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“Dedicated to being the trusted supplier of Bolted Stainless Steel Storage Tanks.”

“May” Brings New Changes to American Structures, Inc.



**Under Construction—
American Structures, Inc.
Expansion Plans Underway
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Visitors and passersby to the American Structures, Inc. facility in Menomonie, WI may have noticed some unusual activity during April as plans for a fabrication and administrative expansion got underway. The month of May will be bringing even more changes as active construction begins on multiple improvement and expansion plans at our facility.



**When Do We Start
to Act Like We
Value Our Water
Resources?
~Page ~**

In April, staff departments moved to new, but existing office spaces on the north side of our facility as demolition began to clear the way for an 104' x 100' fabrication shop expansion on the southern end of our facility. This new area will eventually house a new, high-speed precision laser cutting machine and an expanded area for shipping and receiving, among other uses.



In conjunction with the fabrication shop expansion, additional administrative and departmental construction plans will be underway. These construction plans will facilitate a more centralized location of all administrative and departmental staff offices, as well as enhance our reception, visitor, and conference areas. During this time,

public access to the main office and other departments will be only marginally affected, as we have made accommodations to enable quick, easy and safe access to the public areas of our facility. Please make sure to look for signage directing you to new, but nearby, entry access to our main office when you stop by American Structures, Inc.

We appreciate your patience while our new expansion plans are underway. Upon completion, our facility will be able to provide ever more efficient, comprehensive, and timely services to our customers. So if you're driving by, stopping in to have some shop work done, or conducting a scheduled visit of the facility and see all the activity at American Structures, Inc., rest assured we are still conducting our normal daily fabrication and related operations. Our goal is have these internal changes affect our operational services as little as possible. The primary goal of this buzz of activity is designed to provide the best possible service and experience for our customers and employees.

Don't Forget. . .



May 25, 2015



There's no such things a free lunch . . . or a free glass of water.

Pardon to Mr. Milton Friedman for altering his famous quote, but it is increasingly obvious that public perception of our water supply as a valuable and finite resource is underrated.

Whether it's the recent flap about popular music artist Jay Z (you know, Beyoncé's husband?) and his faux pas equating access to the availability of music over the internet to "free water" (see <http://www.wateronline.com/doc.jay-z-stumbles-into-value-of-water-debate-0001>) or ignorance of the rising costs of updating our national water infrastructure, most of us don't worry about our accessibility to drinkable water.

While it's clear that many industry leaders recognize the vital importance of our water supply, the general population takes our accessibility to a healthy, relatively inexpensive water supply for granted.

And it's easy to see why. After all, we Americans live in richest nation on the Earth. (<https://www.gfmag.com/global-data/economic-data/worlds-richest-and-poorest-countries>) Also, 71% of the Earth's surface **IS** covered in either fresh or salt water. But desalination plants are expensive and energy-intensive and our fresh water supplies are subject to weather conditions, pollution, and on-demand restrictions.

Although not "free", our urban American population pays a relatively low cost for public water utilities. Historically, if you lived in a rural area of the US, your access to water

WAS relatively "free" - minus the cost of digging a well and running supply lines to your home, of course. But after that, it was not unusual to consider water as "free." It became the norm to water the lawn to keep it looking pretty, turning on the sprinklers for the kiddies to play, and running the dishwasher or washing machine whenever we felt like it—whether or not we had a full load.

When was the last time you thought twice about turning on your water tap and NOT getting a fresh, clean, readily available supply of potable WATER? A safe bet is that most of us don't consider our water supply until it is threatened or interrupted in some way—due to contamination, a weather emergency, or possible annual system treatment disruptions.

Most of the US population in the southwest and California are becoming **extremely** aware of the precarious nature of their water supply. But, how many of them were concerned before it adversely affected them individually? Those of us in the Midwest or Eastern regions of the United States not suffering from a water shortage or drought probably don't give it a moment's thought—outside of grumbling a bit when our quarterly water utility bill comes due.

With the exception of people in a related industry or those of us that grew up poor, lived through the 1930's Great Depression, or the 1970's when environmental conservationism gained popularity, most of us simply don't give our environment or resources much thought, until we're inconvenienced in some way. But, hopefully, that lack of consideration **IS** changing, thankfully.

Whether you live in drought-ridden

California, near an blue-green algae inundated lake in Wisconsin, or feel your ground source water is threatened by frack-mining operations North Dakota, people are becoming more aware of importance of our national water supply. Part of that awareness is due to the media and social media platforms that are essentially shrinking the world, but it is also due to the nationwide nature of the problem.

As David Zetland states in his book, "**Living With Water Scarcity**", (http://livingwithwaterscarcity.com/LwWs_Free_Final.pdf) "*scarcity* is a perception, *shortage* is a fact. Scarcity is like the fuel warning light in your car. Ignore it for too long, and you'll be stranded. The supply of water on the planet is fixed, but **useful** supplies are not. "

It's past time we STOPPED ignoring our water scarcity warning light. If we practice sound water utilization, it will become our norm and not a only a reaction to a perceived danger. And if sound water utilization becomes the norm, then we may not become stranded. We don't have to prove the Joni Mitchell song correct, "Don't it always seem to go, that you don't know what you've got till it's gone?" We need to value our water resources today, so that future generations, whether that be 5,10, or 50 years down the road, won't be facing the consequences of our actions. Our water resources need to be valued **ALL** the time—not just when it is either politically, environmentally, or conveniently expedient to do so.

