

JULY IS SMART IRRIGATION MONTH!

EWING CALLS FOR SMART IRRIGATION PRACTICES YEAR-ROUND

It's that time of year again, when temperatures rise and water becomes an oasis from the heat. During summer months, water is not only used to nourish people and plant life, but also for recreational purposes.



With the increased flow of water pouring out from sprinklers and hoses, the Irrigation Association (IA) named July *Smart Irrigation Month* to promote efficient watering practices, technologically-advanced irrigation products and water conservation in the outdoor environment.

Though summer months generate a higher level of water consumption, Ewing believes that every month is *Smart Irrigation Month*, and best management practices should be emulated year-round. Here are some of the many ways Ewing can help make your practice perfect.

EXPERIENCED STAFF

At each Ewing location, our friendly staff is ready to assist you with incorporating the latest water management products, practices and trends into your daily operations.

Our team of dedicated Water Management Specialists can offer guidance in the field on specifying, designing and installing your irrigation system. Our Specialists will inform you of local conservation

rebate programs and legislation on water conservation initiatives, and can assist you in determining the most appropriate lineup of water-efficient products and best water management practices for your next commercial or residential application.

WATER MANAGEMENT PRODUCTS

Ewing offers the latest water-saving technologies such as water-efficient sprinklers, 'smart' controllers, soil-moisture sensors, rain sensors, drip irrigation components and other weather-based irrigation products. Creating water-efficient landscapes for all your jobsites is easy to achieve.

- **Water-Efficient Sprinklers.** Opt for more efficient irrigation heads, many of which are easily adapted to existing systems. Rotator-style heads—like the MP Rotator—offer better distribution uniformity and can save up to 30 percent of overall water usage.
- **"Smart" Controllers.** Smart controllers rely on collected weather or soil-moisture data to control irrigation system run times automatically.
- **ET Controllers.** Evapotranspiration, or "ET" controllers, gather and use information from local or on-site weather sensors to control run times

automatically, ensuring plant material receives the required amount of water while reducing over-watering and runoff.

- **Soil Moisture Sensors.** These subsurface devices placed directly under a plant's root zone are among the most easily-applied water-saving technologies. These sensors communicate with an irrigation controller to shut down the irrigation system when sufficient moisture is detected in the soil.

Discuss these or other water-saving opportunities with your local Ewing Water Management Specialist by emailing savewater@ewing1.com. 



Water-efficient sprinklers—like the MP Rotator—can increase distribution uniformity by 30 percent.

IMPROVE YOUR SKILLS, IMPROVE YOUR BUSINESS

EWING'S EDUCATION SEMINARS WILL HELP SAVE TIME AND MONEY

Ewing offers seminars across the nation focusing on the latest practices to improve the efficiency of your system—saving your customers water and money. Look for upcoming classes such as *Drip & Low Volume Irrigation and Water Management Strategies* coming soon to your area. In addition, *Ewing's Certified Landscape Irrigation Auditor (CLIA) prep course* and *Irrigation Troubleshooting Workshop* will show you the proper way to install an irrigation system.

Last season, more than 3,000 green industry professionals from across the country took advantage of the 49 seminars held in 16 states and 56 cities nationwide, making it the most-attended education season in company history. This season, Ewing has nearly tripled its course offering.

Join the thousands of satisfied workshop participants who have improved their business by attending one of Ewing's educational workshops:

"Ewing has really helped us grow as a company. The training has broadened our scope of ability, making our daily operations more economical. We have greatly decreased the time we spend on each project, so we are able to move on to the next project more quickly."

-Justin Yeater, *All Terrain Ponds and Sprinklers*, Greeley, Colorado

For more information and a complete schedule of education seminars, visit www.ewingeducationservices.com. 💧



MAKE THE MOST OUT OF YOUR SEMINAR EXPERIENCE

FIVE SIMPLE STEPS TO A GUARANTEED R.O.I.

You've registered, received confirmation and marked your calendar for your next seminar; congratulations on taking the first step toward developing your skill sets and improving your business. Before you pat yourself on the back, there are some steps you should take to ensure that your educational experience reaps maximum rewards.



Asking questions and contributing to class discussions will improve your retention of information.

1. BE ON TIME WITH THE RIGHT FRAME OF MIND

Better yet, arrive early and get a good seat near the front of the room. If you are sitting too far back, it can be difficult to see the screen or hear the instructor. If you do arrive early, be sure to introduce yourself to the instructor and network with other attendees. Networking is the best way to form new relationships with people who could assist you down the road.

2. ASK YOURSELF, "WHAT'S IN IT FOR ME?"

Before walking through the seminar doors, write down your objectives. What areas of your trade are you looking to enhance? Are there certain products or practices you want to learn more about? By jotting down what you want to learn, you will be more focused and will pay more attention to the topics that interest you.

3. ASK QUESTIONS, MAKE COMMENTS

Take full advantage of the expertise of the course instructor. Now is the time to engage in a discussion about things that affect your business or position.

As questions or comments come to you, write them down along with supporting ideas. Try waiting a few minutes after a question or comment pops into your brain before calling on the instructor; sometimes the instructor will address your point before moving on to a new subject.

4. TAKE NOTES ON THE SEMINAR HANDOUTS

Try to record (legibly) all of your notes on the handouts provided by the presenter. With all of your information contained in one document, you won't have to search for your notepad at a later date. A good way to increase your return on investment is to make copies of seminar handouts and hand them out to coworkers.

5. TEACH SOMEONE ELSE WHAT YOU LEARNED

Remember high school math? If I told you to write out and solve a quadratic formula, you most likely wouldn't be able to do it. If you don't use it, you lose it.

The best way to retain information from a seminar is to take the information and teach someone else what you learned.

Tell three people—a coworker, a client and your significant other—what you learned, and the act of repeating the information will root the subject in your brain. It will also force you to recall specifics that you might otherwise have forgotten.

For every course you take, review the course content prior to enrolling. Select the course that closely aligns with your business development objectives. Finally, complete a course evaluation. Quality education providers take participant feedback very seriously and use evaluations to make improvements to existing seminars, as well as in developing new course offerings. 💧



3441 E. Harbour Drive
Phoenix, AZ 85034
800.343.9464
www.ewing1.com

PRSR STD
US Postage
PAID
Phoenix, Arizona
Permit No. 3328

IN THIS ISSUE:

July is Smart Irrigation Month!

Ewing calls for smart irrigation practices year-round.

See page 1

Improve Your Skills, Improve Your Business

Ewing's education seminars will help save time and money.

See page 2

Make the Most out of Your Seminar Experience

Five simple steps to a guaranteed R.O.I.

See page 2

Water: An Essential Resource in Short Supply

Stand out with the E.P.A.'s *WaterSense*® Partner program.

See page 3

The Blue Meter: A New Tool for Your Trade

Optimizing system efficiency has never been easier.

See page 3

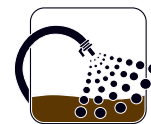


OUR FOCUS

Ewing Irrigation Products, Inc., offers water management solutions, commercial and residential irrigation supplies, landscape and agronomic products, landscape lighting, erosion control, water features and industrial plastics to professionals serving the landscape, turf, golf and industrial industries.



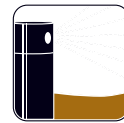
WATER MANAGEMENT



EROSION CONTROL
HYDROSEEDING



TURF PRODUCTS



RESIDENTIAL/COMMERCIAL



GOLF



WATER FEATURES



LANDSCAPE LIGHTING




INDUSTRIAL



PUMPS

Your Source for Water Management Solutions

Ewing is your premier source for conservation solutions, and a leading authority on the latest Water Management products, practices and trends. In a world with limited water availability and increased demand on water delivery systems, Ewing takes seriously its role as your local expert in irrigation efficiency. Our dedicated Water Management Specialists will keep you informed of local conservation rebate programs, as well as national and local legislation on water conservation initiatives. To contact a Ewing Water Management Specialist, e-mail your inquiries to savewater@ewing1.com. 

providing Quality Products and Services
to Irrigation and Landscape
Professionals since 1922

