



# The Florida Flow

NEWS TO USE

AUGUST 2019

## UPCOMING EVENTS

**WQA Mid-Year**  
**September 9-11, 2019**  
**San Antonio, TX**

**FWQA Fall Education**  
**November 8, 2019**  
**Hilton Garden Inn**  
**Tampa, FL**

**FWQA Convention**  
**Education and Trade Show**  
**June 3-6, 2020**  
**Caribe Royale Resort**  
**Orlando, FL**

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## PRESIDENT'S MESSAGE



**FWQA President**  
**Todd Mosteller**

Greetings F.W.Q. A. members and supporters! Hope everyone that attended the 2019 Annual convention in Daytona Beach had a great time and got too attend some of the amazing classes in our educational sessions this year. Were you able to meet some new faces in the exhibits? We appreciate all of our sponsors this year and thank you for your support as we had a super turnout.

The Hilton at Daytona Beach was a breath of fresh air for a lot of you and the atmosphere was awesome being so close to the beach. The Golf tournament was played at the LPGA this year and the greens were very challenging. I lost only 10 balls. We had a great turnout this year thanks to participating members like you!

It is an honor to be part of a professional organization like the F.W.Q.A. and our team of directors that help solve and educate consumers about present and future water issues in the state of Florida. I would like to welcome our three newest board of directors to F.W.Q. A. this year. Daniel Downing (Integrity Water Treatment LLC). Mike Lanske (Cargill Salt ) and Jeff Sadonis (All American Purification). What a wonderful addition to our team creating a balance on our board of dealers, OEMs and manufacturers to help serve our members.

August is here now and it's time to go back to school. Yes, time to learn again so we can sharpen our skills that sometimes we forget about or maybe just never learned. Knowledge is a powerful tool and if you're like me going into the year 2020 you may need glasses and vision if you're an old guy like me! We can have fun together sharing our experiences.

F.W.Q.A Fall education is just right around the corner November 8, 2019 in Tampa, Florida, this is a day you will not want to miss! Need C.E.U. points or credit hours. Yes, we have you covered. Come on out and meet your colleagues in the water treatment industry from across the state to share new thoughts and ideas. Keep up with newest water filtration processes that keep your business driving in the right direction. Be proactive about your future and abreast of changes in the industry today. Everything is awesome when your part of a Team!

I look forward to seeing you in November at our Fall Education Seminar and have a blessed day!

## Welcome New Members

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### **The FWQA 2019-2020 Board of Directors-**

L to R—  
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Jeff Sadonis,  
Mike Lanske,  
Cyril Brockmeier,  
Todd Mosteller,  
Luis Reyes,  
John Ladue,  
Rico Garcia, and Aman-  
da Moore.

## Chloramines

By Jeff Sadonis

Municipal water is controlled and regulated to ensure that the water you're receiving into your home is disinfected. Chlorine has been used as the primary disinfectant of choice because of the effectiveness of the chemical and the low cost as an application. Chloramine has become more widely used as a disinfectant because it remains longer in the water longer than chlorine. Chloramine is a combination of ammonia and chlorine and offers municipalities benefits in disinfection but do they come at a cost?

Chloramine lasts longer as a disinfectant in municipal water supply because it does not dissipate in the open air. It's the ammonia that causes this reaction. It will last longer and not burn off as quick as chlorine. This allows municipalities to maintain a better, more balanced residual in the flow to the consumers. Because of this advantage over chlorine, more and more municipalities are choosing to use chloramines as an alternative means of disinfection. The chemical is carefully regulated by the EPA, but there are still many questions about the possible side effects. Depending on where you choose to obtain your information on the chemical, it is said that chloramine is less harmful and has less side effects than chlorine.

With that being said, if you choose to believe that chloramine is potentially less dangerous as a disinfectant than chlorine, it still has its share of issues. These side effects include bad taste, odor, discoloration, and a handful of health problems. Chloramine has been linked to respiratory problems, including asthma, and skin and eye irritation. Water that is being disinfected with chloramine is also deadly to fish and other aquatic animals, and it should never be used by people with kidney dialysis machines. It is also known that chloramine in the water in older homes can increase exposure to lead from the copper plumbing. All serious issues and not all that different than side effects of chlorine.

If you're on municipal water, there's a good chance that your water has or will soon be disinfected with chloramines. You can ask for a consumer confidence report from the local municipality to confirm if your source is being disinfected with chloramines and how much they're using in the water supply or test it yourself with a test kit. Once confirmed, you'll want to remove it from the water with filtration. The two best methods to remove chloramine from municipal water is an activated charcoal filter or a reverse osmosis system. Having read many reports on what kind of carbon works best to remove chloramines, and for the cost difference, you really shouldn't go cheap on your choice. Catalytic carbon has been touted as the best way to remove chloramine from water, but there have been many successful tests of charred and activated coconut carbon removing it as well but in a limited fashion. Carbon, of many varieties, will absorb the chloramines, but certain carbons will absorb more and last longer than others. Reverse osmosis systems are an excellent option because you generally are getting two or more passes through carbon and with much more contact time because of the slow process of reverse osmosis.

Chloramines are here to stay. Millions of homes are disinfected with chloramines on a daily basis and millions more will be going forward. Educating your customer on proper removal techniques and the health benefits of water without chemical disinfection will lead to a long and healthy relationship with your customer. Disinfection is key in municipal water. It's very important for your water to arrive to a home disinfected, and it's even more important for it to be removed before entering the home.

## 2019 Trade Show Takes





## FWQA 2019 Annual Convention

**Were you there? Then you know how awesome this year's convention was in Daytona Beach! From playing golf at the LPGA to fun on the rooftop at Joe's Crab Shack and lots of learning in between, we had it all. Do you see yourself here? If not check out the FWQA website for more convention pictures....**



## Education + Certification = Professionalism

In Daytona this year we were able to offer a variety of topics presented by some outstanding professionals in our industry.

We hope you were able to attend and enjoy the sessions....

Must Haves in Your Marketing Plan: A check list for Success, presented by Good Marketing Group

Iron and pH: An Intro to Iron in Water Treatment, Brad Walsh, Water-Right

Using FWQA and WQA as a Guideline for Ethics in Marketing, Good Marketing Group

Dealing with Lead in City Water, Danny Bauer, ENPRESS

Keeping it Hot: How to Protect the Water Heater, Greg Reyneke, Red Fox Advisors

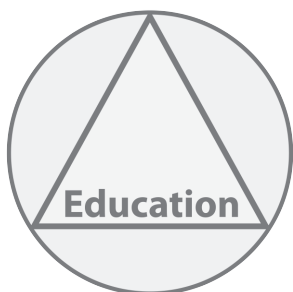
Increasing Efficiency in Water Softeners, Dave Smith, Charger

Intermediate Iron Removal Treatment and Chemistry, Bill Koebel, ResinTech

Unintended Consequences of Chlorination, Greg Reyneke, Red Fox Advisors

An Introduction to PFOA's, Bill Koebel, ResinTech

Succession Planning for your Business, Heather Bond Vargas and Andrea Kurak from SCORE Volusia/Flagler County



## FWQA Supports our Members with Continuing Education Fall Education Sessions

**Mark your calendar now for Friday November 8, 2019  
at the Hilton Garden Inn Tampa/Brandon  
10309 Highland Manor Drive, Tampa, FL 33610**

What do we have planned for you? Take a look at this outstanding line up of topics and presenters. There is something for everyone. If you have your WQA certification you may get up to 0.6 credits for this one day seminar. Sign up early as space is limited. Registration form is in this newsletter.

### PENTAIR WATER TREATMENT—FLECK COMMERCIAL CONTROLS.

Sizing and application with the new s/s 2815

Hands on DEMO-Ryan Donovan

### LUBRIZOL ADVANCED MATERIALS-----WATER CONDITIONS & PLASTIC PLUMBING FAILURES

Jonathan Simon- North America residential plumbing director Flow Guard Gold- Lubrizol

### F.S.H.S.-PUROMAX COMMERCIAL R.O. SYSTEMS--- WHOLE HOUSE AND CARWASH R.O. APPLICATIONS

Jeremy Green -President FSHS Puromax RO systems

### CARGILL SALT--THE HISTORY OF THE INDUSTRY OF SALT

Mike Lanske, Cargill Salt

### GOULDS WATER TECHNOLOGY-- SIZING AND SELECTING OF WELL PUMPS & PRESSURE TANKS

Hands on DEMO by Dennis Garcia with MD pumps and Richard Stolpman-Xylem Goulds

### Dale Mast-2019 Hall of Fame Award Winner!

FWQA filed for incorporation with the State of Florida in 1975. Dale Mast of Culligan Ft. Myers was listed as the first president of the association.

This year we recognized Dale with the Hall of Fame Award, presented to individuals who over a long period of time have contributed of their time and resources to the betterment of the Water Treatment Industry.

Congratulations Dale!



Past Presidents—L to R— Forrest Vincent, Larry Eaton, Cindy Gresham, Amanda Moore, Alan Sayler, Jamie Wakem, and Denny Mahle



## FWQA and WQA met with the State Attorney—Here is what we learned... *by Amanda Moore*

In August, Suzanne and I had the opportunity to join David Loveday of WQA for a meeting with Victoria Butler and Patrick Crotty in Tampa, FL. Victoria is the Director of the Consumer Protection Division and Patrick is Assistant Attorney General at the Office of the Attorney General in Tampa. The Consumer Protection Division is the civil enforcement authority to address violations of the Florida Deceptive and Unfair Trade Practices Act. The Division protects consumers by pursuing individuals and businesses that engage in unfair methods of competition or unconscionable, deceptive and unfair practices in trade or commerce.

The Water Quality Association (WQA) arranged the meeting as a proactive effort on the part of both associations to work with the State Attorney's office when cases of fraud arise within our industry. An increasing number of complaints are being raised within Florida. In most cases, companies misrepresent themselves as the WQA or a state authority and use scare tactics to sell and install filtration systems. Florida is home to over 20 million people. Almost 30% of them are over the age of 60 years old. During our visit, we confirmed this demographic as well as lower income demographics are often the target of these schemes.

WQA and FWQA assured Victoria that these companies are typically not members of either organization and do not adhere to the WQA Code of Ethics. FWQA's members must follow and adhere to the WQA Code of Ethics. As an association, we should not stand back and watch our industry's reputation damaged. As a suggestion, we discussed helping the consumer identify the "good guys" through the WQA and FWQA websites by providing links to certified products, links to certified professionals and links to member companies for both organizations. WQA is an absolute necessity in these discussions as they have the certified lab, the certification programs, etc.

The WQA and the FWQA will move forward in a joint effort to work with the State Attorney when these complaints arise and ensure that these "bad guys" don't harm what we all know is a wonderful and booming industry for the rest of us. If a complaint arises about a member company, the associations will be reaching out to you to determine corrective actions required. Your membership can be refused and / or revoked for exhibiting unfair business practices. A great sense of "let's work together" was my take on the meeting.

The existing advisory regarding water treatment dealers can be found here.

<http://myfloridalegal.com/pages.nsf/main/3d0fd1650fc920c485256cc900698282!OpenDocument>

## CHLORINE and What You Need to Know!!

By Cyril Brockmeier

The EPA has set enforceable regulations for disinfectants, called a maximum residual disinfectant level (MRDL). These are the safety levels set for the different types of chlorine that may be added to water.

Disinfectant	MRDL Level
Chloramine	4.0 mg/L or 4 ppm as an annual average
Chlorine	4.0 mg/L or 4 ppm as an annual average
Chlorine Dioxide	0.8mg/L or 800 ppb as an annual average

How can you help your customers? Inform them of these safety levels and how to test for chlorine and chloramine in their drinking water. You can find test strips on the internet or at your big box stores. Using the strips are a fast and convenient way to test for low levels of chlorine. Another option is to purchase a Water Analysis Kit for chlorine. Add water to the fill line mark and then add set amount of orthotolidine (OTO) drops. The chemical will react with the water and change color to indicate chlorine levels. These test kits can also be ordered online or purchased, swimming pool companies or big box stores.

Inform your clients to make sure they always read and go over their Consumer Confidence Reports (CCR) or Annual Drinking Water Quality Reports. Annual Drinking Reports are usually mailed out once a year from your water utility company. If they did not receive one, they can search for these reports on the EPA website ([https://ofmpub.epa.gov/apex/safewater/f?p=ccr\\_wyl:102](https://ofmpub.epa.gov/apex/safewater/f?p=ccr_wyl:102)). The Annual Drinking Water Quality Report informs the consumer where their water comes from and what is in it.

Having identified the levels of chlorine, the next step is the removal. Something you and your customer should be aware of is the growing issue today of fake filters being sold over the internet. As problems are detected at the home, consumers turn to home water filtration products and purchasing these items over the internet. Internet companies are selling more and more counterfeit and misleading filter products over the internet.

While there is no federal requirements for filters to be certified, the Center for Disease Control and Prevention and the Water Quality Association recommends consumers look for the NSF certification and the WQA Gold Seal. The WQA Gold Seal and NSF Seal are an assurance of product quality, durability and safety for the consumer. The seals indicate the system or products have been rigorously tested to meet industry standards.



# Well water users have fewer water quality concerns than those relying on municipal water, Consumer Opinion Study shows

*Study also reveals well water users are more likely to have in-home water filtration*

**LISLE, Ill.** – Americans whose households rely on well water are far less concerned about the quality of their water supply than those using municipal water, according to the 2019 WQA Consumer Opinion Study. The study also shows more well water drinkers consider in-home water filtration a necessity rather than a luxury.

The independent survey, offering a look into Americans' attitudes and concerns about their water, was conducted by Applied Research-West, Inc., in January 2019. It is the seventh time in 15 years that the Water Quality Association has commissioned this professional opinion research team.

Three-fifths of the people on well water said they consider their water safe (60%), versus half of the respondents on municipal water. Almost one-third (31%) on well water have little concern about their water, while 23% on municipal water have little concern.

The study also showed that 53% of those on well water consider a water filtration system a necessity rather than a luxury, compared to 43% of those on municipal water.

Because the U.S. Environmental Protection Agency's Safe Water Drinking Act regulates public drinking water systems but not private sources such as wells, WQA recommends that homeowners with well water have their water tested yearly for bacteria and contaminants. The EPA recommends yearly tests for total coliform bacteria, nitrates, total dissolved solids and pH levels. In addition, consumers should check with the local health department to see if other common local contaminants should be checked. Some states may mandate testing for certain contaminants, according to the National Groundwater Association (NGWA).

Consumers could consider more frequent testing if the household includes higher risk populations such as small children, elderly adults or pregnant or nursing women, and the EPA recommends immediate testing if there are known problems with groundwater in the area, the area has experienced flooding or other disruptions, any part of your system has been repaired or replaced, or consumers notice a change in the water's color, odor or taste.

WQA's Consumer Opinion Study presents the findings of a national online survey conducted between Jan. 1 and Jan. 30, 2019. A total of 1,405 adults over 18 and living in private households were interviewed. ARW used a random sampling procedure, and the survey results are accurate within +/-2%. The results are representative of all U.S. adults over 18.

In addition to the public summary, WQA offers more detailed study results to its members.

*WQA is a not-for-profit trade association representing the residential, commercial, and industrial water treatment industry. WQA's education and professional certification programs have been providing industry-standardized training and credentialing since 1977. The WQA Gold Seal certification program has been certifying products that contribute to the safe consumption of water since 1959. The WQA Gold Seal program is accredited by the American National Standards Institute (ANSI) and the Standards Council of Canada (SCC).*

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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*

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