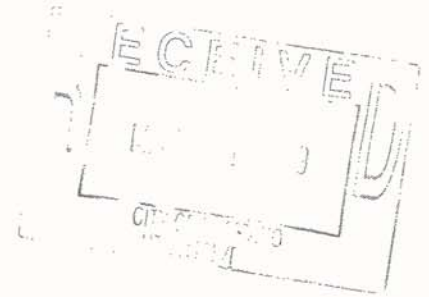




UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

May 5, 2009

Randolph Brown  
Southeast Florida Utility Council  
1205 Northeast Fifth Avenue  
Pompano, FL 33060



Dear Randolph:

It is a pleasure to welcome you to the U.S. Environmental Protection Agency's (EPA's) WaterSense® program! By becoming a partner, your organization is demonstrating environmental leadership. Together we are helping Americans use water resources more efficiently to preserve them for future generations and reduce future water and wastewater infrastructure costs.

EPA is pleased to acknowledge your commitment to water efficiency and has enclosed a signed version of your partnership agreement to recognize your organization.

Now that you are a WaterSense partner, you have exclusive access to our partner materials. Please follow the instructions below to view and use the online tool kit:

1. Go to the URL: <http://www2.epa.gov/wspartner/welcome.html>



4. Click on the link for the Promotional Tool Kit

WaterSense developed the tool kit materials for partners only. To support the exclusive benefits of WaterSense partnership, **please do not share this link** outside of your organization **or post the link** on any external Web sites.

The Promotional Tool Kit has additional resources and templates to assist you in promoting WaterSense and water efficiency, including the program marks. WaterSense is a registered trademark of the U.S. Environmental Protection Agency. Please read the label, promotional label, and partner logo use guidelines carefully to understand how each program mark can be used. If someone else will be using any of the program marks in promotional materials or your Web site, please make sure they also understand the proper use of the program marks.

In addition to the Promotional Tool Kit, we encourage you to explore resources on the WaterSense Web site <[www.epa.gov/watersense](http://www.epa.gov/watersense)> including fact sheets about water-efficient products and programs, links to state and local resources, and "fun facts" about water efficiency.

In addition, EPA sponsors periodic calls with partners to welcome them to the program, discuss strategies for promoting water efficiency, and to answer partner questions about the program. Please look for an email from us announcing the next partner call. You will also receive periodic email updates on program activities from the WaterSense program.

As you implement your promotional activities, please track your progress. We ask that you share your accomplishments with us on an annual basis. We will use this information to promote successes and recognize your accomplishments.

As a WaterSense partner, your organization has access to EPA's support system. Please contact the Helpline at (866) WTR-SENS (987-7367) with your questions and assistance requests. You can also reach us via e-mail at <[watersense@epa.gov](mailto:watersense@epa.gov)>. Again, thank you for partnering with EPA and we wish you success in your efforts.

Sincerely,  
The WaterSense Team



OMB Control Number 2040-0272  
Approval Expires 01/31/2010

## Partnership Agreement: Promotional Partners

### Section I: EPA WaterSense® Program Goals

The EPA WaterSense program goals are to use water resources more efficiently to preserve them for future generations and reduce water and wastewater infrastructure costs by reducing unnecessary water consumption. Through WaterSense, EPA will provide reliable information on high-performing, water-efficient products and practices, raise awareness about the importance of water efficiency, ensure water-efficient product performance, help consumers differentiate among products and programs that use less water, promote innovation in product development, and support state and local water efficiency efforts.

### Section II: Partnership Pledge

As an EPA WaterSense promotional partner, Southeast Florida Utility Council (name of organization), shares EPA's goals as outlined above and is proud to commit to the following activities to further these goals:

1. Promote the value of water efficiency and encourage the purchase of WaterSense labeled products as an easy and desirable option to reduce water use both in our internal operations and for water users in our purview, such as customers, residents, businesses, and institutions. We will also promote services performed by WaterSense professional partners (e.g., irrigation partners). Complete the promotional plan checklist to identify your anticipated activities.
2. As appropriate, encourage eligible constituents, members, or affiliates to participate as partners in the EPA WaterSense program.
3. Where feasible, sponsor incentive programs or other public events to promote WaterSense labeled products and the benefits of water efficiency.
4. **For utilities and governments:** On an annual basis, provide data to EPA on promotional activities, incentive programs, and water use to assist in determining the impact of the program in promoting labeled products.
5. **For applicable trade associations:** Provide aggregate data to EPA on market share of WaterSense labeled products and programs in relevant industry. Compile data submitted by members who are also WaterSense partners into a summary report to assist EPA in evaluating market trends and the success of the WaterSense program, without disclosing any proprietary information from members.
6. Feature the WaterSense promotional label and partner logo on Web site and in other promotional materials.
7. Adhere to WaterSense promotional label, partner logo, and program logo use guidelines and ensure that authorized representatives, such as advertising agencies, distributors, and subcontractors, also comply. Help EPA maintain program integrity by alerting EPA to possible misuse(s) of the WaterSense marks.
8. Grant the EPA WaterSense program permission to include partner's name on a list of participating partners on the WaterSense Web site, program materials, and announcements. Partners understand that from time to time, EPA will be interested in profiling partner accomplishments in case studies and articles. If selected for such promotion, partners will have the opportunity to provide input and review the final product prior to release to the public in EPA printed or Web documents. Further, the partner understands that EPA might refer media contacts interested in publicizing water efficiency to partners for information about products and accomplishments.

### Section III: EPA WaterSense Program's Commitments to Partners

1. Develop national specifications for water-efficient products and programs through an open, public process.
2. Increase awareness of the WaterSense brand by distributing key messages on the benefits of labeled products and programs, and the importance of water efficiency.
3. Provide current EPA WaterSense program news, information, and reference documents (via the program Web site, WaterSense Helpline, e-mail, or other means), including a listing of labeled products and programs on the Web site.

4. Provide WaterSense partners with public recognition for their involvement in the program and role in protecting the environment through online listing of partners, special awards, publications, and other efforts.
5. Respond swiftly to partner requests for information or clarification on EPA WaterSense program policies.
6. Provide materials, templates, and marks for promotional use, consistent with the WaterSense program guidelines.
7. Review pre-press promotional items, draft Web sites, packaging, or other materials that use the WaterSense marks upon request.

#### Section IV: General Terms and Disclaimers

1. The partner will not construe, claim, or imply that its participation in the EPA WaterSense program constitutes federal government (EPA) approval, acceptance, or endorsement of anything other than the partner's commitment to the program.
2. The partner understands that the activities it undertakes in connection with the program are voluntary and not intended to provide services to the federal government. As such, the partner will not submit a claim for compensation to any federal agency.
3. The partner and the EPA WaterSense program will assume good faith as a general principle for resolving conflict and will seek to resolve all matters informally, so as to preserve maximum public confidence in the program.
4. Failure to comply with any of the terms of this partnership agreement can result in its termination and cessation of access to the benefits of the program, including use of the program marks.
5. The EPA WaterSense program will actively pursue resolution of noncompliance related to the use of the program marks.
6. Both parties concur that this agreement is wholly voluntary and may be terminated by either party at any time, and for any reason, with no penalty. Termination will begin effective immediately upon written notice to or from the EPA WaterSense program. Upon termination of this agreement, partners agree to remove program marks in a timely manner, consistent with the WaterSense promotional label, partner logo, and program logo use guidelines.

To be completed by EPA

Authorized EPA Representative (printed name): Sheila Frace

Title: Director, Office of Water, Municipal Support Division

E-mail: watersense@epa.gov

Signature: Sheila E. Frace

Date: 5/4/2009

To be completed by partner

Authorized Partner Representative<sup>1</sup> (printed name): A. Randolph Brown

Title: Southeast Florida Utility Council Chair

E-mail: chair@sefluc.org

Signature: A. Randolph Brown

Date: 05-11-09 05-01-09

Organization Name: Southeast Florida Utility Council

Number of employees: 62

Industry/SIC/NAICS code: 4941/22131

Primary Contact: Dr./Mr./Mrs./Ms. A. Randolph Brown

Suffix: \_\_\_\_\_

Title: SEFLUC Chair

Dept: NA

E-mail: chair@sefluc.org

Address: 1205 NE 5th Avenue

City/State/ZIP: Pompano Beach, FL 33080

County: Broward, Palm Beach & Miami Dade

Web site: www.SEFLUC.org

Telephone: (954)545-7004

Fax: (954)545-7048

Alternate Telephone: (954)545-7043

Primary function:  Communications/Public Affairs  Technical  Other: Professional Organization

How did you find out about this program?  Web site  Referral, Name: \_\_\_\_\_

Periodical \_\_\_\_\_  Workshop, Sponsor: \_\_\_\_\_

Mailing \_\_\_\_\_  Other: \_\_\_\_\_

EPA Region \_\_\_\_\_

<sup>1</sup>The Authorized Partner Representative should be a person in the organization with signing authority (e.g., vice president).