



# The Source

The Newsletter of the Water Quality Association of Wisconsin

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Volume 3, 2009

## President's Column

By Don Meredith

On behalf of the WQA of Wisconsin, we hope to see you at our annual convention!

Don't miss out on an opportunity to:

- Learn about current legislative issues and answers;
- Join in recognizing those deserving individuals in our industry receiving awards;
- Interact with other members and vendors; and
- Have some family fun and enjoy the surroundings!

Thank you in advance for your support of the industry and the Water Quality Association of Wisconsin!

*Don Meredith*

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## Peter Tangley to Receive WQAW's Lifetime Achievement Award

Pete's introduction to the water conditioning business had its humble beginnings in October of 1949 when his parents, Sterling and Jo Tangley with Frank Decker formed a partnership and named their new venture Culligan Soft Water of Pierce County.

They established a new Culligan franchise and built the original PE regeneration plant attached to their home in Ellsworth, WI. The family lived on one end of the house and the business occupied the other end (see attached photo of truck). The business grew steadily for the next 25 years with Peter, growing up and actively working in the business in every aspect including delivery, sales, installation and service.



*Peter Tangley - 2009 WQAW  
Lifetime Achievement Recipient*

### WQAW Convention

1. **Three Credited Educational Seminars**
2. **Peter Tangley** to be recognized with **Lifetime Achievement** honor.
3. **Loretta Trapp & Jeff Hellenbrand** to be recognized with **Awards of Merit**
4. **WQAW Golf Outing** at Cold Water Canyon Golf Course at Chula Vista Resort
5. **WQAW Membership Meeting** with legislative and regulatory updates.
6. **Network** with industry peers and associates.

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and request your copy!

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# WQAW Legislative Issues

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



## Definition of Plumbing—Senate Bill 267

**Summary:** Legislation introduced by Senator Jeff Plale (D-Oak Creek) 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 changes include the following: 1.) Changing the definition in certain aspects to include systems that treat or process wastewater and storm water. 2.) Eliminating references that limit the scope of the definition to piping that runs from the outside of foundations of a building to water mains and terminals. 3.) Eliminating references that limit the scope of the definition to potable water supply systems. Under current law, plumbers are classified by the Department of Commerce to do different types of work. Under the “sewer services” classification, a plumber may do such work as installing septic tanks and installing sewer service from a septic tank to a building. Under the bill, plumbers with this classification may also install systems that reclaim used water or collect storm water for subsequent uses.

**WQAW Impact:** Members that are currently, or plan to be, in the water reclaim business may be affected.

**Status:** SB 267 was introduced on August 14, 2009 by Senator Plale and Rep. Soletski. The bill was referred to the Senate Committee on Commerce, Utilities, Energy and Rail, chaired by Senator Plale.

## Business to Business Contracts—Senate Bill 190

**Summary:** This bill was re-introduced by Senator Wirch from last session. Under the bill, if a business contract states it will be automatically renewed or extended for an additional contract period of more than one month unless the customer declines renewal or extension, the seller must provide the customer with a form containing certain disclosures or include the disclosures in the contract and obtain the customer’s initials. The disclosure must include information on how long the contract runs, additional charges, how to get out of contract, etc. The bill also provides that contracts are null and void unless you provide a warning/reminder 15 days before renewal.

**WQAW Impact:** This bill would require many dealers to revamp their current contracts to include the necessary components.

**Status:** A hearing was held in the Assembly and Senate on July 22nd and no action has occurred since.

## Building Contractor Registration

**Summary:** The Department of Commerce passed an emergency rule to require those in the building trades to register by July 1, 2009. The initial notice indicated that it would affect entities NOT already credentialed by the department such as those with the Restricted Plumbing License. Therefore, we did not believe that WQAW members would be affected. We have learned that DOC believes WQAW members will need to be licensed through the new licensing agreements. Even though you are currently licensed with a restricted plumbing license, DOC believes you will be considered a subcontractor and that in that capacity you will need an additional building contractor license.

**WQAW Impact:** Members need to register as a Building Contractor--The fee is \$100/four years.

**Status:** Unsuccessful attempts were made to make changes to the rule. The rule became permanent effective October 1, 2009.

## No Call List Expansion—SB 218

**Summary:** SB 218 increases 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 permits 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.

**Status:** "A hearing was held in the Senate Committee on SMALL BUSINESS, EMERGENCY PREPAREDNESS, TECHNICAL COLLEGES AND CONSUMER PROTECTION on August 12th. Senator Mary Lazich attempted to amend the bill to set the minimum penalty at \$100, but her amendment failed on party-lines (2-3). In the end, the bill passed unanimously and is now available for scheduling in the Senate.

# Tangley Lifetime Achievement - continued from cover

In 1972, Peter and his wife Karol, started their own Culligan dealership in Altoona, WI, serving Eau Claire, Dunn, and Chippewa Counties. Peter performed a number of the in-field positions and Karol managed the office. In 1976, Peter and Karol along with Peter's sister, Paula Iverson (and husband Dale), formed a partnership and bought Culligan Soft Water of Pierce County from their parents, Sterling and Jo Tangley. In 1976 they added Culligan of Stillwater, MN and incorporated into one company, Sterling Water, Inc.

Sterling Water has continued to grow and change through internal growth and a variety of acquisitions. Additional dealerships were purchased including Wausau, WI, Pine City, MN, A-1 Water in Marshfield, WI and Mid-State Ice and Water in 1989. In 1986, John Packard's organization, Culligan Soft Water Service Company, purchased the other 50% of Sterling Water from Paula and Dale Iverson and it started a very positive 19-year partnership with Pete, that strengthened both the business and his friendship with John, which he continues to embrace today.



On January 1, 2005, Sterling Water spun-off its partnership with Culligan Soft Water Service, and Sterling Water, Inc. took sole ownership of the Eau Claire and Wausau (Rothschild) dealerships. Three years later, on January 1, 2008, after over 35 years as a Culligan dealer, Peter and Karol passed ownership to their son, Bret, who has grown up in and actively worked in the business in a variety of roles since 1982.

During his lifelong career in water treatment and the industry, Pete donated much of his time, energy, money and personnel to a variety of associations including the Water Quality Association – National, Minnesota and Wisconsin. Among them, he served as President of Minnesota WQA and was one of the original Dealer Advisory Council representatives for Culligan in the late 70's and early 80's. He was active in a number of industry committees and councils, not to mention local civic associations as well as - where he is continues to be active today.

Above all of these achievements and the successful business that Pete built, he is most noted for his kind, humble demeanor, always directing the attention from himself to those around him. He is a genuine man that never asked anyone to do something he was unwilling to do. Grounded with uncompromising values, Pete successfully imparted the principles of integrity, teamwork, education and loyalty to anyone that he was associated with and his company prided itself in "doing the right thing" for customers and employees. In fact, I challenge you to find anyone that had the opportunity to work with or know Pete to say anything but a compliment when describing him – he is a gentleman and friend to many.

Pete is very active in his 'retirement,' splitting his time between his homes in Mesa, AZ and Balsam Lake, WI. He continues to enjoy golf, his dogs, hiking and keeping informed on the water industry. Married to his devoted wife Karol of 42 years, they raised two children –Bret, and wife Tonja, and daughter, Sonja and husband Justin. In addition, Pete has 6 grandchildren, ranging in age from 9 months to 8 years.

Please join us in congratulating and recognizing Pete Tangley – the 2009 WQAW Lifetime Achievement Recipient!

# Trapp & Hellenbrand to Receive WQAW Award of Merit

**Loretta Trapp**, Clack Corporation, and **Jeff Hellenbrand**, Hellenbrand Inc. will be awarded with the **WQAW's Award of Merit** during the convention banquet on Friday, September 11, 2009. The extraordinary actions by Trapp and Hellenbrand were vital when disputing the WI Dept. of Commerce policy on product approval for non-transient non-community (NTNC), transient non-community (TNC) and other than municipal (OTM) water systems. The result of their actions prevented additional regulatory equipment device approval and prevented timely and costly testing and approval procedures. On behalf of the entire water treatment industry in Wisconsin, the WQAW Board of Directors will honor Loretta Trapp and Jeff Hellenbrand with the Award of Merit.

## WQAW Legislative Issues - continued from pg. 2

### Commercial Product Registration

**Summary:** In January, the Department of Commerce advised the water quality industry that it was implementing changes dealing with product approval. The department's letter read in part, "On July 1, 2009 we will require all commercial water treatment devices that are installed on non-transient non-community (NTNC) water systems, transient non-community water systems (TNC) and other-than-municipal (OTM) water systems be approved prior to installation."

**WQAW Impact:** The policy change has significant impact on manufacturers in the industry and would require them to comply with regulatory requirements to gain approval of products in Wisconsin.

**Status:** The WQAW opposed the policy change in a letter to the department and requested a meeting to discuss the scope and need of new regulations. Loretta Trapp (Clark Corp.), Jeff Hellenbrand (Hellenbrand, Inc.) and the WQAW's lobbyist Brandon Scholz (The Capitol Group, LLC) met with Commerce officials. After the meeting, and confirmed many weeks after, the department rescinded the policy in a letter to the WQAW and eventually to those on the manufacturing side. Subsequently, the department has asked for more manufacturing contacts to further assess the industry's reaction to the initial policy.

Legislative and regulatory monitoring and tracking is done by the **Capitol Group, LLC** on behalf of the Water Quality Association of Wisconsin. If there are questions or comments on a particular issue, please contact either Brandon Scholz or Michelle Kussow at (608) 244-8460.

## New Member Campaign

### **\$100 First Year Membership Dues**

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 2009 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 to the 2009 WQAW Annual Convention on September 11 & 12, 2009 at the Kalahari Resort in Wisconsin Dells
- Discounted rates for the WQAW Cram Session

★ **Yes, I want to become a member! Contact Cheryl Lytle at [cherylllytle@charterinternet.com](mailto:cherylllytle@charterinternet.com) or (608) 244 – 8460 ext. 303 to begin your membership today!**

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# 2009 WQAW Board of Directors

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