



The Source

The Newsletter of the Water Quality Association of Wisconsin

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www.wqaw.com

Volume 1, 2008

President's Column

By Don Meredith

The WQAW Board of Directors met recently at the future site of the 2008 WQAW Convention: The Kalahari Resort. My first column is going to be simple and straightforward.....

Help Wanted: The majority of the board of directors have served multiple terms. Please let us know if you are willing to become more active and join the board.

Membership Value: The most recent "Cram Session" was well attended. We are hopeful that our member's personnel will be successful in their efforts to obtain their licenses. Another session is tentatively planned for June 2008. Other added value programs are being researched for our member's benefit.

Information/Customer Security: We all have a great deal of information gathered in our customer files. The Capitol Group shines a light on this subject in legislative update issue.

WQAW By-Laws: The board has approved some updates and changes in the association's by-laws. Please read the information on the changes contained in this newsletter.

WQAW Convention: The board has chosen to hold the upcoming WQAW Convention at the Kalahari Resort on Sept. 12 & 13, 2008. Please mark your calendars and check out the convention's new schedule. Watch for more convention details in upcoming newsletters.

Thank you for supporting the WQAW!

Wishing a prosperous 2008 for all members!

Don Meredith

Culligan Water Conditioning

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Mark Your Calendars

September 12 & 13, 2008

WQAW Convention

Kalahari Resort

Wisconsin Dells, WI

Room Rates start at \$109

Reservations (877) 253-5466

New Convention Schedule
A two-night stay is recommended for full-convention attendees.

Friday, Sept. 12

- Golf at Wild Rock Golf Course
- Evening Reception

Saturday, Sept. 13

- 3 Credential hours of seminars
- Lunch with keynote speaker
- New Business seminars
- Evening reception & banquet to honor WQAW's Lifetime Achievement honoree.

E-Newsletter

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 CherylLytle@charterInternet.com and request your copy!

2008 WQAW Membership

WQAW members are encouraged to solicit other water treatment professionals and vendors to join The Water Quality Association of Wisconsin. 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 2008 membership rate is \$250 and members receive:

- The Source Newsletter – Regular newsletter with current industry news and legislative updates
- Notifications on educational opportunities
- Company listed in WQAW Directory and WQAW Website
- Invitation to the 2008 WQAW Annual Convention on September 12 & 13th at the Kalahari Resort in Wisconsin Dells.
- Legislative and regulatory monitoring by the Capitol Group.

Current 2008 WQAW Members

- Abendroth Water Conditioning
- Affordable Water Softeners
- Aqua Finance
- Badger Soft Water
- Blue White Ind.
- Capital Water Softener, Inc.
- Cargill Salt
- Clack Corporation
- Culligan International
- Culligan of Burlington
- Culligan of Green Bay
- Culligan of Horicon
- Culligan of La Crosse
- Culligan of Lake Mills
- Culligan of Milwaukee
- Culligan of N. Fond du Lac
- Culligan of Rice Lake
- Culligan of Rock County
- Culligan of Shawano
- Culligan of Tomah
- Culligan of Watertown
- Culligan of Waupaca
- Culligan Total Water Systems
- Culligan Total Water Systems
- Dalee Water Services
- Fleck Controls dba Pentair Water Treatment
- Fox Water Softener
- GE Water Process & Technologies
- Gibson's Watercare Service
- Great Lakes International
- Guthrie & Frey Water Conditioning
- Hanson Soft Water Inc.
- Hellenbrand, Inc.
- Huemann Water
- Kaat's Water Conditioning dba Culligan of Plymouth
- KH Water Specialists
- Kinetico, Inc.
- Knapper's Water Store, LLC
- Kraemer's Water Store
- Maher Water Corp
- Marlo, Inc.
- Mast Water Technology
- McKinley Water Conditioning
- Meredith's Culligan Water
- Quality Water Conditioning
- Rapid Soft Water Conditioning, LLC
- Reliable Water Services
- Schaefer's Soft Water
- Soft Water Inc.
- Sterling Water Culligan
- Sterling Water Inc. dba Culligan Water
- Town & Country Soft Water, Inc.
- United Salt Corporation
- Water Doctors
- WaterCare Corp.
- WaterCare Services
- Wisconsin Glacier Springs
- Zeropoint Manufacturing Co., Inc.

The High Cost of Maintaining Customer Info _____

By Brandon Scholz & Michelle Kussow, The Capitol Group, LLC

The nature of the water conditioning industry requires businesses to collect and maintain certain information on their customers. In the event that this information is lost or stolen for any reasons, businesses are required by Wisconsin law to comply with certain requirements.

The current law on data security took effect March 31, 2006, and says:

- You are required to notify the client regarding any unauthorized acquisition of their personal information
 - This notice must indicate that you know about the unauthorized acquisition
 - This notice must occur no more than 45 after the unauthorized acquisition
 - If your client requests it, you must identify the personal information that was acquired
- Personal information is defined as a person's last name and first name or first initial, *in combination and linked with any of the following*, if the following are not publicly known or not "encrypted, redacted, or altered in any manner that renders the element unreadable"
 - The individual's Social Security number
 - The individual's driver's license number or state identification number
 - Any financial account number, debit/credit card number, password, etc. The individual's DNA profile or other biometric data



In addition, legislation which creates much harsher penalties for a breach of information was introduced this session and subsequently died with the end of session.. The proposed bill, Assembly Bill 725, would have:

- Prohibited you from retaining any personal information, even after a sale, including
 - Credit or debit card number
 - Any personal identification number
 - The full contents of any track of data from a magnetic stripe
- In addition, if you violated the above stipulations, you would have been liable through a private course of action for:
 - The cost of action taken by a financial institution to close, cancel, or reissue a debit or credit card
 - The cost of refunding or crediting a customer
 - Notifying customers affected by the violation

The WQAW Legislative Fund

Thank you to the following members who have generously contributed to the WQAW's Legislative Fund for 2008. This fund is set up to cover the costs to track, monitor, and lobby legislation that effects the water quality industry.

- Culligan of Green Bay
- Culligan of Horicon
- Culligan of N. Fond du Lac
- Culligan of Rock County
- Dalee Water Services
- Hanson Soft Water Inc.
- Water Doctors

This is an important issue that has huge ramifications on WQAW members and we will continue to monitor this issue in the next legislative session on your behalf.

If you have any questions on these or any other issues that affect your business, please contact Michelle or Brandon at The Capitol Group, LLC at (608) 244-8460.

Water Treatment Device Sizing Method

Alternate Plumbing System – RE-APPROVED

The Bureau of Integrated Services, Safety and Building Divisions within the Department of Commerce has re-approved the alternate plumbing systems for water treatment device sizing methods as outlined below.

The specifications and/or plans for this plumbing product has been reviewed and determined to be in compliance with chapters Comm 82 through 84, Wisconsin Administrative Code, and Chapters 145 and 160, Wisconsin Statutes.

The Department hereby issues an alternate approval to s. Comm 82.40 (6) based on the Wisconsin Statutes and the Wisconsin Administrative Code. This approval is valid until the end of December 2012.

This approval supersedes the approval issued on August 6, 2002 under product file number 20020250.

The alternate approval is contingent upon compliance with the following stipulation(s):

- The flow through the water treatment device is determined using Table 1 of this approval to calculate the rated pressure loss through water treatment devices to be used within the water calculation worksheet [i.e. SBD-6479 (R. 8/02)] on line "F" (i.e. pressure loss due to a water treatment devices, etc...) which is included in the equation to calculate an "A" value (pressure available for uniform loss).
- Table 1 of this approval may be used for sizing water treatment devices up to a maximum water supply fixture unit (WSFU) value of 40. Table 1 is not required to be used when sizing small water treatment devices serving one or two fixtures.
- The maximum rated service flow rate(s) of a water treatment device, or multiple water treatment devices, installed in parallel shall be greater than or equal to the flow rate derived by using this Table 1 of 1 of this approval.
- This approval may only be used when sizing a water treatment device(s) service an individual dwelling.
- The flow rate derived using this approval shall not be less than the minimum flow rate or flow rate that corresponds to a pressure required by the fixture manufacturer of any fixture served by the water treatment device.
- A water treatment devise serving hose bibbs or hydrants shall be sized in accordance with "a" through "c":
 - a. Water supply fixture unit values of hose bibbs and hydrants being served shall be converted to gallons per minute using Table 82.40-3.
 - b. Water supply fixture units of other fixtures being served shall be converted to gallons per minute using the Table 1 contained within this approval letter.
 - c. The sum of gallons per minute flow rates determined in "a" and "b" in considered the flow rate through the water treatment device.

Table 1 of 1
Conversion of Water Supply Fixture Units To Gallons Per Minute for Water Treatment Devices Serving an Individual Dwelling

Water Supply Fixture Unites (WSFUs)	Gallons Per Minutes (GPM)
1	1
2	2
3	3
4	4
5	4.5
6	5
7	6
8	6.5
25	7
35	8
40	9

The Wisconsin Department of Commerce is in no way endorsing the methodology or any related advertising, and is not responsible for any situation with may result from its use.

WQAW Cram Session

Many of us have struggled getting our personnel properly licensed in a timely manner. On June 18, 2008 the WQAW will be holding a “Cram Session” for anyone registered to take the Restricted Appliance Plumbing exam in Madison, WI. The instructor is Jim Davis, who is a retired State of Wisconsin Plumbing Instructor. He will be teaching an 8-hour focused session with information designed to specifically prepare you for the exam. Ultimately, we intend to assist you and your employees to increase your chance of a passing grade.

Registration is \$199 (\$299 for non-members) and includes educational materials and lunch. It is requested that attendees bring their code book and a calculator. Registration form and directions can be found at www.WQAW.com under News/Events.

Please call Cheryl at (608) 244-8460 if you have any questions.

WQAW By-Laws Updated

In order to keep in compliance with the State of Wisconsin’s non-profit status, the WQAW Board of Directors have updated the WQAW By-Law at the February 7, 2008 Meeting.

The Following changes were made:

Amendment #1

Article II – Purposes and Objective – Section E (added)

The Association shall be a non-profit corporation and no dividends, liquidating dividends, or distribution shall be declared or paid to any private individual or officers or directors of the Association.

Amendment #2

Article XV – Dissolution (updated entire section)

Te Association may be dissolved only upon the three-fourths (3/4) vote of the entire membership of the Board of Directors. Upon the dissolution of the Association, the Members, or the Board of Directors acting pursuant to authority granted by the Members shall , after paying or making provisions for the payment of all the liabilities of this corporation, dispose of all the assets of this Association to an organization or organizations selected by the Board of Directors which will use the assets exclusively for charitable, educational, religious or scientific purposes, within the meaning of IRC 601 (c)(3).

For complete WQAW By-Laws can be located at www.WQAW.com.

Advertise in **The Source** newsletter

Promote your products and services to WQAW members through The Source newsletter.

Ad Sizes and Rates

Business Card	\$100
Dimensions: 3.75”w x 2.0”h	
¼ Page	\$150
Dimensions: 4.0”w x 5.0”h	
½ Page	\$300
Dimensions: 8.0”w x 5.0”w	
Full Page	\$450
Dimensions: 8.0”w x 10.0w	

Deadlines

Pre-Convention Issue

2008 Convention = Sept. 12 & 13, 2008
Materials Due: July 25th
Newsletter Due: Aug. 1st

Post- Convention Issue

Materials Due: Nov. 7th
Newsletter Mailed: Nov. 14th

Advertising materials must arrive in a camera-ready format. Files should be in a .jpg or .pdf format.

For more information, contact Cheryl Lytle at (608) 244-8460 or CherylLytle@CharterInternet.com .

2008 WQAW Board of Directors

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