

BEHIND THE SCENES

RECOGNIZING AND
SHOWCASING OUR
INDUSTRY'S EMPLOYEES

TALKING WATER *with* NICOLE SPAULDING MURRER *of* HYDRO-LOGIC



Nicole and her husband Dustin at their favorite hike rest stop high up on a ridge in the Santa Cruz Mountains.

Outside is Nicole's favorite place to hang.

She's a Jill-of-all-trades in the water purification business—and a lot else besides. Go behind the scenes with us and meet Nicole Spaulding-Murrer, a girl with a song in her heart and water in her blood.



She made it all the way from a small town in Central California to a suburb in the Inland Empire—and the people at Hydro-Logic are glad that their co-worker Nicole Spaulding-Murrer finally made her way up to Santa Cruz! They hired Nicole shortly after she finished her degree at Claremont Graduate University, but the fresh new master's degree certainly wasn't the only thing to recommend her. Nicole has actually been working in the water industry since she was 16-years-old; her grandfather moved to California and started a water treatment company called Aqua Backflow, which Nicole was helping to run by the time she was 18.

"It's in my blood!" confirms Nicole. "My family has been in the water industry for a very long time—and because of the increasing levels of contaminants in our drinking water I was very excited to come to work here at Hydro-Logic."

Nicole had that magic combination of qualities that every CEO is looking for in a new hire: she was already vitally interested in the industry because of her unique family background, she had the combination of skills and relevant education the company needed and she was able to fit in with the other employees and find her niche in the company right from the start.

"I decided to join the team here because of the potential for growth, my dedication to purifying water and because every person I work with is genuine, interesting and fun to be around," Nicole explains. "I am very familiar with the water industry and am so excited about the possibility to watch



A big, sloppy kiss from Nicole's adorable pitbull Cutter.

our company help the world get access to pure water. I also have lots of experience working for high-level executives and with marketing departments.”

You have to be pretty versatile to work at Hydro-Logic: the employees are a multi-talented and creative bunch who love to operate under a variety of titles—for instance, the receptionist is also the videographer and the president is also the barista! Nicole is no exception, and not only is she the executive assistant to company president (and barista extraordinaire) Rich Gellert, she is also the marketing manager. Nicole excels at managing projects and keeping everyone—president included—on task. She also enjoys jazz hands and bursting into song, but nobody is perfect.

There wasn't really a job description for Nicole's position when she was hired; she's essentially been discovering for herself what needed doing and then getting it done. “My job entails creating and managing many projects, including marketing,” Nicole tells us. “I enjoy the challenge my job presents, as I am essentially creating it as I go along—which is both difficult and exciting!”

As a kid in Bear Valley Springs, Nicole enjoyed hikes with her dad, rides on a horse named Strawberry, treehouse sleepovers and family camping trips all over California. Her love of the outdoors continues to this very day and Nicole's home in nearby Boulder Creek is practically in the lap of Big Basin National Park. A self-described “camping boss”, she at one time started a camping club with a large group of friends and was instrumental in planning their monthly excursions. These days, her campouts are slightly less complicated and usually just include herself, her husband Dustin and their adorable pitbull mix, Cutter.

When she isn't wrestling bears in the wilderness, assisting her boss or singing terrible show tunes by Rodgers and

“I LIVE WITH NO REGRETS,” SAYS NICOLE. “I LIVE MY LIFE WITH INTENTION AND DEDICATION AND HAVE A GENUINE NEED TO LEARN NEW THINGS ABOUT MYSELF AND THE WORLD. I WANT TO BE INSTRUMENTAL IN GETTING PEOPLE FRESH PURE WATER WHO MAY HAVE LITTLE OR NO ACCESS TO IT.”

Hammerstein, Nicole spends her time crafting and cooking. Although she loves to sew, her deepest love (read addiction) is knitting. She handcrafted a baby beanie a few years ago for a friend's baby shower and now she has a business on the side, hand-knitting baby accessories! Nicole also loves to cook, using all of the amazing organic produce grown by herself and her friends. Her own garden is taking off this year and Nicole is pretty excited about it. “Nothing is more amazing to me than to see teeny little itty green shoots come up out of the dirt from an even tinier little seed. So cool!”

A day in Nicole's life is never boring, because she gets to do so many different things at work. Her time off is the same—she's always doing something.

“Usually, I wake up around 6 a.m., take a hike with my husband and dog, come home and get ready for work, go to work and then either go to a fun zumba class or come home and cook dinner with my husband while music is playing. And then, of course, I usually am knitting something, so I might go into my craft room and finish up some projects.”

Nicole enjoys each and every day at Hydro-Logic and finds the work both challenging and rewarding. Her own home has a Hydro-Logic Eco-Spring drinking water unit, which allows her, her husband and their dog to enjoy crystal clear pure RO water every day. She loves helping people get pure water and grow their gardens and is interested in how water filtration and hydroponics can help people all over the world to eat and drink safely. Look for Nicole's handiwork at the beginning of 2012 on Hydro-Logic's newly redesigned website—which will feature system information, exciting new products, troubleshooting FAQs, downloadable images, brochures and instructional videos featuring actual Hydro-logic employees.

“I live with no regrets,” says Nicole. “I live my life with intention and dedication and have a genuine need to learn new things about myself and the world. I want to be instrumental in getting people fresh pure water who may have little or no access to it.”

And Nicole's biggest goal at Hydro-Logic?

“I want to help educate the world about what is in their water and how those contaminants could be the cause for so much disease and damage!” 