



# The Florida Flow

NEWS TO USE

APRIL 2018

## UPCOMING EVENTS

**FWQA Convention  
and Trade Show**  
June 6—8, 2018

**Golf Tournament—  
Celebration Golf Course**  
Wednesday June 6

**Education and Trade Show**  
June 6—8, 2018  
**Caribe Royale Resort**  
Orlando, FL

## INSIDE THIS ISSUE:

<b>President's Message</b>	<b>1</b>
<b>FWQA 2018 Convention</b>	<b>2</b>
<b>FWQA Golf Tournament</b>	<b>3</b>
<b>FWQA Makes a Splash in Denver</b>	<b>4</b>
<b>Doing the Write Thing Welcome New Members</b>	
<b>Convention Schedule</b>	<b>5</b>
<b>Fall Education Seminars</b>	<b>6</b>
<b>2018 Legislative Visits</b>	<b>7</b>
<b>Board of Directors</b>	<b>8</b>



**Ken Gibson, CWS I**  
Absolute Water Management  
EcoWater

## PRESIDENT'S MESSAGE

Happy Spring FWQA Members! I hope everyone had a great season. I would like to thank the Board of Directors for their service over the last year!

Amanda Moore, Vice President; Todd Mosteller, Treasurer; Rico Garcia, Secretary; Jeremy Greene, Immediate Past President and Directors Douglas C. Haring, Julie Guimond, John Ladue, and Luis Reyes

Have a look inside this issue to see the details about the 2018 convention. Amanda has worked tirelessly on providing a great new format. Luis has put together a diverse education classes for the convention all the information can be found on our new website. Speaking of the new website, a big thank you to Rico, Suzanne and the Good Marketing Group on the tremendous job done developing our new site. Please check it out at [www.FWQA.com](http://www.FWQA.com)

The Florida Water Quality Assn. recently met with several legislators on our annual trip to Tallahassee to discuss the merits of point-of-use filtration. Todd and Julie educated senators and representatives about topics such as the filter manufacturing process and the importance of water testing. In January 2018, the Florida attorney general's office, which also is in charge of consumer affairs in the state, posted a notice on its website warning the public about the dangers of free water testing. David Loveday, government affairs director for the Water Quality Assn. (WQA); Kenny Gibson, President of FWQA; and Amanda met with the attorney general's office to explain the WQA certification process, the education that FWQA offers and the WQA code of ethics. After the hour-long meeting, the representatives from the attorney general's office said they plan to put the consumer affairs department in contact with FWQA for guidance in updating the website. WQA and FWQA will be cited as resources for those with water questions or concerns.

As the 2018 convention nears please reach out to fellow water treatment dealers and vendors who are not involved with the FWQA and invite them to get involved. Let's as a group stay ahead of emerging issues. Our membership is only \$150.00 per year. They will get a huge return on their investment. Protection of your right to do business without onerous over-regulation by state and local government entities. We keep a close eye on Tallahassee! Regular education and training on a variety of technical and management topics. Lead generation for member dealers through our consumer-friendly FWQA web site. Dealer Locator database.

Have any interested fellow dealers or OEM's reach out to John Ladue 954-985- 9800. If you would like to get involved as a Committee member our Board of Directors will welcome you. Please reach out to any of the Board Of Directors or Suzanne Trueblood . All contact information can be found at [www.fwqa.com](http://www.fwqa.com)

## Florida Water Quality Association Convention Wednesday June 6th –Friday June 8th , 2018 Mark your Calendar Now!!!

Please join us for an exciting new format at the annual Florida Water Quality Association convention. This year's convention will be held at the Caribe Royale in Orlando on Wednesday, June 6th to Friday, June 8, 2018. For FWQA block room rates please use the following link <https://reservations.travelclick.com/5636?groupID=1667050> or mention FWQA group 1667050 when making reservations.

Join us Wednesday morning June, 6th for our annual Rusty Schoenthaler Golf Tournament at the beautiful Celebration Golf Course. Don't miss the all new putting challenge and a great luncheon and awards ceremony following your round of golf. We are pleased to announce that breakfast will be included this year.

Wednesday evening, FWQA will be hosting an all new sponsor appreciation cocktail reception from 6:00 pm until 7:30 pm. The Board of Directors look forward to taking this special opportunity to say thank you to all of our sponsors for their generous support.

Thursday evening, we are pleased to announce a new location for our Hospitality Event. Plan to join at BJ's Brexipiseus from 6:30 pm – 9:30 to mix and mingle with your sponsor representatives as well as your fellow FWQA members. Transportation will be provided again this year!

Our education sessions will not run during the trade show hours this year. Classes will be held Thursday morning as well as all day Friday. We will have two education sessions running concurrently in the adjoining Cayman and Barbados classrooms between the hours of 8 am and 11:00 am Thursday June 7th as well as Friday 8:00-9:00 am and more 10:30 am and 12:30 pm. This year, the WQA will again hold a 4 hour MEP seminar Friday afternoon between 1:00 pm and 5:00 pm. Not only is this class good for .4 CEU credits but it is a great way to get started with the WQA's Modular Education Program. The Modular Education Program is your path to becoming certified in the Water Treatment Industry as a Certified Installer, Certified Water Treatment Specialist, or Certified Sales Rep. Separate your Company from the competition by encouraging your employees to become WQA Certified.

Friday afternoon, WQA will also offer WQA Exams for those enrolled in the MEP program that are ready to test. Testing will be held between 1 pm and 5pm. Pre registration with WQA will be required. The Trade Show floor will be open between the hours of 12:30 pm and 4:30 pm Thursday June 7th as well as 9:00 am to 11:00 am Friday June 8th. Lunch will be served in the Martinique Ballroom Thursday following the business meeting.



FWQA's famous Silent Auction will be running Thursday throughout the course of the day in the Martinique Ballroom.

**CONVENTION CHAIR,  
Vice President**  
Amanda Moore  
Atlantic Filter Corporation  
3112 45<sup>th</sup> Street  
West Palm Beach, FL 33407-1955  
561/683-0101 toll free 800-523-9927  
Fax 561/687-4107  
Email [amoore@atlanticfilter.com](mailto:amoore@atlanticfilter.com)

Don't miss this opportunity to bid on some great items!!!

The Rusty Schoenthaler Annual  
FWQA Golf Tournament  
Wednesday, June 6<sup>th</sup> 2018  
Shotgun Start 8:00am  
Celebration Golf Course



701 Golf Park Drive Celebration, FL 34747

**TWO WAYS TO GET YOUR GOLF ON!**

Register your foursome today at [www.fwqa.com](http://www.fwqa.com)

Warm up with the longest putting Challenge!

Sink the longest put and win a prize ! Only \$5.00

Try for the hole in 1!

\*Breakfast sandwiches and Coffee provided before you tee off and  
Lunch provided afterwards including the awards ceremony at the Clubhouse



**REGISTRATION IS NOW OPEN TO  
ALL FWQA MEMBERS AND FRIENDS**

Please call Todd Mosteller for registration or Golf sponsorship  
questions today 904-484-4554.

## **FWQA Makes a Splash in Denver**

This March, FWQA was well represented at the national Water Quality Association Convention in the Mile High city of Denver, CO. Kenny Gibson, Amanda Moore, Luis Reyes and Doug Haring all represented the FWQA while learning about hot topics in the water treatment industry across the United States.

Your board members attended regional meetings with the representatives of other state and regional associations to discuss governmental affairs and water treatment concerns across the country. As board members we are constantly looking for ways to grow the value of the FWQA to our Florida water treatment dealers.

WQA's educational seminars included focus on emerging contaminants of concern such as Chloramines, PFC, and PFOA / PFOS. While most of you are familiar with chloramines, many of you have not heard of the three P's. *PFCs, PFOAs, and PFOS*. This year, FWQA will be bringing you updates as the EPA looks at not only if, but how, they will regulate these emerging contaminants of concern. As water treatment professionals, it is critical that we stay informed on the water treatment issues of today. For that reason, FWQA will focus this year's educational sessions on trending topics and concerns so that you can address these issues when the need arises.

I cannot tell you how excited I am about what the next year is going to bring for our industry. The opportunities being presented to us as water treatment professionals are endless. Our industry is increasingly being called in to address growing health concerns. As the municipalities we all work with struggle to keep up with aging infrastructure and growing populations, opportunities appear at every corner. It is critical that we take the steps to become educated and informed so we can address these issues and work with the municipalities to provide immediate solutions for people in need.

Check out our schedule of educational sessions at the FWQA convention.  
See you in the classroom!

### **“Doing the Write Thing”**

by John Ladue, FWQA Board member

After recent events with one of my local Health Department's I have seen that “the way it always has been done” is not always the best.

The Health Department informed me the P.O.E that has been used for 20 years was wrong and not the P.O.E per the Health Department definition, after a meeting “penalty phase” I got nowhere with talking to them and had been told I have no option but to take the penalty of \$450.00. It could have been up to \$2250.00.

After leaving the meeting I reached out to friends trying to figure out a way to get the Health Department to see it was a lack of education. Everyone said to right a letter.

While still mad I made notes of what was said. After calming down, I put together a nice letter and time line. Then had someone else proof read the letter, “never write mad”, by doing this I showed the Health Department had made some mistakes as can happen with a department that has a large turnover of employees. I got the penalty down to \$100.00 as well as a change in reporting time to 15 days. The Health Department has to respond, this can help us fix a problem without a penalty.

It turned out standing up to the Health Department was as easy as sitting down and writing a letter.

## **Welcome New Members**

### ***FRITTON WATER INC***

Mark Fritton  
PO Box 586  
Callahan, FL 32011

### ***INTEGRITY WATER TREATMENT INC.***

11397 Cisco Gardens Rd. N.  
Jacksonville, FL 32219  
Daniel Downing CWS-1, CI  
904-318-4750



# Florida Water Quality Association Convention

## June 6th – 8th , 2018

### Convention Schedule

#### Wednesday June 6, 2018

7:00 am Golf Tournament at Celebration Golf Club  
Breakfast, 8:00 am Tee time , Lunch to follow

#### Thursday, June 7, 2018

8:00 am	Registration Opens	Martinique Foyer	
8:00 to 8:55 am	<b>Carbon Block Design and Application</b>		(.1 CEU)
	Cindy Merkel and Jim Suomi, Paragon		
8:00 to 8:55 am	<b>How to Thrive in a World of Online Reviews</b>		
	Shannon Good, Good Marketing		
9:00 to 9:55 am	<b>UV Systems and Application,</b>		(.1 CEU)
	Jason Homan and Jesse Rodrigues, Aqua Treatment System		
9:00 to 9:55 am	<b>Improving Sales thru Problem Solving Skills</b>		
	Greg Reyneke, Red Fox Advisors		
10:00 to 10:55 am	<b>Resin Technology and It's Application-</b>		(.1 CEU)
	Arsenic, Deionization and Iron		
	Bill Koebel, Resintech		
10:00 to 10:55 am	<b>Ozone Technology Treatment, Water Testing, History and Facts</b>		(.1 CEU)
	Orlando Utilities Department		
11:00 to 12:15 pm	FWQA Business Meeting	Martinique Ballroom	
12:30	Lunch with the Exhibitors	Martinique Ballroom	
12:30 to 4:30 pm	Trade Show Exhibit Hours	Martinique Ballroom	(.1 CEU)
4:30 pm	Silent Auction Final Bids	Martinique Ballroom	
6:30 to 9:30pm	Hospitality Event at BJ's Brewhouse - Transportation Provided		
	Transportation out front of lobby at 6:10 PM		

#### Friday, June 8, 2018

7:30 am	Registration Opens	Martinique Foyer	
8:30 to 9:15 am	<b>Motivational Speaker</b>	Martinique Ballroom	
	Sarasota Military Academy		
9:00 to 11:00 am	Trade Show Exhibit Hours	Martinique Ballroom	
10:30 to 11:25 am	<b>Carbon Technology and it's Application</b>		(.1CEU)
	Chloramines and The Three P's		
	Bill Koebel, Resintech		
10:30 to 11:25am	<b>Your Website Should be More Than a Landing Page</b>		
	Bradley Good, Good Marketing Group		
11:30 am to 12:25 pm	<b>Reverse Osmosis Technology and Desalination</b>		(.1CEU)
	Jason Homan & Jesse Rodrigues, ATS		
11:30 am to 12:25 pm	<b>Disinfection of Wells and Treatment Equipment After a Flood</b>		(.1 CEU)
	Greg Reyneke, Red Fox Advisors		
1:00 to 5:00 pm	WQA MEP Program		(.4 CEU)
	Cayman Classroom		
1:00 to 5:00 pm	WQA Testing ( if enough)	Barbados Classroom	

:

# 2017 FWQA Fall Seminar FOCUSING ON FLORIDA WATER ISSUES Post IRMA!

There were some unique situations in Florida after Hurricane Irma. Thanks to our speakers we learned some ways to help customers and keep our businesses prepared and ready to continue after disasters.



**Problem Water in our Area**, specific media for treatment, the water analysis and base chemistry.  
Presented by: Bill Koebel of ResinTech, Technical Representative and Eastern Sales Manager

**Business Strategy**, Manufacturing Supply Chain and Business Operations  
presented by John Hosler from SCORE.



## “Are you a first responder to your customer?”

Focused on a 10 point plan to prepare yourself and your customer for before and after a storm.

Presented by James W. Wakem , MWS, CI, Atlantic Filter Corporation  
past president of FWQA and WQA, and Hall of Fame award winner



**How to Properly Install and Apply an Aerator** in water treatment.  
Common mistakes and oversights to avoid. (with actual aerator onsite)  
Presented by: Rico Garcia, Action Manufacturing



**Hands on RO installation** and service procedures  
Presented by: Dave Smith, Pentair



Learning, Lunch and time to network. That's the FWQA way!



**Did you miss out?  
Check out our  
new ‘Golf ‘ game  
at the convention.  
Fun for all over 21**



## ***FWQA Goes to Tallahassee....***



## ***Clearing Up Misconceptions***

Kenny Gibson, CWS

**President, Absolute Water Management Inc. dba EcoWater Systems President, Florida Water Quality Assn.**

**[kpgibson@comcast.net](mailto:kpgibson@comcast.net)**

The Florida Water Quality Assn. (FWQA) recently met with several legislators to discuss the merits of point-of-use filtration. Todd Mosteller, FWQA treasurer and Julie Guimond, director for FWQA, educated senators and representatives about topics such as the filter manufacturing process and the importance of water testing.

In January 2018, the Florida attorney general's office, which also is in charge of consumer affairs in the state, posted a notice on its website warning the public about the dangers of free water testing. David Loveday, government affairs director for the Water Quality Assn. (WQA); Kenny Gibson, president of FWQA; and Amanda Moore, vice president of FWQA met with the attorney general's office to explain the WQA certification process, the education that FWQA offers and the WQA code of ethics. After the hour-long meeting, the representatives from the attorney general's office said they plan to put the consumer affairs department in contact with FWQA for guidance in updating the website. WQA and FWQA will be cited as resources for those with water questions or concerns.

**FWQA**  
**P.O. Box 2531**  
**Lakeland, FL 33806**

www.fwqa.com  
flwqa@aol.com  
863-644-6622  
863-698-0611 mobile  
866-845-4988 Fax



\*\*\*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 2017-2018**

#### **President**

Kenny Gibson CWS  
Absolute Water Management  
22 S. Venice Blvd.  
Venice, FL 34293  
941-493-2224  
kpgibson@comcast.net

#### **Vice President**

Amanda Moore CWS  
Atlantic Filter Corporation  
3112 45<sup>th</sup> Street  
West Palm Beach, FL 33407-1955  
561/683-0101 toll free 800-523-9927  
Fax 561/687-4107  
amoore@atlanticfilter.com

#### **Secretary**

Rico Garcia  
Action Manufacturing  
2711 Vista Pkwy # B5  
West Palm Beach, FL 33411  
561-753-7800  
rico@actionmfg.com

#### **Treasurer**

Todd Mosteller  
Charger Water Products  
7829 Bayberry Rd.  
Jacksonville FL 32256  
Ph904-374-5725  
Cell 904-484-4554  
tmosteller@chargerwater.com

#### **Director**

Luis Reyes  
Aqua Wholesale  
1155 Cattlemen Rd  
Sarasota, FL 34232  
941/341-0847  
Fax 941/341-0746  
Email lreyes@aqua-wholesale.com

#### **Director**

Julie Guimond  
Sensible Water Solutions  
19 Poplar Drive  
Palm Coast, FL 32164  
386-263-7109  
Email [sensiblewatersolutions@gmail.com](mailto:sensiblewatersolutions@gmail.com)  
[www.sensiblewatersolutions.com](http://www.sensiblewatersolutions.com)

#### **Director**

Doug Haring, MWS, CWR, CI  
Clack Corporation  
4462 Duraform Lane  
Windsor, WI 53598  
haring@clackcorp.com

#### **Director**

John Ladue, CI  
Complete Water Systems  
3358 SW 49<sup>th</sup> Way Bay I  
Davie, FL 33314  
954-985-9800  
Fax 954-370-8959  
Email [jladue3@gmail.com](mailto:jladue3@gmail.com)

#### **Immediate Past President**

Jeremy Greene  
FSHS  
23380 Janice Ave B5  
Charlotte Harbor, FL 33980  
941-625-4550  
Fax 941-625-6635  
jeremy@puromax.com

#### **FWQA Executive Secretary**

Suzanne Trueblood  
P.O. Box 2531  
807 Whitestone Court  
Lakeland, FL 33806  
863-644-6622  
863-698-0611 cell  
866-845-4988 Fax  
flwqa@aol.com  
suzanne@fwqa.com