



The Source

The Newsletter of the Water Quality Association of Wisconsin

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Volume 2, 2015

President's Column

Happy Summer!

Confucius said, "It does not matter how slowly you go as long as you do not stop." It seems we have been working on the water treatment installers' license for a long time. Many fine people have volunteered their time to see this through. We aren't done with the process. "When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps." This Confucius guy had some insight back in 600 B.C. The State wants the test to be less about water treatment and more about plumbing and pipe sizing. That was the whole reason we wanted to make a change in the first place. We are going to challenge some of the demands by DSPS and resubmit test questions and hope to have some answers soon.

At the last WQAW board meeting it was decided that we would make a donation to the **Water Quality Research Fund**. This is the research arm of WQA which explores subjects related to the water quality improvement industry. They have a goal of raising \$2.5 million over the next 5 years. "Investing in your future" is the theme of this fund drive.

Your WQAW association has committed a donation of \$2,000.00 a year for 5 years to WQRF. You can also make a donation online at www.wqa.org/WQRF-Commitment-Form.

Oshkosh is the site of the **WQAW Convention** on September 25 & 26th.

I had the pleasure of staying at the Waterfront Best Western Hotel, and it is located downtown with a river walk near the hotel. Oshkosh has many appealing attractions including the Experimental Aircraft Association museum, Oshkosh B'gosh, Oshkosh Truck, and Chief Oshkosh Beer. This is an All-American City. Check out www.downtownoshkosh.com for more info.

I hope you all have a great summer.



Jim Luedtke

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WQAW Events

- ★ WQAW Convention ★
September 25 & 26, 2015
Waterfront Best Western
Oshkosh, WI
- ★ WQAW Cram Session ★
September 25, 2015
Waterfront Best Western
Oshkosh, WI

Early Bird Drawing

★ All people registered for the 2015 Convention by **August 14th** will be entered to win a free night stay at Waterfront Best Western in Oshkosh!

Convention Hotel

The Waterfront Best Western Hotel is the location of the 2015 WQAW Convention on Sept. 25 & 26th. This room block will be held until Sept. 4th.

- Standard Room = \$99
- King Whirlpool/Fireplace = \$
- Reservation Phone:
(855) 230-1900

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!

Plumbing Product Approval

By Michelle Kussow, The Capitol Group, LLC

WQAW and WQA are happy to report that Wisconsin is Open for Business. After more than three years of working with the Wisconsin Department of Safety & Professional Services, the Governor and the Wisconsin Legislature, modifications to Wisconsin's plumbing product approval process will permanently take effect in June, 2015.

For several decades, Wisconsin has had one of the most stringent and cumbersome approval processes for plumbing products in the country. Regardless of whether the product had received national accreditation, Wisconsin required manufacturers to pay between \$250 and \$1000 and submit an application for review and subsequent approval. The lengthy, costly and redundant process gave Wisconsin a black eye and deterred manufacturers from selling in Wisconsin.



In 2010, shortly after Wisconsin Governor Scott Walker was elected, he declared Wisconsin "Open for Business" and

encouraged businesses and associations to suggest changes to Wisconsin's regulations to make it easier to do business in Wisconsin. WQAW snagged this opportunity and met with DSPS Secretary Dave Ross to outline two areas in need of reform specific to the water conditioning industry--product approval and changing the Journeyman Plumber Restricted Appliance Exam (also a successful effort, watch for future information on this).

Over the next few years, WQA and WQAW worked with DSPS to make changes to Wisconsin's duplicative product approval process. In addition to working with DSPS, WQAW employed the help of the Office of Business Development and the Small Business Regulatory Review Board (See sidebar for additional information). In September, 2014, an emergency rule went into effect that exempted the following from requiring Wisconsin approval: Water treatment devices that make a contaminant reduction claim or are certified to a standard which covers material safety by a certification body accredited by the American National Standards Institute. In June, 2015, the emergency rule will become permanent.



We are extremely pleased that this regulation is changed and think that it is a win-win-win for dealers, manufacturers and consumers. It streamlines government, opens the door for businesses in Wisconsin and still maintains the safety of products sold in Wisconsin and the high standards of the water quality industry.

The Office of Business Development is part of the Wisconsin Department of Administration. It was created in 2012 to give business a voice in government reforms. They meet with business owners, trade associations, Chambers of Commerce and other stakeholder groups to ensure you know about the services available to help you do business. They also take your feedback to the appropriate state agency, Legislature or Small Business Regulatory Review Board to help make Wisconsin a better place to do business.

- They take your feedback about the laws and rules that impact your business to legislators and top levels of agency management. Bring your regulatory concerns to us and we can help determine the appropriate next steps in seeking government reforms.
- They can assist business owners with a variety of issues including your questions about unemployment, tax audits, inspection requirements and the permitting process. With access to top officials we assist business owners to resolve problems, advance ideas and seek solutions to sticky situations.
- An effective administrative code depends on input from business in order to guide reform. You are the expert on how the laws impact you, and we want to hear how the interpretation and implementation of existing rules impact your business every day. We appreciate your common sense suggestions to reduce or remove unnecessary burdens that laws and rules place on businesses in Wisconsin.
- The OBD also works with the Small Business Regulatory Review Board (SBRRB). The SBRRB encourages a partnership between small business and state agencies. State agencies work with the Board to consider rule revisions, and also submit economic impact statements to the Board outlining the cost of complying with new rules before they are enacted. Working together, the Office of Business Development and the Board submit rules change recommendations to state agencies and the Legislature to reduce unnecessary burdens on business.

Contact the Office of Business Development

Joe Knilans or Nancy Mistele

Phone: Joe: (608) 267-7394 Nancy: (608) 267-7873

Email: Joe.knilans@wisconsin.gov;
nancy.mistele@wisconsin.gov

Website: <http://doa.wi.gov/Divisions/Office-of-Business-Development>

Wearing Different Hats

by Michael J. Paggi, Culligan of Tomah & WQAW Board of Directors



Water conditioning businesses and equipment sales have been around for over 75 years. I never thought the day would come when I would be one of the old timers, but having been around for 40 years, I guess that day is here. I cut my teeth in the business learning every facet by actually experiencing it. I was a route man for years, installer/tech for 3 years, a salesman for a couple years, office manager for 4 years, general manager, and finally an owner.

I learned from my fellow dealers, including many at Wisconsin WQA conventions, mentors, and the old timers how important it was to be hands on and wear the different “hats” needed to make a small business successful. I have had to do this over my career as a water treatment professional. Dealers still need to do that today; however, today’s hats include employee management, insurance reviews, marketing, pricing, purchasing, and the list goes on. Every owner/manager, because of time constraints, tends to gravitate to the jobs or “hats” that fit him best and he feel most comfortable wearing.



In this business climate, it is difficult sometimes to do justice to all the “hats”. A person must recognize his or her shortcomings and perhaps farm out some “hats”. If this is not possible, perhaps find an employee with a skill set that can help you. We hired an individual as a service tech a year ago who came with a safety background. He has proven to be an invaluable asset in helping to upgrade our safety procedures.

If your business is to grow, it needs prospects who turn into customers. I believe all the “hats” are important, but I put an extra special emphasis on sales. We have a part-time designated person who handles all marketing in our business. In this changing sales world, this person is in charge of our web page, facebook, twitter, and all that other stuff that was not around 15 years ago. This person buys all our radio, newspaper, TV, coordinates mailings, yellow pages, home shows, tracks leads, and meets with the salesmen as needed. A very busy part time position!



Finally, no matter what size your business is, growing it means more customers and more sales. If you are not increasing sales every year, your business is not only not growing but actually sliding backwards. So, either put that sales /marketing” hat” on and get growing, or find someone who can do it for you.

HAPPY SELLING!!!



Mike Paggi wearing his ‘WQAW hat at the 2014 convention. Mike won a Green Bay Packer plaque from the PAC drawing.

7 Spectacular Reasons 2 Attend the WQAW's Convention

Mark your calendar for September 25 & 26, 2015 and register today to stay informed, involved and in-touch during the 2015 WQAW Convention at the Waterfront Best Western in Oshkosh.

- 1. Waterfront Best Western** - Nearly every room has a scenic view of the Fox River and many overlooking picturesque Lake Winnebago in the distance. Experience personalized service from friendly hotel staff, and enjoyed the comfort of beautifully appointed hotel rooms featuring upgraded amenities. The hotel is centrally located to the University of Wisconsin – Oshkosh, Grand Opera House, Paine Art Center and Gardens, Oshkosh Public Museum, Menominee Park and Zoo, and the EAA AirVenture Museum.



- 2. 9 Continuing Education Credits Available!**



- **6 Credits** - State of WI educational credits will be available at the WQAW Cram Session on Friday, September 25 from 8:30 – 4:30pm .
- **3 Credits**- State of WI and WQA credits will offer through 3 - one hour educational seminars. Seminar topics will be announced in July.
- You must attend in person to receive the credits.

- 3. WQAW Golf Tournament – 10am - Friday, September 25th**

The Oshkosh Country Club, established in 1899, is one of the oldest and most renowned in the state of Wisconsin. The 18-hole golf course is quietly one of the most pristine in the area. Mature trees border all of the holes and are accented with ponds and meandering streams throughout. The Oshkosh Country Club golf course has made a name for itself; it is on the must play list for the Oshkosh area.



- 4. Lifetime Achievement Honors during Friday's Banquet** – Watch for more information regarding who will be the 2015 Lifetime Achievement Honoree!
- 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 friendships which quite often spill over on the social aspect of the convention.
- 7. Early Bird Drawing!** Register by **August 14th** to be entered into the Early Bird Drawing for a chance to win one night stay at the Waterfront Best Western in Oshkosh.



Speakers Wanted!

If you would like to be considered to present a one hour seminar at the WQAW Convention on September 26, 2015 please submit the following information to: Cheryl@CapGroupWI.com by **Friday, July 10, 2014**.

- Name of Speaker, Speaker's Title & Name of Organization.
- Number of Years Speaker has been in position & Relevant educational experience.
- Title of presentation.
- Presentation outline listing 4 topics you will discuss in presentation.
- Learning objectives of presentation - List of 3 items attendees will be able to do after presentation.

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

Friday, September 25, 2015 in Oshkosh, WI.



On Friday, September 25, 2015, 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 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:
CALCULATOR
& CODE BOOK.

Featured Speaker

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

Who should attend?

- ◆ Anyone registered to take the **Journeyman** or **Master** Restricted Appliance Plumbing exam that would like to prepare and review for the state exam.
- ◆ Anyone who failed the 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

- ◆ **Friday, September 25, 2015**
Best Western Waterfront Hotel & Conference Center
1 N. Main Street
Oshkosh, WI 54901
Ph: (920) 230-1900
Room rate: \$99 – WQAW rate

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.

4 Registrations are
needed by Sept. 4th
or this session
could be cancelled.
Register TODAY!

2015 WQAW Board of Directors

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