



Speaking SOFTLY

WINTER EDITION 2018

water-right.com

- P1 Company Spotlight:**
New Social Media Shareables
New Faces at Water-Right
- P2 On-Site Education**
Regional-Water Roadmaps
Water Works
- P3 CustomCare**
Employee Spotlight
Tech Tips
- P4 Upcoming Events & Conventions**
Kurt's Korner

WELCOME ABOARD!

New faces at Water-Right



Vicki Andersen
Associate Brand Manager

Vicki joined us as the Associate Brand Manager for the Water-Right brands back in November. Her experience and talents

will allow her to assist our wholesalers and distributors in their marketing efforts. Vicki has been designing and maintaining brand identity for a wide array of OEM manufacturing companies since 1998, including Briggs & Stratton and Pentair in the greater Milwaukee area. She studied in Ireland for two summers and earned her BFA degree in Graphic Design from Milwaukee Institute of Art & Design. She lives in DePere with her husband Andy and also enjoys maintaining brand identity for his Basement Waterproofing/Piering Company as well. She likes to paint large canvases impasto style, up-cycling found objects, cake decorating, Zumba, boating, traveling, dining out and forensic science.



Mike Stark
Production Associate

Water-Right welcomed Mike to the team four months ago as part of the production line.

He enjoys the team he is a part of and the variety of duties

each day from filling tanks, completing final assembly, palletizing and preparing products for shipment. He likes learning new things everyday in his position. In his free time he enjoys spending time watching shows like M.A.S.H. and Hogans Heroes. Mike has already been a valuable asset to the team and we look forward to working with him.

Company Spotlight: Social Media Shareables



Water-Right is pleased to assist you with your social media needs. We have created images and blog posts for you to easily share on your social media site.

Reasons why Social Media will grow your business

by Vicki Andersen, Associate Brand Manager

Increased Brand Recognition. Every opportunity you have to promote your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content.

More Opportunities to Convert. Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, plus you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, every reaction could lead to a site

visit, and eventually a conversion.

Higher Brand Authority.

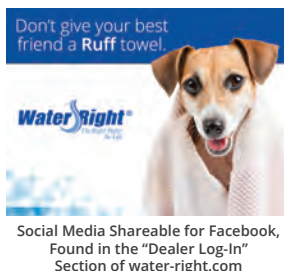
Interacting with your customers regularly is a show of good faith for

other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post your brand name, new audience members will want to follow you for updates. The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users.

Decreased Marketing Costs. A few hours of effort per week is enough to generate increased traffic. If you can lend just one hour a day to developing your content and promotion strategy, you could start seeing the results of your efforts.

Richer Customer Experiences. Social media, at its core, is a communication channel like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers.

Social media marketing can lead to more customers, more traffic, and more conversions, and it's here to stay.





On-Site Education

by Jeff O'Callaghan, Regional Sales Manager

Water-Right recently did two schools for Western Supply Company, and was pleased on the impressive attendance by their employees and customers. Western Supply has been in business since 1949. Willis Martin bought out his partner in 1970 and then sold the business to his son Jack Martin in 1985. They have four locations and have been an exclusive distributor for Water-Right products in western Kansas since 1995.

Over 60 customers and employees attended the two schools held in Hutchinson and Hays, Kansas. Topics covered during the school were the



making and application of Crystal-Right medias which are produced just up the road at Mineral-Right, Inc. in Phillipsburg, KS. Installation and



Von Tuttle
Aqua Pump
Gove, Kansas

troubleshooting, equipment tear down and new products were also discussed. Two longtime dealers from Gove, KS, Von and Christy Tuttle, attended both the school and also the National Groundwater Association show in Nashville, TN in December.

Water Works working it in the Ozarks

by Steve Calahan, Regional Sales Manager

Back in 1993, Matt Barner was working the "Ozark Plateau" as a territory sales rep based out of Springfield, MO for Sta-Rite, a leading manufacturer and distributor of well pumps and tanks. That year, Sta-Rite management shook the water well world by selling their entire US distributor warehouses to private owner-thus getting out from owning and managing dozens of distributorships throughout North America. Territory salesman Matt, who began his career at Sta-Rite in 1980 put a bid to own the Springfield based distributorship. "I was their last choice to take over ownership", Matt said with a laugh. "They wanted someone else to take it over but it worked out that I bought it". So now the salesman became the owner and changed the name to Water Works. Matt was now in charge and had the responsibility of making things work.



Water Works in Springfield, MO

Fortunately, he was able to retain his two key employees-Gary Erwin, who was the general manager and Kevin Stults, who ran the warehouse. Matt continued to take hold of the sales reigns working with the well drillers and pump contractors throughout the Plateau territory, consistently growing the

business with service, delivery, technical assistance and quality products. Gary and Kevin are still with Water Works and continue to be integral parts of Water Works' success. With this growth comes hiring and training more employees. Water Works now has 12 employees and three sales reps that cover the Plateau territory which consist of southern 2/3 of Missouri, Northern half of Arkansas, NE Oklahoma and SE Kansas.

"Glenn got us started with Water-Right when we were still Sta-Rite" Matt said. "Then Kurt came down after I took over ownership, and then Guy followed Kurt. The training that Water-Right has done has helped us with our business. We want to continue to train both our customers and employees. Water treatment is an important part of our business growth." Both Water Works and Water-Right will continue with contractor training sessions in 2018 and work with the contractors to meet the need to continue to bring quality water to the Plateau territory.

Lost in a world of water?

This map will steer you in the right direction

Water quality problems can be a troublesome issue. Of course, whether it is well water or city water, the hardness measurements can be quite different throughout many regions. In the Mountain states, hard water tends to be one of the most common problems because of the mountains themselves. Water dissolves the granite and limestone, and those dissolved minerals create hardness. Many of the homes in the Central region are getting their water from a private well, which almost always requires softening. The largest source of freshwater on the planet is found in the Great Lakes. The difference between the Northeast compared to some other areas of the country is the level of hard minerals (calcium and magnesium) typically found in the water. Hardness isn't always a major issue in New England, there are pockets where the issue is iron and low pH. Gradually, as you head south towards Florida, you also see higher hardness and high total dissolved solids.

REGIONAL WATER Road Map

Water warning signs across the country are as unique as the landscape. Take a look below to map out the issues you may be seeing in your home.

| West Coast | |
|--|---|
| HARDNESS: Causes scale build up that reduces a home's efficiency | ACIDITY: Corrodes home's plumbing and fixtures |
| NITRATES: Potential health risks for infants and unborn babies | DROUGHT: Low water tables cause higher mineral content |
| Mountain | |
| HARDNESS: Causes scale build up that reduces a home's efficiency | ACIDITY: Corrodes home's plumbing and fixtures |
| ARSENIC: Potential health risks from ingesting | SULFUR: Creates foul rotten egg odors |
| Central | |
| HARDNESS: Causes scale build up that reduces a home's efficiency | IRON: Discolors water, stains fixtures and appliances, effects taste |
| NITRATES: Potential health risks for infants and unborn babies | SULFUR: Creates foul rotten egg odors |
| CHLORINE: Used by cities to protect water as it travels to your home. Causes strong, unpleasant odors | |
| Great Lakes | |
| HARDNESS: Causes scale build up that reduces a home's efficiency | IRON: Discolors water, stains fixtures and appliances, effects taste |
| ACIDITY: Corrodes home's plumbing and fixtures | SULFUR: Creates foul rotten egg odors |
| TANNINS: Organic matter that discolors water and effects taste | LEAD: Potential health risks from ingesting |
| Northeast | |
| ARSENIC: Potential health risks from ingesting | IRON: Discolors water, stains fixtures and appliances, effects taste |
| ACIDITY: Corrodes home's plumbing and fixtures | SALT: Seeps into water supplies from the ocean |
| CHLORINE: Used by cities to protect water as it travels to your home. Causes strong, unpleasant odors | LEAD: Potential health risks from ingesting |
| Southeast | |
| HARDNESS: Causes scale build up that reduces a home's efficiency | IRON: Discolors water, stains fixtures and appliances, effects taste |
| TANNINS: Organic matter that discolors water and effects taste | LEAD: Potential health risks from ingesting |
| CHLORINE: Used by cities to protect water as it travels to your home. Causes strong, unpleasant odors | WARMTH: Water at higher temperatures increases potential bacteria growth |

STOP

Stop and look for these Regional Road Maps in the shareables section of the Water-Right website!

FEELING LOST?
Water signs are constantly changing. Contact your local water treatment expert for directions.

Water Right Group

Special Water-Treatment: Custom Quotes are just a few clicks away

by Gary Bauer, CustomCare Division Manager

As a new year unfolds, new things are happening with CustomCare at Water-Right. CustomCare, provides reliable, cost-effective commercial water treatment systems built with the most up-to-date features

available. To better respond to the needs of our valuable customers, we are refocusing efforts to diligently provide timely quotes and answer technical questions.

Quotes are a mere click away by visiting customcarewater.com, where customers can find information on all our products from softeners to dealkalizers. Whatever your business needs, the CustomCare team is ready to serve you to meet your unique, project specific requirements. The quality and consistency of our products are fundamental to our performance. We know that performance begins with timely quotes as our team works with each customer to answer technical questions while determining your project needs. Commercial quotes are managed and tracked to maintain reliable, accurate follow-up right to the day of purchase.



CustomCare RO Unit

Our CustomCare team can still provide AUTOCAD drawings per your requirements from custom engineered projects to our standard product line. Whatever your business needs, CustomCare has a high quality solution for your commercial equipment needs.

CustomCare®



Employee Spotlight

Carmen Bump

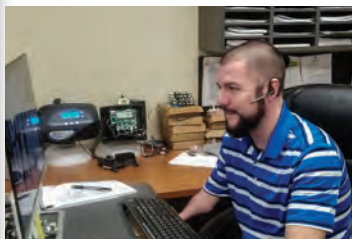
Technical Services

Carmen Bump has been a Technical Services representative for one and a half years helping technicians troubleshoot issues. He also develops, designs and tests new and current products. He likes being able to help individuals solve the problems they are having. Coming up with technologies to help treat water with a safer, more eco-friendly process. In his free time, Carmen enjoys hunting, tractor pulling and making

smoked meats. He also just recently purchased a home in Menasha where he lives with his fiancée, Kayla, and yellow lab, Remi. An interesting fact about Carmen is that he has been in the water treatment business since he was 16 years old.

“
With the addition of Carmen to Tech Support, we have a great person who adds a lot of expertise to our customers in the field.
”

Kirk Guthrie
Technical Services Manager



Tech Tips

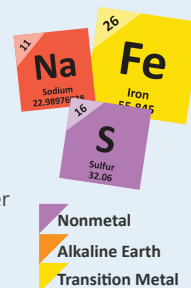
So your water has some color? Properly identify it before you treat it.

by Kirk Guthrie, Technical Services Manager

One question that we ask when helping dealers choose equipment: Does the water run clear? This important question needs to be answered before selecting equipment.

A water softener with resin and a water conditioner with zeolite are exchange medias. That means that we exchange the hardness and ferrous (clear) iron for sodium in the media tank. These are “clear water” contaminants. When water has color there are other contaminants in the water that cannot be exchanged out of the water. These include, iron in its ferric (or solid state), organics in the water such as tannins, and sulfur that has precipitated. The precipitated things like iron and sulfur must be mechanically filtered out of the water.

There are many media and cartridge filter options to consider. When selecting filtration it is important to size this equipment on flow rates. Remember that the slower we put water through the filter, the better we can capture the contaminants we want out of the water. There are “tools” and tests that can be done on colored water to help identify what equipment is needed to take care of the water. When you encounter colored water in the field contact us here at Technical Support and we can walk you through the process to identify what the color is and how to get it out.





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!   



A few members from the Water-Right team in Nashville, TN at NGWA week in December.
From left to right: Greg Gruett, Kurt Gruett, Brad Walsh, Luke Java and Kevin Osborn.

Kurt's CORNER

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

| Employee | Years |
|-----------------------------|-------|
| Vicki Van Straten | 29 |
| Brian Peterson | 16 |
| Tom Tegan | 15 |
| Rick Peterson | 10 |
| Joel Grimsley | 8 |
| Ann Behnke | 5 |
| Garrett Lemons | 4 |
| Stephanie Ozment | 4 |
| Karen Frassetto | 3 |
| Katie Freimuth | 3 |
| Jake Kohlhagen | 3 |
| Scott Abel | 2 |
| Patricia Scheve | 2 |
| Austin Sobieski | 1 |

Upcoming Events & Conventions

February 2018

| | | |
|-------|--|-----------------|
| 2 | North Carolina Ground Water Association Convention | Greensboro, NC |
| 8-9 | Illinois Association of Groundwater Professionals Expo | East Peoria, IL |
| 13-15 | Water-Right School | Appleton, WI |
| 14-16 | Virginia Water Well Association Convention | Midlothian, VA |

March

| | | |
|-------|--|-----------------|
| 4-7 | North Dakota/South Dakota Joint Well Drillers Convention | Dickinson, NC |
| 15-17 | New England Water Well Expo 2018 | Marlborough, MA |
| 16-17 | Pacific Northwest Ground Water Exposition | Portland, OR |
| 26-29 | WQA Convention & Expo Visit Water-Right at #917 | Denver, CO |

April

| | | |
|-------|--------------------|--------------|
| 17-19 | Water-Right School | Appleton, WI |
|-------|--------------------|--------------|

Wife texts husband on a cold winter's morning:
"Windows frozen, won't open."
Husband texts back:
"Gently pour some lukewarm water over it."
Wife texts back 5 minutes later:
"Computer is really screwed up now."

**Gruett
GROANER**