



the **faucet**

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- 7 **Member Focus: Goodhope Water Association**
- 13 **Member Focus: Town of Mantee**
- 17 **Member Focus: Willow Grove Water Association**
- 41 **Associate Member Focus: Master Meter, Inc.**



Deconstructing the Master Meter Brand



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There is more to a brand beyond its associations with a specific technology. There's brand history. How did a brand come to be? A brand's culture drives the company's evolving strategy and purpose. And then there is the crew behind the brand, which ultimately delivers on the brand promise. Incredibly, for a 40-year-old company, Master Meter's management team represents nearly 250 years of utility market experience.

What about Master Meter? Why is our brand "the one" to contact when Mississippi rural water utilities face challenges like non-revenue water or the need to improve operational efficiency and deliver world-class customer service to their citizens? The reasons go beyond our experience in hosting nearly 1.5 million meters in the cloud. The benefit of expertise with over 7,000,000 installed smart endpoints is a compelling reason, but there's more.

Master Meter began its journey 40 years ago in the City of Longview, located in the rural area of East Texas. Our history

is what makes the Master Meter brand so special—rural water is literally in our corporate DNA. We've designed and developed a toolbox of smart water solutions with rural water sensibilities in mind while considering the unique challenges they face. To make life easier for America's smaller utilities, we've created software that's comprehensive in managing and presenting both water usage and network performance. Yet, it's easy enough that everyone at the utility can use and harness its power. Utilities can now get started making a difference more quickly.

Though our roots are in Texas, we develop our technology with the engineering team of our Israel-based parent company, Arad LTD. Albert Einstein famously noted, "necessity is the mother of all invention." Israel is an excellent example of this truth. With few natural resources, limited water supply, and ever-present security issues, Israel

has become the global leader in water-focused innovation. Master Meter is fortunate to tap into this pipeline of world-class solutions and develop them for the North American water market.

Our water meters are a perfect choice for rural communities facing tight budgets and understaffed utility departments. Our solid-state Sonata and Octave ultrasonic meters require no maintenance and provide an abundance of consumption data and alarms to promote proactive water management for every utility and ratepayer stakeholder. American



Deconstructing the Master Meter Brand *(continued from page 41)*

utilities attending the prestigious annual Smart Water Summit have presented numerous awards to Master Meter for our industry leadership including, “Best Smart Water Product or Solution.”

To keep utilities in touch with every meter without leaving the office, we’ve created our award-winning Allegro AMI solution. It is a self-sensing, self-diagnosing, and self-healing meter data solution that’s ideal for rural water environments because of its automated ease of use. For utilities facing a limited headcount, our technology helps get more done with fewer resources.

Our tagline, ‘Because everyone is a water manager,’ is at the heart of our brand’s strategy to promote



water stewardship, ensure water sustainability, and position water utilities to meet the uncertain challenges of an ever-changing water future. Master Meter’s Harmony Encore™ and My Water Advisor™ software empower citizens and utility personnel to get more done with easy to understand smart water tech tools. These ease the burden that today’s challenging

circumstances place on rural water utilities while preparing the city to meet tomorrow’s requirements.

People are the heart of any brand’s special sauce. And Master Meter has built an incredible team of talented individuals who bring passion to their work every day with a continued focus on serving water utilities small and



large, rural and urban, and across every corner of the United States. Ultimately, it's people, whether in a muddy trench, behind the customer service window, or in the public works office, who use and purchase our solutions, not a faceless business entity. That's why we bring a particular interest in learning their pain points while crafting a solution tailored to the rural market's nuances.

Master Meter recognizes that the best people to address the communities we serve come from the local area. We've partnered

with Southern Pipe & Supply, headquartered in Meridian, MS, to deliver on our brand promise across the entire state of Mississippi. Southern Pipe & Supply is a favorite home team of rural water utilities because they're dedicated to the South, serving a total of seven southern states, including 46 branches just in Mississippi. By joining Master Meter's innovative solutions with Southern Pipe & Supply's intimate understanding of the local market, tremendous distribution service, and smart water consultation, we're able to deliver

a superior outcome to Mississippi rural utilities.

Master Meter has been a valued partner to America's rural water utilities for the last four decades—solving challenges together. We look forward to our continued partnership with Mississippi Rural Water utilities and Southern Pipe & Supply in developing meaningful solutions delivered by our world-class team. 🛠️

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