



The Florida Flow

NEWS TO USE

JANUARY 2020

UPCOMING EVENTS

FWQA Board Meeting
Monday January 27, 2020
Sheraton FourPoints
Tallahassee ,FL

FWQA Legislative Visits
Tuesday January 28, 2020
Tallahassee, FL

WQA Convention
April 1-3, 2020
Orlando, FL

FWQA Golf Tournament
June 3, 2020
Disney's Lake Buena Vista

FWQA Convention
Education and Trade Show
June 3-5, 2020
Caribe Royale Resort
Orlando, FL

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PRESIDENT'S MESSAGE



FWQA President
Todd Mosteller

Happy New Year
and a big thanks for your
support last year!

The fall education seminar in Tampa was a great success and the attendance was awesome! The training event covered such a large spectrum of what our industry covers that my head swell almost 2 times by the end of the day. Yes almost 2 times!

FWQA covered Commercial softener controls by Pentair, whole house R.O. systems by FSHS, Piping conditions exposed to corrosion By Lubrizol -flow guard. Salt of the Industry BY CARGILL SALT and how to trouble-shoot well & pumps systems by MD pumps & Gould's. Thank you again to the speakers who took time to come in and educate our members and our potential members. We could have not made this happen without our dedicated Board members bringing important water issues to our attention and making changes to our industry through membership. I would like to draw your attention to the NEW WQA Code of Ethics on page 6. This has been endorsed by our FWQA board and is to be subscribed to by our members. Please take time to read and review it.

Water touches everybody's day to day life and will continue to be our most precious resource that we have on our planet! We can all make a difference by taking the time to treat our problem water by testing ,educating and getting consumers involved.

Legislative days are right around the corner in January so we will be off to a good start in 2020 with a renewed vision for our Industry!

Government Affairs

By Cyril Brockmeier

Current Water Treatment Issues on the Docket for 2020 Session in Tallahassee

HB 139 Drinking Water in Public Schools (2020 Session)

Sponsored By: Florida Representative Evan Jenne

Drinking Water in Public Schools: Subject to legislative appropriation, provides requirements for school districts relating to prevention of lead in drinking water at public schools; provides rulemaking; provides appropriation. Effective Date: July 1, 2020



SB 168 Drinking Water in Public Schools (2020 Session)

Sponsored By: Florida Senator Janet Cruz



Drinking Water in Public Schools; Subject to legislative appropriation, requiring each school district to install filters that meet certain specifications on drinking water sources; requiring such schools to post certain signage on certain water sources and to publish specified information on the school district's website; authorizing school districts to request additional funding to compensate school district staff for the installation or replacement of filters, etc.

APPROPRIATION: \$3,000,000 Effective Date: July 1, 2020

How to find your Representative.

<https://www.myfloridahouse.gov/Sections/Representatives/>

[myrepresentative.aspx](https://www.myfloridahouse.gov/Sections/Representatives/myrepresentative.aspx)

Upcoming Events

The FWQA Board of Directors will be headed to the state capital on January 27 and 28, 2020. We invite and welcome all our FWQA members to participate in this year's legislative session in Tallahassee, FL. The Board of Directors volunteer their time and money to travel to Tallahassee and meet with State Representatives and Legislators to discuss current water issues within our industry. We would love to have any of our FWQA members join us. We will be staying at the Sheraton FourPoints Hotel on 316 W Tennessee St, Tallahassee, FL 32301. The hotel provides a shuttle that busses us over in the morning and back at the end of the day.

We have had great success in the past in meeting the Representatives, Senators, Attorney General's along with the Lt Governor and Governor to discuss our current trends and consumer needs.

The Board of Directors will have a board meeting Monday January 27 at the hotel to go over the following days schedule of meetings with our legislators.

It is always amazing to see the warm reception we receive and how everyone ultimately wants to pull in the same direction when it comes to water issues.

Fall Education Cornhole and Cornhole Winner

Tampa, FL
By Cyril Brockmeier



To keep the blood flowing and the brain active, we took breaks during the sessions to challenge each other to ***cornhole competition!***

This was a way to raise a little money for FWQA and cheer for each other.

The Winner was.....



Mark your Calendar Now
FWQA Convention June 3–5, 2020
Caribe Royale Resort in Orlando
‘Keep your 20/20 Vision on Track’

If you think things stay the same... not so! We are adding new topics, more education and networking opportunities to help you and your employees to build your business. Of course a little fun along the way makes it even more memorable.

Golf this year will be at the Disney Lake Buena Vista Course on June 3, 2020. Registration information will coming out soon...be on the lookout. See you there!

Membership — YOU are the FWQA! Welcome To Our New Members

CULLIGAN WATER SERVICES

Greg and Leigh Windover
P O Box 1618
Kingsland, GA 31548
Gwindover@aol.com
800-843-7137

GATOR DRAIN AND PLUMBING

Daniel Jennings
815 SE 47th St.
Cape Coral, FL 33904
gatordrainandplumbing@gmail.com
239-541-9044

The Board of Directors represents you, but you, the Florida Dealers and OEMs are our reason to have an association. We need not only your financial support through your dues but also value your input and participation. Consider attending a board meeting, volunteering for a committee or becoming a board member. Ask any board member or call the FWQA office to inquire. ***COMING TO YOUR MAILBOX SOON YOUR 2020 DUES INVOICE!***

WQA Update and Happenings

From Amanda Moore

In September, 2019, I had the opportunity to attend WQA's Mid-Year Leadership Conference in San Antonio, Texas. The name can be misleading. This is not just an event for WQA leaders. This conference is an amazing opportunity for dealers and manufacturers alike to intermingle in a smaller more personalized setting than the much larger annual convention held each spring. This year's event featured a golf tournament, committee meetings open to all, regional and section meetings, including a dealer and manufacturer specific section. Also included were educational sessions, an opening general session and an all new Town Hall Meeting where attendees were able to ask WQA Executives and Board Members questions on pressing topics. Topics of discussion at this year's conference included lead and copper, emerging technologies, revision to the code of ethics, legislative efforts throughout the country, PFAS, and an update on the Water Quality Research Foundation (WQRF) research projects currently underway. For those of you that have not attended, this is a valuable opportunity for manufacturers and dealers alike. Next year's event will be held in Lake Tahoe, CA September 15-17, 2020.



As a member of the water treatment industry in Florida, you won't want to miss this year's annual convention in Orlando, FL April 1-3, 2020. I am excited to report that Simon Bailey, author of "Be the Spark" will headline the Opening General Session April 2, 2020. Bailey has written 10 books on being fearless and creating your future. If you are looking for your Vision in 2020, you won't want to miss this one! Convention education session will run all three days with trade show exhibits open April 2nd and 3rd.

I also want to encourage you to consider taking part in WQA's Business Boot Camp offered Tuesday, March 31st from 7:30 am – 4 pm at the Orange County Convention Center. Business Boot Camp is an intensive one-day workshop covering all aspects of running your dealership. This year's sessions will focus on Human Resources and Leadership. For more information please refer to <https://www.wqa.org/convention/Education/WQA-Business-Boot-Camp>. Separate registration if required for this event.

If you plan to attend this year's convention, don't miss the Advance Purchase Deadline of February 5th, 2020. Every little penny counts and you don't want to miss the opportunity to attend this event when it is held in your own backyard.

When you attend, be sure to stop by and see Suzanne at the FWQA booth and register to attend



our FWQA show June 3-5, 2020 in Orlando Florida. We will be offering a special discount for those that enroll onsite at the convention.

2019 FWQA Fall Education Session

By Cyril Brockmeier

What a success our Fall Education was, and we want to thank everyone for the great turn out! If you missed the speakers this year make sure you and your team sign up for next year's class.

I'd like to thank our Vice President Rico Garcia & President Todd Mosteller who oversaw our speaker line up of top-notch individuals from the water industry. I think you would agree, we had some pretty amazing speakers this year. We would like to thank all the speakers for giving their time to make us all better.

Mark Saunders– Fleck Commercial Valves SS 2815 – Sizing & Application

Jonathon Simon – Lubrizol Advanced Materials - Water Conditions & Plastic Plumbing Failures

Jeremy Green – FSHS/Puromax Commercial RO Systems – Whole House & Car Wash Applications

Mike Lanske – Cargill Salt – The History of the Industry of Salt

Dennis Garcia with MD Pumps & **Richard Stolpman** with Xylem Goulds – Sizing & Selection of Well Pumps and Pressure Tanks

A big round of applause for these gentlemen. Again, Thank You for making up better and bringing added value to the FWQA.



Mark Saunders going over the Fleck 2815SS Control Valve



Jonathon Simon reviewing failures in Plumbing



Jeremy Green instructing on Stolpman RO's for whole home use and car washes



Mike Lanske explaining the history and importance of salt.



Dennis Garcia & Richard

showing how to properly the size pumps

Insert 2020 Code of Ethics

Study shows “trend-setters” more likely to have in-home filtration, use bottled water and to have a water softener

2019 Consumer Opinion Study explores marketing segmentation differences

LISLE, Ill. (July 23, 2019) – Younger “trend-setter” consumers are more likely than other groups to use bottled water (84%), in-home water filtration (45%), a refrigerator water filter (49%) and a water softener (28%) than other consumer groups, according to 2019 WQA Consumer Opinion Study. Nearly half (46%) of the adults responding to the study fit in this group, identified by researchers as being those who like to try new things, who buy the best of everything regardless of price, and who “always want to be the first at owning something new.”

By contrast, market segments labeled “environmental” and “economical” were more closely aligned to each other, matching exactly on the numbers who use water filtration (41%), a refrigerator water filter (30%) and a water softener (8%). They were close in bottled water use (69% of “environmental” consumers and 71% of “economical” consumers), though markedly less than the trend-setters.

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

While local issues such as hard water or specific contaminants can affect a consumer’s usage of certain technology, breaking users down into marketing segments helps water quality professionals determine effective marketing strategies for different groups of consumers. WQA members can get more robust marketing reports by logging in to the WQA website to view the members-only data.

The trend-setters group, for example, is younger (median age of 36), more racially and ethnically diverse, more likely to have children younger than 18 (43%) and slightly less likely to own a home (61%) than the other groups.

The “environmental” segment, with a median age of 50, is concerned about global warming and a very likely to recycle paper, glass and cans. About 25% of them have children younger than 18 and about 63% of them own their homes.

The “economical” consumers, identified by the researchers as those who are health conscious, concerned with their quality of life, up-to-date on news and who like to comparison shop before buying, have a median age of 57. A full 75% own their homes, and 22% of them have children younger than 18. More than half of them (51%) have a college degree or higher education, and 38% report an income of more than \$75,000, compared to 34% of trend-setters and 27% of environmentalists.

The report, released during the WQA Convention & Exposition in Las Vegas in April, presents the findings of a national online survey conducted by Applied Research-West, Inc. 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.

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).

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 2019-2020

President

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

Vice President

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

Treasurer

John Ladue, CI
Complete Water Systems
3358 SW 49th Way Bay I
Davie, FL 33314
954-985-9800
Fax 954-370-8959
jladue3@gamil.com

Secretary

Cyril Brockmeier
EcoWater Tampa
1508 Sammons Rd
Plant City, FL 33563
800-846-6326
cyril@ecowatertampa.com

Director

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

Director

Daniel Downing, CWS
Integrity Water Treatment, LLC
11397 Cisco Gardens Rd. N
Jacksonville, FL 32219
Daniel@integritywatertreatment.com
904-766-5509

Director

Mike Lanske
Cargill Salt
647 Santa Maria Drive
Tierra Verde, FL 33715
Mike_lanske@cargill.com
Cell 612-868-4533

Director

Jeff Sadonis
All American Purification, LLC
1237 US Hwy 41 Bypass S.
Venice, FL 34285
jeff@allamericanpurification.com
treatmywater@gmail.com
941-483-4426, Fax 941-485-4426

Immediate Past 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

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