



Speaking SOFTLY

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water-right.com

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New FACES at Water-Right

WELCOME ABOARD!



Billie Christiansen
Receptionist

Billie joined us as a full-time employee back in April after contracting for a few months. She handles all of the front desk responsibilities including answering phones and filing. She enjoys the great people she works with at Water-Right, and when she is outside the office, she enjoys going to Wisconsin Dells with family at least once a year. In her free time she also enjoys crafting, gardening, reading and camping with her husband, daughter and two sons. She lived in Marquette, Michigan for nine years before moving back to Menasha.

Company Spotlight: Catching up with Custom Care

by Mark Selvig, Regional Sales Manager

By now you may have heard the name CustomCare in the Water-Right lexicon. It takes some getting used to even as a Water-Right employee of nearly 20 years. It is simply the commercial division of Water-Right. Over the years, Water-Right itself has quietly sold a lot of commercial equipment. So what's different now? A new name? A new logo and website? Actually it's that and even more. Water-Right has always taken



Gary Bauer

pride in our industry knowledge, technical expertise, and the most important... People! Last October we added a valuable asset and team member, Gary Bauer. Gary is the Division Manager for CustomCare and I recently caught up with him on a joint "training exercise" in the field. Gary comes to Water-Right with a wealth of experience in commercial softening, filtration, and reverse osmosis. So he is able to pull from his vast knowledge of specific jobs but also his "hands on" work in the field to assist our dealers and various jobs they may run across.

Many dealers that handle water treatment on the residential level, but may feel intimidated entering the commercial softening arena. I asked Gary what advice he could give a dealer that is looking to get into the commercial business. "The equipment is just like residential, only larger. If a dealer feels comfortable on the residential side, it takes getting used to the larger size and flow rates." When I asked Gary what the dealer will need to get started he said, "it starts with a water analysis, scoping the job site and collecting data." CustomCare staff can assist with the collection of the correct information. One easy way to find the information we will be looking for can be found on



the CustomCare website customcarewater.com and go to the request a quote heading and there will be a series of specific questions we will need. If you do not have all the information, one of our team members can assist you in finding the proper channels to collect it. Another way is simply call 800-777-1426 and request a quote; you will be put in touch with someone that will ask questions to obtain the information we need.

For the wholesaler and dealer that have done commercial business in the past, we can help you hone your skills and provide you the information needed in the bidding process when working with engineers and mechanical contractors. Recently myself, Gary and Guy Gruett worked with one of our wholesalers that has done a fair amount of commercial business in the past, and is looking to do more. The focus of the training was to streamline the process of collecting the proper data and working with the local engineers and mechanicals. We also covered what we can do to assist providing the correct information to become an "equal" when specifying equipment.

There are many exciting opportunities in the commercial business now and on the horizon. When I asked Gary what we can look forward to in the near future, "real time communication, the ability for the dealer and the operator to receive information simultaneously

to ensure optimal equipment performance." There have been some tools in the past, but this will take it to the next level.

These are exciting times in water treatment! If you have any questions, you can visit our website at www.customcarewater.com or call us directly at 800-777-1426.



Available at: water-right.com/become-a-dealer/dealer-login/



Hicksgas Water Solutions

by Steve Calahan, Regional Sales Manager

**The partnership of
Water-Right Group and
Hicksgas Water Solutions
became a stronger**

presence in the Illinois and NW Indiana market with the August 2018 release of a new sales/service program. A new Water-Right product platform offering, specifically designed for Hicksgas is an exciting change for the company.

Based in Roberts, Illinois, Hicksgas is a full service propane and water treatment retail operation that consists of 24 stores or districts located throughout the Central and Northern Illinois and Northwest Indiana. These districts perform sales, installation and service of water treatment equipment, providing customer solutions using products supplied by Water-Right.

Hicksgas started in the water treatment business in 1962. Founder and owner of Hicksgas, CW Hicks and his son-in-law Tom Coady saw an opportunity that spring. With the warm temperatures coming on during the summer months, the rural propane business would annually dry up and their employees would have idle time. Instead of laying-off employees, CW and Tom recognized that many of the rural customers were in need of water treatment. So they started selling and servicing water softeners and filters to their customers in rural Illinois. After some success in that first summer, CW and Tom realized that the taking care of their customers' water treatment problems was not just a warm weather business. And as they say, the rest is history and Hicks became a major player in the business.

But lately, Hicks' water treatment business needed to be reinvigorated. Luke Java, Director of Sales and Marketing, and I met with the management team and put together a plan to create an enhanced sales/service models with a new design and product features. After months of planning and preparation from Paul

Hargrave, Chuck Graham and Hicksgas Water Solutions Specialists, Luke and I worked together to formulate a sales model-*HicksGas Water Solutions*- with the goal of eliminating the word "rental." This offers today's customer a full-service water solution model that includes full-service and salt delivery.

The rollout for the 24 district managers, regional managers and tech service personnel took place with two meetings, August 7 and August 14 at the Holiday Inn in Bloomington, Illinois. A total of approximately 70 Hicksgas employees participated in the two meetings.

Shawn Coady, Hicksgas President, and Vice President Ron Snyder kicked off the meetings by emphasizing the need for the new direction, stressing the large opportunities in water solutions sales for the Hicks' districts by primarily working with their large pool of current gas customers, but not current water customers.

Paul and Chuck introduced the new product with a newly designed black cover with gray tank and new features added to the valve control. The main new features include proportional regeneration, which saves the customer water and energy, and an optional salt alarm that notifies the homeowner when their salt tank is low and needs a refill. Also, a savings history screen will let the customer know how much they are saving in water and salt consumption.

Paul reviewed the new program that emphasizes a quarterly "service" fee that will replace the wording "rental" and focus on full service for today's consumer household. Phase 2 will be a pilot program- which will be rolled out initially at several select districts and then expanded to other districts as a managed roll out program. Today's new consumers are more informed and have a mindset to subscribe to a monthly "service" for good, quality water for their family, and this program addresses this consumer trend.

Paul and Chuck set up five regional meetings in August and September to train and teach the field staff on the new programs and products.

Overall, it was an extremely successful start. The momentum and excitement will continue this fall with these training meetings and the cross training/selling sessions we are continuing to conduct at the districts.

Simply Clear®
by **HICKSGAS®**

Oxy Air®
by **HICKSGAS®**

Complete Care®
by **HICKSGAS®**

**Hicksgas Water Solutions
Product Lines**



Luke Java reviewing the Water-Right Group brands

Employee Spotlight

Michelle Anderson Marketing

Appleton native Michelle Anderson has been with Water-Right for over 3 years printing manuals, training materials for all schools and events, and gathering literature for units and customers. When Michelle is out of the office, she enjoys crafting, gardening, camping at state parks and spending time cheering for her three boys at sporting events. She is part-time and enjoys the atmosphere and the flexibility to be able to schedule around her kids activities. She also has 9 years as PTA President, running raffles and other events and fundraisers. Michelle is the co-president of the Appleton Citywide Parent Network and a registered leader and merit badge counselor for her boys' Boy Scout Troop. She earned her Communications (Broadcast/Video Production) degree at UW-Platteville. Her kids are currently ages 9, 11 and 13.



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Michelle is simply the best part-time employee I have ever worked with. Having overcome the most remote working location at Water-Right, you would never know she is tucked away in the “Literature Room” with only a computer, paper and a printer to contend with. Ultimately, Michelle is responsible for making sure we have all the literature and manuals ready for production. She also manages collateral material for all our Water-Right Schools and Regional Sales Managers’ in-field schools, Customer Service, and everything in-between.

We are sincerely very lucky to have Michelle at Water-Right!

Luke Java
Director, Sales & Marketing

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Tech Tips

SERVICE CALLBE PREPARED!!

by Kirk Guthrie, Technical Services Manager

You have been called out to a customers home and they tell you that the softener is not working. You test the water with your test kit that you brought with you, and find out that indeed the water is not soft. You check out the unit and find that the softener needs a few of the most common parts, perhaps a bad stack assembly, or even a plugged injector. It is then you realize that you have none of these common parts in your service truck!

Now it is a trip back to the office, calling in a parts order, waiting for the parts to arrive at your shop, and then finally a week later going back to that same customer's home to finally get the repair completed. This repair has now taken way too



IM-TOOL-A
Impression Kit



much time and cost your business more than you could ever charge for the service call itself.

Let's get that service call done the first time! Water-Right has put together “service kits” for the Impression and the Sanitizer series units that contain the common parts that are needed to keep that unit operating in top form.

The part numbers for these kits are **IM-TOOL-A** for the Impression series units. **SANIPLUS-TOOL** is the Sanitizer Plus kit. These kits contain the most common repair parts needed to get you in and out of that service call the first time. Contact Technical Support if you need additional information at **800-777-1426**.



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Company website: water-rightgroup.com



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



Kurt's CORNER

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

Employee	Years
Guy Gruett	31
Jeff O'Callaghan.	21
James Baumbach.	15
Donna Roemer	9
Richell Hirst.	6
Tom Vandehei	6
Mai Chang.	5
Eric Roycraft	4
Cassi Worster.	3
Erik Koglin.	2
Vicki Andersen	1

Upcoming Events & Conventions

November 2018

1-2	Indiana Ground Water Association Biennial Convention 2018	Michigan City, IN
4-8	International Water Conference	Scottsdale, AZ

December 2018

4 -6	Groundwater Week	Las Vegas, NV
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A frog goes to a fortune teller to find out if he will ever be lucky in love.

The fortune teller reads his palm and tells the frog, "I have good news and I have bad news. Which would you like to hear first?"

The frog asks for the good news first.

The fortune teller says, "You are going to meet the most beautiful girl, who is going to be very interested in you and will want to know all about you. She will want you to open up for her and you will give her your heart."

"That's great!" says the frog. "But what's the bad news?"
"Well, you're going to meet her in Biology class."

**Gruett
GROANER**