



The Florida Flow

NEWS TO USE

SEPTEMBER 2022

UPCOMING EVENTS

FWQA Board Meeting
Thursday November 3, 2022
EVEN Hotel
Sarasota, FL

FWQA Fall Education Seminars
Friday November 4, 2022
EVEN Hotel
Sarasota, FL

FWQA Golf Tournament
June 7, 2023

FWQA Convention
Education
June 8 and 9, 2023
Caribe Royale Resort
Orlando, FL

FWQA Convention
Trade Show
June 8, 2023
Caribe Royale Resort
Orlando, FL

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PRESIDENT'S MESSAGE



FWQA President
John Ladue

I am pleased to let you know the Florida Water Quality Association Convention in June, was a remarkable success. Thanks to our sponsors, exhibitors and speakers for providing our attendees with great information. Dinner at Joe's Crab Shack was delightful with friends. The food was served swiftly, and drinks paired nicely with the nice sea breeze. This was a wonderful time to spend getting to know new people and reconnecting with old friends that we do not see often. Now we start to plan for the next convention in Orlando!

2022 has been an expeditious year that has created new challenges, changes in demand and supply, and expectations that need to be met. We are at a time that shows

significant signs of growth in our industry which I have not seen in years.

So how do we balance everything out in our personal and business life when the industry continues to develop, and the supply chain issues persist to be a considerable concern?

- 1 One of the most critical ways to help alleviate the current situation is to adapt by ensuring that we are well prepared. e.g., Make sure to have the parts and components necessary to take care of our clients promptly so that they are satisfied with the result
- 2 with no complications. After many years in this industry, I know that the last thing we want to do is leave our clients unsatisfied. That is why we try our best to have the essential products necessary available and on hand, while also maintaining reasonable prices for services despite inflation that has caused the uprising of costs for supplies, fuel, labor, etc.
- 3
- 4 We are now going back to a time where we can interact with our people and customers in person, which makes everything more personable again and that is a major plus, but there are also customers that are staying at home more often. Some clients
- 5 still do not have the water quality that they desire, which in turn puts an exceedingly high demand on us to find the solution to their problems and that's what we strive
- 6 for. To be reasonable, kind, prompt, and exceed water quality standards.
- 7 The Florida Water Quality Association is looking forward to the Fall Education Seminar where we will learn new things to keep our skills sharp, stay current on trends
- 8 and supply chain issues. (See information inside)

I look forward to seeing everyone in November at the Fall Education Seminars.
Thank you, John Ladue

INVESTING IN YOUR CORE

Jeff Sadonis, FWQA Vice President

As a business owner or manager, hiring and retaining employees is probably your biggest challenge in 2022. Your profit is in your employees. Without employees, you can't make money, provide proper customer service, or grow your business. Right now, there isn't an industry out there that isn't hiring for qualified employees. Forget qualified, some of us might be happy with a warm body that shows up. Where do we look and how do we retain? Our industry is faced with a couple of unique challenges, but it also gives us all a chance to mold our industry to what we want it to be.

Our industry doesn't have a trade school or college to attend to seek out any kind of degree in treating water. Sure, we have excellent training certifications through the WQA and great seminars and trade shows put on by the FWQA every year, but nothing you could call a degree or license. Most of what's considered common knowledge in our field is gained through the examples listed above. The deeper knowledge or trade secrets have been handed down from business to business or tech to tech. Because of this, we're kind of at a disadvantage compared to other trades out there. Most other trades take 3-5 years to obtain a proper license or degree. Our new hires are often thrown in the field in a week. How many people have come to you and said I want to learn water treatment and master that trade? Most people get into our industry simply by falling into it. It takes all of us reading this to set our candidates up for success. We need to give them the tools and knowledge to succeed in order to be successful in our industry and push it forward. This success will translate to income to both your employee and the business itself.

So, where do we find profitable employees? If I knew that answer, I'd employ every single one of them. I've tried every angle to find an employee to invest in and get returns from. Social media, hiring sites, and word of mouth. No matter where you look or find them, the best practice is to find candidates with good morals and are eager to learn. You can teach a good person water treatment, but you can't take someone who knows water treatment and make them a good person. As big as a challenge it is to teach someone our trade, in the long run it's better for your company and our industry to have someone with morals and adhere to the FWQA and WQA code of ethics. Be patient with your new hires and don't rush the training process. Doing this will only lead to your new employee getting frustrated and turnover. Get creative. If you can't find a decent full time employee then turn to a few part timers. Look to your customer base for employees. Check with your local fire departments for part time work. Sometimes you'll find that someone that is wanting part time work is actually more inclined to give you the outcome you're looking for. These people looking for part time are choosing to work most of the time, it's not a necessity.

Support the Healthy H2O Act!

Will you volunteer to help us pass the bipartisan Healthy H2O Act?

As many of you are aware the Clean Water for All Initiative (CW4A) – rebranded as the **Healthy H2O Act** (S.4081 / H.R. 8018), has been introduced in both chambers of Congress by Senator Tammy Baldwin (D-WI), Representative Chellie Pingree (D-ME), and Representative David Rouzer (R-NC). We are calling on you to promote this bipartisan initiative through grassroots advocacy and engage with Representatives and Senators in your state.

The legislation authorizes a new grant program at the U.S. Department of Agriculture (USDA) that would cover costs of water quality testing and the purchase, installation and maintenance of POU/POE water filtration products certified by an ANSI-accredited body. Assistance would go directly to individuals including renters, licensed child-care facilities, non-profits, and local governments. In addition to WQA, more than 20 organizations now support the bill, including the National Ground Water Association, The Water Council, NSF International, IAPMO, the American Supply Association, the Water Systems Council, the Water Well Trust and the Groundwater Foundation.

Background: WQA launched the “Clean Water for All” task force, whose goal was to work directly with policymakers to craft legislation that will help provide safe drinking water to all Americans, especially those who have been overlooked by federal and state funding. This longstanding effort culminated in the introduction of S. 4081 & H.R. 8018, the Healthy Drinking Water Affordability Act (Healthy H2O Act) in both the U.S. House and Senate. The task force was essential in workshopping the legislative language.

More information and a video by WQA Past President Toby Thomas can be found at <https://www.wqa.org/healthyh2o>

Welcome to our New Members — Members are the FWQA!

3 WATERS FL, LLC

Mr. Cody McDonald
681 Red Pepper Loop
Chuluota, FL 32766

DAB PUMPS

Mr. Taylor Paulson
2806 Neverland Dr.
New Smyrna Beach, FL 32168

CLEAR CHOICE TECHNOLOGIES LLC,

dba AQUA PURE SOLUTIONS

Mr. Luke Trombley
1001 Corporate Ave, Suite 112
North Port, FL 34285

PEGASUS WATER LLC

Mr. Robert Quiles
326 Shopping Center Dr
Wildwood, FL 34785

METICULOUS CONSTRUCTORS Inc

Mr. Joe Speaks
2323 SW 2nd Ct
Okeechobee, FL 34974

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.

How to Recruit and Keep the Best People

By Cindy Schieber, FWQA Treasurer/Membership Chair

Managing your business has never been as challenging as it is in today's economy. Most dealers are in the same boat; short-handed, dealing with supply chain issues along with the increased price of gas and the overall crazy high rate of inflation. I'm not telling you anything you don't already know.

One of the top concerns I hear from dealers on a regular basis is not being able to find, or keep, good employees, from office staff to field technicians, installation, or repair professionals. Even with the economic challenges, most are managing more customer calls than ever, which would normally be a great thing, except, when you are running with a thin crew or as a one-man owner/operator, you can only be in so many places at once! How can you set yourself and your business apart and recruit quality employees? Promote your membership to this professional organization.

Benefits of Membership to the Florida Water Quality Association:

- Protecting your right to do business without onerous over-regulation by state & local governments
- Professional development with access to training, research material, and industry insights
- Networking opportunities with people who are in the water quality industry
- Customer trust by showing you adhere to the highest professional standards including the WQA code of ethics
- Continuing education opportunities

Use this to your advantage when recruiting new employees! Desirable employees are looking for more than just a paycheck. The growth and opportunities the water quality industry offers are endless and the FWQA paves the way. Engage new employees and get them directly involved in the industry by providing the opportunity for training through the WQA and bring them to in-person events like the annual convention and fall educational seminar. Encouraging involvement in the industry demonstrates the investment you are making in them as an individual.

Get yourself and your team involved to enjoy industry connections (that become friends for life!) and a wealth of resources to help you and your business prosper.

Education helps you be a step ahead of your competition... Register for our FWQA Fall Seminar sponsored by:





FOCUS ON FLORIDA WATER ISSUES

THE 2022 FLORIDA WATER QUALITY ASSOCIATION Fall Education Seminars

Friday, November 4, 2022 8:30 am—3:00 pm

<p><i>EVEN Hotels</i> 6231 Lake Osprey Dr. Sarasota, FL 34240 941-782-4400</p> <p>Call for FWQA Room Rate : \$109.00 + 12% tax (Rate good through October 17, 2022) https://www.evenhotels.com/redirect? path=hd&brandCode=VN&localeCode=e n&regionCode=1&hotelCode=SRQLO& PMID=99801505&GPC=FWQ&cn=no& viewfullsite=true</p>	<p>Cost \$60.00 FWQA Members Each additional member \$50 \$90.00 Non FWQA Members</p> <p>Sign up early, Seating limited !!! Registration form at www.fwqa.com</p>
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We are excited to offer these outstanding **IN PERSON and HANDS ON** seminars this year... Hope to see you there!

Water Conditioning Troubleshooting Basics

Sponsored by Safeway Water Presenter Don Grace

Sulfur Block Systems With Peroxide Injection

Sponsored by WTW and Stenner Presenter Cindy Schieber

Undersink RO

Sponsored by Aqua Wholesale Presenter Larry Eaton

PUMPS 101: Installation/troubleshooting best practices

Sponsored by MD Pump Company Presenters Dennis Garcia and Richard Stolmpan

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

New Instructor-led Classes from WQA Improve Training Completion and Certification Participation

By Tanya Lubner, PhD

Forty-six people became certified by the Water Quality Association (WQA) in the first half of 2022, nearly sixty more have finished training requirements and are eligible to test by the end of the year. The final number of newly-certified personnel is expected to be at least double the total from 2021.

A new approach to training

Why the sudden jump in certified personnel? The game changer has been the instructor-led training classes launched in January of 2022.

The classes help bring much-needed structure and weekly accountability for the learners. They also free up employers by essentially outsourcing the review of field activities that are a critical part of training. The classes meet for one hour per week over zoom. Learners complete about an hour of homework each week that includes short videos and questions with automated feedback as well as some field practice.

A huge benefit to the learners is the feedback on the field practice assignments. The course instructors draw on significant practical industry experience to help coach the learners. Learners also get some bonus Q&A from informal chats with instructors that follow the training sessions. The instructor-led classes have been so well received, that some participants have even suggested extending the class time to ninety minutes.

WQA offers instructor-led classes for those pursuing the Certified Installer (CI), Certified Water Treatment Representative (CWR), and Certified Water Specialist (CWS) titles. Over three hundred certification candidates have enrolled in the classes as of January 2022.

Course length and schedule

The installer class is a 17-week course. The water treatment representative training, which focuses on aesthetic contaminants and their treatment, consists of two 14-week courses. The water specialist training consists of three 14-week courses. The next installer course will start in January of 2023 and the next treatment representative/water specialist courses will begin in April of 2023. You can get more information about the course content and instructors in the Get Certified section of the WQA website (wqa.org/profcert).

New options for experienced personnel

Experienced personnel will soon have new options to bypass the training. Installers with a minimum of two years of experience will need to complete the ethics course and two-hour review, both of which are coming up mid-October 2022. CWS candidates with a minimum of two years of experience can test out of training but will also have to complete the ethics course to be eligible for the exam. The CWS ethics course is coming up early November 2022. Please contact education@wqa.org for details and registration.

Rebate offer

As an added incentive, WQA is offering a rebate to those who get certified to help with the cost of training and certification. More information on eligibility is at wqa.org/rebate. The rebate is available for a limited time and may be used by both new and experienced personnel.

About the author

Dr. Tanya Lubner is the Director of Professional Certification and Training with the Water Quality Association. She oversees the development of new program areas, educational materials, professional certification exams, and certification procedures. Prior to joining WQA, Dr. Lubner was a sales engineer for a manufacturer of optical spectroscopy instrumentation. She holds a PhD in inorganic chemistry.

FWQA Member Logo Policy

The FWQA Member Logo distinguishes the Association's member companies from others in the marketplace and assures customers that these companies adhere to the Association's Code of Ethics. As a benefit of membership, the FWQA Member logo can be proudly displayed on promotional materials to help connect members across the industry worldwide and create new domestic and international business opportunities and relationships.

Companies who do not belong to FWQA and members that have allowed their membership to lapse or expire, as well as those who have chosen to terminate membership, forfeit the right to use and display the FWQA Member Logo. **The FWQA Member Logo is a benefit for dues-paying members in good standing only.** Please review the [FWQA Member Logo Usage Policy](#) for more information.

The FWQA Member Logo does not imply any of the following:

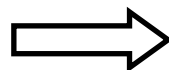
- That FWQA has certified, accredited or approved the company itself, or any individual, process, or product
- That FWQA has approved the company's materials or representations used for sales, advertising, or other promotional efforts
- That any particular level of quality or performance is guaranteed or assured by FWQA
- That any statements made to customers or the general public are truthful and accurate

Anything else beyond identifying that the user is a member of FWQA

Use the Correct FWQA Member Logo on:

- Letterhead
- Business cards
- Company signs
- Other business documents (invoices, purchase orders, etc.)
- Company vehicles
- Product advertising (this does not include: product, label of a product, or point-of-sale packaging of a product)
- FWQA Logo May Not be used on the product, label of a product, or point-of-sale packaging of a product
- Correct Phrase that Can be used on product labels and packaging

CORRECT LOGO



Member, Florida Water Quality Association

In the event that these guidelines are violated, FWQA retains the right to direct the member to cease use of the mark, and may sue to enjoin misuse by members and/or nonmembers and to recover actual and punitive damages. It is the right of WQA to determine whether these guidelines have been violated or whether the WQA Member logo has been misused.

If you have questions about logo usage or membership, please contact the FWQA at Suzanne@fwqa.com or call 863-644-6622.

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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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