



The Florida Flow

NEWS TO USE

SEPTEMBER 2017

UPCOMING EVENTS

FWQA Board Meeting
Thursday November 9, 2017
Hilton Garden Inn PGA Village
Port St. Lucie, FL

Fall Education Seminars
Friday November 10, 2017
Hilton Garden Inn PGA Village
Port St. Lucie, FL

**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:

President's Message	1
FWQA 2017 Convention	2
A New View	3
Checking Equipment after Hurricanes and Flooding	
How Membership in the FWQA has helped me Welcome New Members	4
Fall Education Seminars	5
See a Snapshot of the 2017 Convention	6 7
Board of Directors	8

President's Message



President
Ken Gibson, CWS I
Absolute Water Management
EcoWater
22 S. Venice Blvd

I hope all of our FWQA members have had a prosperous and fun summer!

From the pictures I reviewed, I can tell our members truly enjoyed the 2017 Convention. Thank you Amanda Moore, Vice President, excellent job! Amanda and Suzanne Trueblood, Executive Secretary, are deep into the planning of the 2018 Convention. Details will be in the next Florida Flow. You will not be disappointed.

Luis Reyes, The Education Chair, has put together a strong education platform for the fall seminar in Port Saint Lucie, please see inside for details. Your new Board of Directors is a culmination of talented industry veterans hard at work for the benefit of our members. This year, Todd Mosteller will be taking care of the financials for the FWQA and also working with Cyril Brockmeier on the 2018 Convention Golf Tournament. Rico Garcia will be managing the FWQA's new website. We anticipate launch of the website in the next four weeks. This website will be interactive and mobile ready.

John Ladue and Luis Reyes will be working on the Membership Committee. Please help them recruit new members in your towns and cities. Julie Guimond and I will be working together on the Government Affairs Committee. We are in the midst of planning our legislative days in Tallahassee. If any members are interested in participating, please reach out to Julie at sensiblewatersolutions@gmail.com. We are pleased that industry veteran, Doug Haring, will be there as a mentor to all FWQA members. Doug brings decades of experience and education which creates a lot of value for the FWQA.

In closing, this is a very exciting time for the water industry. We are looking forward to continued growth in both membership and resources for the FWQA. Studies have shown, the more you participate in our member functions, the stronger your growth and the organizations growth will be. We look forward to being there to assist in any needs that may arise over the course of the next year.



Florida Water Quality Association Convention

June 8th -10th , 2017

A celebration of 40 years....

The 2017 FWQA Convention was held at the Caribe Royale in Orlando, FL June 8th –June 10. Despite threatening weather, the week's events were a resounding success. This year brought more exhibits and attendees than years past.

The week's events started off Thursday with a exciting golf tournament organized by Peggy Blazek at the Celebration Golf Club. Not even the afternoon rain kept everyone from having a great time on this truly beautiful course. This year's Hole-in-One challenge had every golfer swinging for their chance at \$500. A special thank you to Peggy for helping make this year's event such a success. Congrats to this years winners!

Our hospitality event returned to the Bahama Breeze Restaurant via new and improved transportation on Thursday night to a packed house. It is always wonderful to see the FWQA members smiling, laughing and enjoying a great event after the work day is through.

This year, based on feedback from members requesting more educational opportunities, we offered two full class rooms of educational sessions with a blend of technical and sales management topics that ran all day Friday. Attendees were able to spend time with the likes of Greg Reyneke of Red Fox Advisors, Shannon Good of the Good Marketing Group, and Kim Redden of the WQA . Thank you to all the speakers that took time out of their busy schedules to come spend time working with our members.

Thanks to generous donations of both exhibitors and members, this year's silent auctions raised close to \$6000 that will go towards growing the association and allow us to continually strive to bring more opportunities to the FWQA membership.

A special thank you to this year's sponsors of all levels. We cannot thank you enough for the continued support you have all provided to the FWQA over the years. We look forward to seeing you in 2018!

Speaking of 2018.....

The 2018 convention has had a date change. MARK YOUR CALANDERS.... The dates for the convention are Wednesday June 6th-Friday June 8th, 2018 at the Caribe Royale in Orlando.



Be sure to mark your calendars for this change. Education sessions will be on Thursday and Friday next year **excluding the exhibit hours** of 12:30-

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

4:30 p.m. , Thursday and 9:00 -11:00 a.m., Friday. The golf tournament will return to the Celebration Golf Club on Wednesday June 6th.

Stay tuned for details on Wednesday and Thursday evening events.

And wait till you hear about 2019...

A New Guy looks at FWQA...

As the new guy in the water industry, it was important for me to find an association that best represents my beliefs and ethics. I also needed a membership that would assist me in becoming better at my job. After talking with several professionals throughout the industry, all fingers pointed towards joining the Florida Water Quality Association (FWQA).

When reviewing associations, one of the main items I researched was the Code of Ethics. Understanding the FWQA Obligations and Marketing Guidelines of the association was important because it cast a reflection of me and the company I represent. The list of current FWQA members on the website was an added benefit/advertisement of our company too. With this feature, our membership can easily be checked by my clients. Knowing that the service that our customers are being provided is backed by the association standard for the state of Florida.

It was also exciting to learn about the yearly trips that our Board of Directors make to Tallahassee to work with the State Legislature on current and upcoming water industry issues and corrective measures. Having the Board be our voice is imperative to protecting our future in the industry. Obviously, the more memberships we have, the louder our voice will be in Tallahassee. Strength in numbers!

I also look forward to the yearly convention. For several reasons; to broaden my knowledge, get updates on policies and industry standards, and my personal favorite...networking with other professionals in the industry. The ability to learn innovative ideas from others at the social events, classes and even learning from our vendors in the booths. Seems no matter how many times you walk around the showroom floor, you're going to meet & develop a relationship with a new vendor.

Stay inspired and stay motivated, be proactive about what you are passionate about. I look forward to meeting you all at the next convention in 2018!

Cyril E. Brockmeier
EcoWater Systems – Tampa

Checking Home Water Treatment Equipment After Hurricanes and Flooding

From WQA Crisis Response Blog

Important reminder following severe flooding: Many home water treatment equipment products (including reverse osmosis systems) do not provide total protection against all types of disease-causing microorganisms that may be present in contaminated drinking water.

In many cases, products will be labeled with a statement such as: "Do not use with water that is microbiologically unsafe or of unknown quality without adequate disinfection before or after the system." **Recommendations made in all cases should follow the manufacturer's instructions, if available.**

Each manufacturer's equipment is different, and appropriate cleaning and sanitizing procedures may also differ accordingly. Following evidence of serious potential disease-causing contamination or in flood or other disaster stricken areas and after the discontinuance of a Boil Water Alert (BWA) has been issued and the water supply has been declared safe to use and drink, several sanitization steps should be taken to ensure that water treatment equipment is ready to use again.

Similarly, residents who get water from a well must be concerned about contamination of their water supply and should follow basic procedures to clean and sanitize their well and water treatment equipment before use, whenever a water test indicates that well contamination has occurred.

HOW MEMBERSHIP IN THE FWQA HAS HELPED ME

When I purchased my company I discovered that membership in the FWQA was very helpful. FWQA introduced me to products that the previous owner of the company did not offer. Without the FWQA, I would have no other channel to being exposed to these products.

We have used most of the major manufacturers such as Cuno/3m, Autotrol, Clack, and Pentair. While using the products of these manufacturers I quickly discovered the features, advantages and benefits of each. In addition, the opportunity of speaking one-on-one with the manufacturers at various conventions enabled me to find solutions to issues the OEM may have not yet have experienced. This valuable accessibility to the manufacturer's is priceless to me.

In addition, the FWQA has exposed me to better business and sales practices. I believe I would not have had this opportunity to grow my business without the FWQA and the people I have met through the organization. I welcome you to join the FWQA and be sure to bring your knowledge and your experience.

John Ladue

Welcome New Members

BILL FENWICK PLUMBING

11623 Columbia Park Drive E
Jacksonville, FL 32258
Mr. Bill Fenwick
904-724-7022
<http://www.billfenwickplumbing.com>

BUNN

5020 Ash Grove Dr.
Springfield, Illinois USA 62711
Philip Fralix
Philip.Fralix@bunn.com
Website <http://www.bunn.com>

JMS IRRIGATION

12144 188th Street N.
Juptier, FL 33478
Thomas Prentiss
561 250-2101
Email: jmsirrigation@yahoo.com

PURE QUALITY WATER LLC

808 SE 29th Terrace
Ocala, FL 34471
Elton Moore
352-553-7103
Email: pqwllc@hotmail.com
Website: pqwllc.com

PURE TOUCH WATER FILTERS INC.

Luis Castillo
P O Box 451614
Kissimmee, FL 34745
407-449-4811
Fax: 888-564-8899
Email: admin@puretouchwaterfilters.com
Website: www.puretouchwaterfilters.com

TRISTAR MARKETING & DISTRIBUTING, LLC

635 Progress Way
Sanford, FL 32771
Arnold Scott Meredith
855-955-7827
Email: scott@tristarmad.com
wcwair@gmail.com



FOCUSING ON FLORIDA WATER ISSUES

**THE 2017 FLORIDA WATER
QUALITY ASSOCIATION
Fall Education Seminar
Friday, November 10th**

***Hilton Garden Inn PGA Village
8540 Commerce Centre Drive,
Port Saint Lucie, Florida, 34986
772-871-6850
Call for FWQA Room Rate : \$119.00***

**Cost \$60.00 FWQA Members
\$90.00 Non FWQA Members
Sign up early, Seating limited !!!
Registration form at
www.fwqa.com**

9:00 - 10:15 am	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
10:30 -11:45 am	Business Strategy , Manufacturing Supply Chain and Business Operations. Presented by: George M. Greenstein ,certified business mentor with SCORE
11:45 - 12:30 pm	Lunch Break and FWQA Update
12:30 —1:45pm	Discussion of the origins of the Florida water and its main Aquifers , the current filtration that is being used in the municipal water treatment plant and how and what testing is being conducted. Presented by: Jenny Tomes Utility Systems Dept. Project Coordinator-Utility Outreach for Port Saint Lucie.
2:00—4:00 pm	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



For More Information, Contact Suzanne Trueblood
Florida Water Quality Association
Phone: (863) 644-6622 | Cell: (863) 698-0611 | Fax: (866) 845 4988
Email: Suzanne@FWQA.com
www.FWQA.com

.45 Total Hours of
Seat Time Towards WQA
**Pending WQA Approval*



2017 FWQA Convention

Golf at
Celebration Golf
Club



Your FWQA Board works for the Members.....

**A chance for members to meet , enjoy,
and get together at our
OEM Sponsored Hospitality Event...
This year we went in style!**



**Thank you to our OEM sponsors...
Aqua Wholesale, Atlantic Filter Corp,
Action Mfg & Supply, Charger Water Treat-
ment, Coast Pump/ Water-Right, Nelsen
Corp., Precision Installation Products and
Aqua Finance**



FWQA Celebrated 40 years and had 12 past Presidents attending.

Where can you exchange info and ideas...during the convention and the trade show.



Were you at our Education sessions?

Convention Sponsors

**Clack Corporation
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Aqua Finance
Waterite**

**EcoWater Systems
Foundation Finance Co.
Globematic
Action Mfg & Supply**

**WTW
WATTS**



FWQA
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Lakeland, FL 33806

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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 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 45th 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
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 49th Way Bay I
Davie, FL 33314
954-985-9800
Fax 954-370-8959
Email jladue3@gamil.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