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# SPEAKING Softly

SUMMER EDITION 2015

## WHAT'S IN A BRAND?

By Mark Russell, Regional Sales Manager

Have you ever stopped to think just how important branding is to the success of your company? Branding is more than your logo and the products associated with your company. Understanding branding and the importance effective branding will give you and your company a major advantage in increasingly competitive markets.

Branding is a promise to your customers that tells them what they can expect from your products and services, and what differentiates your offering from your competitors. Your brand comes from who you are, who you want to be, and who people perceive you to be. You can't be all things to all people; know who you want to be, what you stand for, and who your target market is.

Your company logo is the foundation of your brand and it should reflect a short message of who you are. It should be incorporated on your website, packaging and all promotional material. This is an easy and consistent way to communicate your brand to your customers.

Branding strategy includes how you plan to communicate your goods and services to customers. Advertising, web presence, social media, community involvement and other activities and programs are ideal to spread the word about your business and are a part of the community. You are selling yourself as much as you are selling products. Consistent, strategic branding leads to strong brand equity, which means greater recognition and trust with your existing and future customers. This value-added trust provides a competitive advantage, which can even help you reasonably explain why your products and services may cost a bit more than the competition.

### As you define your company's brand consider the following questions:

- What is your company's mission?
- What are the benefits and features of your products and services?
- What do your customers currently think about your company?
- What qualities do you want them to associate with your company?

### Once you have defined your brand, how do you get the word out?

- **Develop a great logo.** Get expert help from a graphic designer, a great logo will take you places.
- **Integrate your brand.** Branding extends to every aspect of your business. How you answer the phone. What you and your team wear on sales calls and service calls. Your brand is everything you do.
- **Develop a tagline to associate with your company.** Water-Right has "*The Right Water for Life.*" A company we partner with has a tagline, "*Legendary Service*".
- **Be true to your brand and be consistent.** Your customers become more loyal to you as you consistently apply your brand to their needs.
- **Increase your brand awareness through social media.** Utilizing Facebook, your website, internet yellow pages, Angie's List, LinkedIn and other means of social media will pay huge dividends if used effectively.

There are so many ways to build your brand, which will increase customer awareness of your company products and services. Let Water-Right know how we can help you build your brand and ultimately your company's value and sales success.



## HAPPY RETIREMENT! Gary Steffens of Mineral-Right

Water-Right would like to bid a fond farewell to Gary Steffens. Gary has been a long time employee at our sister company, Mineral-Right, in Phillipsburg, Kans. Gary has been with the company since Mineral-Right began in 1986 and worked his way up to become production manager.



*The Mineral-Right crew with Gary at his retirement luncheon — May 2015*

As Gary puts it, “It was the best place to be in management. I felt nothing but help and support from both the owners and the employees that worked for me.” Gary has been a major driving force to the company and he will be greatly missed.



*Glenn Gruett with Gary at Water-Right — June 2015*

## CUSTOMER APPRECIATION EXPOS



Wittcock Supply hosted back-to-back Customer Appreciation Days in Harris, Mich. and Sault Ste. Marie, Mich. early May. The Harris event had over 300 customers in attendance and the Sault Ste. Marie event had over 200. This is the third year I have participated in this event that included a golf outing. The team at Wittcock Supply does a great job setting up these events. They also include continuing education classes for plumbers and well drillers.

**By Mike Speicher, Regional Sales Manager**



On June 18, Plumb Supply hosted its 10th Annual Trade Show and Customer Appreciation baseball game in Cedar Rapids, Iowa. Minor League baseball has been a fixture at this ballpark that now hosts the Minnesota Twins Class A Affiliate, the Cedar Rapidsernels. Each summer, it is a highly anticipated event that gives an opportunity for vendors to showcase their products and educate contractors from all over Southeast Iowa. This trade show has grown into a large event that welcomes nearly 600 vendors and contractors alike. This is a great outing to build connections with customers that turn into long-term business relationships. Hats off to the hard working folks at Plumb Supply in Cedar Rapids for another successful event!

**By Mark Selvig, Regional Sales Manager**

## SOFTWARE UPDATES



Please watch for an announcement regarding a new upgrade on the software for our Impression and Impression Plus softener and filter units. Many of these electronic updates will be subtle, however there will be noticeable changes to the backwashing sequence, additional information for meter sizes, and a more accurate flow rate display.

There will also be a change to the dynamic limiting of the Installer Water Hardness setting range. Based on the previously set softening capacity in kilograins, the gallon range was updated to reflect a greater range. Water-Right has determined that the limits, as currently implemented, were too small.

There are other updates as well but these are more “behind the scenes” revisions to the programming. For a full list of updates, please contact your Regional Sales Manager or the Water-Right Technical Service department at 800-777-1426. Basic programming will not change, therefore this will not require a Master Programming update.

Join us for the next



### SCHOOL

October 13-15  
Appleton, WI

Learn about water basics, bacteria sampling and treatment, softening, filtration, commercial applications, reverse osmosis, UV systems, sales and marketing tips, lead generation, and so much more! Your hotel stay, meals, and transportation to and from the local airport are included.

**Register today for  
comprehensive water education!**

Registration is due by **October 2.**  
E-mail [vicki.vanstraten@water-right.com](mailto:vicki.vanstraten@water-right.com)  
or call 1-800-777-1426.

## Gruett GROANER

### I'll drink to that!

Two men are sitting next to each other in an Irish-style pub and both order pints of Guinness. One of them turns to the other and asks, "So where are you from?"

"I'm from Ireland."

"Me too! I'll drink to that." They both finish their pints and order two more.

"Where in Ireland are you from?"

"Dublin."

"Me too! I'll drink to that." They both finish their pints and order two more.

"Where in Dublin are you from?"

"The East Side."

"The East Side? Me too! What a coincidence! I'll drink to that!" They both finish their pints and order two more.

"Where on the East Side are you from?"

"McDonagh Street."

"Me too! This is incredible! I'll drink to that."

As the bartender pours them two more pints, another customer at the bar says to him, "That's amazing! I can't believe they're from the same street in Dublin."

"Oh, it's nothing amazing," says the bartender. "It's just the Ferguson brothers getting sloshed again."

## TECH TIPS

By Ben Bartol,  
Tech Services Manager

### The Case of the Phantom Alarm

Do you remember when the Sanitizer® Series first came out? We would occasionally get a message on the screen that said "service required". Clack told us to press the + and – buttons at the same time and the alert would go away. This solved the problem.

Something similar has come up with a few of the boards with the new software version. There is a possibility that you might get an alarm buzzer with no message on the display or a "check salt" on the display with no alarm buzzer. This is along the same lines as the "service required" message. It does not stop the circuit board from functioning but it can be an annoyance.

**To clear this alarm, press the + and – buttons at the same time for three seconds and the issue will go away permanently.**



www.all-water.org

### WATER FACT!

The water you drink today is the same water that's been around since before dinosaurs existed. A water molecule can spend 3,200 years in the ocean before going through the water cycle and up to 10,000 years in deep underground caves.

## Employee Spotlight Tom Tegen



Tom is our Production and Shipping Manager. He has the very important job of making sure our products are assembled and sent out quickly and correctly. He has worked at Water-Right for 12 years and his experience is invaluable. Every day brings a new challenge with leading the production team and he handles it well.

In his spare time, Tom enjoys going out hunting and participating in other shooting sports. He has also taken up home-brewing his own beer.

Automotive sports are also of interest to Tom; so much so that he is building his own replica of a 1965 Shelby Cobra from the frame up. His goal is to have it road ready by mid-summer. By fall, he'll be running laps at Road America® in Elkhart Lake, Wis. and taking autocross courses. Autocross courses place high demands on car handling and driver skill rather than on engine power and outright speed.



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*Softly*

1900 PROSPECT COURT, APPLETON, WISCONSIN 54914  
1.800.777.1426 water-right.com



Look Us Up! Search "Water-RightQualityWaterForLife"



## Upcoming EVENTS

### JULY

28-29 Coast Pump University Ocala, FL

### AUGUST

2-6 StormCon: Surface Water Quality Conference Austin, TX

### SEPTEMBER

14 Iowa Water Quality Association Fall Seminar Perry, IA

15-16 The Water Expo, Fall Edition Miami, FL

16 Eastern Water Quality Association Convention Lancaster, PA

25 Water Quality Association of Wisconsin Convention Oshkosh, WI

### OCTOBER

6 Pacific Water Quality Association Convention City of Industry, CA

**13-15 Water-Right School Appleton, WI**

**If you are interested in attending the Water-Right School, please contact Vicki at 800-777-1426. School registration ends October 2nd!**

## KURT'S CORNER

### CELEBRATING ANNIVERSARIES!

Let's celebrate our employee anniversaries this summer.

<u>Employee</u>	<u>Years</u>
John Degeneffe .....	26
Bob Jewell .....	20
Mark Selvig.....	17
Mike Van Eperen.....	16
Sherry Gerbers.....	15
Nayana Patel.....	14
Rhonda Chier-Verhagen .....	14
Kirk Guthrie .....	11
Mike Hanten .....	11
Kim Loderbauer.....	9
Randy Perra .....	9
Chris DeGroot .....	7
Michelle Babbitts .....	7
Nate Fritz.....	5
Tim Rindt.....	5
Kevin Smith .....	4
Mark Russell.....	2
Paul Jenquin .....	2
Randy Seyler.....	2
Sara Schmidt.....	2
Melanie Jayjack.....	1

*Thanks to all for your dedication and hard work!*