



**P1 / REDUCING OUR  
WASTE FOOTPRINT**



**P2 / REFERRALS**  
Most effective and  
affordable way to advertise

**JOIN US SOCIALLY!**  
Facebook and LinkedIn

**EMPLOYEE SPOTLIGHT**  
Mai Chang



**P3 / TECH TIPS**  
On-site water testing for  
proper equipment sizing

**KURT'S CORNER**

**GRUETT GROANER**

**WATER SCHOOL**



**P4 / UPCOMING EVENTS**  
Winter events and shows

**NGWA 2015 SNAPSHOTS**

# SPEAKING Softly

WINTER EDITION 2016

## WELCOME ABOARD!

*New faces at Water-Right*



**Steve Calahan**

*Regional Sales Manager  
for the Illinois and  
Missouri region*

Steve was previously  
with two large  
industry-known water  
treatment companies.

Steve has recently joined Water-Right in 2015. His most recent role was a Distribution Regional Sales Manager. Steve was a Bachelor of Business Administration Management graduate of the University of Cincinnati. He is married and has two daughters; they reside in Crystal Lake, IL.



**Chris Adams**

*Manager of Clear Choice  
Water Group*

Chris started in the  
industry in 1997 as  
an award-winning  
in-home salesman.  
Later he owned &

operated his own water treatment company that he sold in 2004. Chris recently served on the executive staff for two major water treatment distribution companies while serving as VP of Sales. Chris has been married for 25 years, has three kids and resides in Green Bay, WI. Chris will eventually replace RJ Burke, managing our Evolve and WaterCare dealer programs.

## REDUCING OUR WASTE FOOTPRINT

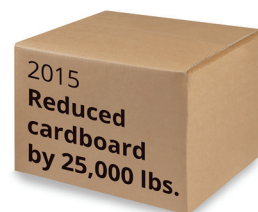
New 'totes' system saves money, time, and waste!

The most direct way to cut your disposal costs is with source reduction; bringing in less means less going out. By taking a look at our waste stream, we discovered we could eliminate much of the cardboard waste our business produces by what we were sourcing in.

When we were receiving valves from our supplier in cardboard boxes, the process was time consuming. A box that only held two valves had to be opened, valves removed, the boxes broke down, and spent cardboard placed into special recyclable bins. All these additional steps were needed when utilizing boxed valves.

An internal time study confirmed it was time to go to totes system. We figured that valve builders can produce 11-12% more valves per hour when utilizing the new tote system. We worked with a vendor and had custom-engineered, stackable 'totes' made specifically for our valves. These custom totes hold 36 valves and give our valve builders easy unloading. With a quick open of the tote gate, they can unload the valves right to the benches and get started.

Our supplier also enjoys the same time savings when packing our product. The program has been a win-win for all. Water-Right benefits with a product that can be produced and unloaded faster. Our supplier enjoys the same benefits and together we reduced a waste stream of cardboard equaling over 25,000 pounds per year in 2015. In 2016, the savings will be even greater as we move more valve SKU's over to the reusable tote system.



Boxed process: 2 per box



Stackable totes: 36 per tote



# Referrals

By Mark Russell, Regional Sales Manager

As I travel and visit dealers throughout the west coast, the most common question I am asked is how to generate more sales. A simple enough question, but one that is not easily answered; effective marketing is limited only to ones imagination. Direct mail, an amazing web page, yard signs, door knocking, home shows and many other marketing techniques have all produced successful results, but what might be successful in one part of the country may not be effective in another. Some marketing programs, such as direct mail, can be very expensive and the results disappointing.

One true and tried marketing program that is universally successful is referrals. It is low cost and close rates are much higher than most marketing programs. I have dealers that have developed such an effective referral program that all (yes all) of their sales come from referrals. Not only are referrals effective, but it is the least expensive marketing program available.

A successful referral program begins and ends with outstanding customer service. When a customer decides to buy a water treatment system from you, their decision represents more than price. They believe you have good quality equipment that will solve their water treatment needs, but even more important they buy from you because they trust you and believe you are the best person and company to install and service their new system and over the long run will take good care of them. You have established a bond that will last for many years to come, so don't take it lightly.

I always recommend that two weeks after a new system is installed the dealer returns and re-test the water, ensure the system is working properly, and reviews the results with the customer. Ask the customer if they have any questions and most importantly ask if they are enjoying their treated water. It is then, when they tell you how great their water is, you ask your customer if they know any friends or neighbors who might also benefit from having their water treated. You can decide if you want to offer any incentives, such as movie tickets, salt, or a dinner for two as a thank you, but most of the time your customer will offer at least one or two names. Even if they don't at that time, they very well may recommend you in the future when the subject comes up with a friend or neighbor. Remember, your customer's willingness to provide you referrals is ultimately dependent on outstanding customer service.

Referrals are the most effective and low cost way to generate sales. If you are not asking satisfied customers for referrals you are losing thousands of dollars. Give us a call if you need help improving a culture of great customer service and successful referral based sales.

*Don't be shy, just ask for it!*



## Are you on Facebook or LinkedIn?

Water-Right is and we want to connect with you. We actually have a few pages that we think you might enjoy.

Follow us for company happenings, industry news, dealer news, articles, blog posts and much more!

**Facebook:** Water-Right and Clean Water Testing pages

**LinkedIn:** Water-Right



## Employee Spotlight Mai Chang



Meet Mai Chang; she has worked in the valve assembly department at Water-Right since December 2013 and is always sporting a smile on her face.

Mai says, "I really like this job because I know our end customer will have top quality water for their everyday use." Mai is not only a valve builder, she also trains employees how to build softener valves and she's very good at it too.

"Since joining the valve assembly team 2 years ago, Mai has become one of our top performers. Not only does she meet and exceed her daily goals, but she does this virtually error free. In addition, Mai also trains our new hires in the valve section. It is employees like Mai that not only make my job easier, but with her great attitude, she makes it an enjoyable place to work," said Tom Tegen, shop manager.

Outside of Water-Right, Mai enjoys cooking, gardening, and spending time with her family. During the summer, her family runs a food vendor booth at the Oshkosh Farmers Market on Saturdays. The name of their stand is "Orange Chicken Hut" where they sell orange chicken, fried rice, and dumplings. Towards the last part of summer, they vend at larger events such as the Chilton Fair, Ethnicfest, Applefest, and Appleton's largest festival Octoberfest.



## TECH TIPS

By Ben Bartol,  
Tech Services Manager

### On-Site Water Testing for Correct Equipment Sizing

It is important to test your drinking water at the tap and at the source. Testing both areas on-site will help you determine if your treatment system is performing correctly, and if the quality of your source water has changed since the last test.

We encourage dealers to test the water before you call in to Water-Right. It is impossible for technical service to properly size a piece of equipment without a proper on-site water test. There may be times where you have gone out to a customer's home and they will have a water report from a certified lab, but it may be outdated. We all know that well water constantly changes.

What can we do to help? Water-Right holds schools three times a year where we teach how to properly test water among other things. Our regional sales managers also can host workshops at your shop to teach your technicians how to test water. If you are interested in this, contact the RSM in your area. Clean Water Testing is our state certified lab in Appleton, but we still prefer you do on-site testing and call in for a recommendation. We won't guess — we want you to get treatment right the first time.



### Priorities

Knute and three of his buddies have gone ice fishing every Saturday during the winter for nearly forty years. One Saturday, the guys are ice fishing along a highway when a funeral procession drives by. Well, Knute lays down his rod, steps out of the fish house, takes off his lucky hat and places it over his heart. This procession is huge and takes nearly five minutes to pass. Once it passes, Knute sits down, puts his hat on and drops his line without saying a word. Needless to say his buddies are floored by his actions. One of 'em finally speaks up and says, "That sure was a respectful thing you did there when they went by." Knute replied, "It seems the least I could do seeing as how I've been married to the woman for over forty years!"

Join us for the next **Water-Right® School**

**April 19-21, 2016 | Appleton, WI**



Learn about water basics, bacteria sampling/treatment, softening, filtration, commercial applications, RO and UV, sales/marketing tips, and much more!

Your lodging, meals, and transportation to and from the local airport are included for only \$380.

**The January school filled up fast, so be sure to register early to reserve your spot. Registration ends April 4.**

**A school packet is also available on [water-right.com](http://water-right.com). E-mail [vicki.vanstraten@water-right.com](mailto:vicki.vanstraten@water-right.com) or call Vicki at 1-800-777-1426.**

### Kurt's CORNER

Our employees keep the ship moving. If you talk to one of these employees, congratulate them on their tenure. If they serve you well, let them know! Here are the anniversaries for the first quarter of 2016:

Employee	Years
Glenn Gruett . . . . .	53
Ben Bartol. . . . .	23
Brian Peterson . . . . .	14
Tom Tegen . . . . .	13
RJ Burke . . . . .	8
Richard Peterson. . . . .	8
Crystal Hockers. . . . .	5
Tom Vandehei . . . . .	4
Brandon Peters. . . . .	3
Dan Peters . . . . .	3
Donna Pingel . . . . .	3
Tim Marek. . . . .	3
Gary Matusin . . . . .	3
Kevin Osborn . . . . .	3
Stephanie Ozment . . . . .	2
Garrett Lemons . . . . .	2
Cody Saeger . . . . .	1



*Thank you everyone for your dedication and hard work!*



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1.800.777.1426 | [water-right.com](http://water-right.com)



Connect with Water-Right on social media!



## Upcoming EVENTS

### FEBRUARY 2016

1-5	Membrane Technology Conference & Exposition	San Antonio, TX
2-4	2016 Pacific Water Conference	Honolulu, HI
4-5	Montana Water Well Drillers Assoc. Convention	Billings, MT
5	South Carolina Ground Water Assoc. Meeting/Trade Show	Columbia, SC
8-11	Nebraska Water Industries Annual Convention and Trade Show	Kearney, NE
11-12	Illinois Assoc. of Groundwater Professionals Annual Meeting/Expo	Peoria, IL
26-27	Tennessee Water Well Assoc. Annual Meeting/Trade Show	Gatlinburg, TN

### MARCH 2016

14-17	WQA Convention & Exposition <b>Visit Water-Right at #1013</b>	Nashville, TN
18-19	2016 Pacific Northwest Ground Water Exposition	Portland, OR

### APRIL 2016

6	Louisiana Ground Water Convention	Marksville, LA
19-21	<b>Water-Right School</b>	<b>Appleton, WI</b>

If you are interested in attending the Water-Right School, contact Vicki at 800-777-1426. Information is available on our website at [water-right.com](http://water-right.com). School Registration Ends April 4, 2016

**"When you can't change the direction of the wind — change your sails."**

**H. Jackson Brown Jr.**

NGWA 2015



*Jamie and Kristin from Carr Well & Pump stopped by — looking good!*



*Your Water-Right team — Luke, Greg, Kurt, Mark, Steve, Mark and Jeff*