

Speaking

Softly

Summer 2013

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Double Vision

By Kurt Gruett

With the release of the newly updated electronics across all Water-Right branded products, the new twin valve is now ready on all **Sanitizer Plus** and **Impression Series** models.

These new twin systems, based on the "Clack" valve platform, are now available for sale. They allow for all the advantages of twin tank systems (24-hour soft water, treated water regeneration, etc.) and the ease and simplicity of the traditional Clack valve.

Literature will be arriving soon. Please be on the look out for it. ♦



50th Anniversary Celebration Continues...

As many of you already know, this year Water-Right is celebrating their 50th year in business. Based on the suggestions from some of the last school attendees, Glenn, Greg, Guy and Kurt were presented with an anniversary cake at the last Water-Right school. They were very surprised and touched by the gesture.

Please continue to watch for specials and contests coming this year. ♦



Glenn, Greg, Guy and Kurt Gruett



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Kurt's Korner

Updates From Kurt's Cluttered Mind



- The final update to the Water-Right, WaterCare and Evolve product lines are now complete. The last phase in this process was the software changes involving the Evolve "ES Series", CareSoft Series and Water-Right's "Impression Series". These changes were completed the end of June.
- We have implemented the first stage of the Water-Right re-organization which affects sales, marketing and production.
- Water-Right's plans for expansion have been finalized. We are waiting patiently for approvals to start building. %&%!
- With the new outside marketing firm in place, it was decided we needed to hire another internal marketing person to help with creation of literature, websites, sales aids, etc.
- CustomCare (commercial/industrial division) integration is continuing and will be moved into the main facility by late summer/early fall.
- The next three day Water-Right school is scheduled for the first week in October.

Have a great summer!

Gruett Groaner



The Race

Cletus lived in a small town with only one traffic light. He had saved up his money and bought a moped.

One day Cletus was at the light waiting for it to turn green when a shiny new Corvette convertible pulled up next to him. Cletus had never seen anything like this in his life. The Corvette had its top down so Cletus leans over the side of the car and starts checking out the interior.

This annoys the driver of the vette so when the light turns green he steps on the gas, laying down rubber as he leaves the intersection.




He gets up to 60 mph when suddenly Cletus flies by him on his moped. The driver of the vette says to himself, "This clown wants to race."

Shifting into 4th gear he steps on the gas again. He leaves Cletus in his dust as he gets up to 100 mph. Then out of nowhere he sees Cletus coming up fast in his rear view mirror. He can't believe it as Cletus flies by him again on his moped. The driver of the vette shifts into 6th gear and floors it. He passes Cletus and gets up to 150 mph! Once again, Cletus passes him like he's standing still.

Shocked, the driver of the vette pulls over to the side of the road. He hears gravel flying and brakes squealing as Cletus pulls up next to him. The driver of the vette congratulates Cletus on winning the race and asks him what kind of an engine he has in his moped.

Puzzled, Cletus replied, "Race? I was just trying to get my suspenders off of your side-view mirror." 💧



Employee Spotlight

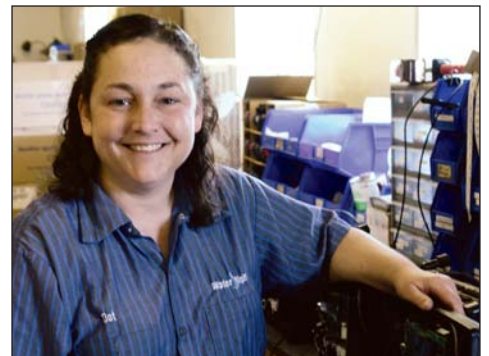
Dorothy "Dot" Huempfnr

For the last two years, Dorothy "Dot" Huempfnr has been a member of the production team here at Water-Right where she assembles residential and commercial valves.

Dot appreciates how family oriented Water-Right is and really enjoys the people she works with.

"Every workplace should have an employee like Dot. Not only is she a consistent performer, her personality and ever present smile makes it a pleasure to come to work everyday," says Tom Tegen, shop manager.

In her free time, Dot enjoys long motorcycle rides with her husband Jim



and their friends. Her family also includes two daughters and a yellow lab named Rosie. She loves fishing but won't take the fish off the hook so she fishes with two poles. 💧

Everything is Bigger in Texas

By Jeff O'Callaghan

Austin Pump & Supply Co. held its 31st annual open house on Friday, May 31st and Saturday, June 1st in Austin, Texas. Austin Pump is a wholesale distributor of water systems products all over Texas with locations in Austin, Corpus Christi, Fort Worth, San Angelo, San Antonio and Houston.

In 1954, C.T. Sterzing founded Austin Pump as a wholesale distributor of pumps and well supplies. Their employees have over 300 years of combined service in the water well industry. Today, C.T.'s son, Tom Sterzing, and Tom's stepson, Ryan Arnett, guide a team that continues to show a staunch commitment to providing quality products and superior customer service in the water well supply business. Ryan was recently named the winner of the Wesley Young Award for Outstanding Manufacturer and Supplier of the Year, awarded by the Texas Groundwater Association. Austin Pump has been a Water-Right distributor since January 2008.

Festivities began with a golf tournament where our own Kurt Gruett won the closest to the pin prize. A well drillers accreditation course took place later that day followed by a reception, which included a live band and Texas style hors d'oeuvres.

On Saturday, a record turnout of over 500 people attended the day long open house which included more than a dozen vendor displays and lots of giveaways. Among the many prizes were significant cash amounts, trips and gifts ranging from shotguns and rifles, washers and dryers and large televisions.

Being family oriented, Austin Pump also awarded many gifts to the future generation of well drillers in the form of video game consoles, tricycles, paintball guns and more.

Congratulations Austin Pump on the success of your 31st annual Open House! 💧



Tom Sterzing addressing the audience



Ch-Ch-Changes

By Kurt Gruett

Yes, this is an old David Bowie reference, but nonetheless, these days it also applies to Water-Right. We have instituted a “re-organization” of our different departments. Like most companies, we have many different groups within our organization: sales, marketing, office, customer service and so on.

While we are working on the “re-org” behind the scenes, the one division that will affect everyone inside the organization as well as our customers is customer service. Our plan is to split customer service into two distinct divisions, technical service and a general customer service division.

The technical service division will be responsible for actual technical problems, troubleshooting, sizing of equipment and water quality/testing issues. This will be headed up by Ben Bartol as technical service manager.

The customer service division, headed up by Derick Wasinger, will have the main responsibility of order entry; this includes all questions concerning orders, back orders, pricing, RGA's (return good authorization) and shipments.

The reason for this division is to better serve you, our customers. Currently, customer service is burdened with all questions, some of which are not “technical or service related.” It is our intention to spin the technical calls into a true tech service group, relieving them of non-tech calls. The customer service division will allow for prompt answers concerning orders, costs, etc.

When this change occurs towards the end of the summer, the receptionist will ask you if your question is technical or order related and forward your call to the right department. Thank you in advance for your patience during this change over. 💧



UPCOMING EVENTS

Wisconsin Water Association Annual Conference

September 18 – 20, 2013
Wisconsin Dells, WI

WQAW Convention

September 27 – 28, 2013
Sheboygan, WI

Water-Right School

October 1 – 3, 2013
Appleton, WI

2013 NGWA Ground Water Expo

December 3 – 6, 2013
Nashville, TN

The schools fill up fast! If you'd like to sign up, please call Water-Right at 800-777-1426.

1900 Prospect Court
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SERVICE TIPS

NO DISPLAY? MAY BE A DEAD BATTERY

By Ben Bartol

Recently, it's come to our attention that there have been a lot of calls concerning blank displays. This means it's dead and you might as well buy a new piece of equipment... just kidding. It probably means that you have a dead battery.

Batteries don't last forever and the batteries on our circuit boards are no different. The life of the battery is about 10 years, if you never plug it in!

We found out the actual life we've been getting on the batteries is anywhere from 2 to 3 years.

If you have a blank display or even a 400 error, there is an easy way to find out if you have a dead battery. First, pull off the transformer connection on the bottom of the circuit board (it's the only 4 prong connection on the bottom). Next, pull out the battery in the upper

left hand corner of the circuit board. Plug the transformer connection back onto the board. If the time of day comes on the display, you have a dead battery and it will need to be replaced. If the blank screen persists or if the same error code comes up, then you have a bad board.

So try this before you send back to us what you think is a bad board. It may be as simple as changing the battery. ♦