



The Source

The Newsletter of the Water Quality Association of Wisconsin

One S. Pinckney Street, Suite 504, Madison, WI 53703
Phone: (608) 244-8460 ext. 303 Fax: (608) 244-9030

Volume 2, 2010

President's Column

Greetings!

Hope your 2010 is looking better than 2009. Have you noticed that the green movement is creeping into our lives and industry? For years magnetic water treatment devices have been touted as an alternative to conventional ion exchange water conditioners, without much impact on our business. Now with the Internet, everyone can be an expert on anything and everything, particularly water.

The idea that an electromagnetic field formed by wrapping a wire around a pipe can change the minerals in the water to prevent them from forming scale is absurd. But with heavy advertising campaigns on national cable TV, satellite radio and Internet, these sellers dupe consumers into believing they have a "miracle cure" for their home's water which also offers "green" benefits by not discharging all that nasty salt into the environment. These devices cannot currently be sold for "residential" use in the state of Wisconsin because they cannot support their claims to the Department of Commerce that they actually work. Go figure!

If you have evidence they are being sold in your markets and can provide documentation, we can forward it to Glen Schlueter at the Department of Commerce (glen.schlueter@wi.gov), who can proceed with vigorous enforcement action of WI Admin Code and State Statute. Another avenue would be to order, and receive, a device shipped to a residential address in Wisconsin. These "fraudulent" water conditioners are not going away any time soon, so we need to be poised to educate our prospects and customers that there is no such thing as "magic beans"!

Hope to see you in Appleton for the Annual WQAW Convention, including seminars, exhibits, golf and more on September 10 & 11, 2010.

Scott R. Chiples CWS-V MPRA
Culligan Water Conditioning - La Crosse
Ph: (608) 781-2500
Email: mr.chips@centurytel.net

WQAW Convention

September 10 & 11, 2010

Radisson Paper Valley Hotel
Appleton, WI

Room Rates start at \$94

Reservations: (800) 333-3333
www.RadissonPaperValley.com

E-Newsletter

To receive **The Source** newsletter via email please request your copy :
CherylLytle@charterinternet.com

In This Issue

From the President.....	Pg. 1
Capitol Group Update.....	Pg. 2 & 3
NEW Member Discount.....	Pg. 3
Schedule of Events.....	Pg. 4
Convention Registration.....	Pg. 5
Table Top Exhibits.....	Pg. 6
WQA Exam Sign-Up.....	Pg. 7
WQAW Board of Directors.....	Pg. 8

2009-10 Legislative Session

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

The 2009-2010 Wisconsin Legislature finished their final floor period in April. There was a flurry of activity in the final weeks of session. Many bills were passed hastily as lawmakers scrambled to get their bills through the Legislature. There were many bills, however, that did not pass both houses before the Legislature adjourned and are therefore “dead” and no further action can be taken.



The Capitol Group, LLC reviewed more than 1,500 bills to determine their effect on the water conditioning industry and then monitored the bills that did have an impact on the industry. Following is a summary of the issues monitored by The Capitol Group and their final outcome.

BILLS THAT PASSED AND BECAME LAW:

Definition of Plumbing—Wisconsin Act 200

Summary: This law changes the definition of “plumbing,” as it is defined for purposes of the statutory provisions relating to plumbing that are administered by the Department of Commerce. The original definition would not have specifically allowed restricted appliance license holders to make connections to wastewater and stormwater systems. We worked with the Pipe Trades, Plumbers Union and Lynita Docken from the Department of Commerce to draft an amendment to allow this. The signed law includes the amended language.

Business to Business Contracts—Wisconsin Act 192

Summary: The new law pertains to business-to-business contracts only that automatically renew for a period of more than 30 days. It does not pertain to:

- Residential contracts
- Contracts that allow the business customer to terminate at any time as long as it does not require them to give notice more than a month before the intended termination.
- Contracts with co-ops

Dealers that have a contract with a business customer that will automatically renew for a period of more than 30 days, must:

1. Provide the customer with the required disclaimers at the time the contract is signed and obtain the customer’s; and
2. Include the disclosures in a conspicuous manner and obtain the customer’s initials on the page with the disclosures.

The disclosures must include the following:

- a) A statement that the contract will be renewed or extended unless the customer declines renewal or extension;
 - b) A statement indicating the duration of the additional contract period that would result from an automatic renewal or extension period;
 - c) A statement indicating whether an increase in charges to the customer will apply upon an automatic renewal or extension;
 - d) A description of action the customer must take to decline renewal or extension; and
 - e) The date of the deadline for the customer to decline renewal or extension.
3. You must also provide notice to the customer that their contract will auto renew at least 15 days but not more than 60 days before the deadline for the customer to to decline renewal or extension.

This notice must be sent by US Mail, delivered personally or included with the monthly invoice and should include all of the following:

- a) A statement that the contract will be renewed or extended unless the customer declines renewal or extension.
- b) The deadline for the customer to decline renewal or extension.
- c) A description of any increase in charges to the customer that will apply after renewal or extension.
- d) A description of action that the customer must take to decline extension or renewal.

If you do not provide these disclosures, the contract is not enforceable. Also, this does not apply to existing contracts, only contracts enter into beginning and after May 5, 2010.

2009-10 Legislative Session - Continued

BILLS THAT DID NOT PASS THIS LEGISLATIVE SESSION:

No Call List Expansion—SB 218

Summary: SB 218 would have increased the penalty for violation of the state's no-call list to a forfeiture of not less than \$1,000 nor more than \$10,000. The bill also permitted a person who suffers damages to sue for damages plus \$500 per violation, whichever is greater. The penalty under current law is forfeitures of not more than \$100 per violation. Also, current law does not include any private course of action (right to sue) language.

WQAW Impact: For dealers that utilize telemarketing and advertently or inadvertently call an individual on the no-call list, the penalties could be substantial. The private cause of action is problematic because dealers could be forced to defend themselves on a no-call violation whether they are guilty or not.

Groundwater Bill—AB 844

Summary: Overall, this bill would have made it harder to obtain approval from the DNR for a high capacity well. In addition, for existing high capacity wells, this bill would have allowed the DNR to go in and "review" the approval. Currently they are approved indefinitely. This bill also required the Public Service Commission (PSC) to issue an order for encouraging water conservation by water utilities and their customers. Finally, and most important, the bill would have required the Department of Commerce to create rules that establish standards for graywater and rainwater systems and that authorize the use of graywater and rainwater within the building, or on the property surrounding the building, from which the graywater was generated or from which the rainwater was collected.

2010 Elections

The focus of the legislature will now be on getting re-elected. We encourage all WQAW members to educate themselves and the candidates in your districts on issues important to the industry. Now is the time to develop relationships with these individuals. Invite them to your business, attend a fundraiser, get to know them—after all they could be responsible for making decisions that affect YOUR day-to-day operations and YOUR bottom line.

For more information on any of these issues or other issues that affect your business, please contact The Capitol Group at 608.244.8460 or visit us online at www.thecapitolgroupllc.com.

Discounted Rate for NEW WQAW Members

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 2010 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 10 & 11, 2010 at the Paper Valley Radisson Hotel in Appleton.
- 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 _____

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.



Water Quality Association *of Wisconsin*

2010 WQAW Convention

★ Schedule of Events ★

Location: Radisson Paper Valley Hotel, Appleton, WI

Friday, September 10, 2010

9:00 am	Golf Tournament Registration at Butte des Morts Country Club
2:00 pm	Registration Desk - Opens at Radisson Paper Valley
2:00 pm – 4:00 pm	Table Top Exhibit Set-Up
4:00 pm – 6:00 pm	Table Top Exhibits Open and Reception
6:30 pm	Dinner with Lifetime Achievement and Awards Ceremony

Saturday, September 11, 2010

7:00 am – 8:00 am	Exhibit Hall Open
7:00 am – 9:30 am	Breakfast Buffet for registered attendees
8:00 am – 8:30 am	WQAW Membership Meeting
8:30 am – 9:30 am	<u>Seminar #1</u>
9:30 am – 9:45 am	Break
9:45 am – 10:45 am	<u>Seminar #2</u>
10:45 am – 11:00 am	Break
11:00 am – Noon	<u>Seminar #3</u>
12:30 pm – 3:30 pm	WQA Certification Exam (pre-registration with WQA is required for exams)



Water Quality Association of Wisconsin

One S. Pinckney Street, Suite 504 • Madison, WI 53703

Phone: (608) 244-8460 ext. 303 • Email: info@wqaw.com • Website: www.wqaw.com



Water Quality Association of Wisconsin

Annual Convention

September 10 & 11, 2010
Radisson Paper Valley Hotel, Appleton, WI

★ Convention Registration Form ★

Name _____

Company _____

Address _____

City, State Zip _____

Phone _____ Fax _____

Email (for confirmations) _____

Spouse (if attending) _____

<div style="border: 1px solid black; border-radius: 50%; padding: 10px; width: 80%; margin: auto;"> 2010 WQAW Convention Sept. 10 & 11, 2010 Radisson Paper Valley Hotel Appleton, WI </div>	Complete Package Includes all events except golf. Friday reception and exhibit hall, Saturday seminars & breakfast.	Friday Banquet Friday evening reception, exhibit hall & banquet.	Saturday Package Saturday seminars & breakfast.	Spouse Package Includes all events except golf. Friday reception and exhibit hall, Friday banquet, Saturday breakfast!	Golf Tournament Friday, Sept. 10, 2010. Butte Des Morts Country Club Tee times between 9:30-10:00 am 18 Holes, cart & box lunch.	TOTAL
First and Last Name. <i>Please include company name if different from above.</i> Please print legibly.	Member \$140 Non Member \$180	Member \$75 Kids \$30 Non Member \$100	Member \$100 Non Member \$125	Member \$100 Non Member \$150	Member \$139 Non Member \$139	
1.						
2.						
3.						
4.						
5.						
Confirmation will be e-mailed prior to the event.						

Return Registration Form by: **Wed., Sept. 1, 2010**
 Payments must be made at time of registration. Sorry, no credit cards.
 Water Quality Association of WI
 One S. Pinckney Street, Suite 504
 Madison, WI 53703
Questions? Contact Cheryl at: (608) 244-8460 ext. 303
 Fx: (608) 244-9030
 CherylLytle@CharterInternet.com

Sponsorships Available!
 If you are interested in providing additional WQAW support with a sponsorship, please check below and WQAW will invoice you.

- Golf Hole Sponsorship \$100
- Golf Award Sponsor \$100
- Convention Door Prize _____

List donation



Water Quality Association of Wisconsin

Annual Convention

September 10 & 11, 2010

Radisson Paper Valley Hotel, Appleton, WI

★ Table Top Exhibit Form ★

Table Top Display

• Members = \$150.00

• Non-Members = \$250.00

Reserve space by Wednesday, September 1, 2010

Name _____

Company (as it should be listed in program) _____

Address _____

City, State Zip _____

Phone _____ Fax _____

Email (for confirmations) _____

Are you a
WQAW
Member?

Yes

No

General Information

Set-Up: 3pm – 5pm Friday, September 10, 2010

Exhibit: 5pm – 7pm and during the reception on
Friday, September 10, 2010

7am – 8am during breakfast on
Saturday, September 11, 2010

Table top exhibits include an 8' skirted table and chairs. You may bring equipment, such as softeners, to display in your area. WQAW encourages companies to exhibit on Friday and Saturday, but companies may elect to display on Friday only and not to stay for Saturday's exhibit time. Exhibit booth price includes exhibit space plus one Friday evening banquet ticket. Shipping information will be provided with your exhibit confirmation materials.

Products and services to be displayed at your table top:

Brief description of your company (to be used in convention brochure):

Do you need electricity for your table top?

Yes

No

Additional Sponsorships Available!

If you are interested in providing additional WQAW support with a sponsorship, please check below and WQAW will invoice you.

- Golf Hole Sponsorship \$100
- Golf Award Sponsor \$100
- Convention Door Prize _____
List donation

We are unable to exhibit this year
but would like to support WQAW
with a donation of \$_____.*

* Please call Cheryl at (608) 244-8460 if you would like to send literature to be distributed at the convention.

Return Registration Form by
Wednesday, September 1, 2010.

Payments must be made at time of registration.

Sorry, no credit cards.

Water Quality Association of WI
One S. Pinckney Street, Suite 504
Madison, WI 53703

Questions? Contact Cheryl Lytle at:
Ph: (608) 244-8460 ext. 303
Fx: (608) 244-9030
Email: CherylLytle@CharterInternet.com

Certification Exam Registration Form



SPONSOR: WQAW CONVENTION

LOCATION: RADISSON PAPER VALLEY HOTEL, APPLETON, WI

EXAM DATE: SEPTEMBER 11, 2010 — 12:30 PM - 3:30 PM

INFORMATION

WQA MEMBER NUMBER

FULL NAME

COMPANY

MAILING ADDRESS

CITY STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY

TELEPHONE

FACSIMILE

E-MAIL

Call for discount information if five or more from the same company attend the same testing session.

METHOD OF PAYMENT

Check: (payable to WQA)

Charge: MasterCard Visa AMEX Discover

CHECK NUMBER

CREDIT CARD NUMBER EXPIRATION DATE

CARDHOLDER'S NAME

SIGNATURE

EXAM REGISTRATION FEES

(select all that apply)

BASIC EXAMS

	WQA MEMBER	NONMEMBER
<input type="checkbox"/> Water Specialist (CWS)	\$100	\$200
<input type="checkbox"/> Sales Representative (CSR)	\$100	\$200
<input type="checkbox"/> Installer (CI)	\$100	\$200
<input type="checkbox"/> Certified Contractual Operator (CCO)*	\$100	\$200

* For information regarding the Certified Contractual Operator (CCO) exam registration process, please contact WQA. You cannot register on site for the CCO Exam. The CCO Exam can only be taken by persons who have already completed all other requirements for the CCO title.

SPECIALTY EXAMS

(to be taken only by currently certified individuals)

	WQA MEMBER	NONMEMBER
<input type="checkbox"/> Deionization by Ion Exchange	\$75	\$150
<input type="checkbox"/> Disinfection	\$75	\$150
<input type="checkbox"/> Filtration	\$75	\$150
<input type="checkbox"/> Ozonation	\$75	\$150
<input type="checkbox"/> Reverse Osmosis/Ultrafiltration	\$75	\$150

SUBTOTAL (U.S.) \$ _____ \$ _____

GRAND TOTAL (U.S.) \$ _____ \$ _____

NOTE:

Preregistration Deadline

A copy of this form plus payment must be received by six business days prior to the testing session for all exams EXCEPT the Certified Contractual Operator (CCO) Exam. Registrations received after the preregistration deadlines are subject to the on-site registration fee.

On-Site Registration

An on-site registration fee of \$25.00 is charged for on-site registrations AND all registrations received after the preregistration deadline. Fee must be paid before exam scores are released. WQA DOES NOT GUARANTEE that persons registered on site can be accommodated for testing.

Refunds

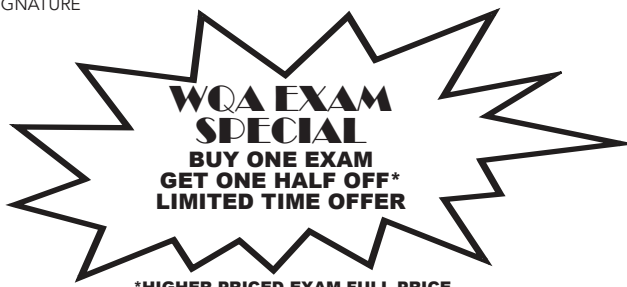
Full refunds are made if the examinee cancels the exam registration by six business days prior to the exam session. NO REFUNDS are given if cancellation is received AFTER the cancellation deadline. NO REFUNDS are given for "No Shows" who don't appear for preregistered exams.

MAIL OR FAX FEE AND FORM TO:

Water Quality Association • Attn: Certification Department
4151 Naperville Road • Lisle, IL 60532-3696 USA
Telephone: 630 505 0160 • Facsimile: 630 505 9637

A not-for-profit organization

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*HIGHER PRICED EXAM FULL PRICE

2010 WQAW Board of Directors

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WQAW Management & Legislative Team

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