

## HydroPoint promotes Charles Zaher

The logo for Turf, featuring the word "Turf" in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter "T". A registered trademark symbol (®) is located at the bottom right of the word.The logo for Tree Services, featuring the words "Tree Services" in a bold, black, sans-serif font. A small green leaf graphic is positioned above the letter "i" in "Services". Below the main text is the tagline "Taking Tree Care to New Heights" in a smaller, italicized font. A registered trademark symbol (®) is at the bottom right.The logo for DesignBuild, featuring the word "Design" in a black, sans-serif font and "Build" in a bold, orange, sans-serif font. A small orange square graphic is positioned above the letter "i" in "Design". A registered trademark symbol (®) is at the bottom right.The logo for PLOW, featuring the word "PLOW" in a bold, blue, sans-serif font. A registered trademark symbol (®) is at the bottom right.

Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

PETALUMA, Calif. – [HydroPoint](#), makers of [WeatherTRAK](#) and [EPA WaterSense](#) Manufacturer Partner of the Year, recently promoted Charles N. Zaher to regional vice president of channel sales. Zaher joined the HydroPoint team in 2007 with 35 years of irrigation experience in sales, marketing and business development. He holds a Master of Science degree in irrigation and soil management from the American University of Beirut, Lebanon, and currently resides in Orange, California, with his wife Kohar and three sons. He frequently speaks on the topics of irrigation design, system components and water management strategies to both technical and business audiences.

In his new role as regional vice president of channel sales, he will serve as the primary sales executive for several distribution partners, including John Deere Landscape, Sprinkler Supply, CPS, Ewing and Hydro-Scape.