



Speaking SOFTLY

FALL EDITION 2019

water-right.com

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New **FACES** at Water-Right



Chris Roseberry
Regional Sales Manager

Chris Roseberry recently joined Water-Right as our Regional Sales Manager covering OH, IN and MI. Chris's

16 years of experience in residential and commercial water treatment systems include: Service, Installation, In-Home Sales, Dealership Owner, and Business Development. He enjoys helping people make better decisions about the water in their homes or businesses. Outside of work Chris enjoys fishing, rock hounding, lapidary, and alternative energies (wind, solar, geo, & hydro). He will be providing the highest level of training, education and business support to the Water-Right dealers and distributors in his area.



Carly Skotzke
Customer Service

Carly joined us as a Customer Service Entry Specialist for Water-Right back in February. Carly assists customers,

takes orders and processes orders into our database. She enjoys the fun atmosphere at Water-Right while learning new things everyday about the water industry. While outside of work, she enjoys spending time with family, friends and walking her dogs. Carly also enjoys boating, and snowmobiling in the winter months. You may not know that Carly used to be a CNA and worked in the healthcare industry for six years, but says she loves the change.

Company Spotlight: CustomCare Training Schools

by Steve Calahan, Regional Sales Manager

Over the past year or two, we have seen an increase in CustomCare commercial/industrial equipment quotes and orders. This growth is partly attributed to increased customer awareness of the effects of hard water on commercial water applications. With this growth, the timing was right to plan classes with some key distributors/partners to teach them the process of assisting their commercial customers' water treatment needs and ultimately increase sales.

Without reinventing the training wheel, Gary Bauer, CustomCare Division Manager and I used existing CustomCare classroom material and put together several presentations tailored to fit the students we were teaching. We packed up the truck with CustomCare demo heads and literature on July 15th and headed south to St. Louis.

We had two split sessions planned at St. Louis Boiler, a regional distributor of boiler components, parts and replacement boilers. St. Louis Boiler's inside and outside sales team of 10 attended in total.

Since this group was comprised entirely of salespeople, we put together a class that consisted of the following subjects: Water Treatment Fundamentals, the Ten Commandments of Commercial Sizing, Review of Drawings, Written Specifications, Quotes, Different Systems-Configurations, and When to Use What. (For example:



when to use a single metered system versus duplex alternating system, start-up commercial systems and service commercial systems).

On July 17, we traveled to Bloomington, IL for the second session at Hicks Gas Water Solutions team CustomCare class. In this class, 19 Hicks employees participated, mainly Water Treatment Technical Specialists and the District and Regional Managers representing approximately 15 locations. We essentially covered the same material. However, since we had the service techs in the class, we covered the startup and service of both the Fleck and Clack commercial valves. We also finished with some sales training.

I spoke to Paul Hargrave, Hicks Gas Water Solutions Consultant, the following day who said he had received four calls from the Hicks service techs that morning to tell him how much they enjoyed the class. Paul said the training class gave his team the foundation to help create value in providing solutions for their commercial customers. Contact your Regional Manager if you are interested in CustomCare training for your team.





Employee Spotlight

Jeff O'Callaghan
Regional Sales Manager



Jeff has been a Regional sales Manager for 26 years at Water-Right. He likes educating and training existing customers in sales, service and business management, recruitment and on-boarding of new customers across the seven states that he covers. He really enjoys working with and being active with various state associations to showcase our unique products and programs, and of course being a part of the best team in water treatment. "I get the opportunity to work daily with some great people. We are in an incredible growing industry that is full of motivated and hard working individuals that are striving to become better. The fact that I get to assist them in various ways is a privilege and an honor." Jeff enjoys golfing, fishing, traveling and spoiling his four grandkids. He is a huge Nebraska Cornhusker fan and follows The Kansas City Chiefs closely. Jeff has been married to his wife, Sherri, for 36 years. Their three sons, Adam, Zac, and Luke constantly impress and reward them with their dedication to all of their family and friends.



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"Jeff is one of our legacy Regional Sales Managers. He brings attributes as an employee that the industry salivates over: his ability to be coached. He truly is a team player! He is hard working, always has a positive attitude and willing to take on any work related challenge. Without employees like Jeff on our Sales Team, we would not be who we are today."

Luke Java
Director, Sales & Marketing

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We recently enjoyed a Summer Employee Outing at the Timber Rattlers game back in July. Our employees and their families enjoyed food, drinks, raffle prizes and fun! We would like to say thank you to all of our employees for a great year and we will see you at the next T-Rats game in 2020!



Our Regional Manager for Eastern Wisconsin, John Degeneffe, attended the Vannatta Plumbing 40th anniversary open house in Minocqua, Wisconsin in July.

Congratulations on your years in the industry!



Thank you

We would like to thank everyone for their patience and support on our re-release of our ONE Contaminant Reduction system. Since the re-release, it has really started to gain momentum out in the field! If you have any questions regarding our new Contaminant Reduction System, please contact us at 800-777-1426.





Company Spotlight: Coast Pump Training Schools

So far this year approximately 120 Florida men and women have attended six Water-Right schools hosted by Coast Pump throughout the Sunshine state. It was hot, humid and a lot of fun seeing some familiar faces and meeting a lot of new dealers across Florida. Thank you to all of the attendees for making these events a success! - **Brad Walsh**



Crestview



Jacksonville



Venice



Sanford



Ocala



St. Lucie

Tech Tips

TEST KIT REFILL SOLUTIONS

by Kirk Guthrie, Technical Services Manager

Water-Right recently released a product bulletin addressing the "refills" for the different Test kits that are out there in your trucks and in your shops. It bears to be repeated here in the Speaking Softly newsletter. **NOT ALL REFILLS ARE THE SAME FOR ALL THE TEST KITS!**

Please pay particular attention to the different size bottles of "hardness solutions." The early version of the "Pro Products," also labeled as "Spectrum Labs" Serviceman's Test Kit uses the 1 ounce refills. (Part numbers 2025 for the #1 solution, 2027 for the #2 solution, and 2029 for the #3 solution.) These are 1 ounce bottles that fit into the blue "clamshell" cases. Even though this version was discontinued by our supplier, we will still carry the refill solutions you may need.

The newer Service Man's Test Kit from "Pro Products" is the larger black case that uses the 1.5 ounce bottles of solution. (Part numbers 1903 for the #1 solution, 1906 for the #2 solution and 1903 for the #3 solution.) Please pay particular attention to what test kit you have when ordering refills for your kit. It is important to maintain the accuracy of your tests that you use the correct chemicals when testing.

If you have any questions on ordering test kits or refills, please contact Customer Service or Technical Services at 800-777-1426.

Current version of
PRO PRODUCTS
Serviceman's Test Kit
Black padded case



Previous version of
PRO PRODUCTS
Serviceman's Test Kit
Blue clamshell style case



1900 PROSPECT COURT
APPLETON, WISCONSIN 54914
1.800.777.1426 | water-right.com
Company website: water-rightgroup.com



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

Gruett GROANER



A guy was visiting his brother for lunch. He looked at his plate and asked his brother, "Are these plates clean?" The brother said, "They're as clean as Cold Water can get them." Later for dinner it was similar. "Are you sure these plates are clean?" "Like I said, clean as Cold Water can get them." Later they were headed to town and went out the front door.

The brother tripped over his dog lying in front of the door and said, "Get out of the way, Cold Water!"

Kurt's CORNER

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

Employee	Years
GUY GRUETT	32
JEFF O' CALLAGHAN	26
DONNA ROEMER	10
RICHELL HIRST	7
MAI CHANG	6
ERIC ROYCRAFT	5
STEVE CALAHAN	4
ADAM PETERSEN	4
TIERNEY WASINGER	4
ERIK KOGLIN	3
VICKI ANDERSEN	2
GARY BAUER	2
KIM RANKINEN	2
TYLER BRANCHFIELD	1
ANGELA LOM	1
JASON RAMIREZ	1
GAVIN ROYCRAFT	1

Upcoming Events & Conventions

October 2019		
17-19	California Groundwater Association Trade Show	Reno, NV
20-26	National Lead Poisoning Prevention Week	
22-24	Water-Right School	Appleton, WI
November 2019		
5 -8	Aquatech	Amsterdam
December 2019		
3 -5	Groundwater Week	Las Vegas, NV