

City of Dayton Opts for Change

Submitted by Tanner Tryon,
Hose Solutions, Inc.

The task of managing a city's water supply can be overwhelming. The city of Dayton, Ohio, has over a 100 wells and the amount continues to grow with the city's demand.

Like many cities, all of their work is done "in-house" and they are always looking for safer and more efficient ways of managing their water. For many years, the city has used 10" galvanized steel as their drop pipe because it could handle the demands placed on it by pumping upwards of 2100 gpm.

Dayton's Water Manager, Joe Howell, was introduced to a product which would yield long-term savings



for the city. The city has high standards, including the NSF 61 potable water certification. Boreline Flexible Drop Pipe is a lay-flat hose, certified by the NSF, with high pressure and

tensile ratings designed to replace steel drop pipe.

"The concept of the Boreline is simple. It lays flat, making it easier to transport. It's flexible, making it safer to work with. And it comes in one continuous length, making it easier to install," says Joe.

Dayton has begun revamping their city's well system. Each time there are

problems with the steel pipe, it is replaced with Boreline, which has a 50-year life expectancy due to its resistance to internal corrosion and scaling.

While the initial cost of flexible drop pipe is higher than galvanized pipe, it is the total savings over the life of the well that reduces the cost of ownership substantially.

The city of Dayton is looking toward the future. "Now our wells can be maintained faster and safer than ever before. This truly is the wave of the future," Joe stated.

Media Company Acquires Communications Firm

News release issued by
Woodward Communications, Inc.
and
Two Rivers Marketing



Woodward Communications, Inc. (WCI), a Dubuque-based employee-owned multimedia company operating in Iowa, Illinois, and Wisconsin, has acquired Two Rivers Marketing, a well-known Des Moines marketing firm specializing in business-to-business communications.

In October, Two Rivers Marketing became a wholly-owned subsidiary of WCI, allowing Two Rivers Marketing to continue operating independently with the same organizational structure and business practices that have made the firm successful, according to Tom Yunt, WCI president and CEO.

"Both organizations believe in the same core principles, which involve putting our people - our employee owners and associates - first," Yunt said. "That's why this is one of the most exciting things to happen to Woodward Communications during my 20-plus years with the company.

"Management team members from both Two Rivers Marketing and Woodward Communications believe the organizations are a great fit, and that our collective employee owners and valued customers will benefit and prosper from the business partnership."

"We have found a partner who is well aligned with our philosophies," said Brian Jones, Two Rivers Marketing president. "The fact that we can now oper-

ate as a much larger entity with many more resources will be a huge benefit to our associates and clients. And with our complementary cultures, we foresee a wonderful future together."

WCI currently has nearly 600 employee owners across six operating divisions: daily newspapers, including the *Dubuque Telegraph Herald*, weekly publications, radio broadcasting, commercial printing, niche magazines, and Mission Creative, a full-service advertising agency based in Dubuque. The Woodward family through four generations has been involved in the organization since 1898, but the company traces its heritage back to 1836 and the founding of Iowa's first newspaper - the *Dubuque Visitor* - which became the *Telegraph Herald* in 1901.

Two Rivers Marketing employs 75 associates and was founded in 2000. The agency provides advertising, public relations, media, and interactive services for business-to-business clients in the construction and mining, agricultural, industrial, environmental, and financial services industries.

WCI has developed a long-term growth and diversification strategy and will be actively looking for companies to acquire and invest in for several years. Marketing services companies are one of the potential growth and diversification sectors identified by WCI, and Two Rivers Marketing falls into this area of WCI's strategic plan.

Beyond that, according to Yunt, Two Rivers Marketing appealed to WCI for a variety of reasons: They are successfully conducting business in the growing marketing services sector; they have a solid management team and core group of associates, a diverse and growing list of business-to-business customers, and a wonderful corporate culture.

"It's a culture that has helped them become even stronger through tragedy," Yunt said, referencing the November 2006 plane crash that took the lives of four Two Rivers Marketing associates, including President and Co-Founder Tom Dunphy.

Two Rivers Marketing, like WCI, is an employee-owned company, which also made them appealing to WCI.

"We've always said that we'll put our associates first," Jones said. "And this is another reason we're a good fit for each other."

For more information, visit:

www.wcinet.com
www.tworiversmarketing.com

Insist on Boreline Flexible Drop Pipe

- Simple installation and retrieval.
- Continuous length.
- Total corrosion resistance.
- Ideal for restricted-access sites.
- Deep pump-setting potential (1000 ft.).
- Safer working environment.
- 900 psi burst; 40,000 lbs. tensile.
- 10-year warranty.



Hose Solutions Inc.

8260 E. Raintree Dr. • Scottsdale AZ 85260
480-607-1507 • sales@allhoses.com
www.allhoses.com

Boreline Flexible Drop Pipe

Simplify your life.
Replace your rigid pipes.

