



Contact: Jessica Provenza
602.437.9530 | 800.343.9464
Email: jprovenza@ewing1.com
www.ewing1.com

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Ewing's Devotion to Education in Line with Keller's Sales Concept

Outside Sales Specialty Products professional Kasey Keller is dedicated to establishing himself as a resource and valuable tool for contractors

January 3, 2008 Orange County, Calif.—Kasey Keller will serve as a Specialty Products Sales Representative for Ewing's southern California territory. In an effort to be on top of his game, Keller has immersed himself in learning as much as he can about both the specialized landscape lighting and water features markets. While the competition is hot, Keller remains cool by using all of the educational resources available to him. To better serve his customer base, he will continue to research the latest and greatest products and understand consumer demands.

After graduating from Vanguard University in southern California, Keller was hired as an Inside Sales/ Technical Support Specialist for Focus Industries. During his career with Focus, he was involved in finding a reliable source for a LED (Light Emitting Diode) light bulb that would be flexible to fit a variety of fixtures, while still being robust enough to survive diverse landscapes.

"I have conducted over twenty lighting seminars, and strongly feel that educating the customer is the best way to increase growth for a specialty market," Keller said. "Remain available to your customer and in turn, they will come to you for information—and more importantly—their business."

Accomplished industry experts, along with their commitment to offering world-class service and training, is the ideal sales environment Keller sought after on his career path. "I am honored and excited to work along side other Ewing professionals who are devoted to their specialty markets," Keller said.

When Keller is not out selling in the field, he enjoys dirtbike riding, backpacking, snowboarding, fishing, and target shooting.

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, low-voltage lighting, erosion control, water features and industrial plastics to professionals serving the landscaping, turf, golf, and industrial industries. Ewing offers more than 175 convenient locations from coast to coast. Visit Ewing online at www.ewing1.com.

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