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One last gift

SPEAKING Softly

WINTER EDITION 2015

National Groundwater Expo 2014

By Jeff O'Callaghan, Regional Sales Manager.



Greg Gruett speaks with some of our New Mexico dealers



Kevin Osborn talks with Gary Hahn (left), and his dad Alvin (right), from Hahn Services in Mason, Texas

Water-Right recently exhibited at the National Groundwater Expo at the Las Vegas Convention Center December 9-12. Over five thousand people attended the show which kept the Water-Right team hopping for most of the two day exhibition. It was a good opportunity to see new and existing customers and also the impressive products that the well drilling industry has to offer.

This year's event definitely had its share of travelers. We were able to meet many prospective customers as well as loyal dealers and distributors from all over the country. There were even some international guests from as far away as China and the Philippines!

"There were over 5,245 total registrants at the 2014 NGWA Groundwater Expo" said NGWA Chief Executive Officer Kevin McCray. "The strong turnout made the show our strongest since 2008. We had excellent turnouts from all of our targeted audiences, and 302 exhibitors were kept busy pretty much from start to finish."

The 2015 NGWA Expo will be taking place December 15-17 in Las Vegas. Water-Right will be there and we look forward to seeing you there as well! Visit www.ngwa.org for other upcoming events.



Please join us for the Water-Right school
February 3-5, 2015
in Appleton, Wisconsin

Registration is due by January 16. Please email vicki.vanstraten@water-right.com or call 800-777-1426.

The Gift of Giving

At the Water-Right Christmas party on December 6, 2014, Kurt Gruett announced a special holiday gift to the Water-Right employees. Each employee would have the opportunity to give \$250, provided by the company, to the charity organization of their choice. This was a great way to give back to the parts of the community that are important to those we work with every day. The variety of organizations submitted during this event were astounding. From medical research organizations to local schools, Water-Right employees shared their caring spirit and stories associated with each donation. Here are the five most frequently chosen organizations:

1. **Wounded Warrior Project**
(assistance to injured veterans)
2. **Fox Valley Humane Society**
(local animal protection and adoption)
3. **Children's Hospital of Wisconsin**
(specialty children's healthcare)
4. **CP Center**
(support for those with cerebral palsy)
5. **Beaming, Inc.**
(therapy through horse training for those with special needs)

"Ever since our children took horse riding classes, we were inspired by the hard work put in by the staff towards regular and special needs individuals. We have been volunteering for Beaming for the past few years."
- Nayana Patel

Water-Right is happy and proud of everyone involved for making this event happen. Life is sometimes hard and it is easy to forget how fortunate we all are. During the holiday season, it's easy to remember those that are less fortunate. Our hope is that this spirit of giving carries on in all of our employees throughout the year.



Happy Retirement TED COOKSEY

By Luke Java, Director of Sales and Marketing.

Ted Cooksey has been a great asset to Water-Right for the past 15 years as one of our Regional Sales Managers and we will miss him very much. We always knew that our customers were in good hands when they were with Ted because he was patient and sensitive to their needs. We have appreciated that quality as well as his loyalty and willingness to accept assignments that were often beyond normal duties. We will miss Ted's commitment and the expertise he brought to the industry.



Retirement will be an adjustment but also an opportunity. We hope Ted will finally take the time to enjoy the southern warmth of Florida, which has been a big part of his life for many years. Enjoy a glass of wine, relax, and if you find the time, reflect on this crazy life and write a book! Water-Right wishes Ted nothing the best. Cheers!

Kurt's CORNER

CELEBRATING ANNIVERSARIES!

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

Employee	Years
Glenn Gruett.....	52
Ben Bartol.....	22
Michael Furstenberg.....	16
Rayne Furstenberg.....	16
Brian Peterson.....	13
Tom Tegen.....	12
RJ Burke.....	7
Richard Peterson.....	7
Ethan Granger.....	3
Tom Vandehei.....	3
Gary Matusin.....	2
Tim Marek.....	2
Kevin Osborn.....	2
Brandon Peters.....	2
Dan Peters.....	2
Donna Pingel.....	2
Stephanie Ozment.....	1

Thanks to all for your dedication and hard work!

TECH TIPS

By Ben Bartol,
Tech Services Manager

A Reminder: Loose Brine Connections

We are still getting a lot of calls on units not drawing brine or salty water after a regeneration. There are two main reasons that this would occur on any piece of equipment that has a Clack® valve on it. One could be a defective injector, which means you should install a new one. The other is the brine line connections are not tight enough.

The connections where you hook up the brine line are using "Jaco" type nuts. If these connections are not tightened properly, they will loosen causing the unit to suck in air during brine draw. If this happens, there is either no brine draw or it takes so long to draw the brine out that you have no rinse time. Not having a rinse will end up causing salty water after regen.

In Jaco's installation instructions they say to hand tighten the nuts and then wrench tighten them another 1-1/2 turns. I know everyone is afraid of splitting the nut but this will not happen. We have covered this in the past but this is still an on-going issue. If you don't tighten the connections like this, you will be probably be making a call to our technical service department some time soon.



Kretschmer-Tredway Company



The Kretschmer Manufacturing Company was founded in 1907 in Dubuque, IA by two brothers, Herbert and Frederick Kretschmer. Their business specialized in manufacturing plumbing and heating supplies. The company grew rapidly over the years and the Kretschmers bought out Tredway and Sons in 1929 to become the Kretschmer-Tredway Company. Building a strong foundation on quality products and excellent support, the company continued to grow for many years. In 1965, they were the largest distributor of plumbing supplies in the area.

A young Glenn Gruett knew that creating a partnership with the Kretschmer-Tredway Company would be a major step in Water-Right's future. He met with Charlie Kretschmer, the president at the time, with nothing more than a pitchbook and passion. Charlie could tell that Glenn had a lot of ambition but was not ready to rest the reputation of his well-established business on a supplier who didn't even have a brochure of their product. Glenn had made a wager with Charlie that if he could sell to 50 dealers in the area that were not Kretschmer-Tredway customers,

then the company would take on the Water-Right line. Charlie had agreed to Glenn's plan.

One year and a lot of sales calls later, there were 50 dealers in the Dubuque area selling Water-Right products. Kretschmer kept his end of the bargain and replaced one of his existing lines to setup Water-Right as their new supplier. This was Water-Right's first wholesale distributor.

Acquiring a wholesale distributor was only the first step. Building a strong relationship to keep them is an on-going process. After Kretschmer-Tredway started selling the new softeners, the valves began to fail. The seals were shrinking and causing leaks on the units. Glenn had a meeting with Charlie and his sales team, including a salesman named Kermit Jackson, to notify them of the issue and stand behind the products. Eventually, the valve manufacturer found a solution to compress the valve housing and close the gaps created by the shrinking seals. Kretschmer-Tredway has continued to do business with Water-Right as well as recommend other large companies to do the same.



*Kermit Jackson,
Salesman 45 years*

In 1998, Kretschmer-Tredway was purchased and renamed First Supply Dubuque. Water-Right still does business with them to this day and looks forward to continuing the relationship for many years to come. Kermit was there during the first days of the Water-Right wholesale division and is still out selling Water-Right equipment for First Supply. His 45 years of being part of the Water-Right family is truly something to be celebrated.

Employee Spotlight Stephanie Ozment

Stephanie Ozment has been a valve assembler at Water-Right for close to a year. She really enjoys her schedule and the people that she works with makes it fun to come to work everyday.

When Stephanie is done working, she likes to spend her free time taking in a hockey game or at the gym training in Brazilian Jiu Jitsu. Brazilian Jiu Jitsu is

a form of martial arts self defense that focuses on grappling and fighting on the ground. She has been training since 2009 and currently holds a blue belt.

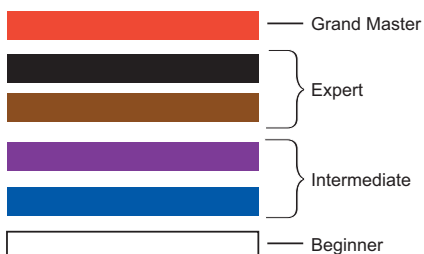
Stephanie has won many tournaments including a few International Brazilian Jiu Jitsu Federation matches in Chicago. She won the gold in her weight class there as a white belt. This past August, she went back to win her weight class as well as the open weight class division as a blue belt. She has even had the honor to train with Rickson Gracie who is part of the founding family of the sport.

In 2015, Stephanie is hoping to earn her purple belt and attend (and win) more competitions. Ultimately, she is looking to compete in the World Brazilian Jiu Jitsu Championship in California, train in Brazil and earn her black belt.



"Jiu Jitsu is my life. I train 5-6 days per week; the grappling club is like my second home."

Traditional Brazilian Jiu Jitsu Belt Ranking





Look Us Up! Search "Water-RightQualityWaterForLife"



Upcoming EVENTS

JANUARY

25-28	Minnesota Water Well Association Convention	Bloomington, MN
29-30	Pennsylvania Ground Water Association Trade Show	Grantville, PA

FEBRUARY

3-5	Water-Right School	Appleton, WI
4-6	Montana Water Well Drillers Association Convention	Helena, MT
12-13	Mountain States Ground Water Expo	Laughlin, NV
15-18	Texas Ground Water Association Trade Show	San Marcos, TX

MARCH

5-6	Michigan Ground Water Association Trade Show	Battle Creek, MI
8-11	North/South Dakota Well Drillers Assoc. Convention	Deadwood, SD

APRIL

21-24	WQA Aquatech	Las Vegas, NV
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If you are interested in attending the Water-Right School in February, please contact Vicki at 800-777-1426. February school registration is due by January 16!

Gruett GROANER

Next Stop: Baltimore

A traveling salesman received news that his wife was going into labor. He boarded the first train bound for his home in Baltimore and flagged down the first stewardess he saw.

"I always get nauseous when I go on trains, so I am going to take a heavy sleeping pill, but please do whatever you can to make sure I get off when it stops in Baltimore. My wife is having our baby and I don't want to miss it."

"Sure thing!" said the steward happily, "we'll make you sure you get off!"

Six hours later the train stopped in Washington D.C. and the man jumped out of his seat in a panic, "WHAT THE HECK! I ASKED YOU TO WAKE ME UP IN BALTIMORE!"

"Oh boy! He looks mad!" Remarked the fellow behind him to his wife.

"Not half as mad as that other guy they carried off back in Baltimore." She whispered back.