



Speaking SOFTLY

SUMMER EDITION 2019

water-right.com

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Water-Right and Hague Quality Water meet for the first time

by Luke Java, Director, Sales and Marketing

The team at Water-Right has received many questions since the acquisition of Water-Right last month. I'd like to bring everyone up to speed on what we've been up to after the change to help answer some of those concerns.



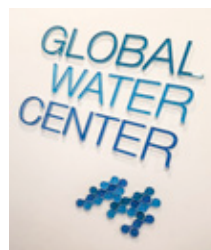
Touring A.O. Smith Facility

On April 10th and 11th, the Water-Right sales and marketing team traveled down to Milwaukee to see the new A.O. Smith Technology Center. We were joined by the Hague Water Treatment, Aquasana, and A.O. Smith sales members as well for our first meeting as the North American Water Treatment (NAWT) division. To say the least, it was a huge success! Some may ask: "Why have a meeting so soon?" If you remember, the announcement was made April 8th. Which means two days later, employees from multiple companies scattered throughout the

nation had to make their way to Milwaukee. It was a logistics nightmare that had to be done under the guise of a "mystery sales meeting" so staff could plan their travel and arrange their schedules. Looking back, the hardest part was withholding information and yet insisting that it was mandatory. The best part? It was knowing that we were going to have the strongest sales and marketing team in the industry together in one place. Working through the details on how we would now work WITH each other instead of against was going to be a fun and rewarding process. It was important for all of us to start that new path and mindset as early as possible. We transitioned from knowing nothing, into a sales and marketing team with clear, concise information and direction in the matter of three days!

I mentioned that Milwaukee meeting was a "huge success," which is truly sincere. Everyone was very professional and respectful of each other as we became more familiar with their respective roles. The first evening was a casual dinner and drinks where we shared each other's experiences and opinions as new companies of the North American Water Treatment division of A.O. Smith Corp. This allowed us as employees (who work directly with you, the customer) to ask and understand with unsolicited opinion "the unknowns" any many questions about the future that we knew would arise. The social environment was perfect for the first time gathering.

We kicked off our official meeting the following morning at the new Corporate Technology Center (CTC). You have to check this place out! (aosmith.com/About/Lloyd-R-Smith-Corporate-Technology-Center). The CTC is solely dedicated to the development of new energy efficient products and processes for the companies in the corporation. It was the perfect place to bring our technical sales team and everyone together. You could feel the energy from all present and the excitement of having the resources of an A.O. Smith backing up this new venture. As expected, A.O. Smith represented by Jim Stern (Executive V.P. General Counsel and Secretary) did a great job presenting the history and how we came to the newly formed division of North American Water Treatment. Immediately after the A.O. introductions, Sam Karge (President of North American Water Treatment / N.A.W.T.) presented and drove everyone down the varying customer



channels. This truly helped the sales team understand where we fit as an organization and provided clear direction for how we move forward as sales leaders, coaching and assisting existing customers with questions and answers. The greatest take away was everyone understanding how important it was that we are now a part of the greatest water treatment organization on the planet. From there, it was the Water-Right and Hague Quality Water show... each company introduced their sales team members, shared personal experiences, company history and strengths. In short, all companies had a clearer understanding of how we fit as a larger team, supporting and leveraging each other in ways that better serve the customer. The balance of the day was spent touring the "Corporate Technical Center" and the "The Global Water Center" downtown Milwaukee (thewatercouncil.com). This put an interesting spin on our meeting, as this put more of an emphasis on our long-term planning with water innovations and industry talent.

I'd like to wrap up by saying what is most important at this time is our ability to execute to any and all questions our customers may have. More importantly, having met as mature companies provided us with answers, satisfying the existing unknowns while providing clear and concise direction for everyone. I'm happy to announce, that there is much more to come from our sales and marketing teams in the months to come. For now, please do not hesitate to reach out with questions on this article or any related questions you may have.

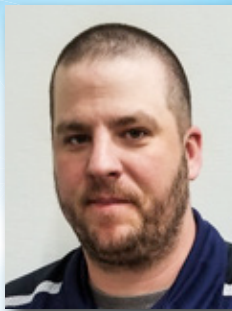


Guy and Kurt Gruett
touring A.O. Smith



Employee Spotlight

Greg Griesbach
Material Handler



Greg has been a Material Handler for four years at Water-Right. He likes working independently driving forklift, receiving product, putting product in inventory, loading and unloading trucks, and being around his co-workers. Greg has a fiancée Jolene, a son, Blake, and a daughter, Shyanne, that he loves spending time with. When we asked what he likes to do outside of work, he didn't hesitate to tell us that he loves spending



time with family, including coaching his son Blake's 13u Neenah travel baseball team, watching the Broncos and the Milwaukee Brewers.

“

Greg has been a great addition to Water-Right since he started back in 2015. He has a good attitude and is a very hard worker and blends in well with the Water-Right family. Greg is a master forklift driver if there is such a thing!

Chris Schwersenska
Purchasing Manager

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New FACES at Water-Right

WELCOME ABOARD!

New faces at Water-Right



Christine VanSickle,
Associate Brand Manager

Christine joined us as the Associate Brand Manager for our Dealer Network brands back in March. Christine graduated in 2001 with a degree in Marketing and Graphic Communications. Over the last 18 years, she has gained experience as a prepress and color specialist, an in-house graphic designer specializing in marketing, print, digital design, and project management. Her experience will help the Clear Choice Water Group grow as the Associate Brand Manager for the WaterCare and Evolve brands. Outside of work, she enjoys camping, hiking, kayaking and cornhole. She feels very fortunate to make a living doing something which she is passionate about.



Gavin Roycraft,
Line Worker / Assembler

Gavin joined us on the line back in October 2018 as an assembler. He enjoys working as a team to accomplish one goal and enjoys the fast paced environment. In his free time, Gavin enjoys playing video games, exercising, disc golf, biking, and spending time with his family. He also spends time watching college basketball "Go Duke!", growing peppers, researching dietary supplements, trading cards, and videography.

Tech Tips



Drive Cap Assembly

Tighten until it hurts...

by Kirk Guthrie, Technical Services Manager

When out in the field replacing the piston or the stack assembly on the Impression or Sanitizer, make sure that you really tighten down the drive cap assembly before finishing your service call. If the drive cap is not secured all the way, the piston position would be incorrect leading to bad brine draw, or even leaking at the drain when in service.

It is our recommendation that you tighten the drive cap assembly completely down until

the threads bottom out. This will assure proper positioning of the piston. It does indeed take some effort on your part. It is natural to not want to over tighten the cap. Don't worry, it can handle the torque. It is very important that it is seated properly so that the unit goes through the cycles with the piston in the correct position.

As always, please give us a call at Technical Support if you have any questions. **800-777-1426.**

Dutton Lainson Co. getting active in water treatment

by Jeff O'Callaghan, Regional Sales Manager

Dutton Lainson Company, a 20+ year distributor for Water-Right, Inc. in Hastings, NE is getting more aggressive when it comes to water treatment. A recent hire for Dutton is proving to be an effective one. Mike Hansen is a master plumber with 27 years experience. During his last 19 years, Mike worked for Witt Plumbing in Hastings, NE. After Witt retired, Dutton Lainson quickly scooped up Mike to work in the plumbing division with emphasis on water treatment.

Mike and Tony Koch recently went on a whirlwind tour of their customer base throughout Nebraska extolling the virtues of Water-Right and the many benefits of being a dealer.



Mike Hansen

They followed that up with a "Dutton Day at the Races" on April 12 in Grand Island, NE. Over 25 dealers across the state were treated to a day of horse racing and cash prizes.

Dutton Lainson then followed that up with a one day school in Alliance, NE where several area dealers were trained in the fine art of water treatment. One local dealer who was currently selling a franchised product line, dropped their former line and switched to Water-Right, stating the product and support are obviously better.

Dutton has also gotten more active in signing up dealers for the three day schools held by Water-Right in Appleton, WI. They sent several dealers to our last school and have signed up several more for the classes in October. Thanks to all of our customers in Nebraska and a special thanks to all of the 300+ employees at Dutton-Lainson Co. for your loyalty and efforts.



Dutton Day at the Races



by Mark Russell, Regional Sales Manager

Marketing is the lifeblood of every business. If customers are unaware of your business and what you have to offer, you can expect a difficult time building your business. Attracting customers can be tricky, and there is no one way to consistently succeed in doing so. Websites, direct mail, door hangers, billboards, referrals, Facebook pages, community involvement, home shows, billboards, and lawn signs are all currently being used to generate sales leads. Whatever you do, it comes back to telling your story, getting your name out there and building your brand. The more familiar your name is, the

more likely a customer will have confidence in using you.

All water treatment businesses have service trucks in common. What better way to constantly promote your company name and services than a rolling billboard. Truck wraps are a powerful marketing tool. As you drive throughout your service area, hundreds of potential customers will see your name daily and thousands each week.

A truck wrap is effective if the colors are eye catching. It should have your company name, company logo, phone number, website, and a Water-Right logo. It should list your services and



have pictures of a softener (include Made in USA) and/or other systems to clearly identify what you offer. Don't forget to have your phone number on the back of your truck. I have heard of customers calling while they are driving behind the truck.

Our marketing team has designed incredible truck wraps for many of our dealers, if you are looking for some assistance. Name and brand identification are critical to your long term success. Use your co-op dollars to help pay for a wrap and your truck will become a billboard on wheels!

To view some customer examples, please log in to the dealer portal and visit www.water-right.com/customer-custom-marketing-examples/



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



Regional Sales Manager, John Degeneffe, reviews the importance of water testing and website resources with local well drillers and plumbers in St. Nazianz, Wisconsin back in May.

Kurt's CORNER

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

Employee	Years
John Degeneffe	30
Bob Jewell	24
Mark Selvig	21
Nayana Patel	18
Kirk Guthrie	15
Mike Hanten	15
Randy Perra	13
Michelle Babbitts	11
Chris DeGroot	11
Nate Fritz	9
Kevin Smith	8
Mark Russell	6
Randy Seyler	6
Melanie Jayjack	5
Carmen Bump	3
Mike Ohlinger	2
Ron Butler	1
Patrick Hunter	1
Shae Schmidt	1

Upcoming Events & Conventions

July 2019

27-29 South Atlantic Jubilee 2019 Myrtle Beach, SC

August

25-30 World Water Week Johanneshov, Sweden

September

2-3 Aquatech Mexico Mexico City, Mexico

23-24 NGWA Conference on Fractured Rock and Groundwater Burlington, VT