



The Source

The Newsletter of the Water Quality Association of Wisconsin

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President's Column

As this is my first writing as president let me start off with a word of caution. My predecessor, Don Meredith, was a polished writer and quoted great literary lines from classics. I'll give it my best. So without further banter, here goes...

Being so heavily involved with our businesses on a daily basis sometimes can cause us to run with blinders on. Those of us on the board have been able to look at the big picture and donate our valuable time to pushing the agenda of the INDUSTRY forward. Looking out for water treatment companies has been something this WQAW has done now for decades. Even with the trials we have with the DNR, DSPS, its field agents, and people at the top, how many of us stop and appreciate how good it is to be working in this industry in Wisconsin?

I listened to Don McGhee talk to congress about having route drivers kidnapped, taken across the border to Mexico, a finger being sent back with ransom demands. Dealers on the East coast talk about something called "sea mud", particles so small they can only be filtered with .25 micron filters yet so much of it that the filters last a matter of hours. Florida dealers that have had multiple drivers die due to poisonous snakes and spiders when servicing equipment. California plumbers who have to clean up imploded water systems because the outside drain runs down the hill 150 feet below the softener causing such a vacuum that the tanks implode sending fiberglass shards through drywall.

These are just a couple of stories I hear when I am at national meetings. So when we complain about a bad crawl space, remember there really isn't anything dangerous down there that might bite us and kill us. Coming home full of iron stains on our clothes, we were at least able to get a true fix for our customers and not have them changing filters multiple times a day. Running a 100 foot drain across drop ceiling will not result in a softener that goes off like a bomb. And last I checked Canadians have no interest in kidnapping the local Culligan man for ransom (they would probably only want cheese curds for poutine or spare hockey pucks).

Sure there will be good and bad days in our jobs, just always remember it could be so much worse and it is a great industry and state to be in. This is probably why so much of the industry itself is centered here, that and the quality of the beer here is second only to Germany.



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Board and Officers Election

The 2017 WQAW Annual Membership Meeting was held on September 16th.

A motion was passed to accept **Dan Meier**, Janesville Culligan, to a 3 year term (2017 - 2020) as a WQAW Board of Director.

Another motion was passed to accept the nominated officers to a 2 year term (2017 - 2019), which resulted in a new WQAW President! The WQAW Officers to serve two year terms are:

- **Sam Baron**, Maher Water Corp.
- **Erik Koglin**, Water-Right Group
- **Scott Chiples**, Culligan of La Crosse

Machinery To Be Exempt from Personal Property Tax Effective January 1, 2018



By Michelle Kussow, The Capitol Group, LLC

In 2013, WQAW Board Member **Jim Luedtke** from Culligan of Rice Lake penned an article for this WQAW Newsletter on the personal property tax. Jim pointed to a notice he received from his city that he owed personal property tax on a water cooler that his business had in a local credit union. Jim went on to explain that he does business in numerous municipalities and was subject to the personal property tax in every city, township and village where he rents water coolers. At the end of the article, Jim encouraged WQAW members to weigh in on this issue and said, "What say you? Let our voices of reason and common sense be heard!"

Jim and other Water Dealers will be elated to know that water coolers and other machinery owned by their businesses are no longer subject to the personal property tax as of January 1, 2018.

WQAW was part of a coalition of business groups that successfully advocated for a \$75 million reduction in the state's personal property tax. Specifically, effective January 1, 2018, machinery will be exempt from the personal property tax.

“Specifically, machinery is defined as a structure or assemblage of parts that transmits forces, motion or energy from one part to another in a predetermined way by electrical, mechanical or chemical means, but "machinery" does not include a building”

Meaning that if it plugs in, if it is fueled or if it contains a mechanism that makes it run, it will now be exempt! Based on information from accountants and tax lawyers, we can provide the following information: Statements of Personal Property will be due March 1, 2018 and will no longer include schedules for Machinery, Tools & Patterns or Computers and Related Equipment. Each individual item/personal property owned will need to be individually evaluated to determine whether it is "Furniture & Fixtures", "Other" or "Machinery". If it falls under the definition of machinery, it does not need to be included on your Statement of Personal Property.

It is recommended that WQAW members work with their accountant and/or attorney to compile and review personal property/fixed asset lists now. By law, assessors have the right to view personal property based on the Statement, so be prepared to justify items previously reported as taxable that are now exempt.

In Memoriam of Robert A. Clack



Robert A. Clack (Bob), age 55, of Waunakee passed away on September 3, 2017 in Manitowish Waters, WI. He was born on February 28, 1962 in Madison, son of Willis and Alice Clack. He married Jean (Cunningham) on August 8, 1992, they had just celebrated 25 happy years together.

Bob graduated from Monona Grove High School and University of Wisconsin - Madison then started working at Clack Corporation with his father and brother. Family was always Bob's number one priority. Nothing made him happier than spending time with Jean and the kids, whether it was sitting around the dinner table or exploring new places on family vacations. Bob never did anything halfway. He loved flying, skiing and sharing a good beer with his friends and family. His mind was always on the go creating new ideas for everything from business to ski boot design. Everyone felt welcome and happy in Bob's presence, and he would always go the extra mile for a good laugh.

Bob is survived by his loving wife Jean, son Calvin (22), daughter Megan (20), brother Rich (Sue) Clack, sister Ann (Mike) Klimowicz, brother-in-law Bob (Mary) Cunningham, sister-in-law Janet (Dan) Rago, father-in-law Robert Cunningham, and all of his nieces and nephews. Preceded in death by parents by Willis and Alice Clack.

IOT– Internet of Things and Water Conditioning

By Alan Mast, PE, MWS, MPRA



Every day there is news of new digital communication advances in home and industry monitoring technology. Cars now send emails when service is needed, water meters send water usage data directly to the water department, smart phones can control your house temperature and security system and RFD-chip based “no line wait check-outs” at stores can “read” what is in your cart as you are walking out the door then automatically charge your account. Services such as Siri, Echo, Google and The Cloud, etc. all fall under the large “Internet of Things” or “IoT” umbrella.

IoT technologies have passed the curiosity stage, now are in main stream manufacturing and have rapidly moved into the water treatment industry. As a water treatment professional you need to be aware and ready to accept this technology in your business. Many Industrial water treatment systems in large facilities already use PLC technology to tie into building automation systems, monitoring water flows, usage and provide malfunction notification. But what was once reserved for the big guys is now going main stream. New smaller water treatment IOT systems are cropping up everywhere. The Clack multi-unit “System Controller” with Ethernet capabilities, the new WaterBot remote water quality monitoring system, the EMONIX remote hardness monitor/controller and the SaltCo 3G brine tank monitor are just to name a few.

The University of Wisconsin Engineering Department IoT Research Center is currently working on some IoT water quality based projects such as water quality sensors for remote third world applications.

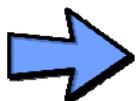
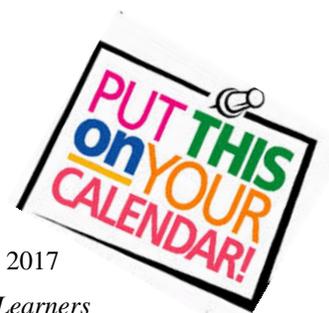
IoT is not just used for the water quality monitoring, it also includes office management and service department functions. Technicians can access manuals and customer records while on the job, generate an invoice and receive credit card payment while still on site. They can also diagnose and solve a service issues right from the office, many times even before the customer is aware that there was an issue. Real time management of delivery and service routes also can save time and money by optimizing drive times.

Of course with this great communication technology there is the privacy issue. The balance between convenience and privacy is tricky. Most commercial facilities want to protect their data and processes and have set up firewalls blocking any remote access. Quite often confidentiality agreements are needed to protect proprietary information. You don’t want your customer list to become public knowledge and a manufacturer does not want it known how much product they are producing? And do we really want Vladimir Putin knowing every time our softener needs salt?

Mark Your 2018 Calendars

Your employees’ formula of success to pass the WI JPRA Exam is a combination of education and the exam, and WQAW has the key to success!

- Monday, January 15, 2018 **WI JPRA Exam** - Registration & application due Dec 29, 2017
- Thursday, March 1, 2018 **WQAW Installers Course** - 7 week webinar series for Learners
- Wednesday, May 2, 2018 **WQAW Cram Session** - 1 day to prepare the WI JPRA exam
- Monday, May 7, 2018 **WI JPRA Exam** - Registration & application due April 20, 2018
- Ongoing **WQA’s MEP Program**— study anytime, anywhere on your computer
WQA offers 6 badges



Registration and details can be found on <http://www.wqaw.com/Events/>

2017 Annual Convention Wrap-Up

WQAW has been very fortunate the past several years to have amazing weather for the annual WQAW Convention and Golf Tournament. September 15 & 16, 2017 was a great time to be out of the office to connect with water treatment peers at Lake Lawn Resort in Delavan, WI.

The WQAW Golf Tournament offered more hole challenges and team prizes! Thanks to **Hellenbrand Inc.**, we also offered a \$10,000 hole-in-one event, which no one won this year. See page 5.

Three Educational Seminars were offered for .1 WQA certification credits or 1.0 credits for DSPS license credits. **New this year** were the addition of DNR Pump Installers credits!

Thank you to the following speakers who took time out to share this important information.

- **Tate Burkhardt**, Better Water Industries, presented Problem Water
- **Shawn Smith**, American Copper & Brass, presented Alternative Joinery Methods
- **Alan Mast**, Hellenbrand & Mast Water Technology, presented Commercial Water Treatment Applications

Friday's Banquet honored **Bill & Ken Gibson**, Gibson's Watercare, Altoona, with the WQAW's Lifetime Achievement award. **Kurt Gruett**, Water-Right, introduced Ken Gibson, who accepted the award for Bill Gibson too. The brothers have been in business since 1970 and recently sold the business to an investment corporation.



L to R: Kurt Gruett, Don Meredith & Ken Gibson



Melanie Jayjack, Mark Selvig, Ken Gibson, Jason Janc



Don Meredith & Michelle Kussow

Michelle Kussow, The Capitol Group, also received the national WQA's Honorary Membership award which was originally handed out at the March WQA Convention & Exposition 2017, but she was unable to attend. **Bret Tangley** was also mentioned and he received the WQA's Hall of Fame award at the same time.

Winners! The Early Bird Winner was **Jeff Tyberg**, Maher Water Corp (photo of the right).

In the WQAW PAC drawing, **Sam Baron** won 4 Milwaukee Bucks Tickets donated by Culligan & Kennedy Communication and **Ken Haley** won 4 WI Badger Football tickets, which were donated by Culligan of West Bend.

WQAW GOLF TOURNAMENT - HOLE CHALLENGES

- Shortest Drive sponsored by **Pro Products** was won by **Melanie Jayjack**, Water-Right Group
- Closest to the Pin sponsored by **United Salt** was won by **Scott Chiples**, Culligan of La Crosse
- Closest to the Water sponsored by **Hellenbrand, Inc.** was won **Scott Christofferson**, Culligan of Rice Lake
- Closest to the Pin Sponsored by **Cargill Salt** was won by **Pat Ford**, Hellenbrand Inc.
- Longest Putt Sponsored by **Better Water Industries** was won by **Tim Good**, Badger Soft Water

TEAM WINNERS

- Best Score: **Pat Ford, Alan Mast & Travis Mast**, each won a \$25 gift certificate.
- Best Handicapped Score: **Ken Gibson, Mark Selvig, Melanie Jayjack & Jason Janc**, each won a \$20 gift certificate.

WQAW Golf Tournament Teams



Preston Short, Pro Products, Chris Richter, Water Doctors & Ken Haley, Culligan of Tomah & Winona



Vince Kent, Abendroth Water, Chris Crnkovich, S&K Pump, John Abel, Aqua Care Services & John Degeneffe, Water-Right Group



Ken Gibson, Gibson's Watercare, Melanie Jayjack & Mark Selvig, Water-Right Group, Jason Janc, Gibson's Watercare



Jeff Tyberg, Adam Laug, Sam Baron & Bill Maher, are all from Maher Water Corp.



Jeff Hellenbrand, Hellenbrand Inc, Don Meredith, Meredith's Culligan Water, Austin Good, & Tim Good, Badger Soft Water



Shawn Smith, American Copper & Brass, Jason Fenske, Cargill Salt & Scott Chiples, Culligan of La Crosse



Mike Huemann, Joe Huemann, Brad Oeffling & Tim Hiller, are all with Huemann Water



Travis Mast & Alan Mast, Mast Water Technology & Pat Ford, Hellenbrand Inc.



Jim Luedtke, Pat Bearden & Scott Christofferson, are all with Culligan of Rice Lake

2017– 2018 WQAW Board of Directors

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