

# SPEAKING SOFTLY

water-right.com





FAYE NEUMANN Shipping and Receiving Representative

Faye Neumann became a full time employee with us on November 1, 2021. She is Water-Right's Shipping and Receiving

Representative who has helped to implement new systems with the SAP transition. She is married with 5 children, of which she had one child pass away from diabetes. She enjoys spending time with her kids and grandkids. She snowmobiles, goes on UTV rides, and does crafts with her Cricut.



CARRIE STADLER
Customer Service
Representative

Carrie Stadler started with us full time on December 1, 2021 as a Customer Service Representative. She enjoys spending a

lot of time watching her nieces & nephews in various sporting events, volleyball, baseball, softball, diving, etc. An interesting fact is that she has won fantasy football league 3 times! Other than that, she is a big reader. Carrie has been instrumental in our transition to SAP and has assisted with training our new Customer Service representative, Kendra, over the past couple of weeks.

## COMPANY SPOTLIGHT

Hello Water-Right customers,

For those of you that I have not had the pleasure of meeting yet, I'll start by introducing myself. I'm Mike Hanten and I've been with Water-Right for eighteen years overseeing the Clean Water Testing lab and the Clean Water Center local dealership we have here in Appleton.

As of January this year, I have officially taken on the role of the Director of Operations at Water-Right to oversee the production facility as Kurt Gruett steps into a larger role in the A. O. Smith Water Treatment division. Don't worry – Kurt, Guy, and Greg are still very much a part of Water-Right providing guidance and insight daily! We are to a point in our growth that responsibilities have shifted enough to warrant additional help running the day-to-day operations here and I am excited to join the lineup.

Together, we continue to invest, adapt, and improve Water-Right to provide a solid foundation for that growth. I am very proud to say that we have promoted a total of 15 employees since January 1st who have all done a fantastic job stepping up to lead us to a very positive and productive future. We have also hired many new faces over the last three months, with even more new additions coming, to build out the Water-Right team beyond what we have today.

The growth of our teams, along with other strategic improvements, is helping us focus on producing more product on a daily basis. Our production team is stronger than ever and for the first time in 12 months, they are assembling our units faster than new orders are coming in. What does that mean for our lead times? Right now, it is still 60 business days (12 weeks). I know it is asking a lot, but please continue to plan on that window for now. We are often meeting or beating the

anticipated delivery dates in most cases, which is extremely encouraging that we could be looking at a new trend.

Our goal is to have a more manageable lead time, but it is going to take time for us to fully guarantee a shorter window as the demand for water treatment remains high across the industry. This means our supply chain struggles remain and component shortages still exist, limiting what we can produce each day. We appreciate your patience and understanding as we continue to find the best way to get you what you need given the resources we are able to secure from our vendors.

The Customer Service team has also been revamped to better serve you. So, if you have any questions or concerns about your current orders, please do not hesitate to give them a call. You will still be required to place all orders via email or at www.water-rightgroup.com/order, but they are available to help review the orders you have already placed if you think you have too many or not enough in queue.

Please watch for more regular communications in the future as we provide you the updates and improvements we continue to make at Water-Right. As always, we want to remain open and honest with all of our customers so you have the proper information needed to run your business successfully.

Finally, I would like to say THANK YOU to all of you! Water-Right can honestly say we have the best

partners in the industry, and I look forward to seeing some of you at future events very soon.





#### **Participating in Education and Training**

by Mark Russell, Regional Sales Manager

Water-Right has always placed a premium on dealer training and our schools in Appleton are legendary. Individual dealer training and local day-long schools are also a hallmark of Water-Right. Quality training in the basics of water treatment is critical to the success of serious water treatment dealers.

During the first week of March, a day-long training was held in the Pacific Northwest. Our partner, 2M, organized training schools in three cities and invited their dealers to participate. Brad Walsh, Water-Right's National Wholesale/Distribution Channel Manager participated and did an outstanding job doing the bulk of the training. He was insightful and there was good dealer participation. Rod Bartholemew, 2M's Water Treatment Product Manager, helped with water testing, and Mark Russell, West Coast Regional Sales Manager, provided training in valve programming and system troubleshooting.

At each school that was held in Olympia, Washington, Wilsonville, Oregon, and Sutherlin, Oregon, the attendance averaged around 20 participants per class. A training guide and other materials were provided to the dealers and hands-

on valve training was part of the school. There isn't a test at the end, but dealers were challenged quite a bit. One of the highlights is reviewing a water test and asking for input on which systems would be appropriate.

Day-long schools are a significant investment by companies, but the payoff is tremendous. In addition to training by Water-Right, dealer participation and insights are invaluable, and everyone learns from many different subjects including:

- · Water Testing
- **Water Basics**
- **Water Softeners**
- **Crystal-Right Conditioners**
- **Filtration**
- **System Sizing**
- System Applications
- **Valve Programming**
- **Valve & System Troubleshooting**
- **Best Practices**

A big thanks to the plumbers and contractors who attended and 2M who arranged the locations, food, and invitations. Well Done!





# Introducing Our New Water Right®

## **Online Promo Store!**

www.ShopWater-Right.com



#### **How It Works:**

All literature and promotional item purchases previously offered through Water-Right are now available exclusively through this store. Here is what you will need to get started!

- Visit www.ShopWater-Right.com and bookmark for easy access
- Click "Continue As Guest" for quick purchases

— OR —

- Create an Account\* to keep a convenient history of prior purchases
- · Have a credit card ready to complete your order online
- · Items in stock will ship immediately, while Made-To-Order items will take approximately 2 weeks to fulfill

\*Creating an account will be necessary for any customers participating in the A. O. Smith Specialized Water Solutions program.

**Our new Water-Right store is a convenient way** to purchase all of our sales and promotional materials. It includes many inventoried items as well as print-on-demand options.









### Why Join the Water Quality Association?

by Mike Heatwole, Territory Sales - Virginia

Why Join? When you are involved in any business, you are most certainly going to be asked to join a group and I encourage you to do so if you have not. I have been a member of many groups and organizations, including WQA, and these memberships have helped shape me into who I am today.

A shared definition of membership is "members collectively." I like this because as a group we are stronger than we are separate. So why should we take time out of our busy work schedule to join a group whether it is for personal fun, being part of a community organization, or a work-related group? Here are some reasons I have found to have benefited me.

The people. I have met and learned to know the best leaders, trainers, and thinkers around the world. Without belonging to this organization it would not have been possible. I have rubbed elbows with the best of them. This has made me want to become better at what I do. Membership is a "Brotherhood" of sorts when you work with like-minded and values-sharing folks you are connected with. Membership also allows you to expand your knowledge. Attending trade shows and conferences allows you to learn from the top speakers in that particular world. I have learned tons from other people at conferences, and I often borrow ideas to use myself.

When you attend tradeshows you gain the opportunity to see what's new in your industry. Treat each booth you visit as a mini-conference and learn from the vendors who spent the money and time to meet with you. You will be surprised what you may learn with a brief conversation. I find that tradeshows and conferences allow me to catch a "second wind" as I get engaged and am always excited to attend.

Joining a group or organization allows you to share your ideas and bounce them off your peers. We all want to help each other, and this is a haven to do so. As we grow and get better individually we also do as a group. A rising tide raises all ships. Being a WQA member allows me to gain more strength together than as an individual. Think of WQA and the Government Affairs work being conducted. We are stronger together and our voice gets heard. Join one of our online communities and share thoughts and ideas with fellow dealers. All these outlets are great so you must join to benefit.

Joining a group is an investment in money and time. Sometimes we just want to be associated with a group and that's ok. But I strongly suggest you get actively involved with at least one or two groups that will help you succeed and grow both personally and professionally. Remember, you only get out what you put in so become involved. Start small and work your way up, you won't

So join today at wqa.org/membership and I will see you at a show or online soon!





sessions is a valuable reason for joining.



Social engagement and meeting new people is a benefit of joining and attending.





"It took me 25+ years but I was finally able to land my first sturgeon during the annual Lake Winnebago sturgeon spearing season back in February. On opening day after about 1.5 hours into the season, a large fish appeared below my wife and I. She asked if it met the 36" legal limit and I said "it's way bigger than that." I threw the spear and after a struggle, we pulled the 71.4", 113.4 lb fish out from the water into the shack and then onto the ice. The rest they say is history!" Chris is our Purchasing Manager and has been a part of the Water-Right team since 1999. CONGRATULATIONS CHRIS!!!!!!





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

January-March are:

**Employee** 

ANNIVERSARIES









Years



Mr. and Mrs. Brown had two sons. One was named Mind Your Own Business & the other was named Trouble. One day the two boys decided to play hide and seek. Trouble hid while Mind Your Own Business counted to one hundred. Mind Your Own Business began looking for his brother behind garbage

cans and bushes. Then he started looking in and under cars until a police man approached him and asked, "What are you doing?" "Playing a game," the boy replied. "What is your name?" the officer questioned. "Mind Your Own Business." Furious the policeman inquired, "Are you looking for trouble?!" The boy replied, "Why, yes."

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# Donna Pingel 10 Daniel Peters 10 Kevin Osborn 10 Stephanie Ozment 8 Michelle Anderson 7 Brandi Miller 6 Darius Denil 4 Mike Manley 2 Chris Steddick 1 Alissa Cahak 1 Dennis Zurfluh 1 Dan Wells 1

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

#### **UPCOMING EVENTS & CONVENTIONS**

#### **APRIL 2022**

6-8 WQA Annual Convention and Exposition11-14 National Water Safety Conference

Orlando, FL Fort Worth, TX

**MAY 2022** 

NGWA's Hydrogeology of States Webinar Series

Webinar

www.water-right.com