

The Florida Flow

Volume 4, Issue 1 January 2007

Florida Water Quality Association

UPCOMING EVENTS

FWQA Legislative Fund Raising Golf Tournament

Monday March 26, 2007

Eagle Creek Golf Club
10350 Emerson Lake Blvd.
Orlando, FL 32832

WQA Aquatech USA 2007

Conference Dates: March 27-31, 2007

Exhibition Dates: March 28-30, 2007

Orange County Convention Center
Orlando, FL

FWQA Annual Convention

June 7, 8, and 9, 2007

Caribe Royale Resort
Orlando, Florida

FWQA Board Meeting Schedule

Friday February 2, 2007

Lakeland Yacht Club
Lakeland, Florida

Minutes of any board meeting are available upon request
All FWQA members are welcome at Board Meetings.

Presidents Message – Ted Dyer

As I near the end of my second year as the president of FWQA I see positive changes in our association, and our goal is for continued growth in membership. It has been my goal to keep all members who wished to be informed about association business on my e-mail list. Hopefully we will be able to expand this list to include all members to better show the reasons to belong to our trade association.

I have enclosed in this newsletter an article about WQA and their successful effort to block legislation in the State of New Mexico concerning brine discharge. We will face this same attack in the future, and your support of FWQA and also WQA will ensure our ability to fight any legislation that has a negative impact on our industry. As an association it is costly to continue to monitor all State of Florida efforts that can have any effect on our industry. It is imperative that we are a strong and united voice protecting our industry. It is the time of year that our dues are mailed, and your timely return makes it possible for this association to conduct business and pay our bills.

We are fortunate to have the WQA convention this year in Orlando. If you have never attended a WQA convention you have missed some exciting times.

As an association we are always in need for more members to be involved and help plan our future. Bring your ideas and energy and help make our association the association of the future.

Lastly, I want to thank everyone for their thoughts and prayers during my daughter's stay in the hospital. Katie is home and now has her voice back, she is also starting to walk again.

If anyone knows of any local business who is not a member, now is the time to introduce them to our association, and make our membership grow.

Four arrested in water filter scam

By Roger Croteau, Express-News

rcroteau@express-news.net

San Marcos police arrested four people Friday night and charged them with deceptive trade practices for allegedly trying to scare residents into buying water filters by telling them their water was contaminated.

Arrested were Christina Saldivar Banda, 21, of Martindale; Stephanie Eloise, 17, of New Braunfels; Julio Menchaca, 21, of Manor; and Jeffrey Bowman, 20, of Lockhart.

They were charged with deceptive trade practices, a Class A misdemeanor, and booked into the Hays County jail. Bond was not set Saturday morning.

San Marcos Police Commander Terry Nichols said that police responded to a call on West Sierra Circle at about 7:30 p.m. Friday to investigate suspicious people going door-to-door claiming to be from the water department.

The suspects reportedly told residents there had been a chemical spill and their water may not be safe to drink, and urged them to schedule a time to have someone come and test their water.

The police found the four and learned they worked for a company called Aquativa, which sells water filtration systems. Residents on the street told police the four had told different stories at different homes, including one that there had been a chemical spill involving a tractor-trailer truck nearby.

"These suspects were captured and this scam stopped due to a suspicious citizen who knew something was wrong with the story he was being told," Nichols said. "Residents are reminded to be very careful when allowing strangers into their homes. There are many instances where criminals use these types of scams and scenarios to gain entry into a residence so that they can return later when people are not at home to burglarize and steal. Residents are encouraged to call the police department to report any suspicious activity."

San Marcos city utility workers wear uniforms, carry ID and drive clearly marked city vehicles, Nichols said.

Manufacturer severs ties with dealer after arrests

BRADLEY, IL — Covenant Air & Water, LLC has severed its relationship with a San Marcos, TX, water treatment dealership, four of whose employees were arrested December 29 on charges of using deceptive door-to-door sales practices, a Covenant official has told *WaterTech Online*TM.

"We're really aggressive with this kind of thing," Tim Duggan, Covenant vice president, said, referring to Covenant's insistence that its dealers follow company guidelines. "They have a code of conduct they have to follow, and if they don't, we become part of the prosecution."

According to Duggan, shortly after learning of the employees' arrests, Covenant ended its relationship with AQUAtiva Clean Water Center of Hays County (TX), an independent dealer which had been selling Covenant's AQUAtiva brand of home water treatment systems. Covenant is based in Bradley, IL.

Duggan explained that the Texas dealership had "just hired" the four youthful employees to do door-to-door canvassing in San Marcos. According to Duggan, the dealer, who was not charged, "didn't tell them to go out and use these [deceptive] methods," but, in the view of Covenant management, "he didn't take the steps he should have" that could have prevented the practices.

The four were arrested by San Marcos police on a charge of using deceptive trade practices, a misdemeanor, as reported January 2 by WaterTech OnlineTM.

Police had responded to complaints from residents that the four suspects were claiming to be from the water department, were saying there had been a chemical spill nearby, and were telling residents their water wasn't safe to drink and should be tested, according to a December 30 story in the San Antonio Express-News.

According to Duggan, Covenant has a code of conduct that, among other things, requires its dealerships' sales representatives to accurately identify themselves to homeowners and to leave behind a document with each homeowner that correctly identifies the dealership.

Covenant has 18 dealerships nationally, several of which are in Texas. Duggan said Covenant's code of conduct closely resembles the Water Quality Association's (WQA) Code of Ethics and has a couple of requirements that go beyond WQA's code.

IDENTIFYING CORROSION PROBLEMS IN GROUND WATER **PRACTICAL SOLUTIONS**

Douglas C. Haring, VP, Atlantic Filter Corporation, CWS-VI, CSR, CI

CORROSION CAN BE DEFINED AS THE TENDENCY OF METAL TO REVERT BACK TO ITS NATURAL ORE STATE; *or* THE DISINTEGRATION OF METAL DUE TO ELECTROMECHANICAL ACTION.

IDENTIFYING POTENTIAL CORROSION PROBLEMS

- 1) PIN-HOLE LEAKS IN COPPER PIPING.
- 2) BLUE-GREEN STAINING OF PLUMBING FIXTURES (sinks and tubs)
- 3) PITTING OF PLUMBING FIXTURES.
- 4) ROTTEN-EGG ODOR WHEN AERATING WATER SOURCE.
- 5) PRE-MATURE FAILURE OF WATER USING APPLIANCES.
- 6) DRY METALLIC AFTER TASTE OF WATER SOURCE.

PRACTICAL SOLUTIONS

1) INCREASE pH OF WATER SOURCE :

Chemical injection/retention

- 1) Injection of sodium carbonate, potassium carbonate, sodium hydroxide, or potassium hydroxide to increase the pH and alkalinity of the water source.

Injection of the above listed chemicals will not increase the hardness of the water source.
Note: a pH level of 7.2 to 8.5 is recommended.

Neutralizing Filter Systems

- 1) Filtration equipment which incorporates a mineral bed of calcite, Georgia marble, magnesium oxide or a combination of the above. This filter equipment will increase the pH and alkalinity of the water source. The bed must be periodically replenished as it is self-sacrificing and dissolves slowly into the water source. It is recommended that this equipment be backwashed on a regular basis to prevent cementing of the mineral bed. In the event that the water source is iron-bearing, it should be noted that the iron will "drop-out" of solution more quickly as the

pH of the water is increased. This can cause the mineral bed to foul with iron. Installation of this type of equipment will increase the *Hardness* of the treated water.

2) COAT INTERIOR WALLS OF PLUMBING SYSTEM:

Chemical injection/retention

- 1) Injection of Polyphosphates to form a protective film on the interior walls of the plumbing. Note this coating will dissolve in time and will require constant injection.

3) OXYGEN SCAVENGERS:

Chemical injection

- 1) Injection of sodium sulfite or sodium nitrite is often used in ***Industrial*** applications where the potability of the water is not an issue. These chemicals are not used in the residential market where potable drinking water is essential.

4) DE-GASIFYING:

A) Aeration system

- 1) Hydrogen Sulfide is extremely corrosive as a weak acid when suspended in water. Installation of an aeration tank will permit the Hydrogen Sulfide gas to escape into the atmosphere. This type system must be vented to the exterior of any building if installed inside. This makes the aeration system prohibitive for northern climates.

5) OXIDATION

A) Manganese Greensand Filter

- 1) Hydrogen Sulfide can be removed by filtration through a manganese greensand mineral bed. The filter can be backwashed either with an automatically operated control valve or a manual backwashing system typically utilizing potassium permanganate as the regenerant.

B) Activated Carbon Filter

- 1) Granular Activated Carbon can be used for removal of lower levels of Hydrogen Sulfide from the water source.

C) Chlorination/Dechlorination

- 1) Chemical injection of sodium hypochlorite is often used to eliminate Hydrogen Sulfide from the water source by oxidation. The Hydrogen Sulfide is converted to elemental sulfur. It is recommended that the injection of chlorine is followed by a static mixer and/or retention tank, a mechanical filter such as a backwashing *Filter Ag* or *Sand* unit to remove the precipitated matter, and finally a backwashing *Granular Activated Carbon* unit for removal of the chlorine residual.

6) DISSIMILAR METALS

A) Di-Electric Unions

- 1) When a plumbing network incorporates the use of two or more dissimilar metal materials, the use of insulating *Di-Electric Unions* is necessary. The direct connection of dissimilar metals will cause an electric current to be generated at each joint. This creates a galvanic corrosion to the metal which is less corrosion resistant. The use of Di-Electric unions minimizes the galvanic corrosion effect.

**The above listed treatment technologies may be used alone or in conjunction with other treatment methodologies based upon the water test parameters, water temperature, installation conditions, etc. Consult a WQA Water Treatment Specialist for recommendations prior to installation*

Fraud alert: Complicated shipping scams target water treatment dealers, well drillers, and pump installers –

From the Water Quality Association

Staff at the Water Quality Association (WQA) was recently alerted to various complex scams targeting water treatment dealers. Both involve fraudulent use of credit cards and overseas shipping.

One of the scams begins with contact through a hearing-impaired device, in which the caller asks a dealer if they sell a specific device. The caller asks for a price, after which, they ask what the price would be to send several overseas. In the case of the WQA member, the caller ordered four reverse osmosis units to be shipped to Ghana. The dealer obtained an estimate for shipping multiple units and relayed the total price to the caller. The caller asked to spread the cost over four different credit cards, claiming the four people were part of the company requesting the purchase.

Even though the charges were authorized, the WQA member called the credit card company, before the shipment went out, to further verify the activity. The company said that one of the cards had fraudulent activity reported, and instructed the WQA member not to ship any of the devices.

The credit card company also filled our member in on the rest of the scam. Once the items were processed to be shipped through an overseas carrier, tracking information would be provided to the customer. Once the customer possesses that number, he or she can call the shipper directly, and ask to have the shipment redirected to a US address. In turn, they ask to be credited for the difference in shipping costs, in this case, well over the cost of units being shipped. The scheme ends with the entire shipment being disputed by the customer.

In a variation on the same theme, Culligan is now warning dealers of attempts to defraud water treatment dealers, well drillers, and pump installers.

In these scams, persons have attempted to purchase reverse osmosis equipment and pumps using stolen credit cards. According to the Fraud Warning Alert being disseminated to dealers, one pump installer had \$9,700 worth of product ready to ship when he discovered the order came from a stolen credit card. While the order came from someone claiming to be in Seymour, Indiana, the pumps were to be shipped to Ethiopia.

Janice Friedrich of WQA member Butler Water Systems LLC in Fairfield, Ohio, provides this account in the alert:

"We have been plagued recently with scams wanting us to send 'filters' using a credit card for payment. When you process the cards, they may or may not be declined. If it is declined they immediately give you another credit card number. The second card will have all the same numbers except the last two numbers will be different. They give you an address to send five reverse osmosis systems to Accra-Ghana, West Africa. Please understand this is a scam. If you listen, you can hear other callers in the background. It is simply a phone room."

The alert continues, "We have caller ID, and so far, the calls have been coming from Florida, Los Angeles and New York." It also contains details about the hearing-impaired version of the scam.

As one additional dealer warned, "If it smells, be very careful. It is probably rotten."

The [National Federation of Independent Business](#) offers these tips to help protect your business from credit card fraud:

Top Tips to Prevent Credit Card Fraud

1. Get all the information related to the credit card. Have the caller provide the name – exactly how it appears on the card – along with the card number, verification number, and expiration date. Also, ask for the complete name and address associated with the account holder.
2. Be wary of orders that use different "bill to" and "ship to" addresses. This could be a sign of fraudulent use.
3. Watch for unusually large next-day delivery orders. Orders larger than the typical size of orders at your business should raise a red flag, as should orders requesting next-day delivery. Also, pay careful attention when shipping internationally, especially to developing nations.
4. Do everything possible to validate the order prior to shipping. It may be beneficial to have the customer fax copies of both sides of the credit card. It may also be helpful to request a copy of his or her identification.
5. Take immediate steps to reduce damage if fraud is discovered. First, call the police to report the crime. Then call the cardholder's issuing bank.
6. Most importantly, trust your instincts. If the caller does not seem completely confident about the information he or she is supplying, or you do not feel comfortable sending merchandise, don't do it. It might be best to lose an order than to risk giving away merchandise for free.

Source: National Federation of Independent Business, © 2006. Excerpted with permission. For more information, see www.nfib.com

WQA National Convention is coming to Orlando in March 2007.

BE SURE TO STOP BY THE STATE ASSOCIATION BOOTH AND VISIT WITH YOUR FWQA BOARD MEMBERS!

ARE YOU IN THE SWING OF IT?

FWQA will be hosting a Golf Tournament on Monday March 26, 2007 at Eagle Creek Golf Club as a fundraiser for our legal fund. Shotgun start at 1:00 pm allows you to enjoy the spring day on the beautiful course along with other members of the industry. A lunch before play and reception after your 18 holes of golf all for only \$175.00.

Plan now to participate and meet with other dealers and manufacturers. Enjoy Eagle Creek an 18 Hole, Par 73 Championship Golf Course, designed by world-renowned golf course architects Ron Garl and Howard Swan, Eagle Creek is an extraordinary 18-hole, 7,198 yard championship golf course. Eagle Creek is the only Par 73 golf course in Central Florida, offering five par 5's, genuine Scottish style revetted bunkers and Florida's first Mini-Verde Greens. Since its 2004 opening, Eagle Creek was voted among the **Top 10 New Courses in Florida** by *Travel and Leisure Magazine* since 2000 along with being voted **Best 18th Hole in Florida** by *Florida Golf Central Magazine* and "**Top 10 Golf Course Restaurants in Orlando**", *Orlando Magazine*. Eagle Creek just recently received **4.5 Stars**, "**Best Places to Play**" and "**Top 100 Service Facilities in North America**" by *Golf Digest*. The 4.5 Star rating is the highest rating given to any course in Florida. Eagle Creek was one of only 52 courses in the entire state to receive this rating by Golf Digest. In addition, Eagle Creek Golf Club has played host to a number of tournaments including the 2005 & 2006

PGA Pro/Pro Tournament Series, 2005 Buick Scramble National Finals, Eagle Creek will also host the 2006 Florida Open and 2007 Florida State Public Links Championship.

WQA Golf Tournament hosted by FWQA

To benefit the Florida Committee on Water Quality

WHEN: Monday March 26, 2007
1:00 p.m. Shotgun Start
12:00 check in

WHERE: Eagle Creek Golf Club
10350 Emerson Lake Blvd.
Orlando, FL 32832
Phone 407-273-GOLF (4653)

COST: \$ 175.00 each player or \$700 per team

Format: Four person scramble



Includes: 18 holes with cart, box lunch, range balls, awards banquet, hole-in-one contests on all par three's (including a \$10,000 prize), longest drive and closest to the pin contests, and more.

WHO CAN PLAY: WQA members, FWQA members, and friends

DRESS CODE: Shirts with collars,
shorts mid-thigh
NO Blue jeans or denim material

Committee chairman: Matt Dierolf phone 863-533-9024

REGISTERING DEADLINE: March 16, 2007

2007 FWQA / WQA Golf Tournament

Company Name: _____

Address: _____ City, State and Zip Code _____

Player _____ handicap _____

Player _____ handicap _____

Player _____ handicap _____

Player _____ handicap _____

Do you want to be seen more?

Sponsors a Hole for only \$ 150.00

YES COUNT ME IN AS A HOLE SPONSOR

YOU MAY SIGN UP AS FOURSOME OR BE GROUPED BY THE COMMITTEE.

Please make checks payable to FWQA, P.O. Box 2531, Lakeland, FL 33806

Credit Card # MC or VISA _____ expdate _____

Name on Card _____ Amount _____

Phone 863/644-6622 FAX 866/845-4988 or e-mail reply to FLWQA@aol.com.

FWQA

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Welcome to our new FWQA Members

Broward Water Consultants

Joel Brow
1304 N. E. 48th Street
Pompano, FL 33064

Ionics/Puronics Water Systems, Inc.

Ed Gueth
5775 Las Positas Rd.
Livermore CA 94551-7819

The Water Shed Laboratories, Inc.

George W. Taylor
304 South Spring Garden Ave
Deland, FL 32720

Tri County Quality Water

Darren Knowles
15848 N. W. Highway 19
Chiefland, FL 32626

FWQA Committees

It's that time of year again when FWQA committees are set up for the year. There is always an opportunity for your participation. Please consider a committee membership it's a great way to network and to learn more about the industry. If you are interested in serving contact Suzanne Trueblood at 863-644-6622 or 863-698-0611 or FLWQA@aol.com, or any Board member and let them know the committee you want to join.

Convention

Education

Ethics

Golf Tournament

Government Affairs

Finance

Public Relations

Membership

Florida Committee on Water Quality