



ITT

R&CW news

News and Updates for the ITT Residential & Commercial Water Team
Fall 2008

Flowtronex Scores an Ace with Awarding of Pump Installation on The Tiger Woods Dubai

ITT IRRIGATION SYSTEM CHOSEN FOR AL RUWAYA GOLF COURSE IN DUBAI

The Flowtronex® Silent Storm pumping system has been chosen to provide irrigation for Al Ruwaya golf course being built in Dubai. ITT's Flowtronex golf irrigation pump systems are already installed at 78 of the top 100 golf courses in the United States.

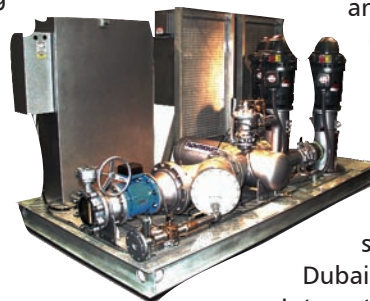
The 18-hole Al Ruwaya course is part of The Tiger Woods Dubai, a luxury residential development due to open in 2009. The ITT system will supply water to the 7,800-yard course and landscape irrigation systems while providing water flow to streams and lakes around the course. "It is critical to have highly efficient water flow in desert climates," said John Williamson, president of ITT's Residential & Commercial Water business. "ITT's irrigation pump systems were chosen above other systems for the intelligent, state-of-the-art design of its variable speed water pumping technology." ITT's variable frequency drive systems are designed to meet the specific needs of golf courses, giving superintendents precision computer control to cover a wide range of pressures and flows. Built of non-corrosive materials including stainless steel piping, marine grade aluminum skid, and nickel aluminum bronze pumps, this system has the capacity to pump 7.2 million gallons of water per day for irrigation and another 21.6 million gallons a day for water features.



Flowtronex a world leader in providing irrigation solutions

The Flowtronex Silent Storm vertical turbine pump station and its Smoothflow VII software utilizing variable frequency drive technology represent the apex in pumping systems for golf courses. A state-of-the-art product, Silent Storm along with support from its distributors and partners Hydroturf International give Flowtronex the edge in providing irrigation solutions to golf courses worldwide.

"Hydroturf's role as distributor and FlowNet is one of the primary reasons for Flowtronex' success on a project such as the Al Ruwaya golf course in Dubai," said Bernie Meave, ITT Flowtronex International Sales Manager.



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Engineered for life

Building Muscle, Raising the Bar, Changing the Game

Successful businesses spend a significant amount of time determining their strategic direction. From the beginning of March each year to early June is strategic planning season at ITT with each Value Center putting hundreds of hours into refining the plan and putting it in presentation form. This year was no exception as the leadership team of R&CW worked side-by-side with Gretchen McClain and her team to develop the collective Fluid Technology strategic plan along with the individual Value Center plans.

On June 12, 2008 Gretchen and the Value Center presidents presented the 2009-2011 ITT Fluid Technology strategic plan to Steve Loranger, President, CEO and Chairman of the Board of ITT, and his Strategic Council.

As part of the greater Fluid Technology plan I presented the Residential and Commercial Water plan. It was well received by Steve and his team and was lauded for its vision of the future as well as its detailed breakdown of how we will win, and what it will take.

For the presentation, we adopted the theme of **“Build Muscle, Raise the Bar, and Change the Game”**, this theme being both a rallying call and recognition of the reality we face at Residential and Commercial Water:

Building Muscle refers to our need to build - or in some cases rebuild - essential capabilities in technical areas such as supplier management, Value Based Six Sigma and Lean, Manufacturing and Process Engineering, Applications Engineering, Product Maintenance and Product Development Engineering.

Raising the Bar refers to changing our expectations internally about what it means to win, what it takes to win and what it takes to increase the pressure on the competition in the market in terms of quality, delivery, cost and new product development.

Changing the Game calls to a day when we are much more than a water transport company, and when we leverage all our assets to provide integrated and energy-efficient transport and treatment solutions.

Our Presentation to Steve Covered Four Major Sections:

Mission & Vision

We recognized the strong assets we have at RCW – the people, the intellectual property, the strong brands, and the unmatched channels. With these strong assets we envision being full partners in ITT’s mission to achieve Global Water Leadership, where we are recognized for being leaders in advancing the human condition around the water issues facing the world.

Market Focus

We analyzed our position and the opportunity in the various markets we serve and clearly stated strategic focus in HVAC, and in commercial building services water and wastewater. We articulated a need to pursue market studies and capability-building in agriculture and irrigation.

Detailed Investment

We spelled out where we would need to invest in categories such as Due Maintenance (where we have let capability slip), Strategic Enablers (such as information technology and systems), and tied that investment directly into a long-term payback.

Customer Facing Programs & New Product Initiatives

We detailed Customer Facing Programs and New Product Initiatives - addressing the “Market Focus” detailed above - that create true competitive advantage and truly raise the bar and change the game in the markets.

We will keep you updated on the R&CW strategic plan as it plays out in the months ahead, and I encourage your continued support as we build muscle, raise the bar and change the game in 2009.

John P. Williamson

President, ITT Residential and Commercial Water



John Williamson

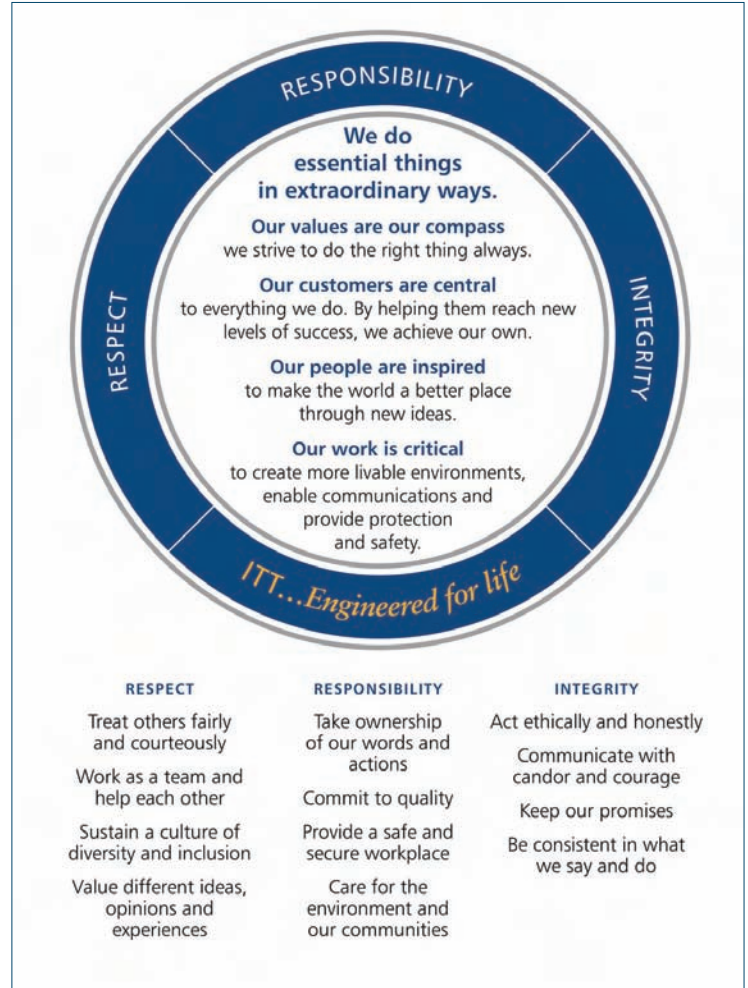
ITT Vision & Values into Everyday Work Life

A MESSAGE FROM KEN ROSS, VP & DIRECTOR, HUMAN RESOURCES, R&CW

In order to improve the Ethics and Compliance work environment throughout all of our facilities, in April ITT rolled out its updated Vision and Values program. By now, we have all seen the posters in our workplaces, but everyone should also understand that presentations and posters alone will not improve the work culture.

The poster promotes a Vision of where we want to be as a company, not necessarily where we are today. The Vision helps us to believe that we can all “do essential things in extraordinary ways.” However, only by consistently behaving according to the stated Core Values can we hope to really improve our working environment. And I cannot personally think of three better Core Values than **Respect**, **Responsibility** and **Integrity** for our personal and work lives. While we all want to work somewhere that routinely exhibits respect to every employee, where everyone takes responsibility for their own actions and words, and where we can operate with absolute integrity and still “make the numbers,” we are not there yet. As the red dots in the table below show, we have some major improvement work to do in all three core values.

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Respect	Responsibility	Integrity
Treat others fairly & courteously ●	Take ownership of our words & actions ●	Act ethically & honestly ●
Work as a team & help each other ●	Commit to quality ●	Communicate with candor & courage ●
Sustain a culture of diversity & inclusion ●	Provide a safe & secure workplace ●	Keep our promises ●
Value different ideas, opinions & experiences ●	Care for the environment & our communities ●	Be consistent in what we say & do ●

Getting the ITT Vision & Values into Everyday Work Life

continued from page 3...

Whether you are a manager or an individual contributor, you are expected to perform in ways that promote an environment of respect, responsibility and integrity every day. While we expect our leaders to not only live, but to model good behavior, we also expect every individual contributor to do

their part as well. That is why we created some specific guidelines for each of the three Core Values to help you understand what you can, and need to do:

Hopefully these simple guidelines will help all of us to be respectful and get

respect from others, take responsibility for our own words and actions, and be serious about our Code of Conduct. It will take every single one of us, every single day, to make the improvements we all want. Thanks in advance for doing your part!

Developing Respect & Trust

- **Trust can only be earned over time, but can be lost in a second**
 - **Leaders Build Relationships**
 - **Leader Expectations**
 - Use open and friendly manner to put people at ease
 - Relate to others in an accepting & respectful manner regardless of their organizational level, personality or background
 - Demonstrate an interest in people and their needs
 - Maintain Positive relationships even under difficult or heated circumstances
 - Leave others feeling better after interacting with them
 - **Individual Contributors Relate Well to Others**
 - **Individual Contributor Expectations**
 - Relate to others in an open, friendly & accepting manner
 - Treat others with respect
 - Willingly offer help or assistance to others when needed
 - Be polite and courteous in interactions with others
 - Use non-offensive language when dealing with others

Responsibility

- **Results are delivered through effective deployment with others**
 - **Leaders Take Responsibility**
 - **Leader Expectations**
 - Sets high standards for self and others
 - Put in extra effort to accomplish critical or difficult tasks
 - Demonstrate strong drive to achieve
 - Foster a sense of urgency in others
 - Hold people accountable
 - **Individual Contributors Take Responsibility**
 - **Individual Contributor Expectations**
 - Work effectively without undue oversight
 - Consistently achieve work objectives
 - Put in sustained effort to accomplish desired outcome
 - Demonstrate reliable attendance and arrive to work on time
 - Set high standards for own performance

Integrity

- **Integrity is essential, even when no one is looking**
 - **Leaders Inspire Trust**
 - **Leader Expectations**
 - Act in accordance with the ITT Code of Corporate Conduct
 - Show consistency among principles, values and behavior
 - Confront actions that are or border on unethical
 - Model and inspire high levels of integrity
 - Follow through on commitments
 - **Individual Contributors Show Integrity**
 - **Individual Contributor Expectations**
 - Act in accordance with the ITT Code of Corporate Conduct
 - Show consistency between words and actions
 - Treat others fairly & consistently
 - Do not cover up problems or mistakes
 - Follow through on commitments

First Industrial Safety Rap Created at R&CW in Morton Grove

EMPLOYEES MIX INDUSTRIAL SAFETY & RAP MUSIC

What does rap music and industrial safety have in common? To Bob Allen, Leo Bartoski and Tim Ryan at R&CW headquarters in Morton Grove, Illinois, rap is a vehicle to promote their message of workplace safety. Allen is a Production Supervisor in the Domestic Pump Factory and a member of the emergency response team. Ryan serves as the UAW Local 890 safety representative at the ITT Morton Grove facility in addition to his duties as Warehouse Attendant in the Domestic Pump Warehouse. Bartoski is also a UAW Local 890 member and an Electro Mechanical Assembler in the Domestic Pump Factory.



(L to R) ITT Employees Bob Allen, Tim Ryan and Leo Bartoski wrote the lyrics to 'Industrial Safety Rap' to highlight the importance of workplace safety.

"...music might be a fun way to communicate a strong safety message."

Bartoski thought that music might be a fun way to communicate a strong safety message. Ryan and Allen agreed and the three began to write the lyrics to the "Industrial Safety Rap." They drew from their combined 60 years of industrial experience and wrote the lyrics in about one hour. The lyric in the rap about Captain Hook was included in honor of Ryan's father-in-law, Julius "Hook" Gartner who worked as a crane operator (thus the nickname Hook) at the ITT facility for more than 45 years.

Bartoski knew that they did not have the skills to put the words to music so he asked his nephews, Greg and Tony Okal, to record the rap. Both Greg and Tony are business majors at Loyola University Chicago and have been involved in acting and music for a number of years. Although the

Okal brothers are not rap fans nor rap artists, they arranged and recorded the song in their basement studio. The result is the "Industrial Safety Rap" that so far has had more than 35,000 hits on its MySpace page, has received air-time on several labor radio stations and generated articles in several trade magazines.

You can hear "Industrial Safety Rap" at www.myspace.com/industrialsafety.

Americas

R&CW Donations Help Make a Difference in People's Lives



Jim Hobbs (Goulds Pumps/ITT Industrial Products) presents a check for \$20,000 to Dan Baldwin, CEO of the GCRCF for the 2008 Flood Fund. Other contributors attending the presentation (In the back row from left to right): Doyle Bunting (Products Inc., distributor for Bell & Gossett and Goulds Pumps products), Bob Garber (Regional Manager, R&CW), Terry Jordan (Territory Manager, R&CW) and Dan Richardson, Todd Ford, and Corry Walton (Central States/CPI Sales, distributor for Goulds Pumps).

Iowa Flood Relief

When areas of the U.S. Midwest were devastated by floods this summer, ITT Fluid Technology and its pump distributors in the area responded quickly with donations of money and products to assist communities in their recovery and rebuilding efforts. The Cedar Rapids area in the eastern part of Iowa was especially hard hit, and Fluid Technology made a cash donation to the city's Community Foundation to assist with its relief efforts. The local Bell & Gossett, Goulds Pumps and Flygt distributors also donated money, equipment and volunteers to support community efforts during and after the flooding.

"We certainly appreciate ITT's generous gift to support our community as we recover and rebuild from the historic flood," said Bud Synhorst, vice-president of resource development at the Greater Cedar Rapids Community Foundation (GCRCF). "ITT and numerous other companies have made significant contributions to the flood relief, and are having a direct impact on individuals, families and businesses that desperately need help."

R&CW & Goulds Pumps dealers and distributors all joined together donating time and products for the water well at the Anders home.

Extreme Makeover: Home Edition Donation

Also this summer, ITT Fluid Technology and its Goulds Pumps water well products distributor responded to a family in need in Wisconsin. Rochelle Anders, a single parent with four children was living in an old house that was badly in need of repairs when she was chosen to have her home rebuilt by the popular American television program, "Extreme Makeover: Home Edition". Thousands of people from the area volunteered time, money and products to make the Anders family's dream home come true.

Within just one week, the old house was demolished and volunteers built an amazing replacement house. R&CW donated a water well pump and equipment, and coordinated onsite installation with its local Goulds Pumps distributor who arranged installation in a 420 ft. well. The pump was ready to bring fresh water to the new home when the Anders family returned for the surprise unveiling of their new home. The program will air on the ABC television network this fall.



World's Largest Covered Ice Skating Rink Uses Lowara Pumps



Thialf ice skating track complex in Heereveen, The Netherlands.

Lowara recently supplied borehole pumps to Remon Water Treatment to create a successful and highly efficient system for the largest domed ice skating rink in the world, the Thialf ice skating track complex in Heereveen, The Netherlands. At 12,000m², the ice surface is nearly the size of a glacier and Lowara is at the rink's heart, supplying the water that keeps the skaters skating.

Lowara borehole pumps extract groundwater and supply it to 300m³ capacity tanks. Two iron-removal sets remove the iron in the water, and basement water is prepared using a Reverse Osmosis (RO) set. The RO set features a Lowara SV vertical multistage pump and Hydrovar variable speed drive to provide maximum energy efficiency, supplying the 30m³ tanks, which are used to re-surface

the ice. Between 5,000 and 10,000 m³ of water are used each year.

Remon is a prominent company in the field of water treatment and Lowara supplies borehole pumps, multistage pumps and Hydrovar to support the company's activities.

ITT China & India Integration Update



The ITT India team - representing manufacturing, production, quality and planning - are seen with the first Series 1510 centrifugal pump assembled in the India factory.

July 15, 2008 began a new era for ITT in China and India. By that date - seven months after the launch of its Integrated Front End (IFE), ITT had established a fully integrated ITT China & India organization (ITT C&I) for its Fluid Technology and Motion and Flow Control businesses in the region. The new organization includes marketing, sales, services, engineering and manufacturing functions.

The integrated C&I organization will allow ITT to serve local and global customers in an enhanced and expedient manner.

The C&I mission statement demonstrates that customers are central to everything that the organization does:

- ITT aims to be the provider of choice in China and India.
- We provide maximum value to our customers through premier quality and service of locally and globally-designed and manufactured products.

We will accomplish our goals by ensuring:

- Ethical and compliant culture
- Ease of transaction through unified end-to-end business process
- Expedient decisions based on local market conditions
- Team focus on our customer's growth and success
- High level of trust with each other, our customers and suppliers

Guided by the mission statement, the C&I team is focusing on elements of the organization that are key to success by:

- Enhancing the ITT Ethics & Compliance program
- Establishing a unified organization
- Executing the communication plan
- Building IT infrastructure
- Building the legal and tax structure
- Reviewing operational footprint and capability
- Optimizing the inquiry to order process
- Streamlining the order fulfillment process
- Setting up the China Technical Center
- Developing the Learning and Training Center

In outlining progress to date, Shuping Lu, Integration Director, ITT C&I, concluded, "Looking at the huge market potential we have in China and India, the capabilities and competencies within our organization, and the strong global support we get from ITT, I am confident that our journey will be filled with many exciting stories and successes."

Eddie Tan Named General Manager of Asia Pacific

This summer ITT Residential and Commercial Water announced that Tan Teck Kwee (Eddie Tan) had joined ITT as General Manager, Asia Pacific, and that Nicholas Chong had been promoted to GM Southeast Asia, reporting to Eddie Tan.

Eddie Tan has over 16 years of proven track record in the pump business, mostly in sales and marketing. For the past nine years he has been a part of the Grundfos Asia Pacific organization, where he most recently held the position of Regional Segment Manager for Building Services and Industry OEM/IEM. He also held sales, engineering and sales management positions with SPP Pumps SEA Pte Ltd, LaBour Pumps Inc., and Peerless Pumps Inc., prior to joining Grundfos.

As GM Asia Pacific, Eddie has full responsibility for P&L throughout the region, the aggressive sales growth targets, regional communications and plant operations in the Philippines and he will have indirect responsibility for the Nanjing plant and will serve

on the Management Boards for the China and India IFEs. Eddie's direct reports are Nicholas Chong, GM SEA, Mark Grey, GM Australia and AJ Wagner, Sales Director for NEA. Reporting indirectly to Eddie are Liu Feng, AP Controller; Cathy Manalang, HR Manager; Mike Leda, Systems Manager and Steve Chan, GM for Nanjing (all matters regarding areas of regional policies, processes and practices in the Asia Pacific). The Calamba City plant in the Philippines will continue to report directly to Nicholas Chong.

In publishing the Eddie Tan announcement, John Williamson stated, "We take this opportunity to thank Nicholas Chong for his many contributions in his role as the interim General Manager from January through July. Nicholas made a lot of personal sacrifices to serve in this role, and we recognize and appreciate his efforts. Please join us in welcoming Eddie to the organization and in supporting both Eddie and Nicholas in their critical roles in driving the continued success of R&CW's Asia Pacific business."



Eddie Tan,
General Manager
of ITT Asia Pacific

To learn more about ITT's new philanthropy program, ITT Watermark, go to www.ittwatermark.com



ITT watermark
Because every drop counts

Trade Shows

R&CW Trade Shows December, 2008 - March, 2009

2008

National Groundwater Assn.
Las Vegas, Nevada
December 2-5
Goulds Pumps, Red Jacket

2009

Grainger Show
Orlando, Florida
January 18-24
*Goulds Pumps, Bell & Gossett,
McDonnell & Miller, Hoffman
Specialty*

AHR Expo

Chicago, Illinois
January 26-28
*Bell & Gossett, McDonnell &
Miller, Goulds Pumps*

WAT Show

Augsburg, Germany
January
Lowara, WEDECO

Pumper Cleaner

Environmental Expo
Louisville, Kentucky
February 25-28
Goulds Pump, WWW

Energiesparmesse

Weis Vogel
February 27 – March 1
Weis, Austria

Mechanical

Contractors Assn.
Desert Springs, Calif.
March 1
Bell & Gossett, A-C Fire Pump

New England Water Well

Marlborough, Mass.
March 27-28
Goulds Pumps, Red Jacket

Mattex 2009

Moscow, Russia
March 4-7
Lowara, Vogel

ISH 2009

Frankfurt, Germany
March 10-14
Lowara, WWW

Michigan

Groundwater Assn.
Lansing, Michigan
March 16-17
Goulds Pumps, Red Jacket

Aqua Nederland

Gorinchem, Netherlands
March 17-19
Lowara, WWW

IFW Wasser Berlin

Berlin, Germany
March 30 – April 3
Lowara



LET US HEAR FROM YOU!

R&CW News is published for the Residential & Commercial Water team worldwide. We invite your comments and information about your projects and accomplishments. Please contact the editor:

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acfirepump.com
bellgossett.com

flowtronex.net
goulds.com

ittstandard.com
lowara.com

mcdonnellmiller.com
vogelpumps.com