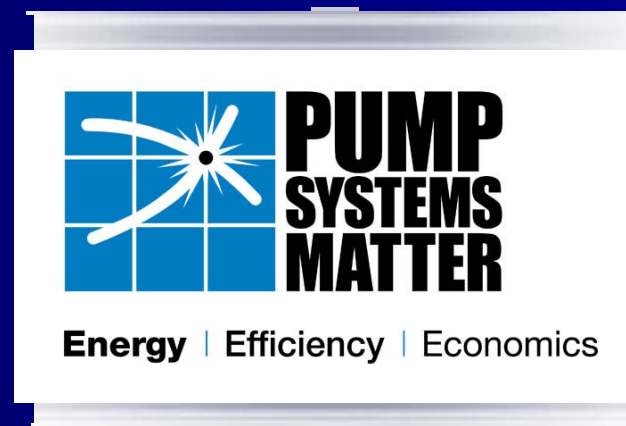


*Pump Systems Matter*  
*Energy Summit*

# **Painting the Future: Progress of the PSM Teams**

**John Manna**

**ITT- Industrial & BioPharm Group**



# PSM Team Formation

- **Steering Committee**
- **Education Team**
- **Technology/ Metrics Team**
- **Marketing Team**

# Steering Committee

- **Co-Chairs:**

**Bill Adams (Flowserve)**

**Bob Asdal (Hydraulic Institute)**

**Susan Hermenet (NW Energy Efficiency Alliance)**

**John Manna (ITT -Industrial & BioPharm Group)**

# Steering Committee Progress

- Received HI Board approval for separate PSM Organization in October 2005
- Met in Chicago on November 10<sup>th</sup>, 2005
- Completed Vision, Mission and Goals
- Completed Organizational/Governance Structure
- Defined Board of Directors
- Monitoring Progress of Task Teams
- Created Bylaws with support of legal counsel
- Bylaws Approved by PSM Sponsors February 23, 2006

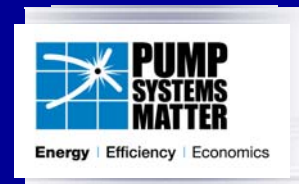
# Steering Committee

## Goals for 2006

- **Grow sponsorship to fund operating budget and market transformation initiatives**
- **Build awareness of the benefits of systems optimization for pumping systems.**
- **Finalize market transformation educational initiatives and start implementation**

# Education Team

- **Co-Chairs: Trey Walters (Applied Flow Technology)**  
**Mike Pemberton (ITT -Industrial & BioPharm)**
- **Members:**  
**Clint Andrews (Grundfos), David Orłowski ( Inpro/Seal),**  
**Bill Livoti (Rockwell Automation),**  
**Ely Miguel (GE Consumer & Industrial),**  
**Peter Noll ( Peerless Pump), Brent Ross ( S.A. Armstrong),**  
**Vestal Tutterow (Alliance to Save Energy)**



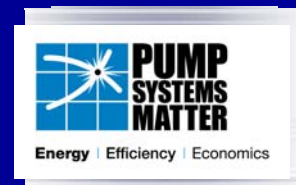
# Education Team

## Goals

- To provide a curriculum that integrates all the components of pumping systems.
- To help audiences understand the benefits of pump systems optimization and life cycle costing.

# Training Curriculum Identified

<u>Course</u>	<u>Time to Develop</u>
■ Pump Systems Optimization Opportunities for Managers (2 hour Web cast)	5 Months
■ Management Awareness on Facility and Pump Systems Optimization (1 day)	5 Months
■ Pump Systems Educational Tools -- PSIM (3 sessions - 2 hours each)	2 Months
■ Technical Course on Pump System Fundamentals (1 day)	8 Months
■ Pump Systems Engineer Foundation Course ( 3 day)	Mid- 2007



# Technology Team

- **Co-Chairs: Randy Ferman (Flowserve)**  
**Tryg Dahl (Intelliquip)**
- **Members:**  
**Jason Davis (Pentair Water), Ralph Gabriel ( John Crane),**  
**Tom Glasson (Applied Flow Technology),**  
**Terry Rouse ( WILO-EMU), Alan Wild (Moyno)**

# Technology Team

## Key Focal Points

- Define “Systems Optimization”
- Determine ways to measure PSM success

# Technology Team Issues

- **Critical Issues**
  - What is considered a “Pumping System”
  - Compelling reliability issue – Energy is currently used to “Destroy” Equipment
  - Develop “Payback Models”
  - Creating metrics to monitor progress
  - Identify Incentives available.

# Marketing Team

- **Chair: Dick Gripp (Rockwell Automation)**  
**Alan Flory (Flowserve)**
- **Members:**  
**David Brockway (Intelliquip), Dave Carr (Sundyne), Roy Horner (Sulzer Pumps), John Miersma (Iwaki America), Mike Sanders (Emerson Motor), Karen Sanchez (ITT-Residential & Commercial Water Group),**

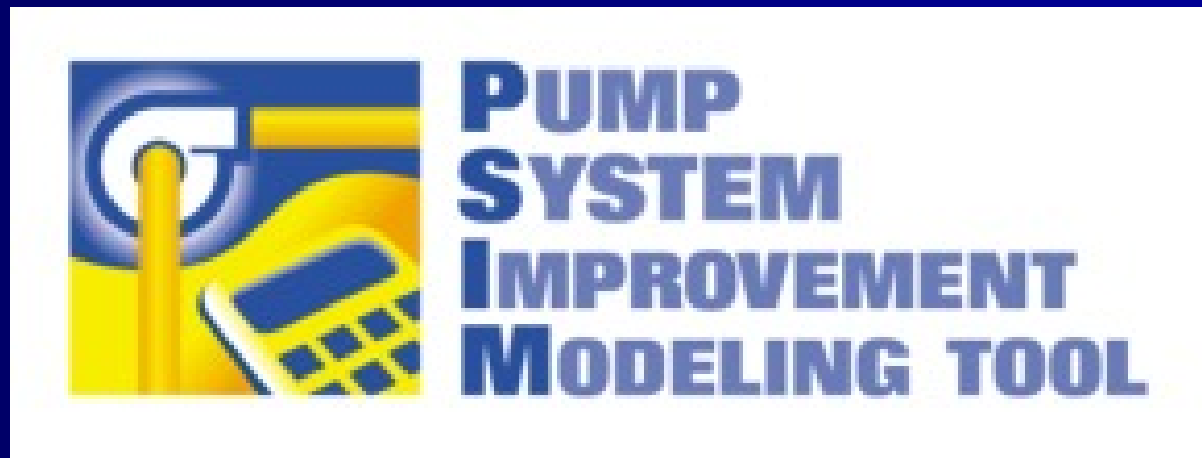
# Marketing Team

## Key Focal Points

- Website Content
- PSM Marketing Brochure
- Sponsorship Benefits

# Current HI Website Progress

## Pump System Improvement Modeling Tool (PSIM) Software



Over 725 downloads to date!

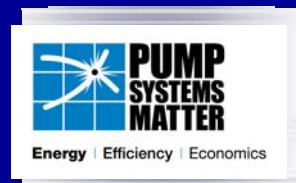


Energy | Efficiency | Economics



# New Website Design


- Flash Header is complete
- Content is defined and matrix started
- Navigation concepts being finalized
- Planned launch date - June 30, 2006



# Pump Systems Matter Energy Summit

- New PSM Marketing Brochure is complete

## Pump Systems Matter A Market Transformation Initiative



**Energy | Efficiency | Economics**

Developed by the Hydraulic Institute, Pump Systems Matter™ (PSM) is a market transformation initiative created to assist North American pump system users gain a more competitive business advantage through strategic, broad-based energy management and pump system performance optimization. A primary objective of the initiative is to change the decision-making process for the purchase of pumping systems.

Pump Systems Matter will promote educated decision-making based on life cycle costs (LCC), thereby accounting for energy, maintenance and other significant costs factors of operating a pumping system. PSM seeks to transform the market by changing owner and operator decision-making on pumping systems from a focus on first cost to a focus on life cycle costs, while helping pump users capture significant energy-savings and performance improvements.

PSM, to be successful, requires collaboration and teamwork between pump manufacturers, designers, contractors and pump systems users, as well as utilities, the NGO community, government agencies and other associations.

Alone, this challenge is too big for any single group. Working together, PSM Sponsors can identify the key market opportunities, technology, training, tools, education and incentive programs that will transform this market and place a focus on buying based on life cycle cost and total cost of ownership.

PSM will collaborate with its stakeholders to build PSM into a significant new market transformation program offering unique resources of value to all participants. The PSM organization invites interested organizations to become sponsors.

Visit Pump Systems Matter at [www.PumpSystemsMatter.org](http://www.PumpSystemsMatter.org)



To learn more about the Pump Systems Matter Initiative, become a Sponsor of PSM and/or download your FREE copy of the PSIM software, visit our website at [www.PumpSystemsMatter.org](http://www.PumpSystemsMatter.org)

Contact the PSM Team via e-mail at [PSMinfo@pumps.org](mailto:PSMinfo@pumps.org) or call the Hydraulic Institute's PSM Department at 973-267-9700, Ext. 22.

**Pump Systems Matter**  
c/o Hydraulic Institute  
9 Sylvan Way, Parsippany, NJ 07054  
(973) 267-9700, Ext. 22; Fax: (973) 267-9055



# Trade Shows

- Trade Show Backdrop Complete
  - Rockwell Automation created Prototype
- Copies can be purchased with your company logo

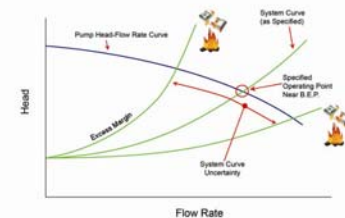
**Rockwell  
Automation**

Sponsor of:



**Energy | Efficiency | Economics**

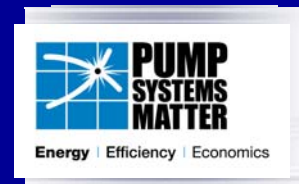
- Do Your Pumps Match Your Systems?
- Are Your Pumps Operating at Their Best Efficiency Point?
- Are Decisions Based on Life Cycle Cost?



Member of  
**Hydraulic**  
INSTRUMENTATION

# Publications/ Advertising

- “Variable Speed Pumps” Article: Jan. 2006  
Pump Engineer magazine
- PSIM Advertisement: Jan. 2006 Pump Engineer  
(Other 2006 issues & magazines anticipated as well)
- DOE/PSM Energy Saving tip sheets
  - Pump and Systems magazine – 2 page tip sheet each month starting April
  - Pump Engineer magazine – 2 page tip sheet each issue starting in March
- White Paper “ *Taking Another Look at Pumping Systems: Opportunities Go Well Beyond Just Energy Savings*”
  - Vestal Tutterow, ASE and PSM Education team sponsors May 9<sup>th</sup> IETC 2006 conference



# Conferences

- Flowserve Energy Summit: Oct. 17, 2005 in Dallas
- ARC Advisory Group Forum: Feb. 20 -23, 2006 in Orlando (Rockwell Automation, ITT and PSM)
- PSM Energy Summit – Feb. 24, 2006 in Marco Island
- ACEEE National Market Transformation Symposium – March 19-21, 2006 in Washington, DC
  - PSM Speaking opportunity – pump workshop format
- Industrial Energy Technology Conference (IETC) – May 9 -12, 2006 in New Orleans
  - PSM White Paper, *“Taking Another Look at Pumping Systems: Opportunities Go Well Beyond Just Energy Savings”*

# Sponsorship Benefits

- **Future Actions**
  - **Two sub committees will be formed**
    - One focused on End User benefits
    - One focused on Fund Raising

# Sponsorship Fees

## Current Fee Structure for HI Members

## “Pump Systems Matter”™

Charter Partner Contribution Commitment Agreement  
for Hydraulic Institute Members

**Yes** Our company will become a Charter Partner with a three year contribution commitment based on total company sales and service. Please indicate your revenue category and contribution level below.

	*CONTRIBUTION	REVENUE CATEGORY
<input type="checkbox"/>	\$1,500/Year	Under \$24.9 M/Year Revenue
<input type="checkbox"/>	\$2,500/Year	\$25M - \$49.9M/Year Revenue
<input type="checkbox"/>	\$3,500/Year	\$50M - \$99.9M/Year Revenue
<input type="checkbox"/>	\$5,000/Year	\$100M - \$199M/Year Revenue
<input type="checkbox"/>	\$7,500/Year	\$200M - \$299M/Year Revenue
<input type="checkbox"/>	\$10,000/Year	\$300M - \$499M/Year Revenue
<input type="checkbox"/>	\$15,000/Year	\$500M - \$749M/Year Revenue
<input type="checkbox"/>	\$20,000/Year	\$750M - \$999M/Year Revenue
<input type="checkbox"/>	\$25,000/Year	\$1B & Over/Year Revenue

*The undersigned hereby agrees to the annual contribution as indicated above for an initial three year period. \*Contributions are based on each Charter Partner being a member of the Hydraulic Institute in good standing. Companies who are eligible to join HI who are Non-members may participate at higher contribution levels. Please request a separate form.*

Name \_\_\_\_\_

Title \_\_\_\_\_

*Pump Systems Matter*  
*Energy Summit*

Thank You

