



The Source

The Newsletter of the Water Quality Association of Wisconsin

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Volume 1, 2011

President's Column

Dear Membership,

Looking back on 2010, there was not much noise out of Commerce on new rules and regulation affecting our industry. The "no salt" water conditioners, that don't do a blessed thing, keep getting promoted. So, if you run into them being sold in your market, please gather as much information as you can, and contact a WQAW Board member, so we can address the issue with the powers that be in Madison.

With Republicans in control of the Assembly, Senate and Governor's office, some sense of fiscal responsibility will, hopefully, be brought to state government, along with the elimination of rules and regulations that simply increase the cost of doing business in Wisconsin. Governor Walker says, "Wisconsin is open for business!" Let's hope he is committed to following through with his plan.

Last year we held our **Annual Convention** in the Fox Valley at the Radisson Paper Valley Hotel in Appleton. I'd like to thank all of the attendees and sponsors for another successful meeting. This year we are moving west to God's Country, on the Mississippi River at the Radisson Hotel in historic downtown La Crosse. **Mark your calendars for September 9 & 10, 2011.** We start our convention Friday morning September 9th at scenic **Drugan's Castle Mound Golf Course** about 15 minutes north of La Crosse. We are also extending an invitation to our neighbors to the west to join us from the Minnesota & Iowa WQA. If anyone has any suggestions or knows of someone who would be appropriate as a presenter for Saturday's session, please feel contact me or any other Board member.

Remember it's "your" Association, so tell us what you'd like to see us do. Make it a great year and hope to see you all in La Crosse!

Scott R. Chiples-CWS-V, CI, WI MPRA

Culligan Water Conditioning - La Crosse
Ph: (608) 781-2500 ♦ Email: mr.chips@centurytel.net

WQAW Events

★ **WQAW Cram Session** ★
Tuesday, February 9, 2011
Madison, WI

★ **WQAW Convention** ★
September 9 & 10, 2011
Radisson Hotel
La Crosse, WI

Speakers Wanted!

If you or your company would like to be considered to present a one hour seminar at the WQAW Convention on September 10, 2011 please submit the following information to: info@WQAW.com by **Friday, May 13, 2011.**

- Name of Speaker.
- Speaker's Title.
- Name of Organization.
- # of Years Speaker has been in position.
- Relevant educational experience.
- Title of presentation.
- Presentation outline listing 4 topics you will discuss in presentation.
- Learning objectives of presentation - List of 3 items attendees will be able to do after presentation.
- Two References.

E-Newsletter

- ★ Current newsletter tally is:
28 = e-copies 60 = tree-copies
- ★ **Save a tree** and subscribe to an electronic copy of **The Source** newsletter. E-newsletter will be delivered to your email address and saves the WQAW paper and postage.
- ★ To receive **The Source** newsletter via email please email: Cheryl@CapGroupWI.com and request your copy!

New Faces in the Wisconsin Legislature

By Michelle Kussow, The Capitol Group, LLC

Republican tsunami, tea party movement, anti-incumbent revolt, taxpayer mandate – whatever the rationale, Wisconsin was the beneficiary. In fact, Wisconsin was the only state in the nation to sweep with a sea of red at the state level, swinging from full-Democratic control to a Republican Assembly, Senate and Governor; adding 3 new Republican congressmen; and the first Republican US Senator in 18 years.

STATE LEVEL – Scott Walker was elected Wisconsin's 45th Governor on his 43rd birthday. Then, Governor-Elect Walker celebrated his birthday party/campaign victory with a few hours sleep, before beginning his new job as Wisconsin's CEO. Walker immediately started at the Milwaukee County Courthouse at the Milwaukee County Courthouse wrapping up the details on the county budget, and then headed to Madison to meet with the state's budget architects to discuss Wisconsin's 2011-2012 biennial budget. Walker has never flinched at the nearly \$3 billion deficit Wisconsin is facing and seems more than ready and aptly capable of addressing the shortfall. In addition, Walker declared Wisconsin "open for business" during his victory rally and has already begun planning a special session on jobs immediately following his inauguration in January.

The Republican sweet started with the office of Governor and extended through the State Assembly and State Senate. Not only did the Democrats lose their majority in each house, but their leaders- Assembly Speaker Milk Sheridan and Senate Majority Leader Russ Decker – were defeated as well. Republicans will now enjoy total control for the first time since 1998.

The Wisconsin Senate is now controlled by a 19-14 Republican majority due to a four key incumbent Democrat Senators being knocked off by their Republican opponents: Leah Vukmir in Wauwatosa; Van Wangaard in Racine; Terry Moulton in Eau Claire; and Pam Galloway defeating Russ Decker in Wausau.

The Assembly took a hard swing right netting 60 Republicans, 38 Democrats, and 1 Independent. There were 20 open seats going into the general election and nearly all went to the republican candidates. In addition, ten incumbent upsets helped give the Assembly

Republicans on of their largest majorities in history. The most noteworthy losses on the D-side were Assembly Speaker Mike Sheridan from Janesville, and 40-year incumbent "Snarlin" Marlin Schneider of Wisconsin Rapids.

The overwhelming majorities are an indicator of the core issues such as fiscal responsibility and job creation that are the public's edict to the new elects. In addition, numerous referendums aimed at spending money on roads, schools, railroads or other services failed significantly reiterating to polls that voters are fiscally conservative, educated and don't want anymore government spending.

FEDERAL LEVEL – With businessman Ron Johnson's victory, a Wisconsin republican now shares the duties in the US Senate for the first time since 1992. Johnson's victory was part of a national wave that cut Democratic control from 60 to 52 seats. What does this mean for the water quality industry? Less regulatory assaults and costly compliance mandates, a Senate is less likely to grab your P&L and figure out how much they can take from you and a US Senator who will listen to our issues and concerns and give us straight answers. While nothing is certain, we believe that mandates like Card Check will not have the support needed to merit a vote.

Wisconsin congressional delegation now has 6 Republicans and 2 Democrats, a split we haven't seen since 1995 (6-3) and 1967 (7-3). With victories from Reid Ribble (8th CD) and Sean Duffy (7th CD), the big spenders and big government folks are gone. With the Republican majority in Congress, the pro-business Wisconsin delegation will help insure that grocers are not hit with new taxes and fees and will hopefully be able to roll back ObamaCare and make sure Cap & Trade never sees the light of day. Wisconsin will also shine with leadership from Paul Ryan who most likely will be chairman of the House budget committee. Congressmen Sensenbrenner and Petrie will also be posted high up on important committees and their seniority will be important in negotiations with the White House on small business legislation. While Congressman Ron Kind (D-3rd CD) dodged a bullet, our hope is that he will side more wit the Blue Dog Democrats and less with President Obama and the anti-business liberal contingents in his party. ##



New Faces in the Legislature - Continued



AD 2:
Rep. Andre Jacque (R)

HOMETOWN: Green Bay
OCCUPATION: Green Bay Area Transit Planning Coordinator



AD 28:
Rep. Erik Severson (R)

HOMETOWN: Osceola
OCCUPATION: Emergency Room Doctor



AD 49:
Rep. Travis Tranel (R)

HOMETOWN: Platteville
OCCUPATION: Tranel Farms USA, Inc.



AD 75:
Rep. Roger Rivard (R)

HOMETOWN: Rice Lake
OCCUPATION: Real Estate Broker



SD 1:
Sen. Frank Lasee (R)

HOMETOWN: De Pere
OCCUPATION: Real estate broker



AD 4:
Rep. Chad Weininger (R)

HOMETOWN: Green Bay
OCCUPATION: Former Legislative Staff



AD 30:
Rep. Dean Knudson (R)

HOMETOWN: Hudson
OCCUPATION: Mayor, Hudson



AD 51:
Rep. Howard Marklein (R)

HOMETOWN: Spring Green
OCCUPATION: Partner, Virchow Krause



AD 77:
Rep. Brett Hulsey (D)

HOMETOWN: Madison
OCCUPATION: Dane County Board Supervisor



SD 5:
Leah Vukmir (R)

HOMETOWN: Wauwatosa
OCCUPATION: Former State Representative, Nurse



AD 5:
Rep. Jim Steineke (R)

HOMETOWN: Kaukauna
OCCUPATION: Vandenberg Town Chairman and Outagamie County Board Supervisor



AD 32:
Rep. Tyler August (R)

HOMETOWN: Lake Geneva
OCCUPATION: Former Staff



AD 52:
Rep. Jeremy Thiesfeldt (R)

HOMETOWN: Fond du Lac
OCCUPATION: City Council of Fond du Lac, Teacher



AD 80:
Rep. Janis Ringhand (D)

HOMETOWN: Evansville
OCCUPATION: Former Mayor, Evansville



SD 7:
Sen. Chris Larson

HOMETOWN: South Milwaukee
OCCUPATION: Milwaukee Co. Supervisor



AD 8:
Rep. Jocasta Zamarripa (D)

HOMETOWN: Milwaukee
OCCUPATION: Educator/Community Outreach Coordinator, Planned Parenthood



AD 33:
Rep. Chris Kapenga (R)

HOMETOWN: Delafield
OCCUPATION: President, Integrated Time Systems



AD 56:
Michelle Litjens (R)

HOMETOWN: Oshkosh/Appleton
OCCUPATION: Land Pride Properties, LTD



AD 84:
Rep. Mike Kuglitsch (R)

HOMETOWN: New Berlin
OCCUPATION: General Manager, Princeton Club



SD 15:
Sen. Tim Cullen (D)

HOMETOWN: Janesville
OCCUPATION: Janesville School Board, Former Legislator



AD 10:
Rep. Elizabeth Coggs (D)

HOMETOWN: Milwaukee
OCCUPATION: 10th District Supervisor



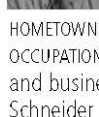
AD 35:
Rep. Tom Tiffany (R)

HOMETOWN: Merrill
OCCUPATION: Owner Wilderness Cruises



AD 67:
Rep. Tom Larson (R)

HOMETOWN: Colfax
OCCUPATION: Bear Valley Electric



AD 88:
Rep. John Klenke (R)

HOMETOWN: Green Bay
OCCUPATION: Taxation, finance, and business strategy at Schneider National



SD 21:
Sen. Van Wangaard (R)

HOMETOWN: Racine
OCCUPATION: Law Enforcement (ret.), County Board of Supervisors



AD 14:
Rep. Dale Kooyenga (R)

HOMETOWN: Brookfield
OCCUPATION: CPA & Army Reserve



AD 43:
Rep. Evan Wynn (R)

HOMETOWN: Whitewater
OCCUPATION: Driver's Education Instructor



AD 68:
Rep. Kathy Bernier (R)

HOMETOWN: Chippewa Falls
OCCUPATION: OCCUPATION not given



AD 93:
Rep. Warren Petryk (R)

HOMETOWN: Eau Claire
OCCUPATION: Co-owner of "The Memories" band, Vocal coach, various occupations



SD 23:
Sen. Terry Moulton (R)

HOMETOWN: Chippewa Falls
OCCUPATION: Former State Representative



AD 26:
Rep. Mike Endsley (R)

HOMETOWN: Sheboygan
OCCUPATION: Sales Management, Thomas Products



AD 44:
Rep. Joe Knilans (R)

HOMETOWN: Janesville
OCCUPATION: J G Innovations, Inc.



AD 72:
Rep. Scott Krug (R)

HOMETOWN: WI Rapids
OCCUPATION: Founder, NEW Opportunities



AD 98:
Rep. Paul Farrow (R)

HOMETOWN: Pewaukee
OCCUPATION: Facilitator/Trainer, Experience Based Learning



SD 29:
Sen. Pam Galloway (R)

HOMETOWN: Wausau
OCCUPATION: Doctor, Breast Center of Central Wisconsin, S.C.



AD 45:
Rep. Amy Loudenbeck (R)

HOMETOWN: Beloit
OCCUPATION: Southwest Wisconsin Workforce Development Board



AD 74:
Rep. Janet Bewley (D)

HOMETOWN: Ashland
OCCUPATION: Dean of Students, Northland College



SD 33:
Rep. Rich Zipperer (R)

HOMETOWN: Pewaukee
OCCUPATION: Former State Representative

Wanted: New WQAW Members – Discounted Rate

By Cheryl Lytle, WQAW Administrative Assistant

WQAW members are encouraged to solicit other water treatment professionals and vendors to join The Water Quality Association of Wisconsin at a discounted rate of \$100 for their first year. WQAW supports efforts to keep the water quality improvement industry in Wisconsin an educated and profitable business. The WQAW is constantly working with the Wisconsin Department of Commerce to keep updated on potential changes, monitor legislation that affects your business and provide membership educational seminars, including some with educational credits.

The 2011 membership rate is \$100. Regular membership dues will be required in future years.

WQAW Members receive:

- The Source Newsletter – Quarterly newsletter with current industry news and legislative updates.
- Notifications on educational opportunities.
- Company listed in WQAW Directory and WQAW Website.
- Invitation and discounts to the 2010 WQAW Annual Convention on September 9 & 10, 2011 at the Radisson Hotel in La Crosse, WI.
- Discounted rates for the WQAW Cram Session.

Yes, Please sign me up! I would like to become a new WQAW Member for \$100 for the first year!

Contact _____
 Company _____
 Address _____
 City, State Zip _____
 Email _____
 Phone _____ Fax _____
 Additional information will be mailed to you regarding your WQAW membership & listings.

Please return completed form with payment to:
 Water Quality Association of Wisconsin
 One S. Pinckney Street
 Suite 504
 Madison, WI 53703
OR fax form to:
 (608) 244-9030.

Lynita Docken, WI Dept of Commerce - Retired

Safety and Building Division’s Lynita Docken retired in at the end of 2010. Docken was a Program Manager usually based in the Holmen, WI, Safety & Building office and worked part-time in Madison supervising the program managers and other staff in the bureau.

Docken presented educational seminars at the WQAW Convention in 2008 & 2009.

“Lynita has, most certainly, been an asset and a voice of reason over several years – to the WQAW and the state.” says Don Meredith, WQAW Vice President, “We’ve had a seat at the table on some issues because of her. She will be missed.”

Alan Mast, WQAW Board Member commented about Docken’s retirement, “We are losing a friend in the government”.

The WQAW sends Lynita our best wishes for her in retirement.

2010 WQAW Convention

2010 Seminars & Speakers

A total of 3 educational credits were offered for the State of WI Plumbing license and the WQAW certification.

Joe Harrison – Soft Water Benefits 1 & 2

Robert DuPont – Wisconsin Licensing Requirements

2010 Lifetime Achievement Honor

Glenn Gruett, Water-Right, Inc.

WQAW Table Top Exhibitors

Better Water Industries
 Clean Water Testing
 Diamond H2O
 Great Lakes International
 Pro Products
 United Salt Co.
 Water-Right



Troy Tommeraasen, Better Water Industries exhibited at the convention and are new WQAW members in 2010!

WQAW Prize Sponsors

Kinetico
 United Salt
 Water-Right

Golf Prize Winners Challenge Sponsored by:

Preston Short	Longest Putt on #3	Water-Right
Bill Maher	Shortest Drive on #6	United Salt
Mitch Brueser	Closest to the Pin on #12	Pentair Water
Ric Bloohm	Closest to the Water on #16	Hellenbrand Inc.
Travis Mast	Blind Bogey on #13	Cargill Salt

Door Prize Winners – not a complete list. Over \$500 in prizes provided for golf and door prizes.

Kurt Gruett
 Ric Bloohm
 Calem Zdroik
 Bob Richter
 Randall Sakuma
 Preston Short
 Marty Van Camp
 Alan Mast
 Leslie Wegener
 Robert Wiessinger
 Bill Granger



It's great to see familiar faces. Robert Wiessinger and Jeff Zdroik, Maher Water Corp. have attended the WQAW Convention for many years.



Glenn Gruett was recognized with the WQAW's 2010 Lifetime Achievement honor.



Wisconsin's newest US Senator, Ron Johnson, took time off from the campaign trail to speak to the association.



LtoR: Diana Egan, Breanna Sowa, Martin Egan, Great Lakes International; Preston Short, Pro Products; and Jeff Tybert, Maher Water Corp.

2010 - 2011 WQAW Board of Directors

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