



The Florida Flow

NEWS TO USE

APRIL 2016

UPCOMING EVENTS

FWQA 2016 Convention

June 9-11, 2016
Caribe Royale Resort
Orlando, FL

June 9
Rusty Schoenthaler Annual
Golf Tournament
Hawks Landing
8:00 am shotgun start

June 9 6:30—9:30 pm
Hospitality Event
Bahama Breeze
Transportation provided

June 10
Education and Trade Show

June 11
WQA MEP Presentation

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President's Message



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As expected, this year has been an exciting time to be part of the Florida Water Quality Association. In this issue, you will find information about the upcoming convention which will definitely be a productive and fun event. Be sure to bring your grass skirts! The first ever OEM sponsored Luau at Bahama Breeze includes FREE drinks, FREE food and FREE sponsored transportation to and from the Caribe Royale Resort. Fellowship and networking will be at its best, you won't want to miss it!

The education being offered at this year's FWQA Annual Convention, scheduled for June 9, 10 & 11, is well rounded with technical and sales topics being covered. See inside this issue for more details from current FWQA Education Chair, Amanda Moore.

The National Water Quality Association Convention & Exposition this past March was held in Nashville. The event offered an excellent variety of educational meetings/outings and a large number of exhibitors. Lucky for us, next year's National Convention will be in Orlando. Mark your 2017 calendars for March 28-31 and visit www.wqa.org for more information.

For the first time in many years, the FWQA Board of Directors went to Tallahassee for a legislative day in February. The timing was excellent because water quality has been a hot topic with the lead contamination crisis in Flint, Michigan, being headline news. We were fortunate to have David Loveday, Government Affairs Director, from the National Water Quality Association join us in Tallahassee.

Our main objective was a simple introduction for the legislators about who FWQA is and what the organization has to offer. David Ramba, FWQA Lobbyist, organized the schedule and provided a good overview of what to expect. David Loveday also gave us pointers on what we should discuss with them and he brought handouts about WQA and the Flint, Michigan crisis to leave behind for their review.

It was a very fast paced day and David Loveday's leadership and expertise proved invaluable. We walked into offices unannounced and simply introduced ourselves as members of the FWQA. We left behind our business cards and the literature that David Loveday provided. Most of the directors also had appointments with the aides of the legislators from our home districts. Those meetings went very well, and the aides that we met with were open to learning about the FWQA and what types of issues we would be able to assist with. All was to be communicated to the Representatives and Senators.

The membership committee this year, Kenny Gibson and Todd Mosteller, has exceeded all expectations. Kenny and Todd have successfully been getting the word out about the real value and outstanding benefits of being a member of the FWQA. Because of their efforts, we are continuously seeing the membership base grow.

Be sure to get the latest FWQA news on the website: www.fwqa.com. If you haven't already, "LIKE" the FWQA on Facebook for relevant articles, the latest happenings from the FWQA and news in the water conditioning industry.

See you at the convention!
Cindy Schieber, President



2016 Welcome Reception Details

This year we are pleased to announce that our Thursday night Reception, previously held in hospitality suites, will be a combined event held at the Bahama Breeze Restaurant.

Please join us at Bahama Breeze between 6:30 p.m. and 9:30 pm. for food, drinks , and lots of good times. The event is family friendly so come one , come all!! Shuttle Bus Transportation, will be available between 6:00 pm and 11: 00 pm. Pick up will be at the front of the Caribe Royale Resort Main Lobby. Bahama Breeze is located approximately 1.5 miles from the Caribe Royale Resort.

FWQA would like to send a special thanks to our Welcome Reception Sponsors:

- Aqua Wholesale
- Atlantic Filter Corporation
- Action Manufacturing
- Charger Water
- Coast Pump / Water-Right
- FSSS
- Precision Installation Products, Inc
- Nelsen Corporation
- Water Treatment Warehouse

And a special thanks to Aqua Finance for sponsoring the Shuttle Bus that will get us all home safely!

See you there for Oceans of Opportunity to network!!!

EDUCATION UPDATE

FWQA Members,

I hope you will be as excited with the Education Topics for this year's FWQA Convention as I am! This year, we will cover all the bases and really get your wheels turning.

Get up and get going with spirited discussion on "goal setting" by Kelly Thompson of Moti-Vitality.

Learn how to incorporate Ultra Violet Disinfection into every sale with Chris Lawrence of Viqua.

Join us after lunch for a light commercial valve "tear down" and training by Doug Haring of the Clack Corporation.

Wrap up the afternoon sessions learning about Permission Selling and how to incorporate it into your business plan, led by our own Kenny Gibson.

With Flint, Michigan, on everyone's mind, there is no better time to get out there and better ourselves!

As water treatment professionals, we have a duty to continuously learn and better ourselves.

Our convention will conclude on Saturday morning with a three-hour Water Treatment "Basics" Class, MEP style. WQA will be there working with everyone in a hands-on approach to explain and get you started in the MEP Program. If you are already enrolled in the program and have a question, this is a great time to meet with a WQA professional face-to-face! Don't forget your laptop for this hands-on class. See you at 8:00 a.m. Saturday!!!!

This year we will be again asking for input on a survey as to topics you would like us to address in future sessions. I hope you will submit suggestions and help us continue to provide sessions that you, as a member, feel are important.



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See you at the convention!
 Amanda

FLORIDA WATER QUALITY ASSOCIATION WILL BRING OCEAN'S OF OPPORTUNITY TO YOUR WATER QUALITY BUSINESS ANNUAL CONVENTION | JUNE 9-11, 2016

Thursday June 9th

8.00am Rusty Shoenthaler Annual Golf Tournament - Hawks Landing Golf Club
6.00pm - 9.30pm FWQA Welcome Reception - Bahama Breeze

Friday June 10th

Educational Sessions and Exhibits

8.00am - 8.30am **MEP Presentation**, Kelly Thompson, Moti-Vitality
8.30am - 9.30am **Setting realistic Goals** – The difference between a goal and a commitment and how to reach them, Kelly Thompson, Moti-Vitality
9.30am - 10.00am **Trade Show Break / Exhibitor Time**
10.00am - 11.15am **Making Disinfection Part of Every Sale**, Chris Lawrence - Viqua
11.15am - 11.30am **David Ramba - FWQA Governmental Affairs**
11.30am - 12.30pm **Lunch and Time with Exhibitors**
12.30pm - 1.00pm **FWQA Business Meeting**
1.00pm - 2.00pm **Clack 1 ½ "and 2" light Commercial Control Valves and System Controller** – Teardown and rebuild, Doug Haring, Clack Corporation
2.00pm - 2.45pm **Permission Selling**, Kenny Gibson, Eco Water
3.00pm - 5.00pm **Trade Show**

Saturday June 11th

Certification Exams

8.00am - 11.00am Introduction to Water Quality Association:
Modular Education Program





**FWQA Director
Ken Gibson, CWS I
President
Absolute Water Management
EcoWater
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941-493-2224**

FWQA Helps You Grow Your Business

When you're a member of the FWQA, you have many resources to help grow your business.

Let's start with some of the obvious benefits:

- FWQA Education Sessions!
- FWQA Annual Convention!
- FWQA Member and Consumer Website!
- Access to OEMs and Vendors!
- Harmony with Florida Legislature!
- Raising Capital to Protect Members!
- Florida Flow Newsletter!
- WQA MEP Training and Certification!

Now let's talk about the not-so-obvious benefits that truly help you grow your business. When you come to our events, you will meet the most amazing people who, combined, have hundreds of years of water treatment

experience. Members are generous in sharing, using peer-to-peer to help you with their best practices. In turn, you can share your best practices. A win-win for everybody.

You will learn a lot from the OEMs and vendors. There are always new technologies and synergistic offerings to help improve your revenue streams, not to mention the technical expertise they have with problem solving.

As for me, my favorite part is getting to know everybody through socializing. Sometimes the best ideas come from simply breaking bread and having a few cocktails. You will form lifelong friendships. Those friends will be there for you when you need help or advice.

Best regards,
Kenny Gibson
FWQA BOD Membership

Come and visit with our Exhibitors (confirmed as of 4-15-16)

- | | |
|-------------------------------|---------------------------|
| Action Manufacturing | Hydrotech/ Watergroup |
| Allied Purchasing | John Guest USA |
| Aqua Finance | Liquid Soap Products |
| Aqua Wholesale | Morton Salt |
| Atlantic Filter Corporation | Moti-Vitality |
| Cargill Salt | Nelsen Corporation |
| Charger Water Treatment | Oxidizer Pro Inc |
| Coast Pump Water Technologies | Pentair |
| Delta Water Systems USA | ProProducts |
| Dura Cast Products | Pulsafeeder |
| ENPRESS | Stenner |
| Fluid Systems Controls | Thermax |
| Foundation Finance | Water Treatment Warehouse |
| FSHS | Waterite America, Inc |
| GA Murdock | WATTS |
| Gorman Company | |
| Hague Quality Water | |

Welcome New Members

ADVANCED WATER TECHNOLOGIES, INC.

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Okeechobee, FL 34972
MikeMaymor
863-357-1748
Email dorlynnne@advancedwater.us
Website
AdvancedWaterTechnologiesInc.com

DISCOUNT WATER SUPPLY

1245 W. Airport Blvd.
Sanford, FL 32773
William Schrader
407-323-9010
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bill@discountwatersupply.com

DURA-CAST PRODUCTS, INC.

16160 Highway 27
Lake Wales, FL 33859
Brett Swango Stuart Holland
800-683-4116
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GW PUMPS & PURIFICATION

938 Bluewater Drive
Indian Harbour Beach, FL 32937
Daniel O'Brien
321-779-2837
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HILLIARD'S WELL DRILLING & PUMP SERVICE, LLC

P. O. Box 6
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INNOVATIVE WATER SOLUTIONS

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2016-2017 Slate for the Board of Directors of the Florida Water Quality Association:

President, Jeremy Greene, FSHS

Vice President, Bill Certain, Certain Water Service

Secretary, Kenny Gibson, Absolute Water

Treasurer, Amanda Moore, Atlantic Filter Corp.

One-Year Director, Mike Lester, EcoWater

One-Year Director, Rico Garcia, Action Mfg.

One-Year Director, Phil Fralix, Icon Technology Systems

One-Year Director, Todd Mosteller, Charger Water Products

One-Year Director, Immediate Past Pres., Cindy Schieber, Stenner Pumps

The election of the Board of Directors of the FWQA will be held at our Annual Meeting
to be held on Friday June 10, 2016
at Caribe Royale Resort, Orlando, FL

What does your Board do for the membership of FWQA?



Our legislative day of February 1, 2016 is in the books and was a great success!

In review, we started the day with a luncheon with Dave Ramba, our Lobbyist. Dave provided each of us with a list of our legislators and appointments that his office had scheduled. Each person had their own list based on their home location. We discuss our main talking points and what we wanted to accomplish by visiting the Capital. Our main objective was a simple introduction to who FWQA is what we have to offer. Dave Ramba gave us pointers on how to navigate the Capital buildings and how to interact with the legislators. David Loveday from National WQA also gave us pointers on what we should discuss with them and brought handouts about WQA and the Flint, Michigan crisis to leave behind.

We go to Tallahassee and meet with legislators and our lobbyist to look out for our industry and your business!



Left to right - Doug
President; Todd
Loveday, WQA

Fralix, Legislative Chairman; Dave Ramba, FWQA Lobbyist; Cindy Schieber, FWQA President; Bill Certain, FWQA Treasurer; Stephen Payne, FWQA Past President; and Jeremy Greene, FWQA Vice President.

Haring, FWQA Past
Mosteller, Director; David
Legislative liason; Phil

From WQA— Contaminants of Emerging Concern

What Are They?

Sometimes chemicals that had not previously been detected (or were previously found in far lesser concentrations) are discovered in the water supply. These chemicals are known as “contaminants of emerging concern” or simply “emerging contaminants.” Emerging contaminants are important because the risk they pose to human health and the environment is not yet fully understood.

Pharmaceuticals, personal care products (PCPs) and endocrine disrupting compounds (EDCs) are among the prime examples of emerging contaminants. Up to 90% of oral drugs pass through the human body and end up in the water supply. Personal care products (soaps, cosmetics, fragrances, etc.) also find their way into our water. Endocrine disruptors are substances that may interfere with the function of hormones in the body. Trace amounts of these contaminants are being discovered in water throughout the country. The U.S. EPA is working to improve its understanding of several emerging contaminants, including perchlorate, pharmaceuticals, PCPs and EDCs.

Should I be concerned?

With advances in testing and health research, experts are learning of new potential dangers in our drinking water. In many cases, the possible harms are not yet fully known.

How do I know if they're in my water?

Home testing for many newly discovered threats does not yet exist. In some cases, state laboratories can test for these contaminants or local professionals can provide water treatment to address them. Public health advocacy agencies and government bodies also conduct surveys to find some of these contaminants.

How can I prevent them?

To feel confident you are protecting yourself against contaminants, you should seek devices that have been rigorously tested and certified to independent standards. Experts in testing are constantly working to develop new standards to meet emerging threats. To find options, explore WQA's directory of certified products or find a local professional who will take you through the steps to treat your water.

It's bad enough to be able to see, smell, or taste a contaminant. But what if your water looks, smells, and tastes just fine — is it? Not necessarily.

Microbial and organic contaminants cannot always be detected by human senses. You might go years before realizing a problem exists. Many folks never become suspicious until people in the community start to get sick. Water near agricultural areas may contain harmful organic material from pesticide or fertilizer application. Chemicals from pesticides and fertilizers in water may increase cancer risk and reproductive problems, and can impair eye, liver, kidney, and other body functions. Similar problems can result from exposure to water near industrial plants.

Some common waterborne contaminants include:

- **Acidity (low pH)**
- **Aluminum**
- **Ammonia**
- **Arsenic**
- **Barium**
- **Cadmium**
- **Chloramine**
- **Chromium**
- **Copper**
- **Fluoride**
- **Bacteria & Viruses**
- **Lead**
- **Nitrates/Nitrites**
- **Mercury**
- **Perchlorate**
- **Radium**
- **Selenium**
- **Silver**
- **Uranium**

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We continue to update and correct our mailing list. If you have an error in the address of this mailing, please fax or email us the correction.

Our Mission

To promote increased use of industry products and services, to foster and maintain the professional competency of water treatment professionals, and work with governments, other organizations and the public on issues affecting water quality. Serving the water industry since 1975

FWQA Board of Directors

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