

The Florida Flow

NEWS TO USE

MAY 2013

UPCOMING EVENTS

FWQA Golf Tournament
8:00 am June 6, 2013
Hawk's Landing Golf Course
Orlando, FL

**FWQA Convention and
Trade Show**
Friday and Saturday
June 6 and 7 2013
Caribe Royale Resort
Orlando, FL

WQ A Certification Exams
Saturday June 7, 2013

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President's Message

“GO FISHIN’ WITH THE FWQA IN 2013”

Greetings from the desk of the President! I am truly excited about the wonderful convention we have planned for June 6-8th, 2013 in Orlando. Our host once again this year is the fabulous Caribe Royale Resort, conveniently adjacent to SeaWorld, Disney, and Universal Studios. We hope to “lure” lots of new dealers, salespeople, service techs, and their entire families to enjoy our family-friendly convention and trade show. If you attended the convention over the last few years, you already know about our new and improved format. If you have been waiting at the dock, it's time to cast the lines and GO Fish-in for the first time with your state water treatment association. We promise to show you a great time, have activities the family will enjoy, and keep you comfortable in luxurious yet affordable rooms. Check out the Caribe Royale website for all the wonderful amenities, and check out the FWQA website at www.fwqa.com for all the necessary forms and info.

If you have never attended the FWQA convention, or if its been a few years, now is the time to stop cutting bait and get in the boat! If you are a business owner, the convention is an extremely cost-effective way to network with all the major suppliers in the state, learn a thing or two during our education sessions, and just plain have a blast! But why just send yourself? Bring your entire family, bring your entire staff, and their families too! The FWQA convention is a wonderful, yet inexpensive way to reward hardworking employees with a little R&R in the heart of the resort area of Orlando.

The convention committee, under the able leadership of Board member Cindy Schieber has put together a slate of events you will be telling “Fish Stories” about for years to come. It all starts Thursday morning with the Rusty Schoenthaler annual golf tournament, where golfers or pretend-golfers are welcome one and all. On Thursday evening do not miss the legendary hospitality suites in the villas at Caribe, where fun, food, and frivolity for the entire family, along with great networking opportunities will keep you entertained.

NEW for 2013 is our “Breakfast with the Vendors” on Friday morning. Wake up with food and beverages sponsored by vendors and then get ready for a day of trade show, silent auction, education sessions, lunch and our annual FWQA meeting. Another NEW event for 2013 is our Friday evening “Fish Tales” Come on back to the villas after the trade show closes and enjoy refreshments with fellow dealers and distributors in a relaxed hotel setting. Tell us what you liked, and give us suggestions for improvements in the coming year. Meet your new Board of Directors and give us a chance to get to know you and your business!

Your FWQA is committed to ongoing professional development so on Saturday we will offer a two-hour review of water treatment fundamentals. This is a PERFECT opportunity for your newer techs to gain valuable knowledge and make them more productive in the field. We encourage national WQA Certification and will be offering WQA Tests immediately following the seminar on Saturday.

My tenure as President has been so rewarding. I have met so many new dealers and OEM's and have reconnected with old friends. My family loves coming to convention and I hope your family will love it too. We have a great state for water treatment and a great association to represent the best dealers in our industry. Here's hoping you land the “Big One” in 2013!

Forrest Vincent, President

Lead Free* changes everything!

January 4, 2014 - Manufacturers, Distributors, Builders, and Plumbers across the country must comply with the Reduction of Lead in Drinking Water Act, affecting all potable plumbing products sold or installed in the United States. Right or wrong, love it or hate it, the “California/Vermont issue” is now the law of the land. Make no mistake; this is the defining moment for all of us, shaping our success or failure for years to come.

What does “Lead Free” mean to your business?

After January 4, 2014, when the Reduction of Lead in Drinking Water Act goes into effect, the wetted surface of every of pipe, fixture, and fitting sold in the United States for use in a potable water system must contain less than 0.25% of lead by weight.

Put simply, it means every potable plumbing product that does not meet this new standard will be illegal and cannot be sold or installed for use with potable water. States will be required to implement the new Lead Free requirements through state or local plumbing codes, and some states may also enforce the requirements through consumer protection statutes or other laws. Violators of the federal law may be subject to monetary penalties, government lawsuits, or civil lawsuits brought by concerned citizens. We also anticipate that plaintiffs’ lawyers may see this as an opportunity to profit by targeting companies that sell non-compliant products with lawsuits.

Managing Risk

Lead Free changes the landscape for your business and introduces risks—from your competitors, from product quality issues, and possibly from legal and regulatory action.

Risks from your Competitors – In recent times, the challenges of running a successful business have been brutal and competitive pressures have not helped. With the change to Lead Free comes a competitive risk as others attempt to lure customers away by any means possible. Allowing your competitors to get ahead of you on Lead Free means running the risk of losing your customers and sales.

Risks from Suppliers with Poor Quality Products – For some suppliers and manufacturers, the science of Lead Free product development is in the Stone Age. Quality concerns may be rampant depending on the type of product and may only be evident after several years of use. Protect your business. Work with leading suppliers and manufacturers that have a history of Lead Free product research and development. This will ensure that the products you sell start from the highest quality materials and processes and are able to meet or exceed Lead Free requirements.

Risks of Legal Liability – Many incorrectly believe that manufacturers or suppliers are the only ones at risk when making false claims of a product’s Lead Free compliance. This could not be further from the truth. As with laws from CA and VT, the National law states, “*products introduced into commerce*” must comply with the Reduction of Lead in Drinking Water Act.

Distributors and wholesalers selling products that falsely claim to be Lead Free or that are of poor quality could be just as liable as a manufacturer or supplier. The law goes on to state that legal action can be brought by any individual, corporation, company, association, municipality, state, or federal agency. Distributors and wholesalers found guilty could face significant monetary penalties. Now more than ever, you must ensure that the products you sell are from suppliers you know and trust. Relying on questionable overseas manufacturers or fly-by-night suppliers may be penny-wise,

but it is certainly pound-foolish.

Failure to plan is planning for failure.

It may seem like 2014 is a lifetime away but considering all the potential problems, don't wait to get started. Planning and starting your transition early is essential. Remember, avoiding failure is not seeking success.

Start your transition by:

Evaluating your current suppliers—Do they have what it takes?

Many of your existing suppliers may not have a complete understanding of Lead Free or have a full line of compliant products ready to meet its requirements. Ask questions and test them; they work for you, and you shouldn't have to pay for a supplier's on-the-job-training. This also applies to the supplier's representative. If you are not satisfied, weigh the options of changing suppliers. There's too much at risk in not doing so.

Knowing what's in scope and confirming it with your suppliers.

Whether that's a general sense of product types or a deeper, product-by-product understanding, your first move is to contact each supplier and to confirm if their products are already Lead Free compliant or if they have clear plans to transition to a Lead Free equivalent in time for your business to meet its goals. New Lead Free equivalent products will probably mean a new SKU or model number and possibly changes to a product's name, weight, dimensions, packaging, or price. Understanding the full scope of what has or could change will minimize the risks to your business.

Working with your suppliers on transition planning.

In most cases, you'll want to target and sell off low-volume products first. Low-volume may mean specialty or seasonal products. Work with your suppliers to identify low-volume products based on your current and historical inventory. High-volume products are your fast movers that are ordered and restocked often. Transitioning to Lead Free high-volume products will typically occur later in the transition plan.

Member to Member



What happens when you belong to FWQA?

You are an informed business person with up to date information and a resource to help you get information you need.

Education sessions and trade shows are available at a reduced rate.

You get exposure for your business on the FWQA.com website.

I would encourage to you to attend the FWQA Annual Convention and Trade Show, June 6 – 8 2013.

If you have ideas that you believe would attract new members or just ideas that may be helpful send them to me at Steve@southernwaterservices.com.

The Five Ws and One H in Testing

From Water Technology on-line

Water treatment dealers who service residential, light commercial, municipal or industrial customers know that testing is an imperative step before recommending filtration solutions.

Who is most appropriate for water testing? What should be tested? As advances in field testing equipment continue forward, when and where is field testing and laboratory testing most appropriate? Why is testing important today? And, the best way for water treatment dealers to market and sell this equipment and service?

We look to answer these questions and more in our online exclusive newsletter this month on the topic of water testing.

Who is an ideal customer and What should be tested

A quick look at [EPA's National Primary Drinking Water Regulations web page](#) will reinforce that there are many contaminants that can be present in customers' water.

Beyond these known contaminants, filtration variables such as temperature, TDS and pH must also be tested.

Many contaminants in water, such as arsenic, are found in water in different forms. Sometimes a species test is needed for accurate equipment installation.

These are but a few factors and contaminants that water treatment dealers can provide testing services for.

So, who is a potential customer? While the current customer base is an ideal target, practically any homeowner or business owner who uses water for any purpose, including drinking, industrial or agricultural reasons, is a candidate for water testing.

When and Where is a lab analysis versus field testing appropriate?

Laboratory testing can provide a more detailed look into a customer's problem water.

However, there are cases when field testing is more sensible and useful. Testing a water's pH or chlorine tends to be more accurate in the field than in the lab.

Field versus lab testing

Both pH and chlorine have a holding time of 15 minutes, making field testing more practical than laboratory testing.

Also, dealers can test for total hardness, pH, copper, total alkalinity, chlorine, nitrate, iron, manganese and bacteria easily in the field as well.

Field testing equipment continues to evolve. Recent advancements and trends indicate that field equipment is more versatile and compact.

Why is it so important and How can water treatment dealers capitalize?

Without proper testing, dealers try and solve problem water blindfolded.

Oftentimes, contaminants, treatment factors and risk can go unnoticed in water. Quick field testing can enhance your business in many ways.

Onsite testing at many industrial, municipal, residential and commercial accounts is made possible today by advanced equipment.

On the other hand, lab testing, when performed correctly and user error in sampling is minimized, can reassure and protect certain customers from risk.

Testing provides validity, credibility and positive customer satisfaction.

The FWQA Nominating Committee presents the Slate of Officers for 2013-2014

<u>President</u> -	Jim Suomi, WATTS
<u>Vice-President</u> -	Stephen Payne, Southern Water Services
<u>Secretary</u> -	Jeremy Greene, FSHS
<u>Treasurer</u> -	Cindy Schieber, Stenner Pump Company
<u>Past President</u> -	Forrest Vincent, Aqua Solutions
<u>Director</u> -	Phil Fralix, Mavea, LLC
<u>Director</u> -	Brad Walsh, Paragon Water
<u>Director</u> -	Bill Certain, Certain Water
<u>Director</u> -	Michael Ward, Ward Water Solutions

Election will be held at the FWQA General Meeting
June 7, 2013, at the Caribe Royale Resort, Orlando, FL

Please let us know if you would like to be on a committee of FWQA—
Education, Convention, Membership, Legislative, or Public Relations.

Thank You FWQA Board of Directors for 2012-2013

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Can you guess how much of the water coming into your house ends up actually going into your body?

The startling answer: Only about 1%.

That's right. Almost 99% of the water you use is not for drinking – but for washing, flushing, showering, brushing, and a host of other external uses.

That 99% is what experts in the field call “working water.”

Just because you're not putting working water in your body doesn't mean you can ignore it. After all, it is touching our bodies, clothes, dishes, pets – even our expensive appliances.

Here are some of the questions to ask yourself to learn how you can optimize use and quality of your working water:

1. **Am I finding unpleasant odors, colors, spots, or stains where water is used?** If so, there is an easy way to diagnose your water. You can find out what is causing the trouble and look for solutions. Or, contact a water professional who is trained to uncover problems and give you the options you need to resolve them.
2. **Are my appliances working at their top efficiency?** With softened water, you may actually be able to turn down the temperature of your dishwasher and clothes washer, use less detergent, and get cleaner clothes and dishes.
3. **Can I save energy and money with treated water?** According to independent research, depending on how hard your water might be, you can lower your energy consumption and save money with softened water. What's more, with treated water, you can actually extend the life of your appliances.

For more information on that 1% of water that you do drink, learn more about how to protect your family with Final Barrier treatment.

Be sure to come to the Final Barrier seminar during the FWQA Convention on Friday June 7.

WHY COME TO THE CONVENTION?

Your FWQA has great things in store for this year's annual convention in Orlando. Florida Dealers loved the new format from so we are bringing it back again this year. Our schedule runs this year from Thursday June 6th through Saturday June 8th

ALL-STAR HOSPITALITY SUITES

Get in town on Thursday !! Based on last year's reviews, you won't want to miss the Thursday evening Hospitality Suites sponsored by OEM's and Manufacturers from around the state. Enjoy snacks and light dinner, beverages, and FAMILY-FRIENDLY games from 6-10pm. School is out so bring your spouse, your kids, and all your employees to enjoy this Thursday night blow-out. This event is open to everyone at no charge.

TOURNAMENT TIME—REEL IN THE BIG ONES!!

All new education sessions are slated on Troubleshooting small commercial Ro Systems, Service Roundtable, our continuing series of Hands-on Valve Teardown featuring the Fleck 5800 valve, the Final Barrier seminar and a valuable FWQA Water Treatment Fundamentals course on Saturday morning. Friday lunch and three hours of trade show are all included with your registration. Come check it out!

LURING YOU IN ...

With your paid FWQA membership, your is only \$50 for the entire convention package. registrations, within the same Company, are only \$25 each This is the year to bring your entire staff and enjoy our expanded convention. We also are continuing to offer our annual Golf Outing and lunch on Thursday at Hawk's Landing Golf Club and WQA Certification Exams on Saturday afternoon.

ARE WE THERE YET, ARE WE THERE YET?

Once again we are pleased to be hosting the convention at The Caribe Royale, a fabulous resort convenient to all the Orlando attractions. The Caribe boasts a great outdoor pool with waterslide and hot tub, luxurious salon and spa and an outdoor tiki bar. Your family can stay right on premises, visit with other families, and enjoy a wonderful mini-vacation. The rooms are all suites and can accommodate the entire family for the FWQA rate of \$139 per night.

Register for the FWQA convention NOW ... Get Hooked on the Florida Water Treatment Industry !



2013 FWQA Convention at the Caribe Royale Resort
“Fishing for Success?...the best Catch is here!”
Get Hooked on FWQA!



Thursday June 6, 2013

- 8:00 am **FWQA ‘Rusty Schoenthaler’ Annual GOLF TOURNAMENT**
Hawks Landing Golf Club – Shotgun Start
- 6:00 pm til 10:00 pm **Hospitality and Welcome for Attendees—FWQA Villas at Caribe Royale Resort**
Spend the evening at our *hospitality event* where you, your family and your employees can enjoy a casual atmosphere talking SHOP, along with some fun, games, **FOOD and BEVERAGES** just for the “halibut”!

Friday June 7, 2013

- 7:00 – 8:00am **Registration and Breakfast with the Exhibitors**
Don’t “flounder” around! Bring your “chums”! Join the exhibitors
- 8:00-9:00am **Troubleshooting Small Commercial Reverse Osmosis Systems**
Tips and tricks to save you time and money
Jason Deal of CSM
- 9:00 –9:15 am **Break**
- 9:15-10:15am **Service Roundtable—**
Stumped on a specific job? Bring your questions and experience to share with the group.
- 10:15-10:30 am **Break**
- 10:30 am –12 noon **Valve Teardown, Rebuild and Programming**
The new Fleck 5800— Douglas Haring of Pentair
- 12 noon—1:00 pm **LUNCH and BUSINESS NETWORKING** - Exhibitor displays
- 1:00 - 1:30 pm **FWQA BUSINESS MEETING, Election of Officers and Awards Presentation**
State of the Industry Address – Richard Mest, WQA President
- 1:30- 3:00pm **Final Barrier—Treating Water at or near the point of final consumption**
Richard Mest, WQA President
- 3:00 – 5:00 **BUSINESS NETWORKING** - Exhibitor Displays

Saturday June 8, 2013

- 8:30 - 10:30 am **FWQA Review of Water Treatment Fundamentals**
- 11:00am – 2:00 pm **WQA CERTIFICATION EXAMS**

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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*

Welcome New Members

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Golf flyer insert

Registration form insert