and practices, but they still need tweaking,”

Colasurdo adds. "We're still in the horse and buggy days. It is better than ever, but the applications in the field will evolve over time."

Colasurdo is based out of Ewing's Anaheim, California branch, located at 1813 North National Street.

Established in 1922, Ewing Irrigation offers commercial and residential irrigation supplies, landscape and agronomic products, water management solutions, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing offers more than 170 convenient locations from coast to coast.

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