



The Florida Flow

NEWS TO USE



APRIL 2024

UPCOMING EVENTS

FWQA Golf Tournament
Celebration Golf Club
June 12, 2024

FWQA Convention
Education
June 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 1

FWQA Legislative Visits 2 & 3

Nominate for FWQA Awards 4

Looking for Board Members

New FWQA members

2024 Convention Schedule 5

Importance of Quality Drink-

ing Water for Employees 6

Board of Directors 8

PRESIDENT'S MESSAGE



FWQA President
Jeff Sadonis

Coming in hot! Not me, though; the summer months are fast approaching, which means those nice cool nights of sleeping with the windows open are over. I, for one, already miss the cooler nights as I'm built for cold weather. That warmer weather means we're sliding into the summer months, which means our annual convention is just around the corner, and I can't wait for all of you to see what we have planned for you all.

Between our last publication and this one, we had a very successful trip to Tallahassee to meet with some of our state's representatives. This was our first visit in quite a few years and was a first for a few of us on the trip. What made it successful? We had a handful of

scheduled meetings with some of these decision-makers, which gave us undivided attention for 30 minutes with each representative to educate them and inform them on

the type of resource that the FWQA can be for them as documents come across their desk. The FWQA has a resource pool not only of our membership and sponsors but it extends to the WQA and all they encompass. Water quality will be a hot topic for years to come and will only move up the chain of priorities to these lawmakers as all of us educate our customers. As the state grows, so do the challenges of delivering water at that volume with the quality we want. We also managed to meet with representatives that we didn't have a scheduled meeting with as well as deliver vital informational packets to even more. A couple of the representatives expressed interest in coming to our convention and being better acquainted with our association, and others immediately put us in their files as a resource to reach out to when the time comes. It's an experience that I'm happy I took part in, and I'm very proud of your FWQA board for arranging, attending, and having such a strong showing.

Up next is our convention, where I will transition to the role of Immediate Past President, and we will all have the pleasure to work with Cindy Schieber as your next President. As I look back at my last year here on the Board, I have nothing but fond memories and an overall sense of pride in what our association was able to deliver this year. I know my time on this board isn't quite over, but I will say this: if you have ever had any inclination at all about being a board member, I urge you to give it a try. Being on the board will open your eyes to how many people share the same goals and vision that you do. It allows you to take the blinders off, and you stop thinking about "my area" and "my sales," and you see things in a different light. Rewarding is the only way I can sum it up, and you meet some great people along the way. Thank you, everyone, for supporting the FWQA and allowing us to deliver new products, ideas, and opportunities to you and your company.

FWQA - A Day on the Hill -Legislative Visits to Tallahassee

We had 5 board members - Jeff Sadonis, President, Cindy Schieber, Vice President, Dave Copp, Don Grace and John Ladue, Immediate Past President; Suzanne Trueblood and one college student and part-time industry employee Jacqueline Ladue, attended our Legislative visits to Tallahassee this year.

We were able to visit with 11 Representatives in person and left information with everyone on the House of Representatives newly created Water Quality Supply & Treatment Subcommittee (of the Infrastructure Strategies Committee). Dave Copp and Cindy Schieber visited with Cyndi Stevenson who is the Chair of this new committee and Jeanne Curtain, Policy Chief - Cyndi was very interested but is retiring in November. Wants a whole house RO after all she's learned on this committee. Introduced us to Jeanne who will be the main contact for us moving forward, and invited Jeanne to our FWQA Convention in June. They were also able to visit with Representative Dean Black who is a business man from Jacksonville. Cindy invited him to visit the Stenner factory for a tour. They explained who FWQA is and since he serves on the Ag committee it does touch on water he was interest and looks forward to touring Stenner after the session is over.

Don and Jeff visited with Representative Yvonne Hinson who is interested in attending our FWQA convention. She also serves on the Water Quality Supply & Treatment Subcommittee. They also met with Fiona McFarland from Sarasota. James Buchanan from North Port. Rep Buchanan was extremely interested in what FWQA does and has personal experience with water conditioning equipment as an end user.

John Ladue, Jacqueline Ladue and Suzanne Trueblood met with Jennefer Canady from Lakeland, she is Vice Chair of the Infrastructure Strategies Committee. She noticed right away that the new Water Quality Supply & Treatment Subcommittee is part of her area and was asking many questions about how we can help with the water quality.

Many of the other Representatives were concerned with the quality of drinking water and were excited to have us there to let them know that FWQA is their resource for point-of-use water questions and concerns. We emphasized that we are here to get them answers back by science from our WQRF. That impressed them to know we have WQRF as a resource. Many of the legislators had personal issues and interest in water for their homes and businesses.



Front row Dave Copp, John Ladue, Jeff Sadonis, Suzanne Trueblood
Back row—Don Grace and Cindy Schieber.

LOOK WHO WE VISITED —



Senator Jay Trumbull



Rep Katherine Waldron



Rep Yvonne Hayes Hinson



Rep Cyndi Stevenson



Rep Fiona McFarland



Rep. Felicia Robinson



Rep Jennifer Canady



Rep Dean Black



Rep Robin Bartleman



Jessica Baker



Rep Hillary Cassell

FWQA has the opportunity to recognize those in our industry in Florida who have been valuable to the Water Treatment Industry. If you have a nomination for one of the awards listed below, please contact Jeff Sadonis, Chairman of the Awards and Nominating Committee. You can contact him at jsadonis@gmail.com.

HALL OF FAME AWARD

The Hall of Fame Award is awarded to individuals who over a long period of time have contributed of their time and resources to the betterment of the Water Treatment Industry.

Je

DISTINGUISHED SERVICE AWARD

The Distinguished Service Award is presented to a person or organization who goes above and beyond the call of duty during the past year.

OUTSTANDING SERVICE AWARD

The Outstanding Service Award is typically presented to a person who has over the last year raised significant amount of money for this association.

ARE YOU READY TO MAKE A DIFFERENCE?

It is important for FWQA to always reach out to our members and get them involved in FWQA and the industry. We count on our members to help direct the future of the industry here in Florida. Consider volunteer for a FWQA Committee, attending board meetings or becoming a member of the Board of Directors. Contact Jeff Sadonis @jsadonis@gmail.com or Suzanne@fwqa.com

Welcome to Our NEW Members!

Mr. Keith Michael Sikes, Jr.
First Choice Water Treatment and Well Service LLC
286 Deleon Rd
DeBary, FL 32713

Robert and Jenny Giles
Lee & Jen H2o
1135 Osceola Blvd.
Englewood, FL 34223

Mr. Jose Echevarria
Griffin HVAC and Plumbing Services LLC
10895 Old Dixie Hwy. Suite 1
Ponte Vedra, FL 32081

Mr. Nicholas Riley
Redeemed Water Solutions, LLC
2138 El Campa Ave
Deltona, FL 32725

Mr. Michael Krobatsch
John The Plumber Inc
1571 SW Third St
Pompano Beach, FL 33069

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.

**Florida Water Quality Association
Annual Convention
June 12, 13, and 14. 2024
Charting the Course!**



Wednesday June 12. 2024

8:00 am FWQA Annual Golf Tournament -
Celebration Golf Club

Thursday June 13, 2024

7:30 am Registration

8:15-9:15 am AI is Here for Your Business Now (and it is Not as Scary as You Think) (Session 1)
AI intro and overview Brad and Shannon Good, Good Marketing Group

8:15-9:15 am Teardown & Servicing 1 1/2" Twin Tank Control Valve
Ty Sherman, Clack Corp. (Session 2)
These sessions will be repeated so you can attend both.

9:25-10:25 am "Getting the Most out of Your Leads"
Candice Wentling, MWS, Director Certified Action (Session 3)

9:25-10:25 am Filters 201
Jennifer Smith, ResinTech

10:45-11:45am Teardown & Servicing 1 1/2" Twin Tank Control Valve
Ty Sherman, Clack Corp. (session 2-repeat)

10:45-11:45 am "Getting the Most out of Your Leads" (Session 3—repeat)
Candice Wentling, MWS, Director Certified Action

11:45– 12:30 am FWQA Business Meeting, Election of Officers
WQA and Industry Update

12:30 pm-4:45 pm FWQA 2024 TRADE SHOW OPEN
Lunch served in Show

4:30 pm Live Auction You can Bid and help make it
A Winner for the FWQA Scholarship!

6:00 to 7:30 pm Hospitality Reception
7:30 — 9:30 pm The Party goes on at the STADIUM CLUB

Friday June 14, 2024

8:15– 9:00 am Florida Water — Emerging Trends
Expert Panel shares the latest laws and concerns

9:00-10:00 am AI is Here for Your Business Now (and it is Not as Scary as You Think) (Session 1)
AI intro and overview Brad and Shannon Good, Good Marketing Group

10:10-11:10 am Municipal Water— how is it treated? What you need to know!
North Port Municipal Water

11:15 am-12:15 pm WQRF Studies—Why does this matter to me?
Jennifer Smith, ResinTech

10 Reasons why a Business Should Provide Employees with Quality Drinking Water

Water is abundant in the world — everyone knows that. But high quality, clean drinking water is a commodity that many overlook for both value and cost. If you run a business, gym, salon, school, or healthcare institution, do you know what kind and quality of water you're providing your employees? More importantly, do you know what it costs you if you *don't* provide it?

1. QUALITY WATER HAS NUMEROUS HEALTH BENEFITS

Of the dozens of health benefits that high-quality drinking water has, several in particular afford a business lasting benefits:

- **Cuts down on fatigue.** Did you know one of the first signs of dehydration is fatigue and sluggishness? If your employees don't drink enough during the day, that mid-day slump will hit them hard — and grind the morning's progress to a halt.
- **Promotes weight loss.** Providing high-quality, tasty drinking water to employees can promote weight loss by keeping them fuller throughout the day. Instead of snacking on junk food from a vending machine, the readily-available water will keep them fuller, longer, and more focused.
- **Improves gut health.** Drinking fluids helps human bodies absorb nutrients from the food we eat and keep digestion running smoothly. High quality water ensures gastrointestinal health, in particular, remains regular and bathroom breaks stay on a schedule.
- **Improves respiratory health.** According to recent research from the National Heart, Lung, and Blood Institute, well-hydrated adults reduce their risk of asthma, bronchitis, and pneumonia by drinking enough.

2. QUALITY WATER WILL ENHANCE PRODUCTIVITY

When employees get a dehydration headache, their brains hurt because the tissue surrounding it literally drinks from lack of water. This foggy, dull ache feeling puts pain — not work — at the forefront of their minds and reduces their ability to be consistently productive during a workday.

The thought that water improves productivity isn't optimistic either; it's fact. Studies show that as much as a 14% increase in productivity exists when employees have access to high-quality drinking water.

3. QUALITY WATER WILL SAVE MONEY

You may not realize just how much your place of business wastes on sub-par water. One of our clients, spent over \$13,500 annually to provide commercial drinking water to their employees before partnering with us. The quality lacked and the business needed to find a more economical solution without reducing the water it provided to employees.

Technicians assessed a warehouse and proposed a new solution: instead of spending nearly \$14,000 on bottled water coolers with bottles, plastic crates, cooler rentals, and bottle deposits, they could spend just over \$9,300 for the same amount of access and better quality water.

4. QUALITY WATER WILL HELP YOUR EMPLOYEES HAVE BETTER IDEAS

Similar to some of the other reasons to provide your employees with quality drinking water on this list, your employees will have better, more creative ideas to bring to the table if they're well hydrated. It revolutionizes "water cooler work" in business environments.

- The drinking water you provide will reflect the level of creativity and effort your employees can put into their work. Energizing, healthy, cold and clean drinking water available with the wave of a hand creates a buzzing, hydrated workplace full of great ideas. That's much better than a tired, glug-glug-glug plastic office cooler where employees stand and talk not even drinking the water.

5. QUALITY WATER WILL IMPROVE MORALE

Providing high quality drinking water communicates to your employees that you care about their health and about the taste of the water you provide. The effect of having high-quality drinking water at work goes deeper than that, though.

Take one of our clients — they invested in a filter drinking water system, but some employees refused to drink the water because the line ran through the bathroom. Employee perception of the water was so poor, they had to invest in buying bottled water on top of the filtration system they'd just purchased.

When we assessed the situation, we came to a solution that benefited both the bosses and the employees: let us provide a free trial of our water filtration technology and see if you can taste a difference.

Within the week-long trial, even the most adamant naysayers before found our water to have a superior taste. Subacute was so pleased, they ordered two units — and employees no longer feel the need to drink bottled water.

- This client's problem and solution demonstrates just how pivotal access to great tasting, clean, high-quality water is in a workplace. Listening to employees about their views of the available water — and following up with solutions — can make them feel heard, seen, and valued, thereby increasing morale for the whole office.

6. QUALITY WATER WILL DECREASE EMPLOYEE STRESS

A reduction of stress remains yet another benefit of staying well-hydrated at work. Employees with access to tasty, high-quality drinking water from a state-of-the-art water purification system get the added benefits of:

- Less symptoms of anxiety, which is our body's way of telling us we're not hydrated enough.
- Stop the stress cycle in its tracks.
- Keep a clear head that maintains focus on projects.
- Not only is there a clear health link between stress and hydration; keeping employees hydrated with high quality drinking water means they're maintaining their health and operating at peak capacity.

7. QUALITY WATER WILL CUT DOWN ON PTO

Staying well-hydrated affects more than your employees' physical health. Their mental health can suffer, too, and result in lost momentum or work through increasingly frequent requests for PTO from chronic headaches, burnout, and general stress (as mentioned above).

Providing your employees with quality drinking water from a water purification system can result in lasting effects that benefit your bottom line — like fewer employees taking off for migraines and headaches, healthy employees burning out from taking on their sick counterparts' work responsibilities, and "firing on all cylinders" as a business with healthy, focused, well-hydrated employees hitting their goals.

8. QUALITY WATER IS ECO-FRIENDLY

If you choose a solution, you'll have immediate access to touchless and bottleless water solutions for your business as soon as your water purification systems gets installed. No more plastic bottles, little cups, or paper cones to contend with — all you and your employees need is a refillable personal bottle to visit the tank again and again.

Furthermore, reverse osmosis water is significantly better for the environment than bottled water. You won't need to rely on single-use plastic water bottles anymore — nor do you have to worry about the controversy from the EPA and FDA that surrounds these plastic water bottles.

9. QUALITY WATER TASTES BETTER

Whether you trust the science of our reverse osmosis and reoxygenation process or the client testimonial from #5 above, high-quality drinking water has a noticeable taste difference. Because our process filters out toxins, "extras," and even prevents bacteria from forming on or within the tank, your employees get reliable, cold, pure drinking water every time they visit one of the Pure Water Technology tanks.

10. QUALITY WATER IS GREAT FOR THE BOTTOM LINE

Bottle water coolers may seem more economical at first, but accessories and ongoing maintenance add up quickly. With Pure Water Technology's self-cleaning tank, maintenance becomes a breeze. Not to mention, the water we use comes from your main water line — so you don't waste the money on those large plastic bottles of water only a quarter of your employees will have the strength to change, either.

Help your customers find a water purification system to completely eliminate the need to buy single-use water bottles, which means a fixed pricing model puts more money back in owners pocket for meaningful employee initiatives that drive results while maintaining access to some of the best-quality drinking water available.

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 2023-2024

President

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

Vice President

Cindy Schieber
Stenner Pump Company
3174 DeSalvo Road
Jacksonville, FL 32246-3733
904/641-1666
Toll Free: 800/683-2378
Fax 904/642-1012
E-mail cschieber@stenner.com

Treasurer

Jami West
C-TECH WATER SOLUTIONS
3477 Bemiss Rd.
Valdosta, GA 30602
229-245-8100
Cell 229-560-8643
Email jami@ctechwater.com

Secretary

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

Directors

Dave Copp
All Florida Soft Water
10960 US Hwy 1
PonteVedra, FL 32081
904-287-0003
E mail
dcopp@allfloridasoftwater.com

Don Grace
Safeway Water, LLC
407 S. Magnolia Ave
Ocala, FL 34471
855-999-7233
Email don@safewaywater.com
952-742-9743
Cell 612-710-4564

Mitch Horner
Cargill Salt
8540 Homeplace Dr 7202
Jacksonville FL 32256
mitch_horner@cargill.com

Nick Mahle
Water Treatment Warehouse
850 Commerce Drive #107
Venice, FL 34292
941/488-3346
Cell 727-483-1819
877/225-5989
Fax 941/220-7704
Email nmahle@wtwusa.com

Immediate Past President

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