

## American-Marsh Pumps

### American-Marsh Continues To Expand

As most of you may already know, the new American-Marsh strategy began several years ago with the merger of American-Marsh Pumps and the J-Line Pump Company. Since then, we have spent millions of dollars in product re-design, inventory, personnel, sales & marketing, etc. to lay the foundation of a long term plan. This was a bold strategy that was high risk but was deemed necessary to compete in the pump industry today.

To continue this theme, American Marsh Pumps recently broke ground on our new building expansion project. This new facility, which is extending our current testing and repair center, will allow additional storage space, nearly 30,000 square feet in total, and will allow us to triple our existing assembly area. This will allow American-Marsh the ability to customize assembly in cells that will greatly improve our efficiency during the assembly process. We plan on creat-

ing dedicated areas for split case, end suction, vertical sump and vertical turbine assembly. Our painting and crating areas will also be reworked to better allow the flow of product within our manufacturing system.

In addition to the physical building expansion, American-Marsh also has executed all necessary paperwork to begin our computer system overhaul. This system upgrade consists of a complete software and hardware update.

American-Marsh will upgrade their manufacturing and distribution software to Microsoft Navision®. The intended Go-Live date will be January 1, 2007 and will include many new enhancements that will increase the efficiency of our sales and manufacturing portion of our business.

Navision® will include an integrated configurator that will allow quick and easy manipulation of product and options which will greatly decrease the time it

takes us to quote and enter orders into the system. The system includes a capacity planning module which will allow live and up to date information that can be passed onto the distributor/customer.

The new software will also include features that will allow us to communicate better with our distributors and customers. Order acknowledgements, more accurate shipping dates and shipping acknowledgements are only a few of the new enhancements that will increase our communication efficiency.

We will keep you in the loop as we progress on these two large capital expenditures. These are just two examples of how we are trying to improve our systems to better communicate with the field. We continue to strive to be the "Better to do business with company!"

### Large Project Focus City of Mexicali—Mexico

American-Marsh recently shipped a very large municipal project consisting of large vertical turbines and large vertical split case pumps. These pumps will supply drinking water to the population of Mexicali for the next two or more decades.

The order, secured by Eysa Del Pacifico, consisted of 12—28 inch, two stage vertical turbine pumps and 8—12x14-15 vertical chair mount split case pumps and

was nearly \$1.2M in total value. These pumps were constructed of cast iron—bronze fitted construction and were required to be witness tested by the contractor, city officials and the city engineer.

This was the third order of pumps for this municipality in the past 18 months. The city currently has 10—12x14-15 horizontal split case pumps in operation. These pumps also supply

drinking water to the city and were subjected to the same type of witness testing. The past horizontal split case pumps were constructed with CA6NM impellers.

This is yet another typical project that we here at American-Marsh focus on and is exactly why the municipal market continues to be our fastest growing industry.

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**PIPELINE** is a quarterly publication for our distributors and representatives. Its mission is to provide useful product and company communication. We welcome your comments and suggestions.

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Engineered Process  
Group



Water Systems  
Group



International  
Group

## Working Together Without Division EPG/WSG/INT

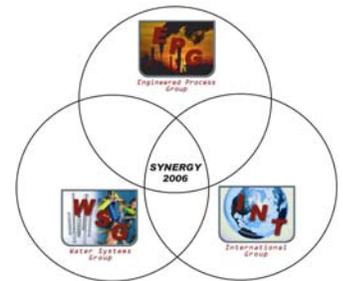
With the beginning of the new year brings a unified business strategy to the way that American Marsh Pumps does business. Beginning in January 2006, the Engineered Process Group, the Turbine Products Group and the Water Systems Group will interact with each other more efficiently. What this means long term is that more product will be available to more distributors. This will allow our American-Marsh distributors and representatives to offer a more complete product offering and a much stronger presence in their respective markets.

This was done by combining the

Water Systems Group and the Turbine Products Group into a single entity, simply the Water Systems Group. This newly formed group will focus on distributor and contractor sales and will push all available products into the appropriate markets.

Over the next coming months American-Marsh will introduce new and exciting sales programs. These programs will cover product from each of the three divisions. Our goal is to allow exclusive access to as much of the product line while keeping the exclusive marketing approach in mind.

To continue to focus on this strategy, all marketing efforts have been updated to show the new synergy, from our yearly sales meeting to the website. Unity and consistency in how we do business is our primary, long term goal.



## Distributor/Representative Focus Straeffer Pump & Supply — Indiana & Kentucky



Straeffer Pump & Supply

Straeffer Pump & Supply has had a very long-term relationship with American-Marsh Pumps and have been with us for many years spanning back to when J-Line was our company name. Straeffer Pump and Supply has been in the pump supply and service business since 1967 and has built a solid reputation throughout Kentucky, Indiana, and Southern Illinois. Their success is based upon supplying quality products from proven

manufacturers and backing the product with outstanding service. They currently employ 25 people and have the staff to assist with: design and applications; controls; specification/drawing work; plus a full service department with four (4) service trucks with cranes. Straeffer is committed to providing products and services that meet or exceed their customers' expectations. Their business is an essential part of American-Marsh's overall

Municipal focus and we have high expectations for future growth together. They are an example of a distributor that shares a common philosophy with American-Marsh Pumps by never letting the long term goal fall far from the priority tree. We wish continued success for Straeffer Pump & Supply and look forward to a long term relationship.

## End User Highlights Newmont Gold Mine



A 190-ton truck on the north-south haul road at Carlin operations, Nevada.

Newmont owns or controls approximately 3,056 square miles (7,915 square kilometers) of land in Nevada, stretching across the state along the Interstate 80 corridor. All of the mines are located within a 100-mile (161 kilometer) stretch of north central Nevada between Carlin on the east and Winnemucca on the west, and within 50 miles (80 kilometers) north and 20 miles (32 kilometers) south of I-80.

As additional gold was discovered and new mines opened, the

faulted terrain running northwest to southeast from the town of Carlin became known as the Carlin Trend, a 50-mile (80 kilometer) long, 5-mile (8 kilometer) wide belt that contains more than 20 major gold deposits and is the most prolific goldfield in the Western Hemisphere. Newmont's Carlin Trend operations include several surface and underground mines that supply ore to a variety of Nevada processing facilities.

It goes without saying that mining applications are among the

most demanding in the pump industry. Keeping water out of the mine is at the forefront of focus for mining professionals. Newmont has begun to standardize on the American-Marsh Silver Eagle and 6 inch H series motor units. These units have replaced competitor product that was lasting approximately 90 days in service while the AMP models have lasted more than 18 months! Newmont, shocked by this finding, has standardized on AMP for their 6 inch dewatering pump needs.

## Product Line Highlights Series 480—Vertical Turbine Product Line

Possibly the strongest portion of the American-Marsh product offering is the Series 480 Vertical Turbine Product Line. With one of the most complete, diverse and feature rich vertical turbine product lines on the market, backed by the most stock inventory on the planet, allows American-Marsh to offer a truly superior turbine program.

All Series 480 pumps feature:

- Vertical turbines can be configured in an open line shaft, enclosed line shaft, submersible, horizontal, axial or mixed flow orientation.

- For models up to 16 inches in bowl diameter enclosed or semi-open impellers are available. All vertical turbine bowls feature standard 416 stainless steel line shaft.
- For models up to 16 inches in bowl diameter American-Marsh offers a standard discharge case with double discharge case bearing, one in bronze and one in rubber, for additional shaft rigidity.
- All vertical turbine bowls are flanged, vitreous enamel porcelain lined and o-ring sealed for use in dry pit

applications.

- Line shaft bearing options are numerous and can be supplied in bronze, iron, metal or Phenolic backed marine, Teflon or carbon graphite.
- Discharge head options include cast iron, fabricated steel, inline "T" booster fabricated heads in an above or below base configuration and a variety of fabricated can turbines.

With all of these powerful standard features the 480 Series product is perfect for the most demanding of applications.



Series 480 Vertical Turbine Pump

## On The Inside New Hires

We would like to introduce you to two of our newest hires, Kelly Leth, Engineered Process Group Western Regional Manager and Ellie Meek, Marketing Assistant.

Kelly Leth brings to American-Marsh pumps nearly 10 years of pump experience. Kelly recently worked for Monoflo Pump Company in their Industrial Division. Kelly joined the American-Marsh team in early February, 2006 and has hit the ground running. Kelly

replaces the hard work that David Haskins began in the western region nearly three years ago.

The primary reason for adding Kelly Leth to the American-Marsh team was to replace David Haskins who has been promoted to National Sales Manager, Engineered Process Group. David has done an excellent job promoting American-Marsh Pumps and now has the

added challenge of overseeing the regional managers for the entire Engineered Process Group. Congratulations David!

Ellie Meek joins American-Marsh Pumps nearly fresh out of college. She is a recent graduate of the University of Memphis where she majored in Marketing and Business Administration.

Allow all of us to welcome Kelly and Ellie to the American-Marsh team.

*“Investing in people is one of the key ways of guaranteeing our future and growth here at American-Marsh Pumps” - Ron Cheek, President American-Marsh Pumps*

## On The Web [www.american-marsh.com](http://www.american-marsh.com) Distributor Locator

We continue to add to and expand upon the American-Marsh website. The highlight this quarter is to call focus to the Distributor Locator page. This page is crucial for identifying all of the American-Marsh distributors.

Within each appropriate division, American-Marsh lists each and every contracted distributor in detail with all appropriate contact information. Also linked to each distributor is a detailed map

describing the contracted territory. Links to the respective distributor's website and additional contact information can be placed in the Distributor Locator web page.

The Distributor Locator allows end users to quickly identify their appropriate American-Marsh contact which allows them a more efficient way to communicate with all of us. Keep an eye on it for updates!

## Company Information

### Corporate World Headquarters American-Marsh Pumps

185 Progress Road  
Collierville, TN 38017 USA  
Phone: 901.860.2300 Fax: 901.860.2323

**Water Systems Distribution Center**  
4652 Damascus Road, Memphis, TN 38118  
Phone: 800.506.7167 Fax: 901.363.1423

**Florida Distribution/Service Center**  
2805 Badger Road - Lakeland, FL 33811  
Phone: 800.444.7167 Fax: 863.646.5969

**California Distribution/Service Center**  
3269 East North Bldg. D - Fresno, CA 93745  
Phone: 800.288.7167 Fax: 559.485.8663

**Nebraska Distribution/Service Center**  
113 South Lincoln - Hastings, NE 68901  
Phone: 800.408.7167 Fax: 402.461.4751



website: [www.american-marsh.com](http://www.american-marsh.com)

## Upcoming Events Training Schools & Trade Shows

Training and Trade Shows allow American-Marsh Pumps one of the most efficient ways of educate our distributors. To allow for intense, Distributor training, American-Marsh offers a training school every eight weeks. These training schools cover product feature and benefits, competition, market overview, catalog familiarity and Water Works software operation.

### Training School Schedule AMPI01

February 23-24, 2006  
April 27-28, 2006  
June 22-23, 2006  
August 24-25, 2006

To cover specific markets and allow end user interaction with our products, American-Marsh Pumps participates in several market specific trade shows. These trade shows cover the agricultural, commercial, municipal, industrial, mining and government markets.

### Trade Show Schedule

**ASHRAE**  
January 23-25, 2006  
Chicago, IL

**Texas Groundwater Convention**  
January 25-26, 2006  
Galveston, TX

**Arkansas Water Well Convention**  
February 2-4, 2006  
Hot Springs, AR

**Pacific Groundwater Show**  
February 3-4, 2006  
Portland, OR

**Nebraska Water Well Convention**  
February 15-16, 2006  
Lincoln, NE

**Tennessee Water Well Show**  
March 10-11, 2006  
Gatlinburg, TN

**New England Water Well Show**  
March 24-25, 2006  
Marlborough, MA

American-Marsh Pumps, one of the oldest pump lines in America, are pump products steeped in heritage. Since 1873, the American-Marsh line of pumps have withstood the test of time. Over the last 130 years, over 100 varieties of pumps have been designed and built. From steam pumps to centrifugal pumps, American-Marsh pumps have been built to meet the ever changing requirements of society. Over the last century, through continuous product development, more American-Marsh models have been retired than most other pump manufacturers have ever produced. Hundreds of thousands of pumps have been built, all designed with long life in mind, allowing many of them to last over 50 years in service. Today, look to us for the complete offering of American-Marsh Pumps, consisting of 13 product lines to serve your every need. Whether your need is a self-priming diaphragm pump, a stainless steel vertical sump pump, or anything in between, American-Marsh Pumps will provide you with a durable, hi-quality solution.

**Build** a world class quality product, and back it with knowledgeable customer service staff just as experienced and proven as our pumps.

**Take** a specialized product, and provide a simple process to obtain the information and delivery you require. Our heritage of quality pumps goes back to 1873 and continues today, emphasizing durability in the design and construction of every pump we make. American Marsh Pumps, an American Tradition since 1873.

Our entire product family reflects years of customer input, product upgrades, redesign and new product development...all focused on meeting and exceeding our customers expectations. For over 130 years, the American-Marsh Pump designs have proven their durability by withstanding the test of time. Our commitment to customer service and satisfaction will ensure that the American-Marsh Pumps Product line will be around for the next 130 years.



AMP Booth for WEFTEC 2005 located in Washington DC.