



P1 / CUSTOMCARE

The final move is complete.

DOT MATRIX BOARD NOTICE

How you can check if your conditioners need a new board.



P2 / SOCIAL MEDIA

How we can leverage social media to work for us.

INDUSTRY ARTICLE

Homeowners interest level is high in getting quality water.

EMPLOYEE SPOTLIGHT

Meet Tim Marek



P3 / ROAD TRIP

A visit to Clack Corporation

KURT'S KORNER

Customer vs. Tech Service
Anniversary dates

GRUETT GROANER

What's so funny?



P4 / UPCOMING EVENTS

Don't feel left out - Find out when events are happening.

Welcome to the new and improved Speaking Softly - it was time for a Regen!

SPEAKING Softly

FALL EDITION 2013



**CustomCare
Move**



The final move for CustomCare Company (our commercial/industrial division) to the Water-Right location has been recently completed. Product and personnel are finally here on location.

For those of you that have been at Water-Right, the training area has been reworked to make offices for our CustomCare boys and the space has become temporary offices until we can get moved into the new building.

Assembly of the commercial/industrial systems will be at our location. In the case of "skid mount systems" these systems will be assembled off-site where we have arranged for more room. Again, once the new facility is complete, all systems will be produced here in Appleton.

If you have commercial/industrial needs from Water-Right, please contact Tim or Gary at 800.777.1426.

Submitted by Kurt Gruett

DOT MATRIX BOARD ISSUE

On September 18th, 2013 Water-Right released a technical bulletin regarding the possibility of multiple regenerations of water conditioners. Due to our far reaching distribution, it is impossible to contact everyone directly. This issue affects mainly the *Sanitizer* product lines or what we call "Dot Matrix" style electronic boards. However, other product lines were touched. It does not affect the *Impression* product lines.

Please contact your distributor or Water-Right directly for more information on board identification, manufacturer dates, and model numbers.

Important NOTICE

You can also login to
www.water-right.com/dealers
to see the technical bulletin
with related information.

If you have issues logging in, please call
customer service at 800.777.1426

Homeowners Concerned About Water

Submitted by Jeff O'Callaghan

>> READ MORE ONLINE AT WWW.WQA.ORG

More than half of Americans have concerns about the quality of their water – and we are increasingly showing a willingness to pay for treatment in the home. These are among the conclusions of an independent survey released at WQA Aquatech USA. The random sample survey, conducted by Applied Research-West, Inc., offers a look into Americans' evolving attitude about their water.

“As awareness increases, consumers are looking more and more for ways to protect themselves and their families,” said Dave Haatja, executive director of the Water Quality Association, a not-for-profit international trade organization that commissioned the survey.

Among the major findings:

- A quarter of consumers are “extremely concerned” about the quality of their water supply. Fully, 52 percent list their level of concern at a 4 or 5 out of 5.
- Increasing numbers of Americans say their primary concern over their water quality is

related to contaminants. That percentage is 29 in this year's survey compared to 22 percent in 2008. Water taste concerns have also increased by homeowners.

- Only about two thirds of consumers say primary responsibility for quality water is outside the home, with their municipality, down from nearly three quarters in 2008. More than 20 percent believe they are primarily responsible for the own water quality.

The survey showed that slightly over half, or 55 percent, consider themselves somewhat or very knowledgeable about contaminants in their tap water. Respondents are concerned, with nearly 80 percent believing that tap water contains chloramine, and nearly as many thinking lead is present.

The findings also reveal that boil water alerts tend to trigger purchase of water filtration systems. In fact, boil water alerts have been growing slightly in number over each survey period.

Water-Right is Social

OK, so we have a page.... now we just need to figure out how to walk the walk and let the power of social media work for Water-Right. Thankfully, we have a great marketing team ready for the task. We'll be posting company updates and happenings, some product information, and fun things about the awesome water industry we are lucky to be a part of!



So, if you're on facebook, look us up!

Just search for **Water-Right**



Employee Spotlight Tim Marek

Tim has been employed at Water-Right since the first of the year when Water-Right acquired CustomCare. Tim has worked in the water treatment industry since 1980 when he began his career at Bruner as a draftsman. He worked for Bruner, Kisco Boiler, Culligan and Diamond H2O before founding CustomCare Water Technologies in 2003.

Tim is working on the commercial and industrial segment of the business, continuing to service the existing CustomCare customers as well as forming new relationships with the customer base of Water-Right. His responsibilities include all facets of the engineering and the sales process for the commercial and industrial systems we manufacture.

Tim says “The best part of my job is the people I have met, the different challenges I have had a part in solving and the opportunity to continue learning almost daily. I have had the good fortune to travel all over and have been in some of the most fascinating facilities I can imagine. I have done work in bottling plants, oil refineries, ethanol plants, power plants and facilities that manufacture automobiles, appliances, skate boards, clothing, circuit boards

and many other products. I have been lucky enough to work with some very talented people that were willing to share their knowledge, experience and friendship. What more can I ask for?”

Tim has not had a lot of time for hobbies the last ten years (starting a business), but when he does have the time he enjoys golfing and traveling, and usually tries to combine the two. He is also an avid baseball (Brewers) and college basketball (Marquette) fan and enjoys going to a game or enjoying the games at home.

Tim has been married to his wonderful wife Chris for almost 24 years. They don't have any children, but enjoy spoiling all of their nephews and nieces which seem like their kids. Tim and Chris moved to the Fox Valley about twelve years ago from the Milwaukee area and say they will never go back!!!



kurt's CORNER

CELEBRATING ANNIVERSARIES!

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

| Employee | Position | Hire Date | Years |
|----------------|---------------|------------|-------|
| Sherry Gerbers | Accounting | 9/1/2000 | 13 |
| Kirk Guthrie | Tech Service | 9/7/2004 | 9 |
| Mike Speicher | Sales | 10/11/2010 | 3 |
| Ted Cooksey | Sales | 11/1/99 | 14 |
| Richell Rieper | Office | 11/5/2012 | 1 |
| Jim Baumbach | Tech Service | 11/22/2004 | 9 |
| Jimmy O'Leary | Cust. Service | 9/22/2010 | 3 |
| Tim Rindt | Tech Service | 9/22/2010 | 3 |
| Bill Granger | Sales | 9/22/2010 | 3 |

Thanks to all for your dedication and hard work!

CUSTOMER SERVICE

As if there is not enough going on around here at Water-Right with the CustomCare move and the new construction, we have also reorganized our customer service and how we handle aspects of it.

Water-Right has split our customer service into two groups - Technical Service headed up by Ben Bartol and a more traditional Customer Service group headed up by Derick Wasinger.

Technical Service Group is just that - technical service. Any service questions, sizing, application, and small system quoting is handled by this group.

If you are in need of this type of help, please ask for "Tech Service" and you will be directed to the right person(s). I would also like to welcome Dan Peters to the new tech service group; he came over from CustomCare and has a wealth of knowledge in Fleck and Autotrol style equipment.

Customer Service's responsibility is to take care of all unit orders, parts orders, questions concerning pricing, return material authorizations (RMAs), and even lead time questions will go to this group.

This transition will happen gradually, and you will be asked on the phone which group you need. We are starting this now as to develop a "work flow strategy" for the new location.

We find this necessary due to the number of calls the current customer service guys are taking. We want to provide quicker, faster responses for the true technical call, and not "bog" down the guys with order taking/pricing responsibilities. This will result in faster and more accurate turnaround time for all questions when calling Water-Right.

We know many of you have relationships with certain customer service people, but please try to ask for the right group depending on the question or situation you are in.

gruettGROANER

THE ELEMENT OF WATER

My friend was working at an amusement park when a couple stopped him. "Excuse me," said the woman, pointing to a pond. "What is that water made out of?"

Bemused, my friend replied, "Two parts hydrogen and one part oxygen."

"See?" she said to her boyfriend. "I told you it wasn't real."

As part of the summer sales meeting, the Water-Right Regional Sales Managers and the marketing group visited the Clack facility in Windsor, WI. Clack Corporation manufactures tanks, valves, boards and much more for Water-Right branded products.

Road Trip Visit to Clack



We can fix anything!

Tech Tips

By Ben Bartol

All of you may have been noticing on the outside of the boxes that your equipment comes in, there is a sticker that reads **"This unit contains new updated electronics."**

We have been receiving a lot of calls from people asking "what does this mean?"

Water-Right has upgraded all versions of our circuit boards to a larger processor. By doing that we have made a few revisions to some of the programming. Here are some of the "bullet points" for each version that has experienced an update.

- Sanitizer Plus Series now has service alarms that can trigger the dealer name and phone number to scroll on the display.
- Impression Series now has first level programming like the Sanitizer Series always had.
- On Air Systems, which come equipped with the "Inch worm" feature, the Backwash Air cycle can be bypassed by pressing REGEN once the unit starts counting down. This will cause the unit to go directly to the Backwash cycle so the tank can be filled.
- All new boards can access the history screens without unlocking the board.

Upcoming EVENTS

OCTOBER

8-11 PWQA (Pacific Water Quality Association) Burbank, CA

NOVEMBER

5-8 Aquatech - Amsterdam Netherlands

DECEMBER

3-6 National Groundwater Assoc. Convention Nashville, TN

JANUARY 2014

7-9 Water-Right School Appleton, WI

8 Idaho Ground Water Association

8-9 Wisconsin Water Well Association Wisc. Dells, WI

9-11 Colorado Water Well Association Denver, CO

22-24 Wyoming Water Well Association Casper, WY

24-25 Kansas Ground Water Association Hutchinson, KS

26-28 Minnesota Water Well Association Alexandria, MN

29-31 Texas Ground Water Association Lubbock, TX

30-31 Iowa Water Well Association Coralville, IA



*Coming together is a beginning.
 Keeping together is progress.
 Working together is success.*

- Henry Ford



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