



The Source

The Newsletter of the Water Quality Association of Wisconsin

33 E. Main Street, Suite 701, Madison, WI 53703
Phone: (608) 244-8460 ext. 303 Fax: (608) 244-9030

Volume 2, 2016

President's Column

Ah, summertime in the Badger State. It's pretty hard to beat!

For many of us, our best life memories are of summer activities with family and friends. In this particular year, being outdoors gives us all a respite from the relentless political intrusions into our lives. When one spends some time with nature, they return nearly unflappable and focused. Getting life and business in the proper perspective is a healthy thing for all of us. So, I hope for you that this summer will bring new life memories with those you love.

WQA Approved License Test

As you well know, for some years, we have been working with the state of Wisconsin to get an industry-specific restricted plumber license exam. I am happy to report that we have just received approval! The new examination will help assure that our folks are properly trained for work in our industry. It will also be more focused on the knowledge our personnel need to fulfill their positions with our dealerships. Please watch for more training information in the near future!

Convention Time!

Yes, I know I just talked about the value of summer- and our convention is in the early Fall. But, we all do need to plan ahead and planning for convention attendance is no exception. This year's convention will be back in "The Dells" on Sept. 23rd-24th. We'll be at The Kalahari Resort and indoor water park. Talk about a family property! Mark your schedule to attend and bring along your family.

"Summer's lease hath all too short a date", **William Shakespeare**.

Hmm, I wonder if Bill ever lived in Wisconsin?

Hoping all of you have a memorable and special summer!



Don Meredith
WQAW President
Meredith's Culligan Water
(262) 878-1161
DonM@MeredithCulliganWater.com

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WQAW Convention

Save The Date!
September 23 & 24, 2016
Kalahari Resort, Wisconsin Dells
For more information please check
www.WQAW.com

WQAW Cram Session

The next Cram Session date is being planned for the Fall 2016.
Please watch your email for updates.

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

JPra License Exam, WI Plumbing Code Advisory Committee & Repeal Personal Property Tax

By Michelle Kussow, The Capitol Group

JPra License Exam AND Training

WQAW has received approval from the Wisconsin Department of Safety & Professional Services to administer an exam for the WI JPra license! WQAW and WQA have been working toward this goal for more than five years to allow an industry coordinated training for licensed learners while still maintaining the integrity of the JPra license.

Now that the exam has been approved, WQAW and WQA are ready to offer training beginning this Fall! WQAW will be offering a Beginners Installers Course, which was developed by Jim Davis—who is also the instructor for WQAW’s Cram Session. The WQAW Installers Course will be a 6 – 8 week semester webinar course that includes WQA’s Modular Education Programs.

Please watch for more details to be out soon to register for this program!

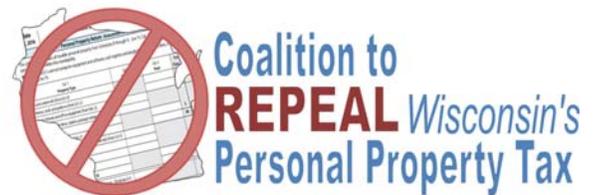
WQAW Board Member on WI Plumbing Code Advisory Committee



WQAW Board Member Scott Chiples, Culligan-LaCrosse, has been appointed by Department of Safety and Professional Services Secretary Dave Ross to serve on the Plumbing Code Advisory Committee. The Plumbing Code Advisory Committee is created under Wisconsin Law to advise the Department on plumbing standards as set forth in Wisconsin Administrative Code SPS 380-387. Chiples is currently the Secretary/Treasurer for the WQAW Board and has served on the Board for more than 20 years.

Coalition to Repeal Personal Property Taxes

WQAW has joined 31 other trade and business associations in the Coalition to Repeal Wisconsin’s Personal Property Tax. The coalition consists of organizations representing more than 400,000 Wisconsin businesses employing over a million employees as well as thousands of individual taxpayers across the state.



“Collectively, coalition members represent nearly every personal property taxpayer in Wisconsin.” said Michelle Kussow, The Capitol Group. “Many of these organizations have been lobbying on the issue for years, hearing from members and watching other states repeal the personal property tax; and felt that now is the time for Wisconsin to repeal this unfair and archaic tax.”

The personal property tax (PPT) is a tax imposed on a businesses’ “tangible” personal property. The tax is assessed and collected by local governments and is in addition to the real estate property tax. The tax has existed since 1849 as part of Wisconsin’s original property tax scheme, and through the years has seen many changes and exemptions.

This is an important issue for WQAW dealers. We ask all members to stay active and informed on this issue. Please find the coalition on Twitter and Facebook and help spread the message!
<https://www.facebook.com/RepealWIPPT> https://twitter.com/repealppt_wi



2016 WQAW Convention

Mark your calendar and tell the family that the **2016 WQAW Convention is at the Kalahari Resort in Wisconsin Dells on September 23 & 24, 2016!**

When you visit **Kalahari Resorts**, you'll know right away you're somewhere special. Featuring an exciting mix of rides, slides and adventures, it's an incredible time for the whole family. From the amazing water park to the thrilling Indoor Theme Park, the Kalahari offers an array of attractions for children of all ages, whether they're 3 or 13 or 30 and up. Plus, with amenities such as Spa Kalahari & Salon, exceptional dining options and championship golf at Trapper Turn Golf Course, the Kalahari goes beyond your expectations.



Three Continuing Education Sessions on Saturday morning will provide 1 credit for each session for a total of 3 credits for your State of Wisconsin Restricted Appliance license and your WQA certifications. Testing for WQA Certifications will also be available on Saturday afternoon. Watch for details on seminars in August.

The **WQAW Golf Tournament** will be held at Trappers Turn Golf Course on Friday, September 23rd. Hole Challenges and door prizes winners will be announced at the Friday evening banquet.



Table top exhibits are available to showcase your products and network with water treatment dealers and their employees.



Be an Early Bird! Everyone registered by August 23rd will be entered into a drawing for 1 free night from the Kalahari Resort! Convention Registration and the hotel room block are open for early birds to make their arrangements! Details are updated on www.WQAW.com/events/

WQAW Members

Membership is our most important asset for WQAW. Thank you to the companies who have renewed or became new members in 2016. Here are additional members that were not listed in Volume 1, 2016. A full list of WQAW Members is listed in the 2016 WQAW Directory.

Aquarius Water Conditioning, Eau Claire

Aquarius Water Conditioning, Hayward

Aquarius Water Conditioning, Siren

Culligan of Waukesha

Culligan of Ashland

Culligan of Sturgeon Bay

Culligan Total Water Systems

Gibson's Watercare Service

Great Lakes International

Liquitech Inc.

Sterling Water, Eau Claire

Sterling Water, Rothschild

Sterling Water, Waupaca

Water Doctors



5 Effective Facebook Marketing Strategies

By Jessica Davis— Reprinted with permission from Godot Media, Premium Content Writing Services
<http://www.godotmedia.com/>

Facebook is the social network that doesn't need an introduction. It is arguably where social media marketing began. Facebook hasn't lost relevance with the development of other social media networks, in fact, it has a lot to offer specifically to businesses (on Facebook pages) unlike on other social platforms.

Benefits of Facebook Marketing:

1. Access to Facebook insights
2. Facility to run contests
3. Ability to appoint page admins/managers
4. Facebook tabs for business descriptions
5. Facebook ads and offers



Use those features, since you have access to them. Apart from maximizing on the obvious benefits (mentioned above), there are 5 simple things that you could do to make a large impact on Facebook.

5 EFFECTIVE FACEBOOK MARKETING STRATEGIES

1. Capitalize on Your Free-of-charge Ad Spaces

It's funny how brands go the distance to create and manage pages, but fail to optimize those presences for best effect. All it takes is a few fun, accurate, SEO-friendly words about the business, a smartly picked profile picture and cover photo.

Your profile picture could be your logo, business identity, but look at your cover photo as a free Ad canvas that you can change whenever you please.

Even if you don't have a design team to create cool concepts to sell your business, you could always do it yourself –

Step 1: Write a simple and clear line to describe your business/product (Try to add a touch of humor, intellectual appeal or just plain and simple warmth to it). Remember to have a compelling unique value-proposition addressed to your audience. Adding a Call to Action, is a bonus.

Step 2: Pick a cool background (Something related to your business – your office, team or plain, colored backgrounds will do as well).

Step 3: Put the words on the background with visual tools like Canva or PicMonkey that are quite easy to use.

Step 4: Upload and your cover photo and change once every while to shake it up

2. Attract Your Target Audience with Exhaustive Information, Fun Facts and Humor

The next thing that you can control on your Facebook profile is the content that goes up on it. Imagine you're a small business that trains entrepreneurs to successfully run their businesses. Then the audience you're trying to pull on social media would be entrepreneurs, and the content that goes on your page, should resonate with that audience.

You could use content discovery platforms like DrumUp to search for relevant social media content for you. Of course, you'd have to pick the articles that finally go up on your pages, but using an app helps up your efficiency and saves you valuable time otherwise spent in manually hunting for high-quality content.

Every post that goes up should ideally be an answer to a question that your target audience might be asking. All descriptions should be addressed to them. Throw some humorous posts into the mix and just aim at being a reliable and fun friend as a business on Facebook. ~ **Continued on page 5**

Facebook Marketing Strategies—continued

3. Encourage Your Audience to Do the Talking

High-quality content requires high-investment in terms of time to create. But the good news is that you aren't expected to create all of your content. Social media isn't about continually pushing out content, even if it is useful and even if you are curating other people's content, you can still come off as promotional. Social media is largely about crafting two-way conversations. And there are several ways in which you could do this on Facebook.

1. Always reply with open comments that could lead to further conversation
2. Ask a question, talk about something that your audience is passionate about
3. Create simple and easy to execute conversational contests around your product

Effective Facebook Marketing Strategies - Encourage Your Audience to Do the Talking

Selfie contests work! So do "Tell us your story" contests and share or like contests. The idea is to encourage action from their side, and give them opportunity to express themselves. The content that comes off of exchanges like these are excellent for content marketing purposes.

You could use sentiment analysis tools like Brand24 to gauge which comments or responses require your immediate attention.

4. Remind Your Visitors to Check In on Facebook

There are several ways of getting exposure on Facebook without much effort on your part. Check-ins form one such method.

Every time a Facebook user checks-in to your location, the post or update pops-up on that users' friends' Facebook feeds. So instant impressions. If that user has a great picture to go with the check-in, you can have an even stronger impact on the feeds you show up on. So set up a cool looking selfie spot in your office, and encourage your visitors to check-in and you won't regret it.

Check-ins also get updates on your company pages, and the more check-ins you have, the more credibility is attached to your business on Facebook. If people know that their friend and families have been to a place or bought something, they are far more likely to visit it themselves or do it themselves.

5. Engage with Your Target Audience on Facebook Groups

Participating in relevant groups is a neat, cost-friendly substitute to targeted audience acquiring on social media. The success of this strategy of course, is how well you identify the groups and the way you participate in them.

You could always create your own Facebook community around your business and invite people to join it.

The important thing to remember here is, social media in itself is a long-term strategy. Especially when you participate in groups, you have to engage and get to know people in the group before you make a sales pitch to them, or ask them to do something. Groups are excellent for collecting feedback and providing customer service.

Make participating in Facebook groups a daily activity. All it really requires is 10 minutes of your time each day to make a big difference over time.

When your audience is ready to buy, they should think of you, that's the most viable and long-lasting ROI you could get out of social media interaction. Aim at building that for yourself on social media, and you are on your way to success.

REMINDER!

Become a fan of the
Water Quality Association of
WI's Facebook page!

Here are some interesting
demographics of WQAW's
Facebook fans:

512 Total Fans (as of 7/7/16)

3% Woman

97% Men

40% are 25—34 years old

28% are 18—24 years old

455 = from India

21 = United States

14 = Egypt

[https://www.facebook.com/
WaterQualityAssociationOfWI/](https://www.facebook.com/WaterQualityAssociationOfWI/)

2016 WQAW Board of Directors

Don Meredith, President

Meredith's Culligan Water
(262) 878-1161; donm@meredithculliganwater.com

Erik Koglin, Vice President

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

Scott Chiples, Secretary/Treasurer

Culligan Water Conditioning - La Crosse
(608) 781-2500; scott.chiples@culliganlacrosse.com

Sam Baron

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

Jeff Hubbard

Watts Water
(612) 232-7756; Jeffrey.Hubbard@wattswater.com

Jim Luedtke, Immediate Past President

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

Alan Mast

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

Dan Meier

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

Mike Paggi

Culligan of Tomah
(608) 372-6124; mjpaggi@gmail.com

Chris Richter

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

Chris Steddick

Culligan of West Bend
(262) 384-3449; chris.steddick@culliganwater.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
(608) 244-8460 ext. 3

