

# PVC PIPE ASSOCIATION

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UNI-BELL PVC PIPE ASSOCIATION | 201 E. JOHN CARPENTER FREEWAY, SUITE 750 | IRVING, TX 75062  
WWW.UNI-BELL.ORG | P: 972.243.3902 | F: 972.243.3907



**Biography for Bruce Hollands**  
**Executive Director**  
**PVC Pipe Association**

Bruce Hollands is Executive Director of the PVC Pipe Association, a non-profit organization located in Irving, Texas representing North American manufacturers of sustainable, corrosion-proof PVC pipe for water, sewer and irrigation infrastructure since 1971. The industry contributes to more than \$14 billion of current annual output in the U.S. and supports over 25,000 jobs. Mr. Hollands is the primary liaison with all levels of government and regulatory agencies and is responsible for developing public policy, technical standards and establishing the Association's strategic direction. Bruce is a government relations, public affairs and business development specialist and has worked on behalf of industry, government and the not-for-profit sector. He has over 25 years of experience working with local government, water utilities and related state/provincial and federal agencies in Canada and the United States and has consistently advocated for open procurement and asset management practices as a means of making public infrastructure more cost-effective and efficient. Bruce holds degrees in political science and history and is a member the American Water Works Association, American Society of Testing and Materials, American Society of Association Executives and a Member of the Board of Directors for the Sustainable Water Infrastructure Management (SWIM) Center at Virginia Tech.

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