



December 19, 2007

Kohler Plumbing
Attn: Todd Weber, Manager – PR, Kitchen & Bath
444 Highland Drive, MS019
Kohler, Wisconsin, 53044

Dear Mr. Weber:

RE: Advertising Campaign for Class 5 Flushing System

The Bay Area Clean Water Agencies, the California Association of Sanitation Agencies (CASA), the California Water Environment Association (CWEA), the Central Valley Clean Water Association (CVCWA) the Southern California Alliance of Publicly Owned Treatment Works (SCAP), represent publicly owned treatment works (POTWs) located throughout California. Together, our member agencies provide wastewater collection, treatment and water recycling services to millions of Californians.

We are writing about your advertising campaign for the Kohler Class 5 Flushing System. The radio and television ads, as well as the interactive demonstration using “Jo the Plumber” on your website, exhibit the flushing capacity of your product by showing examples of objects that can be flushed successfully down the toilet.

As associations that work together on outreach campaigns to the public, we can certainly appreciate the humor and creativity of your advertising campaign. And, as agencies that work to encourage water conservation, we commend Kohler for designing and promoting low-flow toilets that help save water.

However, we are concerned about the example your ads set for the public. Young minds are impressionable and we are worried that children and others will try to follow the example you provide in these commercials and attempt to flush these items (including wallets, flowers with vase, shampoo bottles and a myriad of other items) in the toilet. The items shown being flushed in your commercials do not belong in the wastewater stream and themselves become pollutants. In addition, these items are all capable of clogging small sewer pipelines, potentially leading to overflows of untreated wastewater from the sewer system. Our members are committed to reducing sanitary sewer overflows, which may have adverse impacts on public health and the environment. In addition, responding to overflows can require significant clean-up efforts by local agencies, which face fines and other enforcement action by regulatory agencies.

As stewards of the environment, our associations would like to request that Kohler stop running these ads that tout the toilet as a trash can. If you have any questions, please contact Melody LaBella, Chair of the Bay Area Pollution Prevention Group at (925) 229-7370 or mlabella@centralsan.dst.ca.us.

We appreciate your consideration and attention to protecting the environment.

Sincerely,



Michele Pla, Executive Director
Bay Area Clean Water Agencies



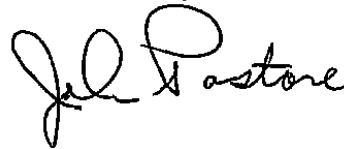
Catherine Smith, Executive Director
California Association of Sanitation Agencies



Elizabeth Allan, Executive Director
California Water Environment Association



Debbie Webster, Executive Officer
Central Valley Clean Water Association



John Pastore, Executive Director
Southern California Alliance of POTWs

Who Are the Clean Water Summit Partners?



Bay Area Clean Water Agencies (BACWA) – Comprised of local governmental agencies that are leaders in urban water resource management and public stewardship of the San Francisco Bay water quality. BACWA members own and operate publicly owned wastewater collection systems and treatment works that discharge to the San Francisco Bay Estuary. Together, BACWA's members serve over 6 million people in the nine county Bay Area, treating all domestic, commercial and a significant amount of industrial wastewater. BACWA was formed to develop a region-wide understanding of the watershed protection and enhancement needs through reliance on sound technical, scientific, environmental and economic information and ensure that this understanding leads to long-term stewardship of the San Francisco Bay Estuary. *Website: <http://bacwa.org/>*



California Association of Sanitation Agencies (CASA) – A non-profit, state-wide trade association representing 116 public agencies that provide wastewater collection, treatment, disposal, and water reclamation services to 90 percent of the sewered population in California. CASA's mission is to provide proactive leadership, innovative solutions, timely education and information to members, legislators, and the public, and to promote partnerships on wastewater issues with other organizations, so that sound public health and environmental goals may be achieved. *Website: <http://casaweb.org/>*



Central Valley Clean Water Association (CVCWA) – A regional association comprised of over 50 wastewater treatment and collection system agencies. CVCWA's mission is to effectively represent the interests of public wastewater agencies in the Central Valley in regulatory matters and to support the exchange of information so members can best meet their business challenges. *Website: <http://cvcwa.org/>*



California Water Environment Association (CWEA) – CWEA is a statewide non-profit public benefit association of about 8,000 individual members in the wastewater industry who are committed to keeping California's water clean. CWEA protects our water environment and the public's health by training and certifying wastewater professionals, disseminating technical information, and promoting sound policies to benefit society. CWEA is dedicated to the educational development of our members, who range from field level to management level. Most of CWEA's members (approximately 80 percent) work for municipal wastewater agencies and collection systems, both large and small, throughout the state of California. CWEA offers services at the state level, regionally, and locally through its 17 geographical local sections. *Website: <http://cwea.org/>*



Southern California Alliance of Publicly Owned Treatment Works (SCAP) – A non-profit organization comprised of Publicly Owned Treatment Works (POTWs) including wastewater treatment plants (WWTP) and public collection system owner/operators dedicated to assisting its member cities and agencies in achieving regulatory compliance. *Website: <http://scap1.org/>*