



# The Source

The Newsletter of the Water Quality Association of Wisconsin

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Volume 4, 2009

## President's Column

By Scott Chiples

Congratulations to those of you who have shanghaied me into being WQAW President "again" for a two-year term. In the words of the immortal Yogi Berra, "It feels like déjà vu all over again". But seriously, we have had quite an interesting year: Doyle balanced the budget; Washington has fixed the economy; everything seems to be running like a top.

With the help of Jeff Hellenbrand, Loretta Trapp, The Capitol Group, the WQAW board, and key industry contacts, we were able to add some sense to the proposed commercial equipment approval process similar to the one in place for residential equipment. Props to all who participated on this cause.

Waukesha is looking toward Lake Michigan water to address their radium problem which needs to be solved by June 2018. Much disinformation is being disseminated regarding this water not needing softening. Please contact a board member on your thoughts & concerns on how the public can be educated on this solution water is still considered hard water, not to mention increased organic material.

We continue to offer the "cram" sessions, twice a year, for the WI Restricted Appliance Plumbing license exam which is well worth the time & money invested - just talk to a dealer who has sent an employee to a session.

In closing, this is your organization, you are the eyes & ears. Please contact a board member or The Capitol Group with any concerns or issues in your market that may affect you or your customers. We are all in this together!

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

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### WQAW Events

★ **WQAW Cram Session** ★  
**Wednesday, January 13, 2010**  
Madison, WI

★ **WQAW Convention** ★  
**September 11 & 12, 2010**  
Appleton, WI

### WQAW Board

The WQAW Board has new executive officers for a two-year term!

President.....Scott Chiples

Vice President.....Don Meredith

Treasurer.....Bret P. Tangley

The complete list of officers and contact information is found on the back of **The Source** newsletter.

### 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.

★ Current newsletter tally is:  
5 = e-copies 67 = tree-copies

★ To receive **The Source** newsletter via email please email: [CherylLytle@charterinternet.com](mailto:CherylLytle@charterinternet.com) and request your copy!

# WQAW Convention

Thank you to all those who participated in the WQAW Convention on September 11 & 12, 2009 at the Kalahari Resort in Wisconsin Dells.

## Lifetime Achievement Honor

**Peter Tangley**, Sterling Water in Eau Claire, WI

## Award of Merit Honor

**Loretta Trapp**, Clack Corp

**Jeff Hellenbrand**, Hellenbrand, Inc

## Educational Speakers

- **Lynita Docken**, WI Dept of Commerce - Water Treatment Issues & Dept. of Commerce Updates
- **Matt Palmersten**, Viqua - Ultraviolet Disinfection Systems
- **Vince Kent**, Abendroth Water Conditioning - WQA and the State of the Industry.

## Table Top Exhibitors

Better Water Industries  
 Great Lakes International  
 Pentair Water  
 Pro Products  
 United Salt Corp.  
 Water Quality Association

## Golf Outing Sponsors

Cargill Salt  
 Hellenbrand Inc.  
 Pentair Water  
 Performance Water Products  
 United Salt Corp.

## Golf Hole Challenge Winners

John Abel – Closest to Crooked Line  
 John Abel – Closest to the Pin  
 Jeff Tyberg – Longest Putt  
 Pat Ford – Longest Drive  
 Sam Baron – Straightest Drive

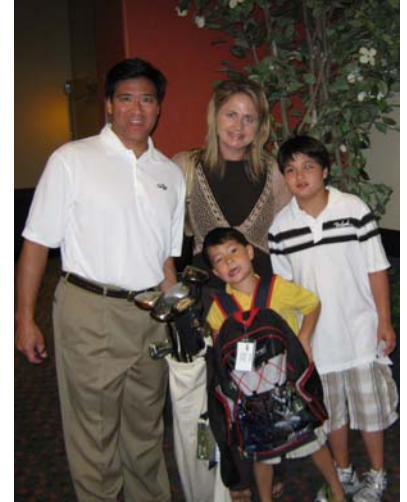


The National WQA supports WQAW.



Vince Kent, Abendroth Water and President of WQA with Margit Fotre, WQA's Director of Membership & Marketing

WQAW Convention is Family Friendly



Randy Sakuma, Cargill Salt, with his family.

**Mark Your 2010 Calendar**  
 WQAW Convention – Appleton, WI  
 September 10 & 11, 2010  
 Radisson Paper Valley Hotel  
 \* Watch for more details in your Source newsletter or online at [www.WQAW.com](http://www.WQAW.com)

Peter Tangley, Sterling Water, receives WQAW Lifetime Achievement Honor.



Peter Tangley & WQAW President Don Meredith.

Peter Tangley celebrates with family & associates.



L to R: Darrell Sather (GM-Wausau), Sonja Toenjes (Pete's Daughter), Mae Josephine Tangley (Pete's Mother), Isabella Tangley (in front of Peter - his granddaughter), Karol Tangley (Pete's wife), Olivia Tangley (in front of Karol - his granddaughter), Jackson Tangley (held by Bret Tangley - Pete's grandson), Bret Tangley (Pete's Son), Tonja Tangley (Pete's daughter in law), Michael Hanson (Commercial/Industrial Manager) and David Gilbertson (GM-Eau Claire)

# WQAW Award of Merit

By Cheryl Lytle, WQAW Administrative Assistant

In January 2009, the Wisconsin Department of Commerce, Safety & Buildings Division sent a notice to the WQAW and manufacturers of water treatment devices to inform them of the expanded scope of water treatment device approval to be put into place on July 2009. The WQAW organized the industry’s players to create a plan to fight the expansion approval program.

Loretta Trapp, Clack Corporation and Jeff Hellenbrand, Hellenbrand Inc., took time to make phone calls and appointments with industry and state officials to represent the water treatment industry position.

In June 2009, the Dept. of Commerce notified the industry that the product review expansion would be rescinded and commercial devices would not need to be submitted for product approval.

“Loretta is well-respected for her intellect and understanding of many water-related matters and state protocol. We were well represented by her on this issue”, stated President Don Meredith.

“Jeff Hellenbrand has been active at many junctures on our industry issues”, said Meredith “He has contributed many hours with much effort in a common-sense and practical way.”

Hellenbrand & Trapp honored with WQA Award of Merit



Jeff Hellenbrand, WQAW President Don Meredith, and Loretta Trapp.

The WQAW Board of Directors presented both Loretta Trapp and Jeff Hellenbrand with the WQAW Award of Merit in recognition of extraordinary action on regulatory issues in the support of the industry of Wisconsin.

“Our association is fortunate to have members that are capable and willing to work on our behalf”, stated Don Meredith, WQAW President, “it was an honor to present both Loretta and Jeff with the WQAW Award of Merit”.

# WQAW Convention

Getting ready for golf at Cold Water Canyon golf course.



John Degeneffe (Water-Right), John Abel (Aqua Care Services) and Mark Selvig (Water-Right)

Great Lakes International showcases their product at the convention.



Rick Trapp, David Coughlin, Breanna Sowa, Diana Egan and Marty Egan.

# No Call List – Review

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

The Wisconsin No Call List is a list of residential telephone numbers of Wisconsin residents who do not want to be called by telemarketers. Currently, there are 1,959,859 numbers on the list, 42% of which are cell phones. The law prohibits telemarketers from calling numbers that have been added to the list, with some minor exceptions - outlined below.



A bill was introduced this session which expands the laws that cover the no-call list. Although short, any violation of this bill could cost you business thousands of dollars. Currently, the punishment for calling a resident on the no-call list is \$100 per violation. If the “Call List Expansion” is passed, that fine will raise to not less than \$1,000 and no more than \$10,000 per violation. Also added in this bill, any person who suffers damages as the result of a violation may bring an action against the violator for injunctive relief and to recover the amount of those damages or \$500 for each violation, whichever is greater.

## **How Do I Know if I Qualify?**

A firm must register annually with DATCP if the firm employs or contracts with individuals to make telephone solicitations to residential customers. A firm that sells property, goods or services may register on behalf of another firm that hires individual telemarketers to promote sales by the registering firm.

## **There Are Exceptions to the No-Call List**

Businesses are allowed one telephone call to determine whether a former client mistakenly allowed a contract to lapse. Businesses are also allowed to make telephone calls to determine a former client’s level of satisfaction, unless the call is part of a plan or scheme to encourage the former client to purchase property, goods or services.

Other exceptions to the no-call list include:

- A telephone call made in response to a customer’s affirmative request for that call. A failure to respond to a negative option is not an affirmative request.
- Calls encouraging the customer to donate property, goods or services to a “nonprofit organization.”
- Calls encouraging the customer to purchase property, goods or services from a “nonprofit organization” unless sale proceeds are subject to Wisconsin sales tax or federal income tax.
- Calls such as polls, surveys and political purposes that are not part of a plan or scheme to encourage the customer to buy property, goods or services.
- Calls made to a number listed in the current local business telephone directory.

## **How to Get the No-Call List**

Telemarketers or companies that market over the telephone may obtain a copy of the Wisconsin No Call List by completing an annual registration form and paying annual fees. The list will include the telephone numbers and zip codes of Wisconsin numbers who prefer not to be solicited. Telemarketers may contact the Department of Agriculture, Trade and Consumer Protection (DATCP) to obtain an application packet at:

Wisconsin DATCP  
No Call Program  
PO Box 8911  
Madison WI 53708-8911

Telephone: 800-422-7128  
Email: DATCPWiNoCall@Wisconsin.gov  
Website: NoCall.Wisconsin.gov

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# No Call List – Continued

## How Much Does It Cost?

A telemarketer registering with DATCP must pay the following annual fees, or an annual fee of \$20,000 whichever is less:

- A basic annual registration fee of \$700 for the first year of registration, and \$500 for each year thereafter.
- A supplementary annual fee of \$75 for each telephone line used by the registrant (or the registrant's employees or individual agents) to make telephone solicitations. This fee does not apply if the registrant uses fewer than 4 telephone lines.
- A supplementary annual fee of \$25 for each e-mail address to which the registrant requests DATCP to send the No Call List. This fee does not apply if the registrant asks DATCP to send only one copy of the No Call List.
- A supplementary annual fee of \$25 for each copy or additional address to which the registrant requests DATCP to send the No Call List in compact disc form.
- A supplementary annual fee of \$1,000 for each copy or additional address to which the registrant requests DATCP to send the No Call List in hard copy print form.

The department may reduce the fees charged to registrants in any registration year (beginning January 1) if the projected balance in fee revenue account at the next fiscal year-end (June 3) will exceed the department's total projected expenditures for the No Call Program for the following fiscal year by more than 15%.

## WQAW Cram Session

There will be two scheduled WQAW Cram Sessions in 2010. The first will be on Wednesday, January 13, 2010 at the Sheraton Hotel in Madison. The second session will be in June and details are to be announced at a later time.

The “Cram Session” is for anyone registered to take the Restricted Appliance Plumbing exam. Jim Davis, a retired State of Wisconsin Plumbing Instructor, 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.

The Sheraton Hotel is easy find off the Beltline 12/18 Hwy off the John Nolan Drive exit. The Sheraton offers a \$95 room rate for those who need overnight accommodations and parking is free. [Sheraton Reservations: (608) 251-2300]

Registration for the WQAW Cram Session is \$199 (\$299 for non-members) and includes educational materials and lunch. It is requested that attendees bring their code book and a calculator.

A registration form and directions for the Cram Session, along with Restricted Appliance License exam dates and locations can be found at [www.WQAW.com](http://www.WQAW.com) under News/Events.

Please call Cheryl at (608) 244-8460 ext. 303, if you have any questions.

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## 2009 WQA Mid-Year Conference Update

By John Hoffman, WQA

The National WQA Mid-Year Conference was held in late September in the Chicago area. Among the issues covered at the meeting were:

**California Softener Legislation** – With the passage of AB1366, local communities in California will have the opportunity to regulate water softeners, including outlawing them. WQA and others in the industry have developed a response plan to help dealers monitor and confront local ban attempts. Education sessions are being conducted by WQA to answer dealer questions.

**Battelle results expected soon** -- The Battelle Institute study on energy savings from water softeners will be released some time in the coming weeks. In addition to energy savings, the firm has been measuring how hard water damages many common household fixtures, appliances and other items.

**Arizona continues pushing salinity initiatives** -- WQA continues to monitor legislation that may seek some of the same restrictions that have been attempted in California. Earlier this year, the sponsor of the most recent ban legislation, HB 2353, agreed to withdraw the proposal, a move that will provide WQA more time but is not likely to change the fundamental state of affairs.

**Iowa moves closer to implementing chloride limit** -- Iowa continues moving toward setting very low limits on chloride discharges into the state's rivers. During a series of face-to-face meetings in the past months among regulators, Iowa WQA and WQA, the state developed a regulatory regime that is expected to achieve many of its goals without unduly harming the local water treatment industry. WQA is working to make sure that this approach remains reasonably tailored.

**WQA Aquatech USA 2010 to focus on post-recession planning** – Scheduled for March 9-12, 2010, in Orlando, Florida, next year's show will offer advice on making advertising work, industrial networking, and business training. More information available at [wqa-aquatech.com](http://wqa-aquatech.com).

## William “Bill” Meredith - Obituary

William Evan Meredith, 88, of Union Grove, died Saturday, Sept. 26, 2009 at his home. He was born April 10, 1921 in Racine to Earnest W. and Molly (nee Donald) Meredith. He grew up and received his education in Union Grove. He served in the US Army Air Corps during WWII as a Lead Tech Sergeant of a Mobile Training Unit.

William owned and operated the Culligan Water Dealership in Union Grove. He was a member of the Union Grove Congregational United Church of Christ. He was very active in the Union Grove community, serving on the Village Board, School Board and Chamber of Commerce. His many memberships include: Shriners, Masonic Temple Lodge 0288, Lions Club, American Legion, VFW Post 171 and Racine County Historical Society where he was also a board member. He was an elected member of the National Culligan Dealers Advisory Council, held all officer positions of the Wisconsin Culligan Dealers Association and he was a member both of the national and state Water Quality Association. William was also a docent at the Pima Air and Space Museum in Tucson, AZ.

## Robert Jess Ford Sr. - Obituary

Robert Jess Ford Sr. Age 86, passed away peacefully surrounded by loving family on November 8, 2009. He was a resident of Bloomington, formerly Edina and a Veteran of World War II (Burma-India Air Corps and Korean War).

As a pioneer in the water conditioning industry he worked throughout his life to become Partner and President of Culligan Water Conditioning (retired 1985), a company that grew to be the largest in the Culligan organization. He was also past Vice President, United States Water Company, Cofounder and Director, of Carbon/Air Environmental Services, past President, Minnesota Water Conditioning Association; and past President, Point-of-Use Water Industry.

# Water Quality Association of WI presents Restricted Appliance Plumbing Exam “Cram Session”

Wednesday, January 13, 2010 in Madison, WI.



Many of us have struggled getting our personnel properly licensed in a timely manner. On January 13, 2010 the WQAW will be holding a “Cram Session” for anyone registered to take the Restricted Appliance Plumbing exam. 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.

Register your learners for this opportunity!

## Registration Fees

- ◆ includes educational seminar and lunch.
- ◆ \$199 for WQAW members
- ◆ \$299 for non members

## Cram Session Schedule

7:30 a.m.	Registration
8:00 a.m.	Restricted Appliance Plumbing Exam Review
Noon	Lunch Break – Lunch provided.
4:30	Seminar Concludes. Drive Safely.

## Topics Reviewed

- ◆ Code Book Review -Including sections 8233, 40 and 41
- ◆ Fixture Count Review
- ◆ Definitions
- ◆ Basic Plumbing Math
- ◆ Blueprint & Drafting
- ◆ Sizing the Water Supply System
- ◆ Water Treatment Handbook
- ◆ Cross Connection Control Manual

Please bring a  
calculator &  
Code Book.

## Featured Speaker

- ◆ **Jim Davis**, retired State of WI Plumbing Instructor.

## Who should attend?

- ◆ Anyone registered to take the Restricted Appliance Plumbing exam that would like to prepare and review for the state exam.
- ◆ Anyone who the failed exam and would like a refresher course to prepare for the exam again.

## Exam Cram Session

- ◆ This session is to help prepare individuals review and prepare to take the Restricted Appliance Plumbing exam. This is NOT a session to cover the required course work.

## Date & Location

- ◆ **Wednesday, January 13, 2010**  
**Sheraton Hotel – room: Reflection C**  
706 John Nolen Drive  
Madison, WI 53713  
Ph: (608) 251-2300 Fx: (608) 244-9030  
Room rate: \$95  
\*Directions: online directions are found at:  
<http://www.starwoodhotels.com/sheraton/property/area/directions.html?propertyID=759>

REGISTRATION ♦ Includes seminar and lunch  
\$199 WQAW Members ♦ \$299 non-members

Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City, State Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

**Please return this form and payment to:** (REGISTRATION FEE – includes lunch.)

Mail to: Water Quality Association of WI ♦ One S. Pinckney Street, Suite 504 ♦ Madison, WI 53703

Fax to: (608) 244-9030

**Questions:** Contact Cheryl at (608) 244-8460 ext. 303. **Fax completed form to:** (608) 244-9030.

Improve your chances  
of passing the  
Restricted Appliance  
Plumbing Exam by  
attending this Cram  
Session!

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# 2009-10 WQAW Board of Directors

**Scott Chiples, President**

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