

## ORIOLES TICKET DRAWING

This issue we're offering two field box seats, 11 rows behind home plate, to see the Baltimore Orioles play the Boston Red Sox on Sunday, June 6 at 1:35 pm. Fill out the entry form and mail it to us by May 28, 2010 to enter this drawing. Thank you all for your responses. Last fall, Kevin Gannon of Vista Management won dinner at Carrabba's Italian Grill. Keep sending in your entries and you just might win!



Name: \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Phone \_\_\_\_\_

*Entries must be received by MAY 28th, 2010 to be eligible. The winning entry will be contacted by phone and listed in the next newsletter. No duplications, please.*

Detach this portion of the newsletter, fill in the requested information and mail your entry to:

Arc Water Treatment Company  
 Orioles Ticket Drawing  
 10620 Riggs Hill Road, Unit J  
 Jessup, MD 20794-9431

## EMPLOYEE MILESTONES

Arc recognizes several individuals who have provided dedicated service to our customers. We greatly appreciate their efforts and continued commitment to excellence.

Jack Atkisson	Service Technician	18 Years
Joe Vogt	Service Technician	12 Years
Matt Luce	Service Administrator	12 Years
Jeff Lucas	Service Technician	11 Years
Danny McCulley	Service Technician	10 Years
David Hollingsworth	Sales Director	9 Years
Andrew McPhail	Service Technician	7 Years
Missy Cooke	Sales Assistant	4 Years
John Zimmerman	Service Coordinator	4 Years
Paul Sappington	Territory Manager	4 Years
Earl Andrews	Service Technician	3 Years
TJ Farmer	Service Technician	2 Years

## DINNER WINNER

Kevin Gannon of Vista Management won "dinner on Arc" from the last WaterWorks contest.



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 of Maryland, Inc.

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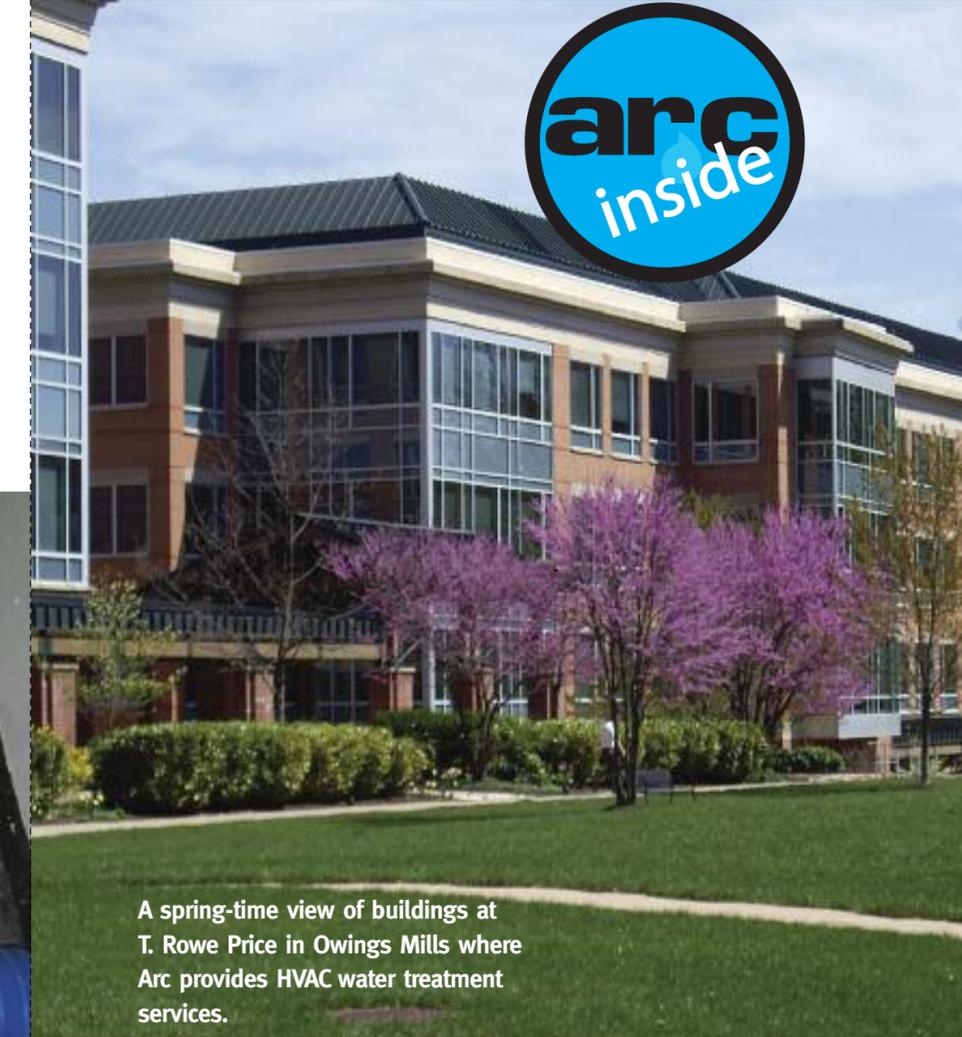
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waterworks

waterworks

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 SPRING 2010



A spring-time view of buildings at T. Rowe Price in Owings Mills where Arc provides HVAC water treatment services.

The Region's Premier Water Treatment Company

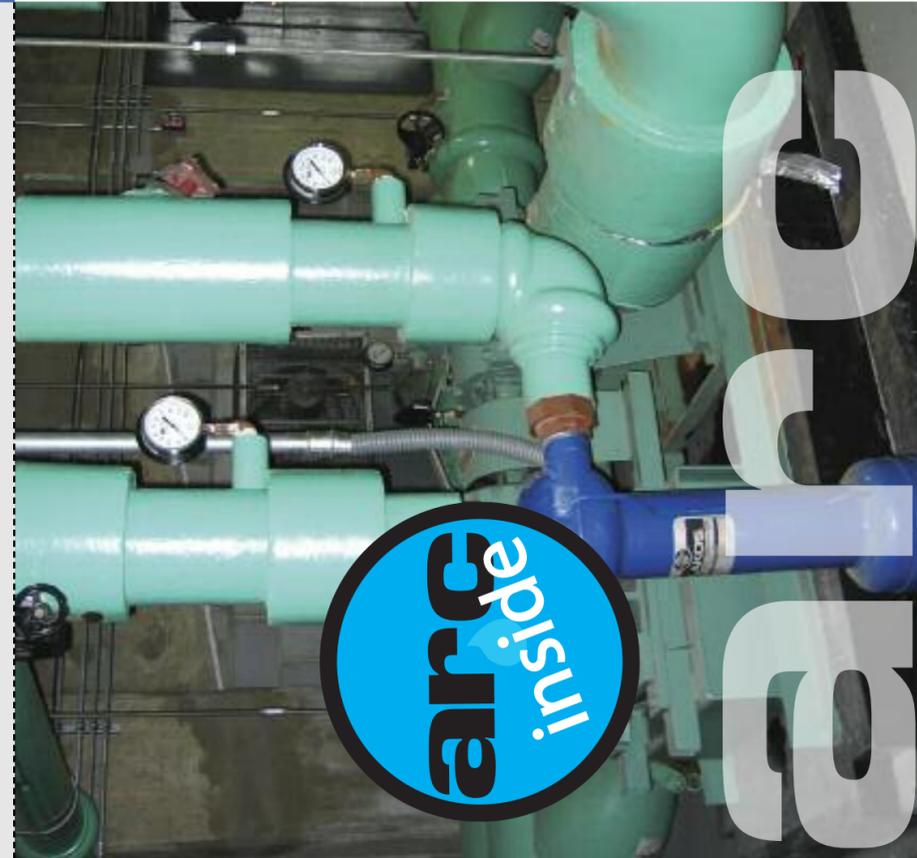
## ARC SERVICES MAJOR OPERATIONS CENTER

The T. Rowe Price Group recently selected Arc Water Treatment to provide the HVAC water treatment services at its Owings Mills operations center that includes six buildings housing about 3600 employees. T. Rowe Price was founded in 1937 and still maintains its headquarters in downtown Baltimore. Since 1996, the global investment management firm has located many of its operational services on this 78-acre campus. Employees there work in a client phone support center, accounting, information technology, legal, human resources, and other functions that support the firm's world-wide investment management business.

Arc Water Treatment is pleased to have been selected by Jones Lang Lasalle Americas, the property's management agent, to provide the appropriate water treatment for cooling towers and other HVAC systems in some of these buildings. There are seven cooling towers throughout the campus (one building has three units), and we are providing our unique chemicals to protect these towers from scale, corrosion, and algae growth. Additionally, the closed chilled water systems require treatment to ensure they run efficiently.

Two of the most recently constructed buildings gave us the opportunity to supply new water treatment equipment, including dual-biocide controllers, pumps, tanks, and bypass feeders to control the injection of the chemicals. John J. Kirlin, Inc. served as the Mechanical Contractor during construction, and installed this equipment for us. We then provided the chemicals for water treatment for the startup of these new cooling towers and closed loops, and continuing warranty service.

T. Rowe Price is committed to best in class facility management operations, and Arc Water Treatment's services on the HVAC systems is a critical component of the plan.



A roof-top view of the beautiful campus of the T. Rowe Price Group Operations Center.

## ARC WELCOMES NEW CUSTOMERS

The 375-ton cooling tower that Arc services, as seen on top of Park Potomac Office Building.

Arc is pleased to have signed up many new customers over the last few months. Some of these distinctive properties include:

- 36 S. Charles St.  
Manekin LLC  
Baltimore, MD
- 2620 16th Street & 5100 Connecticut Ave  
Gelman Management  
Washington, DC
- 5112 MacArthur Blvd.  
5112 MacArthur  
Washington, DC
- Amazon Data Center Phase V  
W.E. Bowers Service  
Ashburn, VA
- Ashby Ponds  
Erickson Senior Living  
Ashburn, VA
- Balducci's  
Precision Mechanical Services  
Alexandria and McLean, VA
- The Brandywine Apartments  
The Brandywine  
Washington, DC
- Circle Towers  
UDRI  
Fairfax, VA
- Dumont Condo  
Broadway Group  
Washington, DC
- Gaudenzia Treatment Center  
Gaudenzia  
Baltimore, MD
- Hammerman Area  
Gunpowder State Park  
Chase, MD
- Highland Park at Columbia Heights  
Highland at Metro  
Washington, DC
- Horizon House Condos  
Horizon House Condominium  
Arlington, VA
- Kenwood Golf Club  
Kenwood Golf & Country Club  
Bethesda, MD
- King St. Hotel  
Lorien Hotel and Spa  
Alexandria, VA
- Lafayette Towers  
Louis Dreyfus  
Washington, DC
- Old Town Plaza  
Old Town Plaza Condominium  
Fairfax, VA
- Park Center Plaza  
Cambridge Asset Advisors  
Alexandria, VA
- Park Place Office Building  
CB Richard Ellis  
Annapolis, MD
- Park Potomac North & South  
Legum Norman  
Potomac, MD
- Park Potomac Office Bldg. E  
Foulger Pratt  
Potomac, MD
- Pearson Square Condominiums  
Bozzuto Management  
Falls Church, VA
- The Plaza Office Building  
Bay Area Mechanical Services  
Hagerstown, MD
- Presidential Towers  
Presidential Towers Condominium  
Adelphi, MD
- T. Rowe Price Associates (4 buildings)  
Jones Lang LaSalle Americas  
Owings Mills, MD
- Reserve Officers Association  
R. M. Thornton  
Washington, DC
- RITE-AID  
Nextech  
Baltimore, MD
- Stafford Apartments  
AIMCO  
Baltimore, MD
- Sumner Court Condominiums  
Delbe Management  
Bethesda, MD
- St. Andrews Church  
St. Luke Institute  
Ocean City, MD
- School of Business  
Stevenson University  
Stevenson, MD
- Supernus Pharmaceuticals  
Supernus Pharmaceuticals  
Rockville, MD
- Third Baptist Church  
Third Baptist Church  
Washington, DC
- Victor Cullen  
Victor Cullen Detention Center  
Sabillasville, MD

## ARC SERVICES NEW PLANNED COMMUNITY



Arc Water Treatment is proud to have been selected as the water treatment company of choice for several buildings in the new Park Potomac Place master-planned community. This community features urban town homes, retail conveniences, restaurants, office buildings, and three phases of high-rise residential towers. Park Potomac Place is located alongside I-270 just outside the Capital Beltway at the Montrose Road interchange, and provides residents and workers with excellent access to the Washington DC metropolitan area.

We have been contracted to service the first two condominium buildings constructed in Phase I Residential and also the first office building. Foulger-Pratt, a respected Maryland-based construction and building management firm is developing the residential and office towers, and we are pleased to be working with them on the water treatment program for each of these buildings.

The first office tower, known as Park Potomac Office Building E, has twin evaporative coolers with 200 ton capacity each and a 325-ton cooling tower. During construction, we assisted DMR Associates, a representative of Evapco, the manufacturer of the evaporative coolers, by providing and installing the controller, pumps, tanks, water meters, and solenoids for treating the water in each unit, and have been providing water treatment service during the first year that the evaporative coolers have been operating. Arc also is doing the water treatment service for the 325-ton cooling tower. We look forward to continuing to provide water treatment service directly to Foulger-Pratt as part of their management of this Class A office building.

The first two Park Potomac Condominium buildings, North and South, are each managed by Legum & Norman, Inc. of Alexandria VA, which has been providing comprehensive real estate services since 1945. We began servicing these buildings last November, and our Service Technician inspects the cooling tower and two chilled water systems in each building every month. We also verify the safety of the drinking water annually, and twice a year test the waters of the cooling towers for the presence of *Legionella pneumophila* bacteria, that has a propensity to grow in the warm waters of cooling towers and could cause Legionnaires' disease.

Park Potomac Place offers "the best of Potomac" to its residents and workers, including rewarding amenities in a first-class location. Arc Water Treatment, as "The Regions Premier Water Treatment Company" clearly fits right in with this class of service, and we will strive to deliver premier service to Legum & Norman in the residential buildings, and to Foulger-Pratt as they build and manage more office buildings in this new community.

TOP: Park Potomac Office Building E is located right off I-270 just outside the Capitol Beltway.

RIGHT: The twin North and South towers of the Park Potomac Condominium.



## HOW TO SURVIVE THE RECESSION

The press is publishing more articles about good companies surviving the recession through a variety of techniques. Some have created new lines of business or successfully marketed a new product, such as Amazon with their Kindle. Others have found ways to flex with the economy and rebound quickly, like UPS. And there are stories of astute management that previously implemented such strong, efficient controls that their operations almost automatically responded to the downturn and still delivered strong profits to their owners. Arc Water Treatment wants to proclaim that they are surviving the recession "just fine, folks".

There are certain types of business services that must be performed to keep buildings operational, and it is true that water treatment falls into this category, along with elevator maintenance and grounds keeping. Arc Water Treatment is fortunate to provide a requisite service, that's needed regardless of whether a building is fully occupied or not. This is one secret to our continued strength, and we are proud to say that our continuing service business is more than stable. We have also pressed our four salesmen to concentrate their efforts on the existing building managers, and they have been successful in landing new service contracts. This is proof that during slow times, companies should spend more effort on sales and marketing, because if they don't, their competitors will.

While the recession has caused a significant fall-off in new construction in this region, there are a few opportunities, and Arc Water Treatment has "sharpened our pencils" to compete strongly for this work. Another "secret" is to be located in a strong economic region; even during the recession, the Federal Government continues to build and spend, and companies have to learn how to get their share. Again, through concerted sales efforts, we stay in close touch with potential customers to ensure we are considered when opportunities come along. This has paid off with our continuing "sterilization" business, even when there have been limited new construction projects.

But there's more to it than just sales. Arc's financial team, headed by your newsletter editor and Controller, Bob Whitcomb, keeps an eagle eye on cash flow and the performance of each account. We regularly review the profitability of more than 1,000 active projects, examining the time and chemicals used during every service visit. This "attention to detail" is key to Arc's financial and organizational strength.

So be assured that Arc is more than "surviving" the recession, and we will have made it through these challenging times without a single employee being laid off. This may have been the toughest test of any company in the last few years -- to keep our loyal employees -- to whom we say "Thank you for working extra hard" during the deepest recession of our lifetimes. Because of them, Arc Water Treatment will come out of the recession even stronger, and we look forward to serving our customers for many years to come.



*arc is going places*



## NEW WEB SITE

Arc Water Treatment will unveil an exciting new web site later this Spring. As with so many early web sites, ours had matured but not kept up with the times. So a new designer was retained (who also helps with the layout of this newsletter) and is busy developing a fresher, more dynamic look. The new web site will have much more descriptive information about our products and services, including the Product Data Sheets and Material Safety Data Sheets (MSDS) for every chemical that is regularly used at customer locations. For potential new customers, there are links to request information and automatic emails to "contact us". Anyone can use the site for an easy link to each member of our sales and management team. Look for all these changes to occur soon at [www.arcwater.com](http://www.arcwater.com).

## GREEN BUILDING UPDATE

Arc Water Treatment's services continue to be retained in green buildings. We have several new accounts that have been "certified" green by the rating system of the US Green Building Council (USGBC). These astute building managers recognize that their cooling towers must continue to be operated in the most efficient manner, which incorporates traditional chemical water treatment to ensure the cooling tower and closed loop systems stay corrosion free to maximize their heat transfer capabilities. Many of these buildings achieved water and energy savings from other parts of the building, but wisely did not scrimp on the protection of their cooling towers, which is best achieved via traditional chemical water treatment methods. Some of them were "sold" on other water treatment technologies, but since the commissioning of their new buildings have found out that those technologies did not prevent algae and bacterial growth or corrosion; they have subsequently retained us to supplement those treatments with biocides and to monitor the condition of the water in the cooling tower. We're pleased to be associated with many silver and gold certified projects, and one platinum "green" building, which proves that even when going green, building managers must still keep their systems operating reliably and efficiently with a traditional chemical water treatment program.

Eric Hagen and Paul Sappington staff Arc Water Treatment's booth at the WMCCA Annual Convention at the DC Convention Center.



Coming soon, a whole new [www.arcwater.com](http://www.arcwater.com)