Greetings WQAW Members,

A big “Thank You” to all of the 200 or so people who signed the “Don’t Fence Us Out! Please SUPPORT CR 14-101” postcards! Our small association had a big voice in this process. As you’ll read on page 3, WQAW has made great strides in getting the changes that we requested to the Journeyman Plumber Restricted Appliance licensing process.

Additionally, WQAW will have a new WQAW Installers Course which will have industry specific course work included in it. This course will also supply our employees the knowledge to help pass the State Plumbing exam.

Included with this newsletter is the WQAW Directory! You can also find your listing on www.WQAW.com under ‘Locate a Dealer’. This should assist consumers with your contact information when they are ready to buy your products. If you find any inaccuracies, please contact Cheryl Lytle at the Capitol Group (Cheryl@CapGroupWI.com).

Is your calendar marked?! September 26 & 27 are the dates of the WQAW convention at the Heidel House Resort (www.heidelhouse.com) in Green Lake. Friday the 26th is the golf outing at the Lawsonia Woodlands Course (www.lawsonia.com). After the Friday night banquet there will be a special WQAW Lake Cruise boat ride around Green Lake for those who wish to do that. On Saturday we will have our Continuing Education Credit sessions for both State of WI plumbing license and WQA specialist certifications. Green Lake is also celebrating their Harvest Festival that weekend so you can enjoy a small town celebration which includes a car show, craft show, parade and more. Registration and exhibit information are included in this newsletter. Register today!

Have a Great Summer and hope to see you in September!

Jim Luedtke
WQAW President
Culligan Water Conditioning of Rice Lake
Ph: (715) 563-2507  Email: jim@culliganrl.com

WQAW Events
★ WQAW Convention ★
September 26 & 27, 2014
Heidel House Resort
Green Lake, WI

Early Bird Drawing
★ All people registered for the 20134Convention by August 8th will be entered to win a free night stay at Heidel House Resort in Green Lake, WI.

Convention Hotel
The Heidel House Resort will be the location of the 2014 WQAW Convention on Sept. 26 & 27th. This room block will be held until Sept. 5th.

- Standard Room = $129
- Deluxe Lakeview = $159
- One Bedroom Suite = $189
- Reservation Phone: (800) 444-2812

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: Cheryl@CapGroupWI.com and request your copy!
8 Amazing Reasons 2 Attend WQAW’s Convention

Mark your calendar for September 26 & 27, 2014 and register today to stay informed, involved and in-touch during the 2014 WQAW Convention at the Heidel House in Green Lake, WI.

1. **WQAW Golf Outing** - The 18-hole Woodlands Course is a stunning course with fairways that are densely tree-lined and guarded by a series of about 80 traps, making it much tighter. Considered a modern target course, it is comprised of radical elevation, and large bent grass greens that are moderately fast and well bunkered.

2. **Lifetime Achievement Honors during Friday’s Banquet** – Watch for more information regarding who will be the 2014 Lifetime Achievement Honoree!

3. **3-Hours of Continuing Education Credits** – Saturday morning will offer 3 hours of educational credits for your State of WI plumbing license and your WQA Certification. Seminar topics will be announced in July. You must attend in person to receive the credits.

4. **Lake Cruises** – Boat Cruise Captains will take you back in time for a brief but rich history of our beautiful Green Lake, the deepest inland lake in Wisconsin during your sightseeing tour aboard the Escapade. Learn how Green Lake became what it is, hear stories of area landmarks and take in the interesting history of local families. **Two opportunities** will be available for a boat tour around Green Lake. The Resort Lake Cruise will host a cruise between 3:30 – 4:30pm and the WQAW Lake Cruise will charter a cruise on Friday evening starting at 8:30pm with a cash bar. **Space is limited** and will be on a first come, first serve registration. It’s highly recommended to register with your convention registration.

5. **WQAW Membership Meeting** – Stay current with WQAW and industry news during the annual meeting. You can also cast your vote for WQAW Board of Directors!

6. **Networking** – One benefit of networking is that it brings people looking in the same direction together. Unsurprisingly, this fosters true and genuine partnerships and friendship which quite often spill over to the social life.

7. **Green Lake Fall Harvest Festival** – Make plans to stay Saturday and Sunday to enjoy Green Lake’s Harvest Festival. The festival offers a variety of family activities for WQAW members to enjoy such as:
   - Craft Show - Saturday
   - Kids games & activities including a petting zoo and pony rides - Saturday
   - Farmers Market - Saturday
   - Harvest Parade - Saturday
   - Taste of Green Lake - Sunday
   - Classic Car Show - Sunday

8. **Location, Location, Location! – The Heidel House!** Families make it a tradition to return again and again. Couples escape to relax and reconnect. Professionals gather for conferences with inspiring views. Whether it’s beauty, relaxation, fun or togetherness, Heidel House Resort invites you to return to the place you’ve always wanted to be.

★ **Bonus! – Early Bird Drawing!** Register by **August 8th** to be entered into the Early Bird Drawing for a chance to win one night stay at the Heidel House Resort.
JPRA License Update

For the past eighteen months, the WQAW and our lobbying firm, The Capitol Group, have been working to make changes to the Journeyman Plumber-Restricted Appliance (JPRA) license process.

Working with the National Water Quality Association (WQA) and Cram Session Trainer Jim Davis, WQAW’s goals were to develop a comprehensive training program for the JPRA exam. To complement this training, WQAW sought an industry-specific testing option that would ensure candidates were being tested on items relevant to the license/job and using industry best practices. There were no state laws that prevented WQAW from developing a training program, however state law only allows for the state Department of Safety & Professional Services (DSPS) to administer the JPRA exam.

In January, 2013, WQAW began the process to make changes to Wisconsin law to allow for a third-party JPRA test. The process has been long and arduous, and you can see the many steps that are needed to implement a change to state law, or in this case administrative rule (refer to timeline). We are now nearing the finish line and anticipate the changes will go into effect by Fall. From there, the state DSPS will approve the third-party exam and provider, so there is still a lot to do before this is complete.

As representatives of the water treatment industry, and our communities, it is important to employ high quality, trained individuals. We believe that the changes pursued with the JPRA license will enhance our ability to serve our customers and facilitate the training and licensing of top notch individuals to represent the industry.

This is an important issue to our industry, and was a team effort. We appreciate the support of WQAW members to help make this happen. We look forward to working together to maintain the high standards of the water quality improvement industry.

History of Journeyman Plumber- Restricted Appliance License

October, 1970: State law enacted to license plumbers, including JPRA.

May 17, 2012: WQAW met with DSPS to discuss concerns with JPRA.

October 10, 2012: Small Business Regulatory Review Board per Governor Executive Order #61 approved licensing changes presented by DSPS.

August 6, 2013—Gov. Walker approved establishing “an alternative testing avenue for individuals to obtain a JPRA.”

October 25, 2013: WQAW and WQA presented to Plumbers Council.

January 31, 2014: DSPS issued proposed rule CR 14-010

March 3, 2014: Public hearing held on CR 14-010

April 1, 2014: Governor Walker approved CR 14-010

April 3, 2014: Rule sent to legislative committees and approved.

June 2, 2014: JCRAR Committee has 30 days to review.

July 2, 2014 – Referred back to DSPS for final promulgation.
Threat Level 2: Why small businesses can't afford to sleep on cybersecurity

By Tom Breuer, Web Editor at IN BUSINESS magazine.
This article is reprinted with permission from IN BUSINESS magazine.

Carol “Orange” Schroeder, the proprietor and co-owner of Madison’s venerable Orange Tree Imports, doesn’t spend her workdays defending the ramparts against the relentless incursions of cyber criminals. No offense to the Monroe Street specialty retailer, but it isn’t exactly a big score. Indeed, Schroeder acknowledges as much.

“Obviously, no one in the larger scheme of illegal activity is going to say, ‘Today I’m going to devote my entire day to trying to target Orange Tree Imports,’” said Schroeder.

That said, Schroeder isn’t exactly breathing easy when it comes to facing the kinds of security threats that were little more than a sci-fi scribbler’s fever dream when Orange Tree Imports first opened its doors nearly 40 years ago.

“None of us felt cocky when Target or other big businesses had credit card problems because we realize that with the state of the Internet and security, anything’s possible,” said Schroeder. “We could conceivably have something happen to us next, because I’m sure those businesses weren’t concerned about security either. I don’t have any specific concerns, but who’s to know what’s possible in the future?”

Needless to say, the world of retail — and that of small businesses in general — is a radically different one than Schroeder faced in 1975 when she was a novice shopkeeper. While big-box retailers like Target represent the fabled great white whale to many cyber crooks, danger lurks around every corner for little fishes like Orange Tree Imports as well — and keeping up with both the vulnerabilities and the fixes can be an ordeal for small businesses, which typically have just a fraction of the resources of their larger corporate counterparts. And make no mistake about it, failing to keep up can ultimately be crippling.

A March survey by Newtek Business Services found that 67% of independent business owners were not concerned about credit card security at their businesses. That’s a fairly alarming finding, particularly considering that the survey was taken in the wake of Target’s and Neiman Marcus’ high-profile data breaches, which sent the broader retail sector reeling.

But it may also result from the fact that small retailers generally outsource their payment card functions. For her part, Schroeder relies on Wind River Financial, a local credit card processing company, which she trusts implicitly.

“We do everything we can to protect our customers’ data, and we’re with a locally owned company that we feel is quite reputable and is taking steps to make sure that their security is up to date,” said Schroeder, “but you don’t want to feel that you’re immune to it, obviously, because it could happen to small retailers.”

But while outside help is readily available to small business owners, whose in-house security expertise is generally negligible or non-existent, they can’t afford to close their eyes and stumble through a wilderness that’s getting more and more dangerous, seemingly by the day.

Even if the Target and Neiman Marcus hackers aren’t lining up to breach your small business’s virtual walls, there are plenty of things to keep in mind and be aware of.

A better credit card
The first, and most obvious, step in staying secure is choosing the right payment card processor. While retailers often shop around to get the most favorable rates, finding a processor that’s dotting all its i’s and crossing its t’s with respect to security has never been more urgent.

Avery Buffington, an information security architect with SecureNet, a national direct payment processor, notes that retailers should check for eight key security features when considering a processing company.
Threat Level 2 – continued from page 4

Eight key security features when considering a processing company. include:

1. Vaulting, which allows retailers to set up recurring payments and removes the obligation of securing credit card data themselves
2. Tokenization, which uses a code to represent a credit card number, lowering the risk of fraud
3. Point-to-point encryption, which allows retailers to transmit an encrypted version of data to their payment processor
4. Encrypted mobile hardware, which offers protection against malicious mobile applications that could try to access card data
5. Compliance with the payment card industry’s (PCI) security standards (more on this later)
6. Fraud protection, including “sophisticated analyses of behavioral profiling”
7. Omnichannel security, which allows providers to protect information across mobile, in-store, and online channels
8. EMV (Europay, Mastercard, and Visa) — also known as chip-and-PIN technology — which replaces the standard magnetic stripe credit card, which is much easier to clone

With regard to the last item, there is help on the way — whether retailers want it or not.

Chip-and-PIN technology, which adds two layers of security by embedding chips in payment cards and requiring users to punch in a PIN number before making purchases, is set to become the industry standard by October 2015. That’s great news for both retailers and consumers, but many retailers appear not to feel the urgency about security that some observers think they should.

The same Newtek survey that found independent business owners were largely unconcerned about credit card security revealed that 63% weren’t even aware of EMV technology, which is already in widespread use in Europe.

For the National Retail Federation (NRF), which sees retailers’ and consumers’ vulnerabilities as more of a hair-on-fire type of situation than many of its members appear to, that blasé approach to security simply doesn’t fly. As the world’s largest retail trade association, the NRF has been urging a transition away from the traditional magnetic stripe-and-signature system (which relies on outdated 1960s technology) to modern chip-and-PIN systems.

In April, Tom Litchford, the NRF’s vice president for retail technologies, testified before the House Homeland Security Committee on Cybersecurity, saying that it’s past time for U.S. retailers to adopt chip-and-PIN.

“Chip-and-PIN technology dramatically reduces the value of any stolen breached data for in-store purchases because the payment card data is essentially rendered worthless to criminals,” said Litchford. “The failure of U.S. card networks and banks to adopt such a system in the United States is one reason why cyberattacks on brick-and-mortar retailers have increased.”

The downside? Chip-and-PIN could eventually end up costing smaller retailers, particularly if they’re not up to speed by the October 2015 deadline Visa and MasterCard have given merchants for installing EMV systems. For one thing, the cost of installing a new system is not negligible. Retailers across the country are expected to spend billions of dollars on the new systems, and small retailers can count on shelling out between several hundred dollars and $2,000 each for the card readers.

But the costs of failing to install an EMV system could end up being even steeper. Starting in October 2015, retailers that accept EMV-compliant cards and process them through a non-compliant machine will be liable for any fraudulent transactions.

For Schroeder, whose shop is now equipped to take EMV cards but hasn’t yet installed PIN pads to go with them, updating the equipment has presented challenges.

“We have two checkout areas, so we have two terminals, and that’s not inexpensive equipment,” said Schroeder. “And it’s not just the cost of the equipment, but also the reconfiguration of your checkout area to accommodate that, so it’s kind of a pain.”
"If you’re not careful or you don’t follow basic security practices, then you’re more vulnerable, but to me, it’s kind of like the deadbolt on the back door of your house," said Rob McCalla, a lecturer in the Department of Consumer Sciences at UW-Madison. “It will kind of keep out the casual crooks, but the serious ones get in no matter what, and I think even in chip-and-PIN technology, what I’ve read about it, there’s still vulnerability. So it will be good to have it because it will take care of most of the problem, but ultimately it’s just one part of the picture.”

Up to standard?
Beyond updating their terminals, retailers are also required to comply with the latest credit card transaction standards, which went into effect on Jan. 1.

Many of the standards are a reissue of past Payment Card Industry Data Security Standard (PCI DSS) guidelines, but several are new this year.

“Probably for the typical business in Madison, the biggest change is with regard to protecting the credit card terminals themselves from physical tampering,” said Douglas Berry, principal-in-charge of assurance services with SVA Certified Public Accountants in Madison. “When people think of the credit card merchant, they usually think of Target and Walmart and the big-box retailers, but they forget that the restaurant, their doctor’s office, the accountant, the food truck, the taxicab, all of these people are accepting credit cards, and so if you’re a company that has a whole bunch of these terminals dispersed geographically, that can be a bit of a challenge because the new standard says that you have to protect these. You have to have an inventory of them and you have to perform periodic inspections of them.”

According to Berry, protecting card terminals themselves from physical tampering is key to protecting data in the post-Target-breach epoch, and the new PCI DSS standards are addressing that.

“You should be doing things like checking serial numbers, checking for physical tampering,” said Berry. “You have systems in place to have your employees aware of what to do for security, and so that’s a big change. … But especially around the holidays, that’s probably the easiest way that fraud will happen, is that someone actually tampers with [your] credit card machine.”

For a so-called Level 1 merchant that does more than 6 million transactions per year, the cost of complying with the new standards is high, ranging from $50,000 to $1.5 million, but smaller retailers can perform a self-assessment to affirm they’re in compliance. Many retailers will go to firms like SVA for assistance in completing the self-assessment, and that can incur a cost. But according to Berry, the costs of noncompliance can be even steeper — and it’s important for any businesses that take credit cards to pay attention to the new standards and know that they have only until the end of 2014 to ensure compliance.

“I think your larger retailers are definitely aware of what they need to do,” said Berry. “The concern is that the local restaurants and the doctor’s office and things like that aren’t paying attention to this. …

“A breach [of the PCI DSS] can result in a pretty huge fine, like up to half a million dollars per incident. Or worse, you lose your ability to take credit cards, which in this day and age for some merchants may be the death knell.”

Staying informed
For those who might think measures to ensure payment card security consist of a bit too much bitter castor oil and too little treacle, the NRF is offering a somewhat sweeter antidote — one that won’t be so hard for retailers to swallow.

In April, the NRF announced it was moving forward with a program that will provide retailers real-time information on cybersecurity threats reported by other retailers, government and law enforcement agencies, and the financial services sector.

Developed in conjunction with the Financial Services Information Sharing and Analysis Center (FS-ISAC), the system is expected to be established this month.

“We believe a heightened and well-coordinated information-sharing platform … is a vital component for helping retailers in their fight against cyber attacks,” said NRF President Matthew Shay, in a statement. “Establishing a new program takes time, but time is not our friend when it comes to stopping these sophisticated and unpredictable criminals.”
Threat Level 2 – continued from page 6

For more information on the NRF’s information-sharing platform, go to nrf.com and search on “FS-ISAC.”

Cybersecurity Basics

With all the balls a businessperson is expected to juggle on a regular basis, it’s no surprise when one or two get dropped — or at least fumbled a bit.

The day-to-day exigencies are often enough to handle without having to worry about extras like cybersecurity. (Be honest, how often do you install all your software updates the very moment you’re prompted?)

The following are some basic safeguards distributed by the U.S. Small Business Administration that can help any small business owner tighten up his or her operation.

1. Create a cybersecurity plan with the help of the Federal Communications Commission’s Small Biz Cyber Planner. Available at fcc.gov/cyberplanner, the tool allows business owners to create a custom strategy for dealing with cyber threats. The webpage also includes a link to the FCC’s updated Cybersecurity Tip Sheet.

2. Make sure you have clear cybersecurity rules for your employees. This will help ensure that information is protected. You should also establish clear penalties for violating your company’s policies.

3. Practice safe social networking. The SBA advises that you instruct your employees not to post trade secrets or any other sensitive details about your company’s operation.

4. Manage risk. Asking yourself where your vulnerabilities lie is important. According to the SBA, since many small businesses often work hand-in-hand with larger firms, cyber crooks tend to use those small businesses as a bridge to get to bigger fish. Not only can that jeopardize your own security, it can poison your relationship with those bigger firms.

5. Download software updates ASAP. Those patches, updates, and fixes you’re probably ignoring? Download them now.

6. Back up your data. It may sound like a no-brainer, but it can’t hurt to be reminded. Critical items like Word documents, databases, spreadsheets, accounts receivable and accounts payable files, and human resources files are — if not the lifeblood — at least the marrow of a successful business.

7. Be sure your Wi-Fi networks are secure. Obviously, you want your Wi-Fi network to be password-protected, but you should also take that extra step to ensure it’s hidden. “To hide your Wi-Fi network, configure your wireless access point or router so that it does not broadcast the network name, known as the Service Set Identifier,” advises the SBA. “It is also critical to change the administrative password that was on the device when it was first purchased.”

###

Thank you once again In Business for allowing WQAW to reprint this article. For additional information on In Business please check out their website: www.ibmadison.com.
2014 WQA Convention

★ Schedule of Events ★

Location: Heidel House Resort
Green Lake, WI

★Online Registration is now available at: http://www.wqaw.com/Events/★

Friday, September 26, 2014
9:00 am Golf Outing at Lawsonia, Green Lake, WI
3:00 pm Registration Desk - Opens at Heidel House Resort
3:00 pm – 5:00 pm Table Top Exhibit Set-Up
3:30 pm – 4:30 pm Resort Lake Cruise — Regularly scheduled resort boat tour around Green Lake. You must pre-register by Sept. 5th.
5:00 pm – 6:30 pm Table Top Exhibits Open and Reception
6:30 pm WQA Lake Cruise – Special WQA lake cruise around Green Lake. You must pre-register by Sept. 5th.

Saturday, September 27, 2014
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 WQA Membership Meeting
8:30 am – 9:30 am Seminar #1 - TBD
9:45 am – 10:45 am Modular Education Program - Dean Jarog, MS, CWS VI, is the Education & Professional Certification Trainer at Water Quality Association and will present WQA’s Modular Education Program (MEP) is intended to mirror the precise training needs of today’s water treatment companies specializing in point-of-use and point-of-entry technologies with a learning experience that is: Accelerated, Manageable, Practical, Portable, Inclusive, Path-Oriented, and Customizable. Learn more how this program will help train your employees and grow your business.
11:00 am – Noon Seminar #3 - TBD
Noon Program Concludes
12:30 pm – 3:30 pm WQA Certification Exam (pre-registration with WQA is required for exams)
Water Quality Association of Wisconsin
Annual Convention
September 26 & 27, 2014
Heidel House Resort, Green Lake, WI

★ Convention Registration Form ★

Name ________________________________________________________________

Company _______________________________________________________________________

Address _______________________________________________________________________

City, State Zip ___________________________________________________________________

Phone __________________ Fax __________________

Email (for confirmations) _______________________________________________________

Spouse (if attending) _______________________________________________________

---

2014 WQAW Convention
Sept. 26 & 27, 2014

First and Last Name. Please include company name if different from above. Please print legibly.

<table>
<thead>
<tr>
<th>Package</th>
<th>Complete Package</th>
<th>Friday Banquet</th>
<th>Saturday Package</th>
<th>Spouse Package</th>
<th>Saturday Seminars &amp; Breakfast</th>
<th>Golf Tournament</th>
<th>Resort Lake Cruise</th>
<th>WQAW Lake Cruise</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Includes all events except golf &amp; lake cruises, Friday evening reception &amp; banquet, Exhibit Hall, Saturday seminars &amp; breakfast.</td>
<td>Friday evening reception &amp; banquet, Exhibit Hall, Lake cruises are not included.</td>
<td>Saturday seminars &amp; breakfast.</td>
<td>Includes Friday reception &amp; banquet, Exhibit Hall &amp; Saturday breakfast, Lake cruises are not included.</td>
<td>Golf Tournament, Friday, September 26, 2014, Green Lake, WI, Tee times between 9:00-10:00 am, 18 Holes, cart &amp; box lunch.</td>
<td>3:30 – 4:30 pm Friday, September 26, 2014, Scheduled Resort Cruise</td>
<td>8:30 – 9:30 pm Friday, September 26, 2014, Cash Bar Available</td>
<td>8:30 – 9:30 pm Friday, September 26, 2014, Cash Bar Available</td>
<td></td>
</tr>
<tr>
<td>Member $150</td>
<td>Non Member $190</td>
<td>Member $75</td>
<td>Memb er $75</td>
<td>Member $100</td>
<td>$125</td>
<td>$13</td>
<td>$20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non Member $190</td>
<td></td>
<td>Kids $TBD</td>
<td>Non Member $100</td>
<td>Non Member $150</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Confirmation will be e-mailed prior to the event.

Return Registration Form by: Friday, Sept. 5, 2014

-Payments must be made at time of registration. Water Quality Association of WI
33 E. Main Street, Suite 701
Madison, WI 53703
F: (608) 244-9030

-Online registration is available for credit card orders.
http://www.WQAW.com/events/

-Questions? Contact Cheryl at: (608) 244-8460 ext. 303
Cheryl@CapGroupWI.com
Water Quality Association of Wisconsin
Annual Convention
September 26 & 27, 2014
Heidel House Resort, Green Lake, WI

★ Table Top Exhibit Form ★

Table Top Display

• Members = $150.00
• Non-Members = $250.00

Reserve space by: Friday, September 5, 2014

Name ____________________________________________________________________________
Company (as it should appear in program) ____________________________________________
Address __________________________________________________________________________
City, State Zip ______________________________________________________________________
Phone __________________________ Fax __________________________
Email (for confirmations) ____________________________________________________________

General Information
Set-Up: 3pm – 5pm Friday, September 26, 2014
Exhibit: 5pm – 7pm and during the reception on Friday, September 26, 2014
7am – 8am during breakfast on Saturday, September 27, 2014

NEW SPONSORSHIP PACKAGE! <SAVINGS
1 Table Top Display
1 Golf Outing Sponsorship
2 People for Friday evening banquet
$250 per Member or $350 for Non-Members

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 $__________

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.

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

Do you need electricity for your table top?
☐ Yes
☐ No

Return Registration Form by Friday, September 5, 2014.

• Payments must be made at time of registration.
  Water Quality Association of WI
  33 E. Main Street, Suite 701
  Madison, WI 53703

• Questions? Contact Cheryl Lytle at:
  Ph: (608) 244-8460 ext. 303
  Fax: (608) 244-9030
  Email: Cheryl@CapGroupWI.com
On Friday, September 26, 2014, 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+ hours 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 • 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 • 33 E. Main Street, Suite 701 • Madison, WI 53703
Fax to: (608) 244-9030

Questions: Contact Cheryl at (608) 244-8460 ext. 303. Fax completed form to: (608) 244-9030.
2014 WQAW Board of Directors

Jim Luedtke, President
Culligan of Rice Lake
(715) 234-8819; jim@culliganrl.com

Bob Richter, Vice President
Water Clinix of America dba Water Doctors
(262) 549-7733; drbob@h2odoctors.com

Scott Chiples, Secretary/Treasurer
Culligan Water Conditioning - La Crosse
(608) 781-2500; mr.chips@centurytel.net

Jeff Hubbard
Canature USA
(612) 232-7756; jeff.hubbard@canaturena.com

Erik Koglin
Pentair Water Purification
(262) 408-9348; erik.koglin@pentair.com

Bill Maher
Maher Water Corporation
(715) 344-2900; bill@maherwater.com

Alan Mast
Mast Water Technology
(608) 348-5953; alanmast@hotmail.com

Dan Meier
Culligan of Rock County
(608) 752-9211; drmeier@culliganjanesville.com

Don Meredith, Immediate Past President
Culligan Water Conditioning - Union Grove
(262) 878-1161 dmculigan@gmail.com

Mike Paggi
Culligan of Tomah
(608) 372-6124; mike@culliganbetterwater.com

WQAW Management & Legislative Team
Cheryl Lytle, Michelle Kussow & Brandon Scholz
The Capitol Group, LLC
Phone: 608-244-8460 ext. 303
Email: cheryl@CapGroupWI.com
Email: michelle@CapGroupWI.com
Email: brandon@CapGroupWI.com

Water Quality Association of Wisconsin
33 E. Main Street, Suite 701
Madison, WI 53703
(608) 244-8460 ext. 303