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# SPEAKING Softly

SPRING EDITION 2015

## Why We Believe In Training

By Mark Russell, Regional Sales Manager



Glenn Gruett holds training in his basement, 1970



Greg Gruett training dealers in Montana, March 2015

There is a familiar saying, "knowledge is power." Water-Right has from the very beginning recognized the importance of sharing knowledge about our products, their proper application, service, and effective sales and marketing. In the early days of the company, Glenn Gruett, our founder, held training classes in the basement of his home. Today, training is held throughout the country. Water-Right representatives can be found training one-on-one at dealerships for entire staffs, regional day long training sessions for multiple dealers, and four to five times a year for three days of intensive learning at our company headquarters in Appleton. Education is so important that the Gruett family continues to take the lead training in Appleton and in the field; we even have an advanced business training boot camp taught by our national sales and marketing managers with topics to improve sales, lead generation, and marketing skills.

Why do we place such a premium on training? Very simply, the more you know and understand our products, proper applications, and water treatment in general the more confident you will be speaking about it to your customers. Confidence is essential in any successful sales presentation. When you are confident your customer senses it and develops a trust in you. Every dealer must sell himself as much as he sells the right products for the proper treatment of water. In essence you become their smart friend. Think of it this way, before buying a new car you do research, which may

include car magazines or internet sites to read what the experts write about the car you are interested in. You may ultimately go to that smart friend, someone you trust and who knows cars. Become that smart friend in the water business by answering their questions with confidence gained through training and experience.

Water-Right can provide training almost anywhere and at anytime. Let us know what you need to learn and how much time you have for a training class. If you want to know how to take a water test and understand the results, we can train for that. Do you want to know more about the different types of media and their applications? We can do that. Want to know how to service a valve and program it? We can do that. If you want to know the history fields found in the valve and how they relate to your customer and their water habits, we can do that. Flow rates, pressure drop, system sizing, city water, well water, and even commercial applications; we can teach you what you need to know. If you need help with lead generation and your marketing strategy, we can do that too. The team at Water-Right has literally thousands of hours of experience and knowledge we are happy to share.

Consider your needs and how Water-Right can help you. For more information or to schedule training, contact your regional sales manager, tell us when and where we can train and we'll be there. Plan to organize or attend a training class this year and it will be an investment that will pay dividends for years to come.

## Remembering Bill Granger

Bill Granger was the third generation owner of WaterCare based in Manitowoc, WI. He was a very active member and past president of the WQA. In 2010, Bill retired and sold his business to Water-Right but was still a vital advisor in the company. Over the last several years, Bill valiantly fought long and hard against his progressive cancer-related illnesses. He did so with such grace and dignity that we marveled at the strength of his constitution. Bill passed away March 14, 2015 at the age of 63.

Bill never complained about the inevitability of his condition and remained upbeat and positive about the prospects of the day. He was genuinely more concerned about how you were doing rather than talking about how he was himself. His personality served as a model for us all to aspire to.



Please join us for the Water-Right School  
**May 12-14 in Appleton, WI**

Registration is due by May 1. Please email  
[vicki.vanstraten@water-right.com](mailto:vicki.vanstraten@water-right.com) or call 800-777-1426.

## Kurt's CORNER

### CELEBRATING ANNIVERSARIES!

Please help us celebrate employee anniversaries this spring for their years of service to Water-Right.

Employee	Years
Kurt Gruett.....	32
Greg Gruett .....	31
Vicki Van Straten.....	26
Derick Wasinger.....	17
Whitney Kilpatrick.....	16
Chris Schwersenska.....	16
James Dewey.....	9
Joel Rinne .....	6
Joel Grimsley.....	5
John Current.....	4
Dorothy Huempfner.....	4
Luke Java.....	4
Brett Fitzgerald.....	2
Matt Neville.....	2

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

## ODOR IN YOUR WATER

### Consider both the strength and the length

By Jeff O'Callaghan, Regional Sales Manager

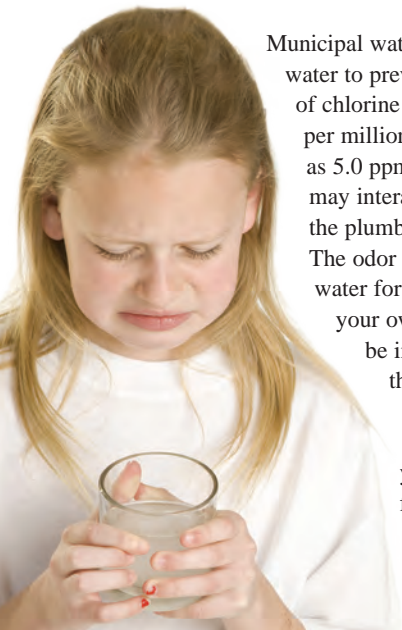
When troubleshooting odor problems in well or municipal water, here are some things to look at. If odor occurs at all the faucets, and remains no matter how long you run the water, the problem is probably the water supply. If it is only in certain faucets, the problem is likely in the fixtures or pipes supplying those specific faucets. If the problem goes away after running the water for a few seconds, it is usually the lines connecting the faucet to the plumbing. If it lasts minutes, the problem is somewhere in the household plumbing system. For consistent odors coming from the well system, Water-Right has point of entry systems that can oxidize, disinfect or absorb the contaminants and odors. Proper diagnosis is the key.

Generally, a rotten egg-like odor in household water is a result of two causes. Hydrogen sulfide is a gas that can be naturally occurring in the aquifer and needs to be oxidized. This is a constant odor that can fluctuate in its intensity from one day to the next, but never goes away. Bacterial odors can be trickier. This is where the length and strength comment should be remembered. Bacteria can be in the water supply or just in the plumbing. Over time, debris such as hair, soap and food waste can accumulate on the walls of the drain. These deposits serve as a food for bacteria to grow. The bacteria can produce a gas that smells like rotten eggs or sewage. To diagnose this problem first, ensure that both the cold and hot water have the smell and that the smell is coming out of one or several faucets, but not all. Fill a glass with water from the sink that has the smell, then step away from the sink and agitate the water in the glass a few times. If the problem is in the drain, the tap water in the glass should not have an odor. If the water in the glass does not smell, you should disinfect and flush the drain.

Bacteria growing in the water heater can also produce a rotten egg smell. Frequently, this occurs if the water heater has a magnesium anode rod or if the thermostat on the heater is set too low. Generally, the bacteria that produce this problem are not a health threat, but the bad taste and odor can be a threat to domestic bliss. Make sure that hot water smells, but cold water does not. If the heater has a magnesium rod, replace it with an acceptable alternative such as an aluminum rod.

If the bacteria is growing in the well or the aquifer, shock chlorinating the well is recommended. A defective or improperly located septic system may be present near your well. The pressure tank may also be the source of such an odor. Cleaning and maintaining the pressure tank periodically can prevent bacteria from growing to levels that cause odor in the water.

Municipal water suppliers generally chlorinate water to prevent bacterial growth. Typical levels of chlorine in drinking water are 0.2 - 2.0 parts per million (ppm), though levels can be as high as 5.0 ppm. In some cases, the added chlorine may interact with organic materials built up in the plumbing system and add odor to the water. The odor should disappear after running the water for a few minutes. If water is supplied by your own well and the problem appears to be in your plumbing and/or well systems, then your entire water system should be flushed, preferably by a licensed well driller or pump installer. If you are on municipal water, carbon filtration is usually recommended.



## Metal Removal SYSTEMS™

Industries are under increasing pressure from water quality regulators to clean up dissolved metals, nitrate and other inorganic contaminants. Conventional methods for removing metals often have difficulty consistently treating certain compounds to the low levels required by state and federal regulations

The MRS™ by Plymouth Technology in Rochester Hills, Michigan is built around an advanced adsorptive wastewater treatment process that uses naturally occurring non-toxic, granular substrates in specially developed mixtures, which reduce and adsorb target compounds from solution, or target compounds into their adsorptive chemical components.



MRS™ unit built under our CustomCare line

Unlike other methods which pay little or no attention to the types of media combinations employed, the MRS™ relies on specific granular media mixtures to perform a specific treatment activity. Not all media will perform the same in all types of water chemistries. More than a decade of research was spent in isolating the most effective media to use in a range of MRS™ system configurations that address the changing treatment goals in differing types of water.



Loading the MRS™ for shipment

Water-Right recently completed the assembly of one of these units for Plymouth Technology as part of our CustomCare brand. It was an exciting project to work on and we can't wait to see what is next!

## TECH TIPS

By Ben Bartol,  
Tech Services Manager

### New Fitting on Air Draw Units

We have replaced the John Guest® check valve on the old air draw units. We now injection mold a proprietary elbow that houses a tiny version of the Neoperl® check valve. To the right are pictures of the new elbow. So don't be alarmed if you don't see the old white check valve; it has been replaced.



## Software UPDATES

Please be on the lookout for a new updated software version of the Sanitizer Plus Series available late spring. Upgrades to the chlorine generator and slight changes in dealer programming will be part of the updates.

The most notable changes will be “hiding” the service alarms in the Installer level. In the past, many have inadvertently turned on the service alarms and mistakenly caused unnecessary service calls.

These alarms will be hidden within the software but still available if needed. For more details, please contact our Technical Service department. New master programming guides will also be available and a notice will be placed in the homeowner's guide for the unit affected.

## Employee Spotlight Dan Peters



Dan Peters is one of the helpful voices you may hear if you talk to our Technical Service department. He has been with Water-Right for two years but has been in the water industry for over 30 years.

Dan started as a salt delivery person and worked his way up to field technician, running a service department, purchasing, customer service, technical service and eventually co-owner of CustomCare Water

Dan uses his 30 years of experience in the water industry to provide superior technical support to our customers.

Technologies, Inc. When Water-Right purchased CustomCare, Dan also joined our team. He has really enjoyed his time with the knowledgeable,

hard-working staff here. Helping homeowners and field service technicians repair their equipment is a rewarding part of the job that he looks forward to

everyday. In his spare time, Dan enjoys spending time outdoors on his hunting land. He is also a big Packers, Brewers, and Badgers fan.



Look Us Up! Search "Water-RightQualityWaterForLife"



## Upcoming EVENTS

### APRIL

21-24 WQA Aquatech Las Vegas, NV

### MAY

7-9 Florida Ground Water Association Convention Orlando, FL

**12-14 Water-Right School Appleton, WI**

18-21 New York Rural Water Association Conference Verona, NY

### JUNE

2-3 The Water Expo, Spring Edition Miami, FL

If you are interested in attending the Water-Right School in May,  
please contact Vicki at 800-777-1426. School registration is  
due by May 1st!



**Stop by and say 'Hi'!**  
Water-Right will be in booth #527

**21-24 APRIL**  
LAS VEGAS (NV) • USA

## Gruett GROANER

### The Golden Years

A man was invited to some old friends' home for dinner. His buddy preceded every request to his wife by endearing terms, calling her Honey, My Love, Darling, Sweetheart, Pumpkin, etc.

He was impressed since the couple had been married almost 60 years. While the wife was off in the kitchen, the guy said to his buddy, "I think it's wonderful that after all the years you've been married, you still call your wife those pet names."

His buddy hung his head. "To tell you the truth, I forgot her name about ten years ago."

