



The Source

The Newsletter of the Water Quality Association of Wisconsin

33 E. Main Street, Suite 701, Madison, WI 53703
Phone: (608) 210 - 3303 Fax: (608) 244-9030

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President's Column

Balancing your personal business, life, with industry business

Day-to-day decisions within our respective companies can be time consuming and stressful at times. As dealers, manufacturers, and suppliers we all know this all too well. We all start down this road with the best intentions, "I will not let work consume me", "I will always make time for family", "I will retire before I get to the point where it is a grind". As a 3rd generation owner of a small family dealership, these are things my wife and I told each other not long into our careers. I am happy to say that we have lived by, yet broken, each and every one of these mantras. 60-70 hour work weeks are normal, dinners are often had at the office while we are trying to catch up or get ahead, and some days, yes, this is a grind.

I watched my father-in-law, Bill Maher, run this business for 20 years before purchasing the company from him. He taught me the value of making time for the industry. When I was younger, I would see him attend board meetings, conventions, mid-year leadership, and training sessions. While I knew he felt comfortable leaving Danielle and I here with the company, I never truly understood the desire to take time away too.

When we purchased the company, I had the luxury of not only attending national WQA's Mid-Year Conference, but also volunteering my time towards the industry. That has since grown into being named Chair of the Dealer Section, and sitting on multiple committees, as well as taking Bill's spot on the WQAW Board of Directors, and now, serving as WQAW President. I have come to enjoy the feeling volunteering gives me. I did not realize until recently that it is also a very healthy thing to do. My wife also volunteers at the local humane society which fulfills her more than just making a donation.

The WQAW, and WQA is comprised of almost all volunteers. They all have businesses to attend to, and families to care for. Yet, we are lucky to have members step forward and get the work done. So when you see other dealerships, manufacturers, and suppliers not participating in our state or national association events, don't feel angry that you have to do the work, or that they have the luxury of riding the association's coat tails, feel sorry that they don't have the fulfilling feeling of not only being successful, but also giving something that is invaluable to the whole industry.



Sam Baron
WQAW President
Maher Water Corporation
(715) 344-2900, sam@maherwater.com

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2018 Session Wrap-Up

By Michelle Kussow, The Capitol Group, LLC



The Capitol Group provides legislative monitoring for Water Quality Association of Wisconsin (WQAW). This means that we review every bill that is introduced and determine if it will have an effect on WQAW members. We have represented WQAW for more than 15 years and have traditionally focused on issues specific to the water conditioning industry—issues related to restricted appliance licenses and water treatment.

WQAW has been fortunate the past few sessions with very few industry-specific bills being introduced which has allowed the association to proactively pursue changes such as the recent changes to the Journeyman Plumber Restricted Appliance exam and state approval for equipment. However, we know that many WQAW members are small businesses and, as such are subject to the hundreds of bills introduced every session that could affect the day-to-day operations and the bottom line of a business.

The 2017-2018 Legislative Session is winding down with the last day of official business identified as March 22, 2018. To date, nearly 2000 bills have been introduced since January, 2017, with less than 150 signed into law. Below is a glimpse of the general business issues introduced this session and their outcome:

Personal Property Tax Exemption

Summary: WQAW was part of a coalition that led efforts resulting in a \$75 million personal property tax exemption for “machinery”. The new exemption includes water treatment equipment and “machinery” 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.

Status: Signed into law 2017 Wisconsin Act 59, effective January 1, 2018.



Child Labor Permits for 16 & 17 Year Olds

Summary: Repeals requirement to obtain child labor permits for minors ages 16 and 17.

Status: Signed into law 2017 Wisconsin Act 11, effective June 23, 2017.

Civil Litigation Reform

Summary: Reforms to civil procedures for discovery and class actions including removing contingency fees for 3rd party audits on unclaimed property and reducing statute of limitations from six to three years.

Status: As of press time, it was expected to be passed by the Senate and signed into law by Governor Walker.

Sales Tax Holiday

Summary: Creates a sales tax holiday August 4-5, 2018 eligible on taxable items up to \$100 but does not apply to prepared foods, candy, soft drinks, dietary supplements, alcohol and tobacco products. Amendment allows retailers to opt-out by providing notification to customers, i.e. signage on door.

Status: As of press time, it was expected to be passed by the Senate and signed into law by Governor Walker.



Employment Preemption

Summary: Prohibits municipalities from enacting labor and employment ordinances such as: requiring employee schedules two weeks in advance, requiring specific occupational licensing; and mandating employee benefits. The bill was amended to remove employment discrimination.

Status: As of press time, it was expected to be passed by the Senate and signed into law by Governor Walker.

Workers Compensation Reform

Summary: Implements a medical fee schedule for procedures covered under workers compensation program.

Status: Failed, no action in either House.

FMLA Reform

Summary: Federalizes Wisconsin’s FMLA Law removing duplicative and contradictory provisions.

Status: Failed, no action taken in either House.

2018 Session Wrap-Up, continued

Interchange on Sales Tax

Summary: Prohibits “swipe fees” from being imposed on the tax portion of a credit card transaction.

Status: Failed, bill not introduced.

Dark Stores

Summary: In an attempt to address the “dark store” loophole in state law, modifies commercial property assessments to include receipts, leaseholds improvements, and full business use vs. the value of the brick-and-mortar structure.

Status: Failed, no action taken in either House.

SAVE THE DATE

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!

- Now– April 26, 2018
- Wednesday, May 2, 2018
- Monday, May 7, 2018
- Sept. 28-29, 2018

WQAW Installers Course - 7 week webinar series for Learners

WQAW Cram Session - 1 day to prepare the WI JPRA exam

WI JPRA Exam– Comfort Suites in Johnson Creek

WQAW Convention– Kalahari Resort, Wisconsin Dells

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

WQA Continuing Education Credits

Did you know that WQA Certified personnel holding WI plumbing licenses can use the continuing education they get for their licenses to get WQA recertification credit as well? To get credit toward your WQA certification (Certified Water Specialist, Master Water Specialist, Certified Installer, Certified Water-Treatment Representative), please complete and submit the Seat Time Form on WQA’s website– or follow this link: <http://www.wqa.org/portals/0/education/seat%20time%20attendance%20application%20form.pdf>

WQAW’s Convention Date Announced

Mark your calendar for September 28 & 29, 2018 to attend the **WQAW Convention at the Kalahari Resort, Wisconsin Dells.**

The **WQAW Golf Tournament** will be on Friday, September 28, with location TBD.

The WQAW Convention will offer 3 hours of continuing education credits for the State of WI license and WQA Certifications.

The annual WQAW Membership meeting will be at 8:00 am on September 29th. Watch for details and registration information!



Four Mistakes that will Derail Your Sales Pitch

Reprinted with permission by Michael E. Gerber, Author of 'The E-Myth Revisited'@MichaelEGerber

There are millions of experts when it comes to teaching the art of sales and closing. Whether you read Og Mandino, Zig Ziglar, or listen to the newest podcasts from men like Grant Cardone, the material is out there to find how to sell.

The problem, though, is that a lot of newly-minted entrepreneurs make a lot of mistakes when they go for the sale - and that costs them a lot in terms of time, effort, and, yes, money. I'm intrigued by the "why" but I understand you, Dear Reader, are probably more concerned about the "how."

The "why" is complicated but boils down to one primary thing - they want the sale, either out of desperation or to validate proof of concept. Either case leads to loads of problems - delivery times, scope creep, and a host of other troubles that most small companies cannot handle. The result is that the profitable deal you closed turned into an unprofitable deal for one of the following reasons - and you need to note these and guard against them in every one of your sales calls. Even better? Anticipate that these are objections to some of your sales calls and follow ups and incorporate these issues into your own sales presentations.

Crawl before you can walk. Sure, this goes against the basic "ABC's" of sales - "always be closing" - but the fact remains that you have to preface your closing pitches to the right time and place. Sure, everyone gets a "lay down" sale once in awhile, but don't let your haste to close a sale turn your buyer off. Any sale is a process and those processes need to be gone through. Sales follow the same courses of action as healthy human relationships - you have to know her name before you ask her to marry you!

Overpromising or promising more than you can deliver. THIS one trips up boatloads of small business owners every day, especially if they are testing out new ideas and product lines. The simple solution is to have taken the time to document how work flows and be able to guarantee that to your customer. Of course, we're all human and that means that we "might" be a little overzealous when testing out new products and services. Here's your rule - underpromise and overdeliver - never the other way around.

Not getting the whole story. Stop me if you heard this one - you closed the sale, only to find out that the customer left out a lot of critical details about their needs. Welcome to scope creep. No matter how much you need the sale or how great it might be to be associated with this company as one of their vendors, if you (or your sales team) doesn't get the whole story before the sale, then your whole contract is based on assumptions that will cost you time and money. In the end, if the customer decides to cancel the deal, you could lose money as a result of wasted time and resources.

Selling them an apple when they need an orange. One of my pet peeves is when companies or specialists try to shoehorn a product or service into doing something it was never intended to do. Technology companies are filled with these sorts of poorly executed issues. In their haste, many entrepreneurs, looking for a sale, try to stretch the limits of what their product or service can do. If you're an accountant that doesn't handle bookkeeping, then don't attempt to sell bookkeeping. (On the other hand, you should be able to partner with a company that does handle that and create a symbiotic relationship with them, passing referrals back and forth.)

Now, nowhere in the list above have I told you not to stretch yourself out. Growth and income is directly proportional to a company understanding what their clients want and adapting to those needs and requirements. At the same time, you need to be completely aware of the mistakes that haste and assumptions can create between you and your client. Go for the close, just understand exactly what your customer needs before you try to solve a problem they don't have and lose a potential sale at the same time.

Education & Exam Opportunities for WI JPRA

The WQAW exam continues to be a struggle for learners trying to receive their WI JPRA license. The Water Quality Association of WI provides opportunities to educate your Learners to prepare for the WI Journeyman Plumbing Restricted Appliance exam to earn their WI JPRA license.

Take the Steps to Success

The steps below provide all the education and training to prepare you for the WI JPRA exam on May 7th. Programs are scheduled to move your determined learner through the program within 90 days.

Step 1: Installers Course - in progress

Step 2: MEP Program for 6 badges

Step 3: Cram Session

+ Step 4: WI JPRA Exam

= SUCCESS

Save with your
association membership!

Customize Your Education! Pick and choose from the steps and create a customized education program..

STEP 1- WQAW Installers Course

This webinar slows down the pace of learning in this 7-week webinar series. Live interaction with instructor allows students to ask questions and receive immediate feedback. Next session will be Fall 2018.

STEP 2- WQA's MEP Program -

*6 Badges for WI JPRA Learners! Let the computer teach you!

1. Water Quality Basics (~8 hours)
2. Analysis & Treatment (~8 hours)
3. Water Treatment Systems Operations (~6 hours)
4. Hydraulics Fundamentals (~2 hours)
5. Disinfection Methods Fundamentals (~2 hours)
6. Water Analysis Fundamentals (~1 hour)



STEP 3- WQAW Cram Session - Wednesday, May 2, 2018

Dive into and immerse yourself in WI JPRA exam training! This one day course is meant for final training prior to the WI JPRA Exam.



STEP 4- WI JPRA Exam- Monday, May 7, 2018

Same rules apply as the State of Wisconsin Exam. WQA is authorized to provide exam for WI Journeyman Restricted Appliance (WI JPRA) License! Plus, you will receive report card to see how well you did and areas of concern.



For registration and more details, check www.WQAW.com or contact Cheryl Lytle, WQAW Administrative Assistant at (608) 210-3303.

2018 WQAW Board of Directors

Sam Baron, President
Maher Water Corporation
(715) 344-2900; sam@maherwater.com

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

Erik Koglin, Vice President
Water-Right Inc.
(920) 572-5003; erik.koglin@water-right.com

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

Scott Chiples, Secretary/Treasurer
Culligan Water Conditioning - La Crosse
(608) 781-2500; scott.chiples@culliganlacrosse.com

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

Don Meredith, Immediate Past President
Meredith's Culligan Water
(262) 878-1161; donm@meredithculliganwater.com

Chris Richter
Water Clinix of America dba Water Doctors
(262) 549-7733; crichter@h2odoctors.com

Jason Fenske
Cargill Salt
(608) 318-0164; jason_fenske@cargill.com

Chris Steddick
Culligan of West Bend
(262) 384-3449; Christopher.steddick@culliganwater.com

Ken Haley
Culligan of Tomah, WI & Winona, MN
(507) 452-3600; ken@culliganbetterwater.com

WQAW Management & Legislative Team
Cheryl Lytle, Michelle Kussow & Brandon Scholz
The Capitol Group, LLC
Phone: 608-244-8460

Water Quality Association of WI
33 E. Main St. Suite 701
Madison, WI 53703

