



Maryland  
Green Registry  
MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

## American Pool Enterprises, Inc.

11515 Cronridge Drive

Owings Mills, Maryland, 21117

443.501.4284

[www.americanpool.com](http://www.americanpool.com)

Pool Management and Construction

Member since February 2010

### Management and Leadership



#### Environmental Policy Statement

*"Green is the New Blue"*

*The American Pool Enterprises, Inc ("APEI")*

*2011 Environmental Policy*

*Our Mission: "To be the leader of the swimming pool service industry, providing the highest level of safety and service to our customers while minimizing our environmental impact."*

*As the U.S. industry leader in swimming pool management, maintenance and construction, it is our responsibility to take charge and raise the standards by which we operate. We recognize that we can reduce our environmental impact, and that of our clients, by improving our operating practices and using more sustainable materials and equipment. The opportunity to reduce the burden on our local and regional environments is something that we take seriously and are committed to achieving.*

*Servicing Arizona, California, Connecticut,, Delaware, Florida,, Georgia, Maryland,, New Jersey, New York,, North Carolina, Pennsylvania, Texas, and 2 Canada locations: Toronto and Ottawa.*

*We will...*

- Communicate our improvements on a quarterly basis*
- Maintain open dialog with our customers and constantly consider their input on all actions that we take*

☑ **Environmental Team**

*APEI is dedicated to continuous environmental improvements in our overall operations and has created an environmental steering committee. The mission of our team is to achieve the targets and directives set out by our environmental policy. Responsibilities include: goal setting, program design and the creation of the monitoring and reporting mechanisms. Our team meets quarterly and the members include Roger Thompson, VP Operations, LEED AP, Mitchell Friedlander, CEO, Rick Naden, CFO, LEED AP, Neil Gates, President, LEED AP, and James Darke, President.*

☑ **Annual Environmental Goals**

*Energy Reduction and Conservation*

*Will be achieved by implementing best practice strategies at our field offices and client sites, including energy efficient equipment retrofitting*

*“APEI strives to retrofit energy efficient heaters and pumps in 50% of our sites by 2012.”*

*Water Reduction and Conservation*

*Will be achieved by reducing the volume of potable water used at field locations*

*“APEI strives to reduce the amount of potable water used throughout the season for swimming pool preparation and summer use by 50%.”*

*From a strategy point of view, there are a few tactics that we are stressing:*

- 1. Preserving pool water and eliminating the need for “water dumping” in the Spring through a proper winterization program called “Winter Star”*
- 2. Focusing on Leak Detection – leaky pools are a huge drain on our potable water system*

*Reclamation of Materials*

*Will be achieved by diverting repair/renovation waste materials away from the waste stream and into recycling processes, including concrete, steel, plastic and corrugated card board.*

*“APEI strives to recycle 25% of all job site materials by 2010.”*

### Carbon Footprint Reduction

*Will be achieved by increasing the utilization of onsite production of chemical disinfectants through alternate methods which will reduce the need to transport liquid bleach/dry disinfectants.*

*“APEI will strive to reduce transporting, storing and bulk purchasing sanitizers to maintain swimming pools by 85% by 2011.”*

*50% achievement to date.*

*The strategy is in full force and probably the most impactful of them all. Of the almost 10,000 swimming pools (commercial/residential) on a yearly basis, just over 5,000 are on salt chlorination systems at this point.*

### Education and Partnerships

*Will be achieved by partnering with like-minded organizations*

*“APEI will strive to have form partnerships with clients and industry association to provide GREEN education.”*

*Some of the other strategies we are taking in this regard have to do with education through webinars. We have partnered with the National Apartment Association and the Community Association Institute, along with several large clients to offer educational webinars on Sustainability.*

*One example of recent webinar can be found here:*

*<http://www.americanpool.com/our-company/knowledge-series/completed-webinars/green-e>*

### Residential Chemical Reduction Target (specifically, Chlorine)

*In 2008, we decided to take on a strategy to reduce our use of off site chlorine use because of the environmental impact, and the health and safety of our homeowners. The goal was to convert every single account to a salt-chlorine generation system, which is proven to be much more environmentally friendly, safer for the employee, safer for the pool patron and a much more enjoyable swimming experience.*

*We focused on pools in the Phoenix area, and we are proud to say that 75% of our pools in that area have been converted, with the remaining 25% to be*

*completed this year. This strategy required significant financial investment, planning, coordination and customer education.*

*In Maryland, our specific strategies include:*

- *Enzyme treatment- for removal of organic material and lessening the load for required disinfectants. This also involves fewer deliveries of disinfectant to the site, which saves fuel and emissions.*
- *Chemical automation – CAT controllers - to maintain constant levels for Cl2 and pH, which also involves fewer deliveries for non saline pools.*
- *VFD's - variable frequency drives to maintain the proper required energy input for the pump motors based upon the required flow rates.*
- *Low voltage lighting - 70 watt LED lights for commercial use reducing the electric demand.*
- *Motors – Pumps for main pools exceeding 70K gallons and pumps for pools 69K and less, reducing electric required for motor.*
- *Filter tanks – cartridge system reducing water usage through reduced backwash cycle and reduced discharge*
- *Salt- saline generators for on site generation of chlorine reducing carbon footprint by eliminating the use of delivery trucks for chemicals.*
- *Winterization - Algicide/enzyme/phosphates for proper maintenance of water through the winter allowing for reclaiming pool water and eliminating drain and clean from organic build up.*

**Environmentally Preferable Purchasing**

*Our strategy as an organization is to purchase equipment for our customers that is right-sized (not too big, or too small), has characteristics such as variable speed motors (reducing energy consumption) and best in class in terms of quality. We are proud of our progress, and will continue to abide by that philosophy.*

## Waste

### **Solid Waste Reduction**

*Some simple in-house waste reduction strategies that we have implemented include the reduction of water bottle usage and double-sided printing.*

### **Recycling**

*Our offices recycle paper, plastic and aluminum, however we do not have quantifiable results at this stage.*

### **Hazardous Waste/Toxic Use Reduction**

*Overall, we are looking to minimize our chemical usage in all of the swimming pools we manage by making sure that equipment is running effectively, proper training is employed and by educating on-site property staff of our practices.*

*Specifically, we are installing salt-chlorination generators on swimming pool facilities that can benefit from them. To date, we have over 75 salt water pools across the country and 7 in Maryland that we manage/maintain, with a goal to increase that number significantly.*

*In 2008, we serviced 94 more pools than in 2007, but reduced gas chlorine use by 40,000 pounds and liquid chlorine use by 201,200 gallons. In 2009, we serviced 58 more pools than in 2008, but reduced gas chlorine use by 50,000 pounds and liquid chlorine use by 11,400 gallons.*

*We also utilize technology such as CAT Controllers <http://www.chemauto.com> that regulate chemical deployment and monitor levels for accurate reporting.*

## Energy

### **Energy Efficiency**

*As mentioned previously, we try to retrofit, or replace inefficient equipment with energy efficient equipment that is properly suited for the task/facility.*

## Transportation

### **Efficient Business Travel**

*We cancelled our annual company retreat in 2008 because of the excessive cost, which eliminated the need for 250 employees to travel across the country to come together.*

*We are heavy teleconferencing users. gotomeeting and gotowebinar products are used consistently throughout the organization.*

### **Fleet Vehicles**

*In 2008, we partnered with Enterprise Fleet management to help us with the procurement and maintenance of our vehicles.*

## Water

### **Water Conservation**

*Water is our business, and we make every attempt to conserve water. One of the more effective strategies that we push heavily is the use of pool covers. Pool covers serve a few great features:*

- *Protects the pool*
- *Reduce evaporation*
- *Reduces heat loss (thus reducing energy requirements to heat)*
- *Maintains cleanliness*

*Where possible, we avoid "draining" the pool at all costs. Salt chlorine generation systems reduce refilling by 10%, saving 4,000 gallons/pool/year.*

## Green Building

- ### *At our corporate office, the leasing company does manage LEED certified projects, and we are working with them to introduce a strategy that will enable us to become LEED Certified under the Commercial Interiors rating system.*

## Other



*We are part of the Environmental Protection Agency (EPA) Region III Sustainability Partnership, where we are working together to further our environmental initiatives.*

***Profile Updated February 2011***



**Maryland**

*Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.*

*Learn more at [www.green.maryland.gov/registry](http://www.green.maryland.gov/registry)*

