

## ON TAP WITH THE DIRECTOR

*Dear members of the Alliance for PE Pipe,*  
We are excited to be issuing our first ever e-newsletter directed to our members only. This is the inaugural issue of what will be a regular update from the Alliance staff and consultants working to increase PE's market share in the municipal water market.

Two agencies work as partners to ensure this Alliance is successful: Weber Merritt and P.S. Communications. Weber Merritt is responsible for the overall management of the Alliance as well as the strategic grassroots field campaigns in each of the targeted markets, while P.S. Communications handles marketing and communications.

Both agencies can be found on the web:  
www.webermerritt.com and  
www.psccommunicationsinc.com.

This issue highlights the launching of our official website, [www.pepipe.org](http://www.pepipe.org), the roll-out of a new "PE 101" brochure, as well as an update on our target markets. Also in the second page, please take note of important dates for our Alliance members.

The net results of our initial field surveys are that the political and public climate is ripe to introduce PE as a material for water pipe based on the conservation and environmental features of the product. The biggest challenge facing us is overcoming a general unfamiliarity with the product by water authority engineers and other municipal officials. And that's why we're here. We have a sophisticated political and public education campaign plan in place to achieve real results in a relatively short time period.

Sincerely, Steve Shur  
Executive Director, Alliance for PE Pipe

**Please do not hesitate to contact the Alliance with any questions or comments. I can be reached at: 202-347-3077, or by email at: [sshur@pepipe.org](mailto:sshur@pepipe.org)**



[www.pepipe.org](http://www.pepipe.org)

## IN THE PIPELINE

The Alliance for PE Pipe is now up and running. We have had great response from our industry in putting together an organization that will compliment ongoing efforts while providing focus in addressing water conservation and water infrastructure needs throughout North America. Our efforts will primarily be educational, and will be focused on providing insight to municipalities, many of which are not familiar with the products our industry offers. Our products are strong as well as our message that polyethylene pipe is the product of choice for the future water infrastructure needs of their local communities, as well as all communities that are concerned about responsible infrastructure for water conservation, cost of water infrastructure and our environment.

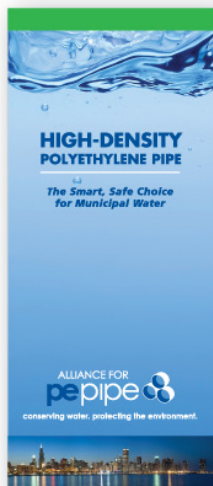
Everyone in our industry will benefit from the efforts of the Alliance for PE Pipe and, as with all efforts of this nature, the more participation by those in our industry, the more success we will achieve.

**David Morgan, Performance Pipe - Chairman**  
**Mike Dahl, WL Plastics - Vice Chairman**  
**Brent Williams, Polypipe - Secretary**



## ALLIANCE LAUNCHING WEBSITE

A new website, [pepipe.org](http://pepipe.org) will go "live" in early September. The website was created by P.S. Communications and includes detailed information on PE pipe, case studies and startling facts about the water infrastructure crisis in the U.S. There also is an on-line calculator to estimate the average water loss each municipality is experiencing because of corroding and leaking pipe. In the near future, the website will contain informational handouts, customized for distributors, engineers and contractors.



## BROCHURE "HOT OFF THE PRESS"

P.S. Communications developed the new alliance name, logo and slogan shown below. After extensive research and interviews with industry leaders, the agency created a new brochure, which will be disseminated to municipalities, contractors and distributors. The brochure also will be an information tool for Weber Merritt as it puts ground forces to work.



conserving water. protecting the environment.



### Important dates for Alliance Members

**September 30 • 10am ET**  
Resin Manufacturer Council teleconference

**September 30 • 1pm ET**  
Convertors Council teleconference

*(Steve Shur will be in contact with each council for specific call arrangements.)*

**September 11**  
PPI Webinar – HDPE Pipe:  
The Right Infrastructure Solution  
Irving, TX

**September 15-18**  
AGA Operating Section  
Fall Committee Meetings  
Broomfield, CO

**September 22-24**  
Plastic Pipes XIV  
Budapest, Hungary

**September 22-24**  
MINExpo  
Las Vegas, NV

**October 1-3**  
ISH North America  
Atlanta, GA

**October 4-7**  
PPFA Fall Meeting Hilton  
Head, SC

**October 16-20**  
AASHTO Annual Meeting  
Hartford, CT

**October 26-29**  
PPI Semi-Annual Meeting  
Tucson, AZ



### ALLIANCE TARGET MARKETS

The Alliance board has narrowed the focus to a few specific markets where the potential is high for a PE win. Weber Merritt developed an extensive list of survey questions and conducted informal focus groups in several target markets. All these markets struggle with infrastructure problems and are focusing on replacing old and leaking pipes in the near future. Alliance members will be informed on the specifics of each of these chosen target markets during the upcoming Resin Manufacturers and Convertors Council teleconferences.

- Call details are found in the left-side column on this page.

### McELROY IS READY TO HELP

McElroy Manufacturing is excited to be a founding member of the Alliance for PE Pipe and encouraged by its mission. As with any industry organization, the key to success is for the members to donate their expertise, their time and their resources to making a common goal a reality. I am confident that the Alliance and its members will create many opportunities for the PE industry to educate municipalities about the benefits of using PE. As these situations arise, McElroy and its distributors stand ready and willing to play an active part in educating, supporting and encouraging cities to make the right choice. If you need McElroy to participate in local training or to sponsor a training class at our recently renovated training facility, please don't hesitate to contact me at dhughes@mcelroy.com. Now is the time to unite.

Sincerely, Dave Hughes  
The Pipe Fusion Experts, McElroy Manufacturing, Inc.

### GREEN HONOR ROLL

We are looking for PE pipe "champions" for our Green Honor Roll. These are city managers, engineers, mayors, etc. who have encouraged others to select PE pipe for their municipality. You can nominate someone by sending background on the project, information on the PE champion you are nominating and why you think he/she would be a good choice. One "champion" will be chosen each quarter and will be included in our website and the Alliance newsletter. In addition, we will send a press release to all trade media and newspapers in the local market regarding their selection to the Green Honor Roll.

For more information or to nominate someone, please contact Robin Wedell of PS Communications, 630-364-1986 or email her at Robin@pscommunicationsinc.com.

### DID YOU KNOW?

- The EPA recently estimated the nation must invest \$276.8 billion to upgrade drinking water systems and \$202.5 billion to improve wastewater treatment and sewages and storm water management systems over the next 20 years.
- In July, California Governor Arnold Schwarzenegger issued an executive order declaring a statewide drought and highlighted the need for safe, reliable and clean water systems in California.

