

# WELLMAN **AD**

**BRANDING | ADVERTISING | DESIGN**

What's next?

*We know water.*

Build trust.



“

WellmanAd excelled in taking our unique vision for the Jazz Bus Rapid Transit project from basic concept to reality, ultimately creating an unparalleled branding program that won a national first place award from the American Public Transportation Association.

**Hunter Harvath, Asst. General Manager  
MONTEREY SALINAS TRANSIT**







**Fall in love with JAZZ.**  
**Ride FREE April 5 thru 14!**



**Hear NOW!**



Here's a taste of what you'll  
 hear at each JAZZ stop...live from  
 the Monterey Jazz Festival.

Ready for something truly revolutionary, breathtakingly  
 fast...and dare we say, fun? Jump on JAZZ anywhere along  
 its seven-mile route...for absolutely nothing.

Get started at any of the 24 new JAZZ stops in Sand City,  
 Seaside, or Monterey and experience the incredible sights,  
 sounds, and history of the world famous Monterey Jazz  
 Festival. Along the way, visit nearby shops, restaurants,  
 and attractions.

Experience the convenience provided by smart shelters  
 featuring real-time bus arrival information, and while  
 onboard jump ahead of traffic as JAZZ buses always have  
 their very own green light.

**MST**  
[www.mst.org](http://www.mst.org)



**National  
 award-winning  
 (first place)  
 spot features  
 Trombone  
 Shorty  
 Soundtrack.**

**Real easy.**

# MST RealTime

Bus arrival information at your fingertips.

**Text**

Locate the 4-digit number on the sign at your stop. For example, enter Next 1234 and send to 25370.



**App**

Download the free iPhone and Android apps from either transitapp.com or maps.google.com.



**Phone**

Call 1-800.MST.BUS1, follow the prompts and enter the 4-digit number on the sign at your stop.





[www.mst.org](http://www.mst.org)



QuadraTherm® 640i / 780i  
HIGH ACCURACY : FOUR-SENSOR : MASS FLOW METER

NEVER  
before possible.



### The World's Most Accurate Thermal Mass Flow Meter.

From Sierra's beginning over forty years ago, Founder Dr. John G. Olin was driven by his vision to design the world's most accurate thermal mass flow meter. Two revolutionary technologies—QuadraTherm® and qTherm™, have made his vision a reality.

#### QuadraTherm Sensor

This revolutionary new four-sensor design isolates forced convection (the critical variable for measuring gas mass flow rate) by neutralizing unwanted heat-transfer components, like sensor stem conduction, one of the major causes of false flow reading inaccuracies.

#### qTherm Brain

qTherm is a proprietary algorithm set that uses QuadraTherm sensor inputs to solve the First Law of Thermodynamics (Heat Energy In = Heat Energy Out) for thermal dispersion technology. Accuracy never before possible is the remarkable result!

#### Accuracy: +/- 0.5% of Reading

Multivariable: Mass flow rate, temperature & pressure

Revolutionary QuadraTherm® four-sensor design

DrySense™ no-drift sensor with lifetime warranty

qTherm™ living, learning "Brain" manages all inputs

Dial-A-Pipe™: Change pipe size

Dial-A-Gas™: Change gas type



[sierrainstruments.com/quadratherm](http://sierrainstruments.com/quadratherm)

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Europe / +31 72 5071400  
Asia-Pacific / +8621 5879 8521/22



We've benefited enormously from having WellmanAd as an integral part of our team for over a decade. My company gets the whole package—Great advertising, design and branding that drives our strategy. Phil is a primary contributor to our positioning in global markets and a key reason we're a leader in our industry.

**Matthew Olin, CEO**  
**SIERRA INSTRUMENTS**





Auto test solutions for those who demand precision.



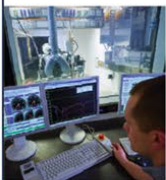
**PRODUCT LINE CATALOG**

Flow meter solutions for those who demand precision.



## Design. Build. Test.

Your next testing facility must reflect your brand and capabilities at the highest level of operational efficiency with precision test data, and a clean look and feel.



Sierra makes it possible through a working approach that is built on teamwork, innovation, flexibility, and challenging the status quo in everything we do.

From mechanical layout, controls and software to dynamometers and peripheral equipment, we handle every facet of your project with a combination of process knowledge, subject matter expertise, and integration experience that makes our services uniquely valuable.

Sierra's experience delivers design decisions that support your brand equity and result in effective test data production and superior reporting to support research and development over the long term. We design and construct facilities for a complete scope of automotive test applications including engine, vehicle, powertrain, transmission, emissions, analytical, and component testing.

And uniquely, we also design and manufacture all of the measurement and control product technology used in each facility. Although we do integrate other manufacturers' technology when required, using our own products allows for rapid customization and innovation as our customers continue to push their product testing performance to the next level.

## Let's get started.

### Recent Projects

**INTERTEK** (pictured above and right)  
Six engine, powertrain, hybrid and EV test cells and associated infrastructure.

**NATURAL GAS ENGINE TEST**  
Three emissions test cells for development and certification of natural gas and diesel engines.

**MUGEN-HONDA MOTORSPORT**  
Two high performance engine test cells for World Touring Car, Le Mans and Formula One engines.

**PROTEAN ELECTRIC**  
Powertrain test system allowing full vehicle installation through a connection to the test vehicle wheel hubs.

### PRODUCT TECHNOLOGY SOLUTIONS

Engine  
Conditioning

Fuel Metering  
& Conditioning

Test Automation  
Systems

Emissions  
& Analytical

Dynamometers

Test Support  
Equipment

Robot Drivers



IMAGINE WHAT WE  
CAN DO FOR YOU.

SIERRA-CP.COM

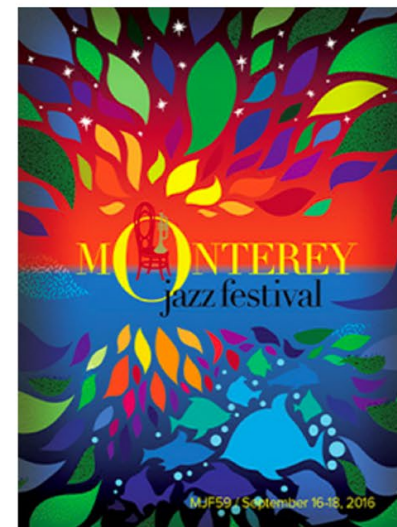
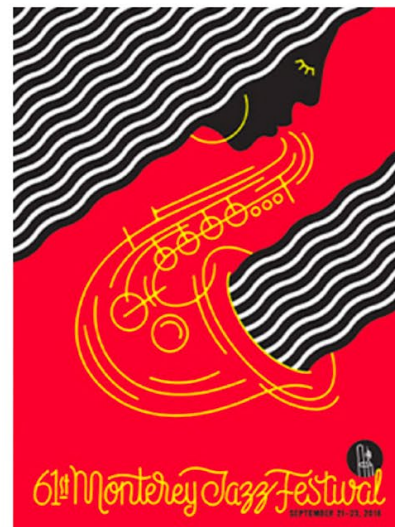


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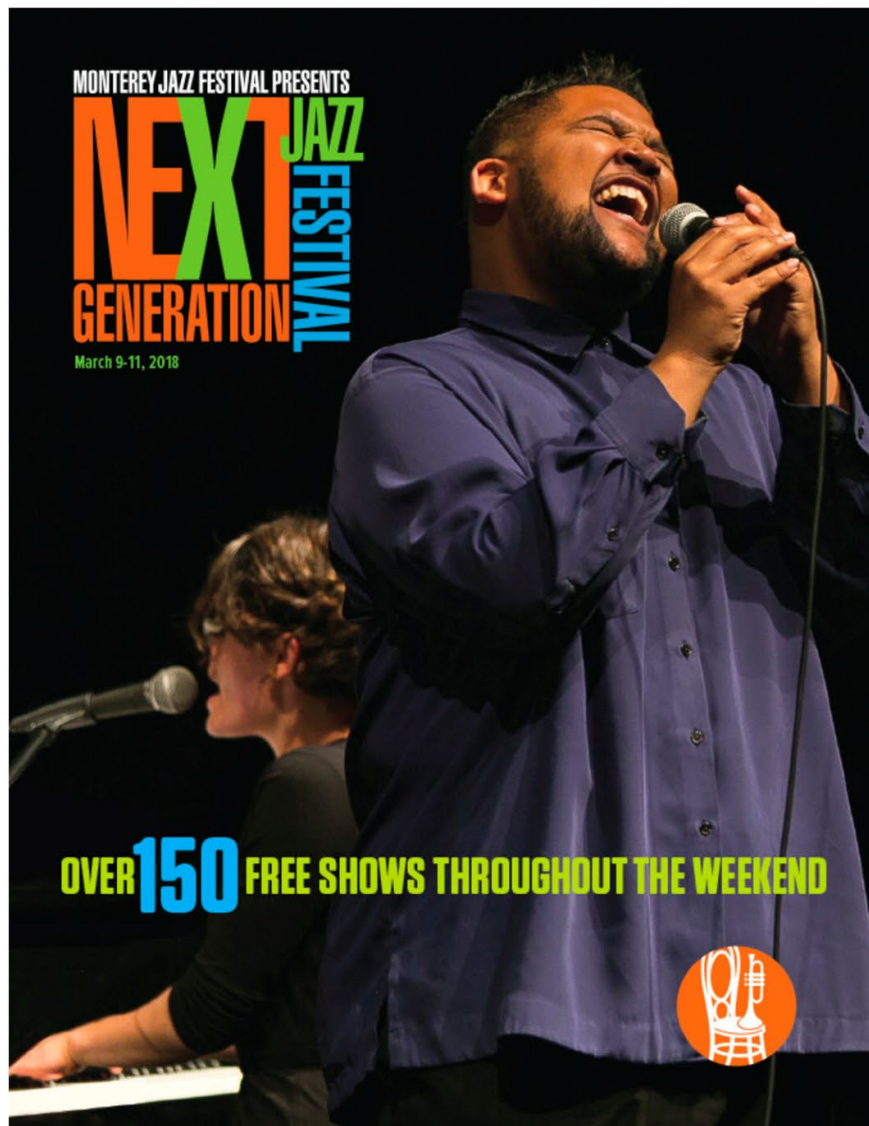
WellmanAd's creativity, professionalism and strategic thinking helped lead the Monterey Jazz Festival in its journey to become one of the world's great music events.

**Tim Jackson, Artistic Director  
MONTEREY JAZZ FESTIVAL**










MONTEREY JAZZ FESTIVAL PRESENTS  
**NEXT JAZZ**  
**GENERATION FESTIVAL**  
March 9-11, 2018

**OVER 150 FREE SHOWS THROUGHOUT THE WEEKEND**



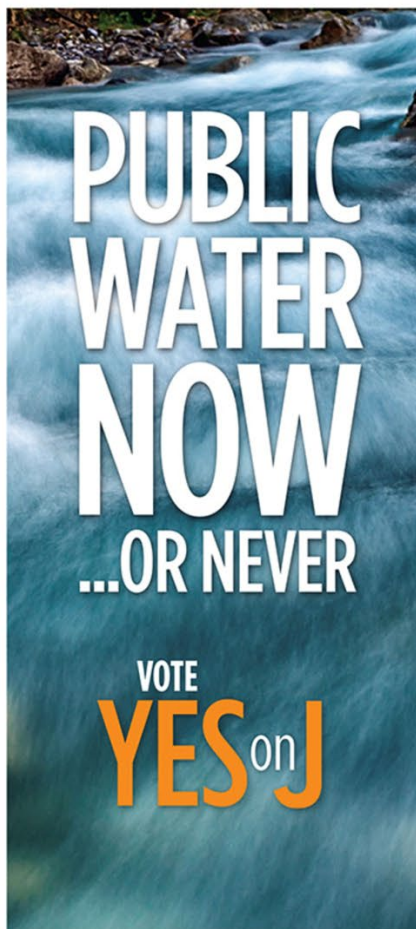
**Jazz** changes lives.

Monterey Jazz Festival Education

We see it every day.

We see it in the pride and sweet relief that follows a student's first solo. We see it in the eyes of an awestruck camper jamming with her musical hero. In the delight of a parent witnessing their child practice harder than they've ever practiced anything. In the smile of a band director when she and her young musicians get a standing ovation that makes all the blood, sweat and swing worthwhile. We see it when thousands of music lovers, students and musicians come together each September at the Monterey Fairgrounds to celebrate this music. We see it because of folks like you.

Let's see what you make possible.



## 50 years of Cal Am's Skyrocketing costs is enough!

California American Water (Cal Am) has owned and mismanaged the Monterey Peninsula's water system for over 50 years. Their corporate profit-driven approach has raised our water costs 68% over the past 2 years and we still have no new water supply. Where will it stop?

### We have the **MOST EXPENSIVE** water in the United States!

- ▶ According to Food & Water Watch, the Peninsula now has the most expensive water in the country. This was based on their 2015/2017 studies looking at the 500 largest U.S. water systems. Costs were based on a typical household usage of 60,000 gallons annually (5,000 monthly).
- ▶ The average cost of publicly owned water in the U.S. is \$315 a year. Compare that to \$1,202 a year, the average cost on the Monterey Peninsula. That's four times the cost of publicly owned water.

### How Cal Am has failed us

- ▶ Cal Am is currently charging us \$64 million for water we didn't use! After they asked us to conserve water, Cal Am rewarded our efforts with increased costs to make up for their lost revenue.
- ▶ Cal Am has produced no new water, but they have charged us \$34 million for three failed water projects and \$152 million to tear down the San Clemente Dam.
- ▶ Cal Am's desal project faces serious challenges. They have no water rights to Marina's groundwater, making litigation all but certain. Pure Water Monterey's recycled water project is insurance against rationing, at half the cost. Later, a regional desal is the best option.

- ▶ Cal Am has recklessly overdrawn both of our natural water sources: the Carmel River and the Seaside Groundwater Basin. The State ordered them to stop overdrawing the Carmel River in 1995. They are still overdrawing it.



### Public water is more affordable

- ▶ Currently 87% of the people in the U.S. receive their water from public agencies for good reason. It provides local control and lower costs. We too can achieve affordable, sustainable water for our community. Now is the time to buy out Cal Am and replace them with public ownership.

### Vote YES on Measure J...there's NO RISK!

- ▶ The Public Water Now initiative received 11,557 signatures, qualifying it for a public vote. It will appear on the November ballot as Measure J. If passed, it will require the Monterey Peninsula Water Management District (MPWMD) to pursue a buyout of Cal Am if it is found to be financially feasible and in the public interest.
- ▶ Once the initiative is passed, the first step would be a feasibility study conducted and paid for by MPWMD. This will give us the facts on whether buying Cal Am is in the public interest — and the study costs us nothing.

### Who will replace Cal Am?

- ▶ The Monterey Peninsula Water Management District would replace Cal Am. Created in 1978 to find new water solutions, the MPWMD is the only existing local public agency with authority to purchase Cal Am.
- ▶ Over the past 25 years MPWMD has developed five new water supply projects giving us over 7,000 acre feet of new water. Cal Am has completed no new water projects in 50 years.

### YES. We can afford to buy Cal Am

- ▶ You'll hear wildly inflated claims from Cal Am about their value. They typically claim they are worth 2 to 3 times their selling price, then argue that we can't afford to buy them. They neglect to mention we would save \$19 million in profit and taxes to cover the purchase, and reduce water costs.
- ▶ The purchase would be financed with a low interest bond that would be repaid on our water bills. No property taxes are involved. All of this would be verified in the required feasibility study.
- ▶ In the past 25 years, over 400 U.S. communities have succeeded in public buyouts of private water corporations. In 2008 Felton bought their system from Cal Am for \$13 million. Cal Am initially asked for an inflated \$46 million. In the 10 years since the buyout, Felton's water costs have gone up only 39%, while our costs under Cal Am have gone up an outrageous 170%.
- ▶ If Cal Am's baseless claim that our water would be more expensive under public ownership were true, why would they oppose the feasibility study to get the facts?

### Who is Public Water Now?

- ▶ Public Water Now is a local nonprofit volunteer organization. It's made up of citizens like you who are tired of Cal Am's monopoly control and price gouging. We are dedicated to achieving an affordable and sustainable water solution for the Monterey Peninsula.

Learn more: [publicwaternow.org](http://publicwaternow.org)

We listen.



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