



The Florida Flow

NEWS TO USE

JULY 2023

UPCOMING EVENTS

FWQA Board Meeting
Tuesday July 25 2023
Grasslands Golf & Country Club
Lakeland, FL

WQA Convention
March 5-7, 2024
Orlando, FL

FWQA Golf Tournament
Celebration Golf Club
June 12, 2024

FWQA Convention
Education
June 12, 13, and 14, 2024
Caribe Royale Resort
Orlando, FL

FWQA Convention
Trade Show
June 13, 2024
Caribe Royale Resort
Orlando, FL

INSIDE THIS ISSUE:

President's Message

A New Norm of Disinfection?

WQA Pres. – Amanda Moore

Thank you -FWQA Convention Exhibitors and Sponsors

2023 Convention in Pictures

Helping Homeowners Find Value in Water Treatment

New FWQA Members

Board of Directors

PRESIDENT'S MESSAGE



FWQA President
Jeff Sadonis

I am excited and grateful to be elected to the office of President for your FWQA. I do use the word "your" when I speak about the FWQA because that's who this board serves. Every single one of us on this board is an industry dealer, supplier or manufacturer just like you. We took the necessary steps to ensure Florida stays on the front line of regulations and protect your business with knowledge to help it grow. We do this to protect our way of life in the water treatment industry and recognize that it's much larger than ourselves. We want to make sure that your business has the knowledge, tools, and ethics to provide homeowners and families access to the healthiest water possible. I'm excited for the opportunity to lead such a strong team and be able to support companies such as yours.

We're just coming off of our very successful convention in Orlando and we are excited on how many of you had the opportunity to attend. We had a great mix of presenters that covered everything from technical know-how to sessions on making your business more profitable

and efficient. We had our first live auction with some terrific items being auctioned off from things you buy at your local OEM to fishing trips and even a round of golf in Celebration. I'm pleased to announce that we took in just over \$10,000 during this live auction event. Thank you to all the sponsors who donated and to all of you who took the time to bid on these great items. This type of auction was a first for FWQA on a couple of fronts. It not only was our first live auction, but it was our first auction we held that generated funding for our recently announced and confirmed FWQA Scholarship program. So, again, a special thanks to everyone who donated and bid to make this so successful, which will reach much further than it ever has before. For more information on our scholarship, please visit our website at www.fwqa.com.

We will be returning to the Caribe Royale for the 2024 convention and we'll keep everyone posted on information as it is made available. We look forward to seeing you all there and topping what we did this year.

Our next event will be our Fall Seminar so please look for more announcement on that in the very near future. Our Fall Seminars are the best way to get some of your new technicians and employees some technical training by some of the industries very est. Discussions have already begun on finding a great mix of sessions that will assist some of your new hires and also allow some of the vets on your staff to maybe see a few new tricks.

What are we working on until the Fall? We are going to be staying on top of regulation changes and working with the WQA on staying up to date on changes in our industry so we can keep you up to date. We plan on having discussions and meetings to make sure all of you are protected and have a fair shot as a business. There is always a lot to talk about after a convention. Great conversation leads to great ideas.

Thank you to everyone for their continued support of the FWQA. Without all of your support, we couldn't put on these informative events. It take participation from all of us to make this work. Sponsors, members, and your Board of Directors. When we all participate, we all win!

Thank you, and we'll see you in the Fall.

Micron Basics

Jeff Sadonis, President FWQA, All American Purification

What is a micron rating? We see them on all the filters we buy and install every day, but do you really know what they mean? When should you use a larger micron instead of a smaller one? What is the difference between nominal and absolute? To understand a micron rating, you first have to know what a micron rating is and why it's so important in this industry.

A micron is short for a micrometer, or one millionth of a meter. That doesn't mean much to a lot of us reading this so here are a couple of other comparisons. One micron is 1 thousandth of a millimeter, or, .000039 inches. A micron refers to the pore size or size of particles that the filter will allow to pass through. The naked eye can't see below 40 micron and a human hair is generally rated at 50 micron. A white blood cell is 25 micron and a red blood cell is rated at 8 micron. This should give you some perspective on just how small a micron is. Think of this as a screen door allowing the breeze to come into your home but blocking out the insects. Knowing what you're trying to remove will help you greatly in your choice of micron rating for your filter of choice.

Most filters in our industry are rated with a nominal rating. The term nominal means that the effectiveness can vary from 60% to 98% of the filter's micron size. I call this the "ish" or "roundabout" filter. If you're installing a 20 micron nominal filter to remove sediment, the filter will filter out 60%-98% of that rating. There will be some particles larger than 20 micron that will make it through based on this rating so you have to know that going in. On the flip side, an absolute rated filter will retain 95%-100% particulate effectiveness based on the micron size rating. Using that example of removing sediment above, this filter will not let anything larger than 20 micron through the filter at any time. Absolute filters are used in specific instances where the number has to be, well, absolute and possibly for sterilization purposes.

When choosing the micron filter for your application, here are some things to consider. No matter if it's nominal or absolute; the general rule is that the smaller the micron rating, the quicker it plugs up. For the most part, this is true, but if filter is applied properly with what you're trying to remove with the proper micron size to remove it, it should last what it's rated for. Installing a 5 micron filter will plug up much faster than a 20 micron if all you're trying to remove is larger particulates. In fact, depending on the type of particulates you're trying to remove, a filter with a rating of 100 micron or higher might just do the job without constant clogging. A 5 micron filter, which is commonly used in our industry, is good for removing finer sand and silt from the water supply, and will even remove some bacteria from the water although most bacteria are rated 2 micron or less. If it's truly bacteria reduction you're after or something even finer like cysts and viruses, you would want to look into ultrafiltration. Ultrafiltration, depending on the filter, can filter down to .0125 micron. Need further than that? That's when you get into a nano filter or reverse osmosis. Again, any filter or filter process should be applied properly to what it is that you're trying to remove from the water.

If your install isn't designed properly, you're only setting your job up for failure due to clogged filters or filters not removing what they are intended to remove. Research what you're trying to remove and then choose a filter's micron rating based on that. There are some cases where you may want to use a couple of different filters to allow more flow or prevent premature clogging. Know if your end product can be achieved by nominal filtration or does it require absolute. Design is the key to everything we do in our industry, and micron rating is an area that is often overlooked.



‘WE ARE STRONGER TOGETHER,’ SHE SAYS, EMPHASIZING MENTORSHIP, INDUSTRY ETHICS

AMANDA MOORE– WQA PRESIDENT

Moore said that as headlines warn of water quality crises and consumers seek ways to ensure their water is safer and healthier, it’s essential that WQA members continue to be trusted resources. Their pledge to abide by WQA’s Code of Ethics helps them do that, she said.

“As we reach out to legislators, regulators, health and safety officials, we must prove to them with our actions – not just words – that we are trustworthy, professional and committed to upholding the high stand-

ards and ethical principles of the association to protect public health,” she said.

Moore described mentorship as another of her passions, crediting “many colleagues in this room” for serving as mentors who “have guided me in my industry and association journey, and even here to this stage.” Moore was a founding member of WQA’s Women in Industry (WIN) Advisory Council and herself has served as a mentor to others in the association.

“I truly believe in the power of engaged membership and mentorship,” she said.

Moore leads WQA in the second year of its 2022-24 Strategic Plan, with its three overarching goals of advancing knowledge and professionalism of industry participants, increasing advocacy and driving public awareness and knowledge.

She joined Atlantic Filter in 1997 after earning a degree from Vanderbilt University. Moore is the third generation to serve a leadership role for the equipment manufacturing company that her late grandfather, Wallace Wakem, started in Palm Beach County, FL, in 1955. Her father now serves as chairman. Atlantic Filter was purchased by A. O. Smith in 2022.

Moore was elected to the WQA Board of Directors in 2019. She was honored with WQA’s Next Gen Award in 2017 and the Key Award in 2021. For many years, she also has been active in leadership in the Florida Water Quality Association, serving as its president in 2018.

Congratulations Amanda! We at FWQA are fortunate to have you continuing to look out for Florida.

Who can use the FWQA logo?

Only those who are current members of the Florida Water Quality Association in good standing.

What is in good standing?

Your membership dues are paid and you are following the WQA code of ethics which FWQA endorses.

Others will be asked to remove the FWQA logo from their website and other materials.

**We hope you were able to visit with
our Convention Exhibitors**

Action Manufacturing
Aerus, LLC
A. O. Smith Water Treatment North America
Aqua Finance
Aqua Wholesale
Aqueous Solutions Global
BRITA PRO
Cargill Salt
Charger Water Treatment Products
Coast Pump Water Technologies
Enpress, LLC
Filter Pure Systems, Inc.
FloTrol International, LLC—Instapura
Flotilla Partners, LLC
Fluid Systems and Controls
Foundation Finance
Franklin Water Treatment LLC
FSHS, Inc.
G A Murdock
Good Marketing Group
John Guest USA, Inc.
Liquid Soap Products
Morton Salt
Nelsen Corporation
Oxidizer Pro
Pentair
Pro Products
Pure and Gentle Soap
Purionics Pure Water Solutions
Quantum Leap Sales Meetings & Training,
LLC
ResinTech, Inc.
Safeway Water LLC
Scotwood Industries, LLC
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Time Investment
WATTS Water Quality
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WCP
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Foundation Finance
Pentair
ResinTech
Scotwood Industries LLC
Water Treatment Warehouse

It was our largest convention in a while!



**Now Mark Your Calendar
June 12-14, 2024**

For our Next Convention!



Check out what went on at the FWQA Convention *Golf Fun, Education, Trade Show, Live Auction, Reception*



Helping Homeowners Find Value in Water Treatment by Jim Neidert **From Water Quality Products**

With the every growing list of contaminants in our water supply, the need has never been greater for residential water treatment to include both point of entry and point of use solutions. Not only is it a growing concern amount consumers, but there are also discussions happening at both the state and federal levels that will bring new government standards on many of these issues. As these changes are announced, consumer awareness will grow and a demand for water purification will come with it.

Traditionally reverse osmosis(RO) drinking water filters were often presented as an optional add-on opposed to the most important piece when considering convenience, value and cost tot the consumer. It is more important than ever for water treatment professions to help consumers understand affordability and the true value for the products offered.

Nobody will argue that the cost of nearly everything has risen the past two years, and this increased costs to the industry, justifying that investment and creating the value water treatment brings to a homeowner has never been better.

The Value Good Water Brings

Water treatment does not just make the water better, it makes nearly every minute you are in that home better for every single person. The first place to start with describing the value of quality water would be the benefits that come from it. The list continues to grow when considering the cost and savings for energy, cleaning supplies for the home, person care products, wear and tear on the water supply lines, fixtures and water using appliances, laundry and bottled water.

Simply put, the more the above items currently cost, the more someone can save when using less of them. Offering the homeowner the best solution for their needs goes hand in hand with understanding what the products offered will do as well as the potential savings and value they offer.

Often consumers are unaware of what is being wasted daily when they are constantly fighting the effects of their water. As professional, it our responsibility to teach them about what they desire from their water, and also potential newfound needs of which they were previously unaware.

Everyone that sells water treatment knows that soft water saves money in a variety of ways. How much it can save is determined by the quality of the water being treated, actual cost and personal habits. One thing is certain, as an industry we can do a better job of informing the customer. I was often amazed when testing water and finding a working water softener the homeowner was using the same amount of detergent per load of wash as if it were still hard water. It was obvious the person that sold the system did not do a great job on the benefit side of the equation.

And it is not just soft water that helps people save. Of we look at somebody who is concerned with the quality of water they are drinking, bottled water seems like the safest solution. Imagin a homeowner buys a few cases of water a week. They also have a refrigerator filter attached to their water dispenser and change the filter every four to six ,months. It is determined that between bottles water and filter changes, the homeowner is spending a minimum of \$50 per month on these items combined.

Cost, Savings & Value

There are three main pieces to consider when investing in water treatment for a home: cost, savings and value. Cost is simple. The additional price (or monthly financing payment) of an RO, plus the dollars spent for an on-going maintenance of the system is what a homeowner ends up paying to have this purification option. For example, a financed product would have the monthly total for both purchase and maintenance equal \$45 per month.

This family is no longer spending \$50 minimum per month buying bottled water, which means they end up saving \$5 per month immediately. Once the financing payments are complete the maintenance is approximately \$15 a month, means their savings will increase to \$35 a month.

But what is the value? Typically people buying bottles water only use it for drinking, not filling their coffee pot, tea kettles or pots and pans while cooking. If you ask them "How many more bottles of water would you have to buy if you used it for all beverages and cooking." Often the answer is double or triple what they are spending today.

Helping Homeowners Find Value in Water

“Even with the increased costs to the industry, justifying that investment and creating the value water treatment brings to a homeowner has never been better.”

The RO in this example not only save the \$5 per month on things they were already buying, but also offers value to improve the water they are consuming in ways that are not being addressed today. It is a new benefit they did not even think about. All foods and beverages improved dramatically because of the product’s capabilities and the education you provided to them.

When explained properly, our industry not only offers more benefits than nearly any other household purchase, but also relates savings equal or better than the investment..

Take the time to build the value into your products and services to care for what is best for them, and as a result your customer satisfaction will increase. Satisfied customers lead to more referrals, which means a more successful business.

Welcome to Our NEW Members!

Mr. Scott Smith
Atlantis Filter LLC
303 E Woodbright Rd. #121
Boynton Beach, FL 33426

Mr. J. Scott Crouse
Avoda Water Solutions
1775 Cowan Drive
Titusville, FL 32796

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Branch Water of Central Florida
4255 Frontage Rd. N
Lakeland, FL 33810

Mr. John DeCicco
Coastal Clean H2O
815 Seabreeze Dr.
Ruskin, FL 33570

Mr. David Johnson
David’s Water Systems
650 Grant Rd.
Palm Bay, FL 32909

Mr. Walter Conner, Jr
Flotilla Partners LLC
5429 North 59th St
Tampa, FL 33610

Mr. Randy Brooke
Gardens Water Filtration LLC
3323 Meridian Way North Unit B
Palm Beach Gardens, FL 33410

Mr. Shawn Talley
Global Water Solutions, USA
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8704 SE Pinehaven Ave
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Mr. John Ullrich
Ullrich’s Water Conditioning Service, Inc
409 Goolsby St.
Wauchula, FL 33873

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.

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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 2023-2024

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