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A NEW BEGINNING FOR C&I



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# SPEAKING Softly

SUMMER EDITION 2014

## CustomCare: A New Beginning

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



A Brand of Water-Right, Inc.

As many of you know Water-Right® purchased the CustomCare® business last year. Our vision for CustomCare from the beginning was to reposition it as a brand of Water-Right, steering it away from being a standalone company or division of Water-Right. CustomCare is a well-known name in the commercial and industrial water treatment markets having been in existence since 2003. This existence was primarily through engineers, architects, and reps throughout the country; a weakness in Water-Right's marketing.

By leveraging both the Water-Right name and the CustomCare brand, it is our desire to create a strong C&I group within Water-Right. Over the course of the next several months you will see the results of that development via the roll out of some great looking marketing pieces, a new website, and new highly functional commercial products. This "re-branding" of the product line flows right down to literature, manuals, specification sheets, and yes even new model numbers.

Under the CustomCare logo "a Brand of Water-Right" moniker, we will have commercial softeners, filters, dealkalizers, RO's, and engineered services – the larger bid spec materials available. As we finalize the softener and filter series, we will begin to release the new materials, launch the website, and adding to the website as we go. Please watch for future announcements.

This is truly a new beginning.



**Next School August 12-14**

Appleton, WI. Register by July 25, 2014.  
Email Vicki: [vicki.vanstraten@water-right.com](mailto:vicki.vanstraten@water-right.com)  
or call 800-777-1426.



# New Boxing: Build and Design

By Kurt Gruett, President

Water-Right has received several complaints of concealed damage. Concealed damage is where the outside of the box is perfectly normal; however, upon opening the box there is obvious damage to the unit. Most of the concealed damage has been determined to be the result of “top loading” the units by freight companies during the transportation. We have tried numerous things, including putting “shipping cones” on top of our orders before they leave our facility only to have them crushed or ripped off by various freight haulers. In lieu of this, we decided to revisit our boxing practices and have now designed a “crush zone” in the box. This crush zone will act much like an accordion. This new design is currently being implemented. If you notice that this newly designed box has been “crushed”, it is obvious freight damage, this must be noted on the freight receipt.

While this redesign was being addressed we also took the opportunity to update the look of the box which better represents the Water-Right brand.



## TECH TIPS

By Ben Bartol,  
Tech Services Manager

### Service Alarms

Last August we introduced a new “upgraded” X-mega version software for the Sanitizer Plus® Series of conditioners. The upgraded software implemented service alarms in the programming screens. These screens allow the installer to set alarms either by gallons or time throughout the year. We found this to be a good feature for our customers for scheduling regular maintenance or to prompt the customer to call for service if the alarm sounds.

This issue has prompted a few calls to the Water-Right Technical Service department. It appears that upon initial installation and programming, installers are inadvertently setting a service alarm. Once set, the alarm will trigger and alert the homeowner to a possible service situation.

In order to alleviate this issue Water-Right will “hide” these service alarm screens in a future Sanitizer update so that installers do not have access to these settings when randomly programming the controller. If the installer chooses to set these alarms, a code will be provided to access and set the alarm. This will be available in the Master Programming Guides of the software or contact Water-Right for further assistance.



# Build a Culture of Caring

By R.J. Burke, Director of Marketing

Industrial psychologists say that June is probably the biggest month for business owners to reflect upon how the year has been going. Seems logical given June is the halfway point of the year. When a business is meeting goals and objectives, management is pleased and looks forward to finishing the year on plan, on target. However, when goals and objectives are not being met, management should look for reasons as to why.

It's a fact that when people care more they put their entire body and soul into ensuring their success. When you care more, you will put more energy, effort, and time into making sure you achieve your plan; provided of course it is achievable, realistic. So how do we get people to care more? You can start by building a culture of caring and this starts at the top. When you demonstrate caring, you will by virtue of your actions and words inspire others to care too. When you smile, when you spend more time solving a customer's problem and others within your organization will follow suit. People know when you go out of your way to show others they matter. Caring is a strategy. When you and your associates embrace it, you have a competitive advantage over your competition. (In fact, a study from Towers Perrin indicated companies with engaged employees have a 6% profit advantage).

It not only improves your bottom line, but your people will in turn pass on that caring to others. It becomes contagious.

And customers who feel cared for feel greater satisfaction and become your advocates in the marketplace. Go beyond the expected! When you have developed a

reputation for caring, you will unconsciously deliver more than what was expected of you in the first place. Again, it's a strategy and rather simple. Here's a case in point. I know a distributor who recently installed a water treatment system in a customer's home who had an iron problem. The distributor not only installed the system, they cleaned the toilets and flushed out the water heater! When the customer said, “I didn't expect you to do that, it wasn't your problem”, the installer said, “You pick us as the company you wanted to do business with. You wanted to get rid of the unsightly effects of iron in your home, and so do we.” What did they convey to the customer?

At Water-Right we work daily at building a culture of caring. It's a philosophy shared by everyone. It's a cohesive effort on everyone's part to show our customers that we care about them. We work to go beyond the expected. So when others expect more from us, we deliver more than they expected.

So again, it's a simple strategy. It's not rocket science as my dad used to say, but it takes sincere effort and work nonetheless. Start today to build a culture of caring within your organization by:

- Caring about the work you do
- Building a team that cares about one another
- Surrounding yourself with people who care
- And show your customers that you care about them



*Have a great second half of the year...*

## Arcadia Well Drilling's New Mobile Trailer

Arcadia Drilling, based in Shelton Washington, has recently added to their vehicle fleet a mobile billboard trailer featuring Water Right images and offering free water tests. This mobile trailer is designed to draw attention to Arcadia's growing water treatment business. Arcadia is Washington's largest well driller and now they have set their sights on becoming the go to water treatment company in their area.

Arcadia has been in business in the Shelton Washington area for twenty five years. They are a family owned and run company that prides itself in providing unparalleled customer service. Their name is respected and the



results speak for themselves in as much as a good percentage of their business are referrals from satisfied customers.

Their new trailer was designed to take to home shows and to park in retail parking lots. Inside the trailer Arcadia has displays of Water Right treatment products, including a plexi see-through model customers can view in operation. In addition the trailer has a UV light display, filters and pumps. The trailer is meant as a one stop experience for customers including a water testing lab. Customers' can have their water tested on the trailer, which includes hardness, iron, pH, TDS, nitrates and manganese. The weekend of May 16, Arcadia rolled out their new trailer at a local home show and had a very positive experience with lots of interest and several follow up appointments.

Everyone at Arcadia is excited about this new marketing trailer on wheels. They expect great results and in time strive to become the largest water treatment company in the area.



### CELEBRATING ANNIVERSARIES!

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

Employee	Years
John Degeneffe . . . . .	25
Mark Selvig. . . . .	16
Michael VanEperen . . . . .	15
Sherry Gerbers. . . . .	14
Mike Hanten . . . . .	10
Kirk Guthrie . . . . .	10
Kim Loderbauer . . . . .	8
Michelle Babbitts. . . . .	6
Chris Degroot . . . . .	6
James O'Leary. . . . .	4
Tim Rindt. . . . .	4
Bill Granger . . . . .	4
Kevin Smith . . . . .	3

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

## Employee Spotlight Katie Jo Stingle

Katie Jo Stingle keeps Water-Right in the good graces of those we do business with. For the past year and a half, the length of her employment here at Water-Right, Katie has made sure our invoices are entered correctly and that our bills are paid. She keeps the lights on, so to speak.

Recently, Water-Right employees moved into the new offices, and Katie loves her new office space. She likes being part of the team that handles the day to day office operations. "I enjoy having a purpose in such a great company," Katie shared when describing what she likes about her job. In addition to her primary responsibilities, Katie is a back-up for

the reception area and can be found helping with other company projects as well.

Katie isn't all business though. Being a mom has her on the go outside of work. She has two wonderful young girls that keep her busy, Sydney, 3 and Macie, 10 months. She loves to travel and is anticipating warm breezes and sandy beaches this coming January when she travels to Hawaii. After a little R&R, she plans to check off swimming with dolphins which is on her bucket list. Other things she has on her bucket list – meeting Ellen Degeneres and Donald Driver.

**"Katie is a valuable employee, she is very efficient, organized and a joy to have around. She has a great personality," says Vicki VanStraten.**





## Upcoming EVENTS

### JUNE

5-7	Florida WQA, Annual Convention & Show	Orlando, FL
8-11	ACE14 - Uniting the World of Water	Boston, MA

### JULY

26-28	South Atlantic JUBILEE, Booth 706	Myrtle Beach, NC
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### AUGUST

12-14	<b>Water-Right School</b>	<b>Appleton, WI</b>
19	Standard Electric Supply (wholesale fair)	Garland Resort, Lewiston, MI

If you are interested in attending the Water-Right School in August, please contact Vicki at 800-777-1426. August school registration is due by July 25!

## Gruett GROANER

### UNCONDITIONAL LOVE

"If a man wants to know about unconditional love, he should lock his mother-in-law, his wife, and his dog in the trunk of his car and drive around for thirty minutes. Then, when he opens the trunk, guess who's happy to see him? That's unconditional love."



From the book *The Positive Dog* written by Jon Gordon.

*"To improve is to change. To become perfect is to change often."*

*– Winston Churchill*