

**UPCOMING  
EVENTS**

**FWQA Board Meeting**

5:00 pm

Thursday November 10, 2011

**FWQA Fall Education**

8:30 am

Friday November 11, 2011

**WQA Certification Exams**

Hampton Inn, Sarasota

Friday November 11, 2011

**FWQA Trade Show and  
Convention**

Caribe Royale Resort

June 13—16, 2012

**INSIDE**

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# The Florida Flow

NEWS TO USE

OCTOBER 2011

## President's Message

### Time to get smart!!

Welcome to the fall edition of our Florida Flow!

It's a great time of the year and I've seen more positive signs of optimism around our neck of the woods than I have in a long time. You may say, "What in the world are you looking at?" Fair point, yes our economy is still struggling, our congress is bickering and gridlocked, and Florida unemployment is still double digits. However, its October; closed windows are being opened after nonstop months of air conditioning, football is just underway and Florida is blessed with three pro teams and many good college programs, baseball is reaching its climax, it's time to get back out on the water or golf course, and the water treatment business is picking up with kids back in school and snow birds on the way.

Since 2007, many would say the new normal to good in business is trying to meet last year's numbers. From my informal survey, Florida has finally seen some growth return to the water treatment business this year. More water treatment dealers I speak to mention they are having better years. Yes, the new construction sales are still rare, but repair and particularly replacement system sales are growing. I have also seen this in the commercial/industrial water treatment markets as well, much more than in the past 2 -3 years. Perhaps consumers and businesses have reached the point where they realize clean, conditioned water is not a luxury, but something that adds significantly to their quality of life or the bottom line. So as consumers and businesses upgrade and better their situations, doesn't it make sense that we should also do the same.

The upcoming FWQA Fall Educational Seminar will soon be upon us. This year the seminar will be in Sarasota, a location close to hundreds of water treatment dealers. A special opportunity started last year for the seminar, is again being offered. Join the FWQA before the Fall Education Seminar, and your membership will be applied to 2012 in addition to the last months of this year. And you'll receive significant savings as a member for registration cost for the Seminar. Hey, that's another reason to be optimistic this fall! See you at the Fall Seminar.

Denny Mahle, FWQA President

**ATTENTION: WQA CERTIFIED**  
**WATER TREATMENT PERSONNEL**

**WATER TECHNOLOGY MAGAZINE'S *ONLINE* "WATERLINE"  
TRAINING CAN HELP YOU EARN WQA CPD CREDITS !!**

Waterline Technology WQA-approved Online Training, October 2011: Volume 53, Number 10

You can earn Continuing Professional Development (CPD) credit toward Water Quality Association (WQA) recertification with Waterline Technology's online training *Water 101* without leaving your office. It's as simple as 1, 2, 3:

1. Login
2. Take the exam at the end of this training module. It's immediately graded!
3. Score 90 percent or better and the exam will automatically be forwarded to WQA to register your 0.1 CPD credit.

Waterline Technology believes that training and continuing education is a key ingredient for anyone who calls themselves a water treatment professional. Everyone can benefit from the information contained in this basic water training module and we welcome all to take this online training whether you need the CPD credits or not. The company also offers product-specific online training:

Residential POU Filtration

Commercial POU Filtration

Contact Andrew Zeigler, (800) 522-3949 for more information or email at [azeigler@waterlinetechnology.com](mailto:azeigler@waterlinetechnology.com).

**YOUR FWQA WEBSITE UPDATE: [www.fwqa.com](http://www.fwqa.com)**

Attention all Florida Flow readers! Please check out the fwqa website to get up to date information about your association and instant access to all the forms you need. The "Documents" tab gets you quickly to all back issues of the Florida Flow, and a quick link to the national wqa "Diagnose Your Water" database. More and more consumers are doing their research via the web. The constantly increasing traffic to fwqa.com is evidence that more and more of our customers are turning to unbiased, authoritative experts to inform them about water. Our web-hit trendline is on a consistently upward path, up 40% year over year. If you're a dealer, the 56,000 unique visitors to the website is an important asset for you to utilize. If you're not a member of the FWQA, now is the time to join! Get your website up and running and post your link on fwqa.com.

If you're already a FWQA member, please check your dealer locator information. We strive to be accurate, and will post any changes quickly. Just shoot us an email and we will update.

Don't miss the Fall Education Seminar on November 11<sup>th</sup> in Sarasota. A complete seminar lineup, registration form, and WQA exam form is available online. The tips and networking I get from these sessions is truly valuable. A recent sales call started with the potential client grilling me, even testing me, on the nature of chloramine and how best to treat it. I had the knowledge and confidence to speak with authority and build rapport because of past FWQA education sessions. When you use FWQA web resources and attend FWQA training the equation is simple FWQA=BUSINESS. We look forward to seeing you November 11<sup>th</sup>!

Did you attend our annual convention in June... check out the convention pictures on our website.



Education flyer

## **THE FOLLOWING HAS BEEN MADE AVAILABLE TO HOMEOWNERS FROM THE FLORIDA ATTORNEY GENERAL'S OFFICE:**

### **How to Protect Yourself: Water Treatment Devices**

Fears about the purity of our water have increased dramatically in recent years, leading consumers to worry about the safety of their drinking water. News reports of leaking landfills, corroding lead pipes and deterioration of gasoline storage tanks have painted a gloomy picture of toxic wastes, pesticides and other chemicals seeping into both well and municipal water supplies. Although some contaminants have been found in some water supplies, most households using water from public sources should have few concerns. Predictably, some unscrupulous salespeople prey upon concerned consumers by using scare tactics and fraudulent practices to sell their water treatment devices.

#### **Avoid "Free" home water tests**

Fraudulent sellers that advertise "free home water testing" may only be interested in selling you their water treatment device, whether you need it, or not. In performing the test, the salesperson may add tablets or droplets of chemicals to your tap water, explaining that the water will change color or that particles will form if the water is contaminated. When the water changes color before your eyes, the salesperson may warn you that the water is polluted and may cause cancer. In almost all of these cases, any water (even spring water) would "fail" the company's test.

#### **Don't be pressured by prize promotion offers**

Sellers will sometimes try to sell their water treatment devices by notifying you by mail or by telephone that you have been selected to win an expensive prize. To qualify for the prize, you are required to buy a water treatment device, costing hundreds of dollars. You may later discover that both the prize and the water treatment device are of little value.

#### **Be wary of claims of government approval**

Sellers will sometimes claim that certain governmental agencies require or recommend that households use water purification systems, or that the government has approved the seller's particular method of in-home water testing. These claims are false. If you see an EPA registration number on a water-treatment product label, it means only that the manufacturer has registered its product with the Environmental Protection Agency, but not that the EPA has tested or approved the product.

#### **Determine the quality of your water independently**

Ask your municipal water superintendent for the latest test results of your public water supply and then compare them to state and federal standards available from Florida's Department of Environmental Protection or the Federal EPA. If you use well water, ask your local health department if it offers free water testing.

You may additionally have your water tested by a state-certified private laboratory. A list of state-certified laboratories is available by calling the State Laboratory Certification Office at (904)791-1599. Tests for bacteria usually range from \$15 to \$45, while tests for chemical contamination can cost hundreds or even thousands of dollars. Decide what you need.

#### **United States Environmental Protection Agency**

To obtain information about the EPA's drinking water regulations and general information about drinking water, you may contact the EPA's Safe Drinking Water Hotline at 1-800-426-4791 or <http://www.epa.gov/safewater/>

If you have established that your water contains contaminants, the next step is to determine what type of system you need to treat the water. A wide variety of water treatment devices are available, which range from relatively simple, low-cost filter devices for faucets, to sophisticated and expensive systems that treat water from its point of entry into your home. No water treatment device can solve every problem. Some systems only soften water by removing calcium and magnesium, while others eliminate virtually all minerals and foreign matter present in the water. Ask your testing firm or your local government officials what type of water treatment or purification system will best suit your needs.

## Pinellas County Commission votes to stop putting fluoride in water supply

CLEARWATER — Pinellas County will stop adding fluoride to its drinking water, ending a cavity-fighting effort that riled critics of Big Brother government despite decades of advocacy by dental and medical experts.

After three hours of polarizing debate, the County Commission voted 4-3 Tuesday to halt fluoridation to about 700,000 residents of the county and most Pinellas cities.

Residents in St. Petersburg, Gulfport, Dunedin and Belleair will not be affected.

Public notices will go out this fall, and the practice will end shortly afterward.

The vote came despite pleas from a dozen dentists and health officials who told commissioners that fluoride reduces dental illness while lowering costs to the county for dental care for the needy.

Fluoridation costs the county about \$205,000 a year.

Pinellas County began adding fluoride to its water in 2004. Before that, it was the largest water supplier in the eastern United States that did not fluoridate its water.

The U.S. Centers for Disease Control and Prevention calls the practice, which dates to the 1940s, one of the greatest public health achievements of the century. Federal and global agencies and medical groups say it is healthy with the right dosage, despite recent red flags.

"Fluoride is safe, efficient and cost-effective," said dentist Christopher Beach of the Pinellas County Health Department.

But critics seized on recent concerns about too much fluoride having side effects on young children and tea party-style fears of forced government medicating. Some speakers Tuesday compared it to Soviet and Nazi practices and warned of cancer, reduced IQ and deteriorating bones.

"Fluoride is a toxic substance," said tea party activist Tony Caso of Palm Harbor. "This is all part of an agenda that's being pushed forth by the so-called globalists in our government and the world government to keep the people stupid so they don't realize what's going on."

He added: "This is the U.S. of A, not the Soviet Socialist Republic."

Commissioner Ken Welch said afterward that he was embarrassed by the decision, calling it "a big step backward for Pinellas County." Karen Seel and Susan Latvala voted with Welch in favor of fluoridation.

St. Petersburg fluoridates its water along with Gulfport's, and Belleair and Dunedin use their own system. Tampa and Hillsborough County utilities also put fluoride in drinking water.

Officials with those utilities said Tuesday that they have no plans to end fluoridation, though Dunedin recently debated it.

Pasco County utilities does not fluoridate its water, mostly because of health worries.

The decision in Pinellas will make the county the least fluoridated among major Florida counties, with only about 25 percent of the population getting fluoridated water, Welch said, citing state health statistics. Nearly 70 percent of the state population has fluoridated water, the Florida Department of Health says.

"I think it's an extremely unfortunate decision by Pinellas County," University of Florida dental college professor Scott Tomar, a public health dentist since 1984, said in an interview. He noted there's "no basis" for fears of severe illness and warned dental problems could rise.

But Commissioner John Morroni, who supported starting the practice in 2004, joined Norm Roche, Neil Brickfield and Nancy Bostock in voting to stop the program.

Roche spearheaded the effort, calling it a "social sort of program" that the county should avoid. A former utility worker who was elected to the commission last year, he has opposed fluoridation from the start.

Morroni compared the practice to the disputed federal health care reform law mandating that people buy health insurance. Ultimately, he said, public support has shifted since he and other commissioners approved the practice.

"I don't think the county government should be telling people they have to have fluoride in the water," Morroni said.

There have been cautions lately, too.

In January, the U.S. Department of Health and Human Services proposed reducing the recommended fluoride level to 0.7 milligrams per liter of water. The agency said it was based on recent U.S. Environmental Protection Agency and HHS scientific assessments to balance the benefits of preventing tooth decay while limiting unwanted health effects. The standard since 1962 has been a range of 0.7 to 1.2 milligrams per liter. Pinellas uses 0.8, adding to a smaller level of naturally occurring fluoride.

Those moves came after a reported increase in spots on children's teeth, attributed to too much fluoride. The CDC has also put out a warning: While using fluoridated water is safe, infants that consume formula exclusively with fluoridated water have an increased chance of fluorosis — faint white spots on teeth. To lessen that chance, the agency recommends using bottled water sometimes.

Hillsborough lowered the fluoride level to 0.7 milligrams per liter earlier this year.

"The public health officials advocate it," said Luke Mulford, Hillsborough's water quality engineer. "I defer to medical people on medical issues."

Pinellas dentists and officials said no study is yet available to document the effect of Pinellas' fluoride effort, though several dentists said tooth decay among young people is down.

"Over the last four years, it's been just an incredible change, an incredible change," said Palm Harbor dentist Oscar Menendez, president of the Upper Pinellas Dental Society.

Published by the St. Pete Times. By [David DeCamp](#), Times Staff Writer, In Print: Wednesday, October 5, 2011

## Study launched to look at softener effects on septics

Foundation seeks funding for crucial project to scientifically examine issue

**LISLE, Illinois** -- A new study conducted through Virginia Tech will examine the effects water softeners might have on septic tanks, the Water Quality Association announced today.

The investigation is being funded by WQRF (Water Quality Research Foundation), which also announced it is seeking funding for the project and other projects. The study is expected to be completed in summer, 2012.

Dr. John Novak of Virginia Tech is heading up the research. Novak has earned awards and recognition for more than 30 years for his studies on wastewater treatment and other projects.

The goals are to find out whether various water softener operation patterns might have a negative effect on septic tank performance, and if so, to develop operating guidelines to minimize any problems.

The septic study is expected to cost \$95,000. WQRF, a not-for-profit foundation, is seeking donors for the project and other initiatives. More information on donations can be obtained at [WQRF@wqa.org](mailto:WQRF@wqa.org) or by calling WQA at 630 505 0160.

Studies have shown that in activated sludge systems, an imbalance of the cation ratio in wastewater can lead to poor flocculation. The imbalance is typically caused by excessive sodium and can lead to poor settling, which might ultimately clog outlet filters. Water softeners operated primarily for removal of calcium and magnesium produce a discharge that has a cation ratio that has been alleged to impact septic tank performance.

*WQA is a not-for-profit association that provides public information about water treatment issues and also trains and certifies professionals to better serve consumers. WQA has more than 2,500 members internationally. WQA provides Gold Seal certification for products that remove a variety of contaminants. These products are tested according to independently developed standards of the highly respected ANSI (the American National Standards Institute).*

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**2011 FWQA FALL EDUCATION SEMINAR REGISTRATION FORM**

**8:30 am Nov 11, 2011 Hampton Inn, Sarasota**

**5995 Cattleridge Road, Sarasota, FL 34232**

**Send in your registration today... seating is limited.**

Company Name \_\_\_\_\_

Attendee Names \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mailing Address \_\_\_\_\_

City , State, Zip Code \_\_\_\_\_

E-Mail Address \_\_\_\_\_

**COST: Early Bird registration by October 28, 2011**

**TOTAL DUE**

**Make me an Early Bird**

*I am a member of FWQA - \$35 per person attending* \$ \_\_\_\_\_

*I am NOT a member of FWQA \$60 per person attending* \$ \_\_\_\_\_

**I got busy, but still want to come.... After October 28, 2011**

*I am a member of FWQA - \$60 per person attending* \$ \_\_\_\_\_

*I am NOT a member of FWQA \$90 per person attending* \$ \_\_\_\_\_

*I want to be a member of FWQA \$150 for annual dues* \$ \_\_\_\_\_

***Sign me up as a new member and I can come at member rates!!***

**Method of Payment** CHECK \_\_\_\_\_, Mastercard \_\_\_\_\_ VISA \_\_\_\_\_ DISCOVER \_\_\_\_\_

**Checks made out to FWQA and mailed to FWQA, P O BOX 2531, Lakeland, FL 33806**

**or faxed to 866-845-4988, if you have any questions call 863-644-6622 or 863-698-0611.**

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\*\*\*We are in the 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*

## **Welcome New Members**

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