



# NewsLeak

March 2013

Volume 109

## WMI Quality Statement

WMI is committed to maintaining high customer satisfaction with its innovative water efficiency programs.

We will propose products and services that are “fit for use” and that will set the standard for quality and value in water efficiency.

We strive to be world class in every aspect of water efficiency by fostering a culture of honesty, openness, mutual respect and teamwork.

WMI understands the necessity of continual improvement (both as a company and as individuals) to keep us at the forefront of water conservation and to exceed customer expectations.



## Spring is in the air!

Spring is here (*almost*) and with it comes the urge for a little cleaning. “Pruning back” our overgrown files and piles is a great way to clear space for new growth and opportunity. It’s also been proven to increase physical energy and mental focus. So this week consider the following...

1. Take a look around your desk. Most of the clutter in your workspace probably doesn’t belong there. Start by taking care of the space right in front of you. Throw away or store everything you have not touched in the past 6 months.
2. Create a file for things you need, and put them back where they belong. Take all of the remaining files, directories, contracts, spreadsheets, etc. and re-organize them into fresh three-ring binders, inserting particularly old information into plastic sheet protectors and condensing down anything that’s taking up too much room.
3. Create one file for things that need your action, and attend to it throughout the day.
4. Disinfect your desk! Wipe everything down with disinfectant, and blast your keyboard with compressed air. You will be shocked at how many crumbs and dust particles fly out of it!
5. Look at what you have accumulated in your office and ask yourself, “Does this bring me joy or just take up space?” Toss it or take home the latter.

A few hours of cleaning and organizing will support clarity and creativity come Monday morning. Not to mention a renewed sense of energy. So start cleaning and “pruning” your office in preparation for a more productive spring!

## A Water Management Success Story



Finesa is a relatively new management company located in Rockville, MD. Finesa has acquired a number of multi-family properties in the Washington DC area, including many properties that Water Management has serviced through the years when they were owned by other firms. Recently Water Management was referred to them by the Donaldson Group.

We submitted proposals for services that have been approved and developed at a number of their properties. As of March 22, 2013, the following properties have had toilet rebuild programs completed on 1.6 gpf toilets that Water Management installed in the early 1990's.



Marlow Gardens - 126 Units  
Pre Program ADC 300 (365 days)  
Post Program ADC 102



Marlow Towers - 131 Units  
Pre Program ADC 217 (365 days)  
Post Program ADC 130



Marlow Heights - 172 Units  
Pre Program ADC 196 (365 days)  
Current ADC 163 (program still in progress)

The above three programs will save the properties in excess of \$100,000.00 annually.

The Finesa Real Estate Group also uses a web based service (Flow Utility Management) that allows Water Management to access all of their properties utility bills for analysis and future opportunities.

This success story is just another one to add to WMI's Service department's long list. Not only did we help save water, which ultimately saves the client money, we were referred to Finesa by another one of our great clients because of our commitment to customer service excellence, and our water conservation success with them.

## Where In The World Is WMI?



A new project began this month for the City of Wilkes-Barre, Pennsylvania. **Bob Smith, James Palmer, and Tony Cimini** have replaced toilets, urinals, faucets, and showerheads in Wilkes-Barre's City Hall, fire stations, parks, golf courses, and the Public Square. This domestic work is 95% complete. The Irrigation, Rainwater Harvesting and Irrigation Sub-Meters portion of the project will begin in April.

A new domestic project began this month at Duke University in Durham, North Carolina to replace/install 266 toilet valves, 89 toilets, 120 urinal valves, 1,300 flow controllers, and showerheads. **Reggie Williams, Nery Martinez, James Benjamin and Buster Vroom** are performing the work in several buildings on campus, including the Bryan University Center, Fitzpatrick Center for Engineering, Medical and Applied Sciences, the French Family Science Center, the Fuqua School of Business, the Levine Science Research Center, and the campus Smart Home dormitory pictured below. The Smart Home uses solar panels to convert sunlight into electricity and 400 gallon tanks to collect rainwater to flush toilets and run the washing machines.



**Dave Woods, Pete Zarcone and George Carroll** have completed 60% of the Irrigation project at the NASA Jet Propulsion Laboratory in Pasadena, California. There are over 4,000 irrigation nozzles to retrofit, irrigation flow sensors to install, landscape renovation, rainwater harvesting, and controller programming to be done.

**JC Reffitt, Dan Sirakis, Jeff Bell and Butch Deibler** are continuing work at the Cuyahoga Housing Authority in the Cleveland, OH area. They are retrofitting over 6,000 Flushmate vessels at various sites in this area. This top notch crew is able to enter anywhere from 75 -100 units a day depending on the type of work required in each unit – vessel change out or installing the retrofit kit on the existing vessels - while recording the serial numbers on any existing and newly installed vessels.

**Mike Maurer** is in northern California setting up the irrigation and toilet / thermostat project for the Marin County Housing Authority. The irrigation portion of this contract will be headed up by **Don Welsh**, who was instrumental in the University of Texas irrigation program. A second contract for this housing authority consisting of toilet and thermostat installations will be overseen by **Jacob Rios**.

Under the direction of the City of Windsor, CA, **Chris Anderson** and **Jacob Rios** continue to make progress at the Windsor PAYS program where they are selling and installing water efficient plumbing products to the local residents. **Chris** and **Jacob** have received praise from all parties involved for their efforts in getting this program on the right track.

**Bill Harrison** has recently submitted several shared savings contracts that are currently under review by the management companies in the Nashville area. Adding additional long term shared savings units for this area is a goal of the WMI-TN office! **Bill** will also be heading to South Carolina next month to head up the Columbia, SC housing authority project that **Charlie Gildehaus** recently signed.

## Tech Talk

### Hard water leads to build up



Lime build-up on wire mesh aerator screens dramatically shortens the life of aerators. Dissolved lime, naturally found in drinking water, builds up on wire mesh screens and slowly closes the air inlets.



As a result, the stream loses aeration and flow which leads to unsightly side sprays and splashing.

- Patented Honeycomb design prevents lime build up.



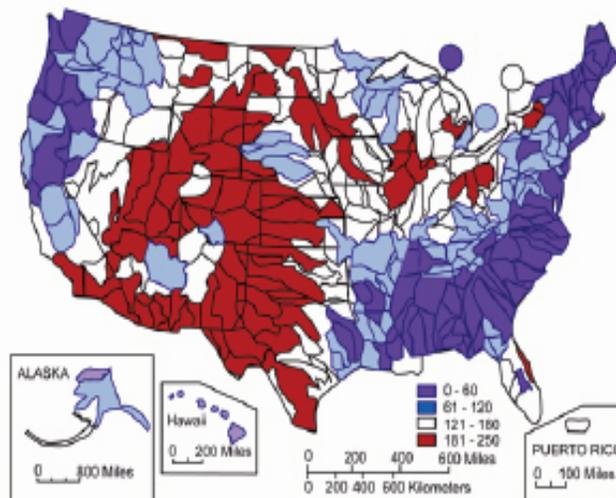
NEOPERL® offers aerators with innovative screenless technology that are made from durable plastics to prevent lime build-up and stream deterioration while preserving flow rate. The Perlator® Honeycomb® models resist lime build-up in most water conditions.

- Solutions to eliminate lime

In areas with severe lime build up, NEOPERL's new silicone tip aerator facilitates lime removal by simply rubbing the silicone bottom. The SLC aerator is available in Cascade® 1.5 gpm, PCA® Cascade® 1.5 gpm, and PCA® Spray 0.5 gpm. Switching over to a SLC aerator will help you eliminate lime build up, avoid splashing and maintain stream quality and water flow.

SLC inserts fit easily into a regular size aerator housing or directly into the faceplate of the spray handle of your kitchen pullout faucet.

CONCENTRATION OF HARDNESS AS CALCIUM CARBONATE, IN MILLIGRAMS PER LITER



Map obtained from <http://water.usgs.gov>

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## Remembering An Old Friend

It has been almost a year since our dear friend and colleague, Barry Lipov, passed away. With this being his birthday month, we wanted to take a moment to remember our faithful friend.

His legacy lives on in all of our hearts and in all of our fond memories. On Wednesday, March 27<sup>th</sup>, Barry would have been 76 years old.

Rest in peace dear friend!



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## Defining The Customer Experience

by Nancy Friedman, The Telephone Doctor

The other day, someone asked me, "What's Customer Experience Nancy?" They had not heard the expression yet.

I've had our customers offer many different explanations of what they consider a customer experience to be. Wikipedia defines it as, "the sum of all experiences a customer has with a supplier of goods and services, over the duration of their relationship with that supplier."



Since 'customer experience' seems to be the hot buzz word of the day, we wanted to share a few of the tips that will help make a better "sum of all experiences" for you and your customer. File this under, "Common sense that's not always common!"

1. "No problem" is not a substitute for the gold standard of "you're welcome." "My pleasure" or "glad to help" will save the day and make a better customer experience.
2. "Sorry 'bout that" is not a replacement for "I apologize." When an error occurs, "sorry 'bout that" won't work. "I apologize" always helps make a better customer experience.
3. "Hey, how ya doing?" is not a good greeting, on the phone or in person. "How nice to talk/or see you/or meet you" brings the customer experience to the forefront.
4. Want to spoil a good customer experience quickly? Chew gum, crack your knuckles, cough or sneeze without covering your mouth and not saying excuse me. All these will ruin a good customer experience.
5. Just being 'nice' isn't going to create a great customer experience. You're supposed to be nice! Say or do something extra special to make it great.
6. Being on your cell phone or texting while helping a customer will completely ruin a good customer experience.

7. "Please," "thank you" and "you're welcome" will never go out of style. Use them often for that great customer experience.
8. Listening skills is one of the, if not THE, most important customer experience skill you can have.
9. Ownership (not passing the buck) is one of the best personal skills you can have when it comes to making a great customer experience.
10. No excuses help make a great customer experience. Excuses only say, "I'm not going to help you now."
11. We don't let the customer leave the store or off the phone until they're happy. We stick with it.
12. We stand up if we're sitting down when the customer comes into the store or we're at a tradeshow booth. We don't just stay seated. That's not a good customer experience.
13. While 13 is usually thought of as unlucky, this tip is the luckiest and I'm betting you already know what it is. YUP - smile! On the phone or in person, it can be heard. Your customers want to work with happy, upbeat people. That's what makes a great customer experience.

So you ask, what is customer experience? As you see, it's a whole lot of things. What it is NOT is brain surgery or rocket science.

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## Noteworthy News

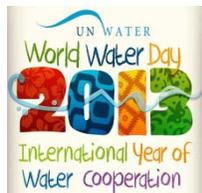


### Let's Celebrate Spring!

Each year, the **National Cherry Blossom Festival** celebrates spring in Washington, DC, the gift of the cherry blossom trees, and the enduring friendship between the people of the United States and Japan. The Festival produces and coordinates daily events featuring diverse and creative programming promoting traditional and contemporary arts and culture, natural beauty, and community spirit. This year the festival starts on March 20<sup>th</sup>, and runs until April 14<sup>th</sup>. What a great way to celebrate spring!

### Safety First!

A candid picture of **Keith Carlsen** out on an audit in a dark and dusty corridor. Respirators are definitely a must have here!



### World Water Day

Since 1993, March 22<sup>nd</sup> was declared by the United Nations General Assembly as **World Water Day**. World Water Day is held as a means of focusing attention on the importance of freshwater, and advocating for the sustainable management of freshwater resources.

### **Bill Hoffman comes to Town**

**Bill Hoffman** was a featured speaker at the National Building Facilities Management and Technology Expo in Baltimore, MD earlier this month. While he was in the area, he stopped by to share his presentation with our Alexandria office. Bill's presentation was on the upcoming changes in our industry, as it relates to plumbing code and legislative changes, and new LEED requirements. Lunch was provided, making it a real Lunch N' Learn experience for the whole office. Thank you Bill for sharing your expertise with us!



## **HR Corner**

### **Don't Let Outdoor Allergies Stop You**

Do you suffer from outdoor allergies that keep you inside when you wish to enjoy the spring weather? We do not want outdoor allergies to stop you from being active outside!

These tips can help you reduce your exposure to seasonal allergies when you exercise outdoors:

- Avoid exercising in the morning between 5 and 10 a.m., when plants produce the most pollen. Pollen levels are lower in the afternoon and early evening.
- Avoid exercising outside on windy days. Pollens and mold spores are likely to be swept into the air.
- Wear glasses or sunglasses and a surgical mask if your symptoms are severe.
- Take a shower and wash your hair after exercising. Rinse your eyes with cool water.



### **Steal this goal!**

"This month I will use stairs (instead of elevators and escalators) whenever possible."

## MILESTONES



### *April Birthdays*



### *April Anniversaries*

Mark Harewood – 4/2  
Sam Turay – 4/10  
Ken Jacquay – 4/23  
Tony Cimini – 4/25  
Brenda Pack – 4/27

Wayne Shepherd – 22 years  
Eddie Gonzalez – 9 years  
Maria Diaz – 6 years  
Jason Thompson – 4 years  
Allan Knutsen – 4 years  
Peter Zarcone – 3 years  
Douglas Martinez – 2 years