



**P1 / CUSTOMCARE:
GAINING GROUND**



**P2 / DUTTON-LAINSON CO.
Company profile**

SUPPORTING SWIMMERS
Water-Right donates towels
to the Special Olympics

TECH TIPS



P3 / CHLORINATED WATER
The health risks associated
with drinking chlorine

WQA: IS IT RIGHT FOR YOU

EMPLOYEE SPOTLIGHT
Gary Matusin



P4 / UPCOMING EVENTS
This fall's events and shows

KURT'S CORNER
Anniversary dates

GRUETT GROANER



SPEAKING Softly

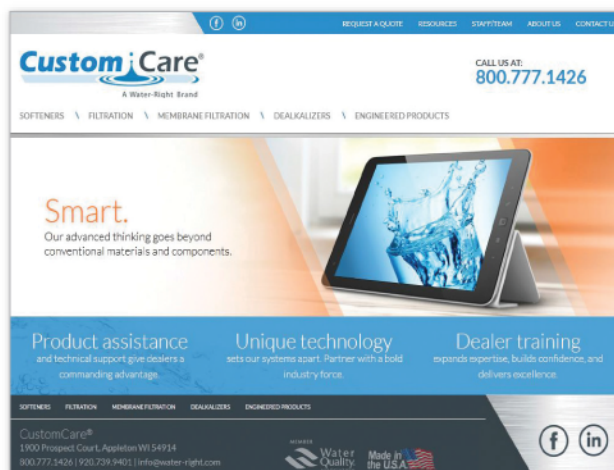
FALL EDITION 2014

CustomCare: Gaining Ground

By Luke Java, Director of Sales and Marketing

In the summer edition we proudly announced “A New Beginning” of CustomCare®. As it stands today, we are quickly approaching our second month after announcing the release of the CustomCare sales and marketing materials to our Water-Right partners. With this in mind, we felt it appropriate to share more on the importance of these tools and the progression we will continue to take while re-branding our C&I products and programs.

First and foremost, in early September we launched the new CustomCare website. Customers like yourself wanted instant access to all the pertinent information associated with the CustomCare brand products and this was definitely the best way to accomplish that. So the next time you fire up your computer or smart phone, punch in customcarewater.com! I guarantee you will like the simplified navigation as well as the look and feel of your newly branded commercial products.



Request A Quote

Based on the information you supply below, we are happy to provide you with a detailed commercial/industrial equipment quote for your specific project or application. As an added service, we can also provide you with a written specification covering the equipment recommended, as well as detailed drawings.

Application Parameters

The more information provided will ensure greater accuracy in sizing the proper equipment.

Company Name:

Contact Name:

City:

State: Zip:

Telephone: Fax:

Email:

Resources

Staff/Team

CustomCare

About Us

Contact Us

It doesn't end there... for quick, accurate and hassle free quoting, you have options. Whether it is a job requiring a standard commercial system, or a solution-based application requiring engineered services, you now have access to “Request a Quote.” This feature on the website allows the customer to accurately and efficiently provide information to Water-Right's Customer Services group in a timely fashion. In return, you will receive information or immediate contact for further qualification on your specific quote. If you would rather speak to someone directly regarding a commercial quote, we have ramped up these services as well! Water-Right's Technical Services department will gladly quote you a CustomCare project over the phone. All commercial quotes today are managed and tracked to maintain accurate follow up. We know your quotes are important and can change right up until the day of purchase. Call us old fashioned, but this simply gets the job done. We like to think of these added services as a way to position your business and the CustomCare brand as a top provider of reliable, high quality commercial and industrial equipment.

Dutton-Lainson Company Going Strong After 20 Years



From left to right: Joni Troudt, Sales Assistant; Scott Sweet, Outside Sales Representative; Ed Briseno, Outside Sales Representative; Bill Hinzmann, Quotations Manager; Doug Weber, Plumbing Department Manager; Gary Hesman, Water Products Specialist; Randy Ritterling, Outside Sales Representative; Larry Tomcak, Outside Sales Representative (not pictured – Rod Maggart, Outside Sales Representative)

By Jeff O'Callaghan, Central Regional Sales Manager

When I first walked into Dutton-Lainson Company in Hastings, Nebraska 20 years ago I will admit I was a little intimidated. I grew up in Hastings and Dutton-Lainson was a landmark in Central Nebraska as well as one of the largest, well respected employers in outstate Nebraska. The company was founded in 1886 by William M. Dutton and two friends who started a small harness and horse collar shop. This soon grew to become one of the largest horse collar manufacturing plants in the nation.

In 1920, along with a major expansion of their manufacturing, they diversified and started a wholesale house. In the 1940s, the company retooled to meet the needs of a world at war. During this time the company received three Army-Navy E pennants, an award signifying the highest

level of quality and service, which was given to only five percent of the country's manufacturers at that time.

I met with Gary Hesman, who had been in the industry for many years and was both friendly and candid. Dutton was in the middle of a bad situation. Their present supplier was unable to supply reliable product or support. After meeting Gary and some of the professional sales staff, I knew this would be a great fit for Water-Right. After Gary attended a school in Appleton, Wisconsin and met with the Gruetts, the rest was history. Through steady growth and a huge priority of taking care of their dealers, Dutton-Lainson continues to be a top notch distributor and remains true friends to the Water-Right family.

Water-Right Supports Special Swimmers

In June, the Special Olympics 2014 USA Games were held in Princeton, New Jersey. Wisconsin was represented by 62 athletes participating in 8 of the 16 sports categories. Water-Right proudly donated the towels that the swim team used during the week-long competition.

Erin Connors, a local swimmer from Oshkosh, visited Water-Right after the games to thank Kurt Gruett for the donation and to share her accomplishments. She won a gold in her 100 individual freestyle, a silver in the 50 individual backstroke, a bronze in the 4x50 freestyle relay, and a bronze in the 4x50 medley relay.

Water-Right is happy to support these talented people who have as much passion for water as we do!



Kurt gives Erin and her mom, Mary Beth, a tour of Water-Right's production line.

TECH TIPS

By Ben Bartol,
Tech Services Manager



Dead Batteries

Now that the Clack valves are starting to get up there in years of service, the back-up batteries are starting to go bad. Nothing strange in that no battery lasts forever.

You might be seeing errors that would make you think that the board needs to be replaced, but in fact it could very well be a dead battery.

We are starting to see the 4003 or the 403 errors which would normally mean you have an internal memory error. It can also mean that the battery is dead and for the most part it is. This is the case if you have a blank screen as well. We covered this once before but a refresher course never hurts.

To check for a dead battery, pull the power cord off of the bottom of the circuit board (not out of the wall receptacle). Then pull the battery out of the pocket in the upper left hand corner of the board. Plug the power back in and if the time of day comes up then it's just a dead battery. You then need to replace the battery though the board will function just fine without a battery as long as you don't lose power. If the error comes back up, then you truly have a bad board.

The Problem with CHLORINATED WATER

Submitted by Michael Speicher, Regional Sales Manager

>>From Amy Capetta's Redbook article: 10 Foods That Are Wreaking Havoc on Your Gut

If you're drinking tap water, you're probably also ingesting chlorine. And unfortunately, we've come to accept this impure form of water as the norm, say The Heal Your Gut Cookbook co-authors Hilary Boynton, certified holistic health counselor, and Mary G. Brackett, a whole-foods advocate. "Chlorine is there to kill bad organisms that may lurk in the water supply. But it can also kill the good bacteria living inside your body." For the sake of your gut, invest in a reverse osmosis filter, which helps remove impurities such as chlorine, bacteria, sulfates, and pesticides from water. They're more expensive than typical filters, but are actually successful in removing all chlorine.



WQA: Is it right for you?

By Kurt Gruett, President of Water-Right, Inc.

The Water Quality Association is an organization of water treatment professionals, including manufacturers and dealers, that advocate for the betterment of water.



Water-Right has been a member of this organization for 25+ years and many of our employees have served in various capacities within the organization. While as a company we may not agree with everything that WQA has done, we cannot deny the passion and dedication of the organization for the advancement of water. We all have enjoyed the benefits of what this organization has done for us in the water treatment, plumbing, and water well industries. For less than the profit many of you make on one softener, you can become a member and help advance, move, and direct the future of our most precious resource, water.

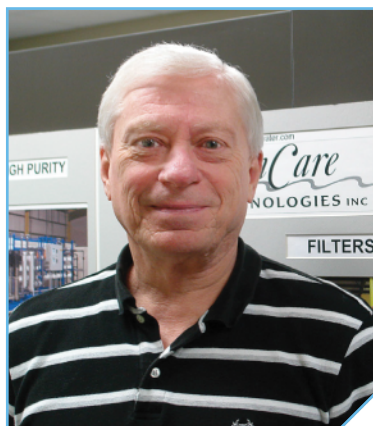
Please contact myself (kurt.gruett@water-right.com) or RJ Burke (rj.burke@water-right.com) if you are interested in becoming a member. You can also learn more on their website: www.wqa.com. Thanks for the consideration.



Join us for the next **WaterRight® School**
November 4-6 • Appleton, WI

Registration due by October 20, 2014. Please email vicki.vanstraten@water-right.com or call 800-777-1426

Employee Spotlight Gary A. Matusin



Gary Matusin is a valuable asset to our Custom Care line. Gary has been designing specialty commercial and industrial water treatment systems for Water-Right for the past two years. The wide variety of projects that come to his desk is what keeps him excited about his job. Gary enjoys the complexity of the various systems he designs and loves never having a monotonous week.

Gary is a graduate of Marquette University. He went into the water industry right off the bat with Bruner Corporation where he spent 21 years learning the trade. Next he moved to the Napa Valley where he ran a Culligan branch for seven years before joining Water-Right. In his spare time, Gary enjoys playing basketball, golf and spending time with his pet cockatiel "Professor."

"In April, I completed 40 years in the water treatment industry, so needless to say, I've seen virtually every scenario from softening and filtration to RO and DI."

— Gary —



Look Us Up! Search "Water-RightQualityWaterForLife"



Upcoming EVENTS

OCTOBER

23-24	American Water Summit	Houston, TX
24-25	Oregon Ground Water Assoc. Fall Convention	Redmond, OR

NOVEMBER

4-6	Water-Right School	Appleton, WI
6-7	Indiana Ground Water Assoc. Convention	Michigan City, IN
11-12	Ohio Water Well Assoc. Convention	Columbus, OH
13	Western Water Conference	Huntington Beach, CA

DECEMBER

9-12	NGWA Expo	Las Vegas, NV
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If you are interested in attending the Water-Right School in November, please contact Vicki at 800-777-1426. November school registration is due by October 20!

Kurt's CORNER

CELEBRATING ANNIVERSARIES!

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

Employee	Years
Guy Gruett.....	27
Jeff O'Callaghan.....	17
Ted Cooksey.....	15
Sherry Gerbers.....	14
Kirk Guthrie.....	10
James O'Leary.....	4
Timothy Rindt.....	4
William Granger.....	4
Michael Speicher.....	4
Richell Hirst.....	2
Mark Russell.....	1
Mai Chang.....	1
James Flunker.....	1
Sara Schmidt.....	1

Thanks to all for your dedication and hard work!

Gruett GROANER

R.I.P dense water vapour. You will always be mist.

