

WaterRight®

Speaking SOFTLY

WINTER EDITION 2017

water-right.com

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WELCOME ABOARD!

New faces at Water-Right



Erik Koglin
Field Manager

Erik has recently joined Water-Right as our Clear Choice Water Group Field Manager. He has many years experience

working hand-in-hand with water treatment OEMs, distributors and dealers at his previous position with Pentair. Erik holds a Bachelor's of Science in Business (Marketing) as well as an executive certificate in professional sales.

Outside of work, he enjoys spending time "Up North" at the cabin with his family. He also enjoys being one of the rarest football fans in Wisconsin as an avid Dallas Cowboys fan!



Kira Jankowski
Associate Brand Manager

Kira started in January as the new Associate Brand Manager for the Water-Right Group. Her professional experience spans

a wide range of industrial industries, such as transportation and injection molding, and she has spent over 4 years working as a independent marketing and design consultant for many local Fox Valley and Wisconsin businesses. She holds an Associates degree in Design and Graphic Technology and Bachelor of Art in Graphic Communications with a minor in marketing. Kira lives in Green Bay, WI with her two daughters, Elsie and Norah, their border collie, and two cats.

HomeAdvisor

Save Time, Increase Leads Online

by Jeff O'Callaghan, Regional Sales Manager

In my travels, several dealers have mentioned that they have had good success with an internet based company out of Denver, Colorado called HomeAdvisor. The company, formerly Service Magic, is similar to Angie's List but is a more affordable alternative to generating leads for your plumbing and water treatment businesses. After signing up with HomeAdvisor, they will list your business information and pictures on their website. Potential customers access the site and when they fill out the necessary information, an email is sent to you in under a minute with the homeowner's request and contact information.

"Lately, its been crazy. We have gotten at least one referral a day," said Jon Vance, owner of Fresh KC Water in Shawnee, Kansas. The leads are divided into service calls on existing equipment in which Jon says they pay from \$8.00 to \$11.00, or new equipment leads which cost from \$15.00 to \$20.00.

Jon added, "Not all the leads are golden, but we have seen as many as five sales of new equipment in a month's time just from HomeAdvisor".

When contacted, HomeAdvisor claimed to have generated over 30 million leads and are growing rapidly. The friendly customer service representative informed me that Water Softening and Purification is a subcategory under Plumbing. She also mentioned a reduction in costs if you listed multiple businesses with them. The service, which is free to the homeowner, costs your business around \$400.00 annually, plus lead fees. The website for HomeAdvisor is www.homeadvisor.com.

If you have had experience with HomeAdvisor or similar sites, or developed a unique way of generating leads for your business, please send the information to me at Jeff.O'Callaghan@water-right.com so we can share your experience with our dealers.



Blast From the Past

The History of Riback Supply & Water-Right

by Steve Calahan, Regional Sales Manager

The year was 1979. Jimmy Carter was President, the Iran Hostage Crisis had taken place, and the economy was experiencing double digit inflation.

It was also the year Glenn Gruett first drove to Columbia, Missouri and met with Harold Riback, owner of Riback Supply. Glenn was on a mission to partner with a solid and successful plumbing distributor in Missouri for his growing water treatment business. One problem—Riback was carrying a competitive product line of products but their water treatment business wasn't growing.

But this didn't deter Glenn, who worked out a deal with Harold. Harold's son Marty was just getting started in the plumbing business. Harold challenged Glenn telling him that they would start distributing and selling Water-Right if Glenn would take young Marty under his wing (no pun intended), teach him the Water Treatment business, and set up contractors-dealers with Marty throughout central Missouri. Later, around 1984, Glenn started flying his airplane to Columbia, Marty would pick him up and then make calls together. Either by auto or by plane, they would make calls on prospective customers, service softeners and train new dealers.



Marty Riback, former president of Riback Supply, retired in 2015.

This working together was instrumental in growing the business with these new dealers as Riback made Water-Right their exclusive water treatment line. Marty eventually became President of Riback Supply and the partnership between Riback and Water-Right has been going strong ever since. Both companies have mutually benefited over the years from this growth.

Riback was started in 1934 as a partnership between Morris Riback and his son Harold. At the time the company was called Riback Pipe and Steel but changed the name to Riback Supply in 1974.

Riback now has fourteen branches in Missouri and one in Kansas and three separate Design Bath and Kitchen Showrooms. Marty Riback retired in 2015 and the company was sold to Plumb Supply, another Water-Right distributor partner out of Iowa. The Riback name continues as a strong presence in the plumbing, HVAC and water treatment markets.



Company Spotlight:

Updated price books are here! You can access the new price books online from the www.water-right.com website. Use the dealer login (username: dealer, password: water) and check under "Additional Resources".

Also, be sure to check out the dealer resources portal often for the most recent product info and other great information!



Retirement Announcement

Ed Briseno of Dutton-Lainson Co.

by Jeff O'Callaghan, Regional Sales Manager

Dutton-Lainson Company of Hastings, Nebraska has announced the retirement of Ed Briseno after over 41 years of service. Since the 1970's, Ed has been a distinguished and articulate representative for Dutton-Lainson. A native of Grand Island, NE, Ed has been married to his wife Delphine for a similar length of time. Ed and Delphine's deep commitment to their children and six grandchildren is just one example of the high level of quality Ed has brought to his customers, coworkers and friends.



Ed Briseno as a young man in the 70's

When asked what plans he has for his free time, Ed responded, "For a while, absolutely nothing. Then I will get to work on my projects. Retirement means changing one schedule of work for another." Ed is also a owner in a restaurant in Grand Island as well as various rental properties.

Dutton-Lainson has been our distributor for Water-Right products in outstate Nebraska for over 20 years and been in business since 1886. In addition to their plumbing division, they have an electrical supply division as well as a manufacturing division which ships products around the world.



(Pictured left to right) William Hermes, Ed Briseno, Charles Hermes, and David Brandt

Tech Tips

New Chlorine Generator Fitting

by Kirk Guthrie, Technical Services Manager

Water-Right Group is introducing a new, improved fitting for the chlorine generator. The new "Parker" push-in fitting will be a rolling production change, updating all Water-Right units equipped with the chlorine generator. The current connection containing the "Jayco" compression style fitting will be phased out as our current inventory is depleted. Dealers should begin to see the push-in fitting on orders starting in late February. There is no change in the pricing between the two fittings.

This update was implemented to improve installation and service time, as well as to secure a complete and positive connection between the brine line and the chlorine generator, eliminating the possibility of "brine-line air leaks." Installers will already be familiar with this fitting as Water-Right has been using this style of fitting on the brine tank and non-chlorine generator models for the last year with very positive results.

In addition to the update of the new fitting connection, there is no longer a need to use the tubing insert which you have seen installed in the brine line. In fact, you will no longer see the tubing inserts sent with the units when ordering them. The "Parker" push-in style fitting does not require the insert to make a positive seal. The part number for the chlorine generator will remain the same...CV3395.

If there are any questions on this product improvement please feel free to contact Technical Services. They can be reached at 800-777-1426.



Water-Right is growing! Visit our Careers page at Water-RightGroup.com to learn about open positions and join our team.



Gruett GROANER

A wealthy man walked into a bank in New York City asking for a loan for \$4000 dollars.

"Well, before we lend you the money, we are going to need some kind of security." The bank teller said.

"No problem," the man responded, "Here are the keys to my car. You'll see it, it's a black Porsche parked in the back of the parking lot."

A few weeks later the man returned to pay off his loan. While he was paying it up, along with the interest of \$11 dollars, the manager came over,

"Sir, we are very happy to have your business, but if you don't mind me asking, after you left we looked into you and found out that you are a millionaire, why would you need to borrow \$4000 dollars?"

"Well," the fellow responded, "it's quite simple. Where else can I park my car for three weeks in New York for \$11 dollars?"

Employee Spotlight:

Melanie Jayjack Associate Brand Manager



Melanie graduated with an Associates Degree in Marketing and Graphic Communication from Northeast Wisconsin Technical College in 2004. She spent 10 years in the print industry starting as a graphic designer while taking on customer service and production management roles to become the general manager of a local print shop.

“Melanie’s insight and ability to take a project and simply own it from start to finish is one of the biggest reasons we are recognized as having become so accomplished in the Water Treatment Industry.”

- Luke Java

Melanie joined the Water-Right marketing team in 2014 as a Marketing Coordinator and now serves as one of the Associate Brand Managers on staff. Melanie grew up in a mechanically inclined family so the manufacturing atmosphere at Water-Right feels very familiar to her and makes her a good fit for the position. Her and her husband of eight years, Matt, live in Appleton with their 2 dogs and cat.



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Company website: water-rightgroup.com



Connect with **Water-Right** on social media!



Registration Ends March 27

Class size is limited! To register, visit:
www.water-rightgroup.com/signup
or download the form and fax it to
Vicki at 920-739-9406.

The full itinerary is on our sign-up
web page. Like our facebook page for
communications about future schools,
product updates, and more.

facebook.com/WaterRightQualityWaterForLife

**WATER-RIGHT
SCHOOL**
April 18-20, 2017
Appleton, WI

Kurt's CORNER

Thank you to all of the Water-Right employees for their hard work and dedication. Celebrating anniversaries from November—March are:

Employee	Years
Glenn Gruett	54
Guy Gruett	29
Jeff O'Callaghan.	19
Brian Peterson	15
Thomas Tegen	14
James Baumbach.	12
Richard Peterson.	9
Donna Roemer	7
Crystal Hockers.	6
Thomas Vandehei	5
Richell Hirst	4
Timothy Marek	4
Kevin Osborn	4
Brandon Peters.	4
Daniel Peters	4
Donna Pingel	4
Mai Chang.	3
Garrett Lemons	3
Stephanie Ozment	3
Michelle Anderson	2
Eric Roycraft	2
Cassandra Worster.	2
Scott Abel	1
Patricia Scheve	1
Christopher Verbeten	1

Upcoming Events & Conventions

March

- 28-31 WQA Convention & Expo Visit Water-Right at #819 Orlando, FL
- 31-1 Tennessee Water Well Association Annual Meeting Gatlinburg, TN

April

- 12 Louisiana Ground Water Convention Marksville, LA
- 18-20 Water-Right School Appleton, WI

May

- 11-13 Florida Ground Water Association Convention Orlando, FL
- 22-25 New York Rural Water Association Convention Niagara Falls, NY