



HOLLAND BOARD OF PUBLIC WORKS News Release

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HOLLAND BPW SAVES MONEY, RESOURCES BY DEVELOPING ONLINE ANNUAL REPORT

FOR IMMEDIATELY RELEASE

HOLLAND, MI – Aug. 9, 2010 -- For years, the Holland Board of Public Works has professed the importance of conserving energy and resources. In accordance with this practice, the organization announced today that their 2009 annual report is available for review online at www.hollandbpw.com, demonstrating conservation while leading as one of the first in the industry to produce a fully web-based annual report.

“Innovation has always been important to the Holland BPW, and this is one of the reasons we chose to produce an online report.” said Loren Howard, general manager of the Holland Board of Public Works. “In all our research, it seems that other organizations format their print-ready annual reports for the web. We chose to design our annual report solely for Internet viewing, which makes it dynamic and easy to navigate on screen – just like you are visiting a Web site and not a ‘report’.”

Among other things, the online report allows the use of video to showcase people, organizations and businesses impacted by and involved with the Holland BPW. Holland BPW employees and customers talk about their experiences and how the BPW’s innovations and solutions provide optimal quality and service to customers.

“This web-based format allows us to tell our full story in a way that is just not possible in a printed annual report,” states Howard. “The videos personalize the Holland BPW by putting names and faces to our organization – further defining us as a community-owned utility.”

The online annual report format drastically reduces the number of hard copies produced, which cuts down on costs associated with the use of additional energy and resources. Customers can choose to download portions of the report and use their discretion to print as necessary. This effort aligns perfectly with the BPW’s overall strategy of conserving resources whenever possible.

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HBPW BOARD RELEASES ANNUAL REPORT ONLINE
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The Holland Board of Public Works provides essential, economical and innovative utility services for the Holland community including energy, water, wastewater and infrastructure for communications. We operate socially and environmentally responsible utility enterprises that are able to expand and sustain a highly functional, reliable and efficient local infrastructure. For more information, visit www.hollandbpw.com.

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