

# The Florida Flow

Volume 4, Issue 3 October 2007

Florida Water Quality Association

## UPCOMING EVENTS

### **FWQA Fall Educational Sessions**

**Friday November 2, 2007**

Howard Johnson's Executive Center (I-4 and US 98)  
3311 US Highway 98 North  
Lakeland, FL 33805

### **WQA Aquatech USA 2008**

Conference Dates: March 25-29, 2008  
Mandalay Bay Convention Center  
Las Vegas, NV

### **FWQA Annual Convention**

**June 5, 6, and 7, 2008**

Caribe Royale Resort  
Orlando, Florida

## FWQA Board Meeting Schedule

**Friday November 2, 2007 3:00 pm**

Howard Johnson's Executive Center  
3311 US Highway 98 North  
Lakeland, Florida 33805

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

## President's Message – Cindy Gresham

It's the 1<sup>st</sup> of October and fall is definitely in the air, or at least I'm imagining it is. Those of you from the North know what I mean. The air is distinctly cooler, less humid and it's a time of refreshing after the hot humid summer months. As in life, we need times of refreshing in our businesses; a time to set, refocus and/or readjust goals from the beginning of the year.

We all have insurance policies, whether home, car, health, or a myriad of other types of insurance policies that are available. We have these policies to help protect us financially from circumstance that arise in our life which are totally out of our control. FWQA is one of your business insurance policies that you don't want to allow to lapse. This organization watches out for your best interests. We have talented business people that sit on our Board of Directors who work behind the scenes to protect not only their own businesses but yours too.

The FWQA pays a lobbyist to watch and report on all water related activity in the Florida Legislature. Which one of us has the time to do this? If you have the time, we definitely want you on the board of Directors next year, so please submit your name.

One of our members called last month asking about worker's compensation classification and because of his phone call Alan Saylor contacted the state director of the National Federation of Independent Business (NFIB). NFIB is the largest small business lobbying group in the country and has almost 20,000 members in Florida. We have a meeting scheduled with him next month, just to make sure we are using the correct classification in our industry. The FWQA will keep you posted on the outcome of that meeting.

The FWQA is also entering into a partnership with TekCollect, a company that specializes in early intervention on delinquent accounts, beginning in November 2007. TekCollect has offered a discount for their services to FWQA members only, so look for those details in November.

Our June FWQA convention was a success, even on the heels of our national convention. Without you, our members, this would not have been possible, so from all of the Board of Directors please accept our THANK YOU for taking the time to make your organization's show possible. We hope to see you all at our Fall Educational Session. Please see those details in this printing of the Flow.

Sincerely,  
Cindy Gresham  
President, FWQA

*Remember, if all seems quiet in our industry statewide, we are doing our job.*

## **Focus on the Dealer....**

Starting with this issue of the Florida Flow, we are introducing a new feature that will highlight the business of one of our members. With the intention of getting a cross section of the entire state in the upcoming issues, we are starting with a dealership in Southwest Florida.



Sean Kidwell and his wife April started All American Bottled Water Company in 1990 in Venice. They were one of the first family owned and operated bottled water companies in Southwest Florida. Together they grew the company to be one of the largest independent water companies in Florida, with several thousand bottled water customers across a 5 county area. In 1996, they expanded into other POU products, including filters and RO systems.

In 2004 they created sister company, All American Purification, and began offering a full complement of water treatment and water purification systems. With the expansion, Jeremy Weber joined the company and eventually became a partner with the water treatment end of the business.

Earlier this year, the bottled water business was sold off, leaving All American Purification as their core business. Expansion has been brisk the past three years where they have found synergy with their bottled water customers and their ability to add filtered and/or conditioned water. Also taking a page from their bottled water play book, they have worked hard to keep in regular contact with all their customers. Their efforts have paid off well thus far with several thousand customers signed up for one of their three service plans.

A recent addition to the company is their expansion into the whole house air purification business. Felt as a natural complement to the water treatment business, All American has air filtration solutions for homes and small businesses. Now home owners can have their water and air quality maintained from a single source, a strategic benefit not offered by many in the industry.

When asked what's in the future for All American Purification, the resounding answer is growth. New "green solutions" are being rolled out as our culture becomes more environmentally concerned. A proprietary line of conditioning equipment is being reviewed. And a second location is being planned for startup on the east coast of Florida. Sounds like the future looks bright for the All American Purification family, who take their slogan seriously when they say they are ***"Purifying Life's Necessity."***

All American Purification is located in Venice, FL and can be reached at (941) 483-4426. Their website is [www.h2oamerica.com](http://www.h2oamerica.com).

## Did You Know?

### Q: What is most of the freshwater in the U.S. used for?

A: In 2000, about 346,000 million gallons per day of fresh water was withdrawn from our surface- and ground-water sources, such as rivers, lakes, reservoirs, and wells. Would you think that two uses of water, irrigation and thermoelectric-power production, would account for about 79 percent of water used in 2000? Here's the breakdown by water-use category:

- Irrigation: 40 percent
- Thermoelectric power: 39 percent
- Public Supply: 13 percent
- Industry: 5 percent
- Livestock, aquaculture: less than 1 percent
- Domestic (self-supplied): 1 percent
- Mining: 1 percent

In a way, the large amount of water used for power production (electricity) is deceiving. It is mostly used to just cool the heated power-production equipment. The vast majority of the water used by power plants is returned to the environment, and thus is available for other uses.

### (2) Q: Which states use the most water?

A: In 2000, California alone accounted for almost 11 percent of all freshwater used in the United States. After California was Texas, Idaho, and Illinois, which together accounted for 28 percent of all fresh water used in the U.S. Most of the water used in California was for crop irrigation. In fact, 22 percent of all the Nation's irrigation water used was in California, which indicates how important agriculture is there. Florida also is a large food producer but because it gets a lot more summer rainfall than the Central Valley of California, there is less need to apply irrigation water.

The three most populated states, California, Texas, and New York accounted for 30 percent of all water withdrawn for public-supply uses (for example, a city/county withdrawing water and delivering it to our homes and businesses). Texas, Wyoming, and Oklahoma used the most water for mining purposes, and California, Michigan, and Florida used the most water for household (domestic) purposes.

### (3) Q: Which states used the most water for irrigation?

A: Agriculture is a big business in the United States, and a lot of water is used to produce our food. In 2000, farmers used water to irrigate about 61,900,000 acres of land. That is about 96,700 square miles, which you can think of as a big, square plot of land about 311 miles on a side. And that is only the land that was irrigated; other land produced crops without the use of irrigation.

As expected, California led the Nation in acres irrigated, about 10,100,000, which was over 16 percent of the national total. Nebraska was next, irrigating about 7,420,000 acres, followed by Texas at about 6,490,000 acres. Agricultural irrigation is much more prevalent in the arid Western United States than in the East. The Western U.S. accounts for the majority of irrigation water use.

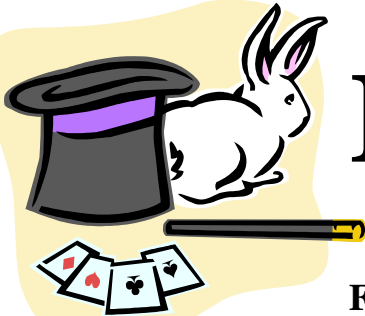
## WQA recertification credit now available for hands-on training

Lisle, Illinois USA — In support of its goals to provide the water treatment industry with technically knowledgeable professionals, the Water Quality Association (WQA) Professional Certification program has extended its Seat Time recertification credit to include product specific, hands-on technical training.

“WQA’s Professional Certification grew from the industry wanting to educate and regulate itself, and as such, has always been driven by industry and member needs,” said Tanya Lubner, PhD, WQA’s Director of Education & Certification. “Our members have been telling us that they need more than just theoretical training on treatment technologies; they need to see and try installation, breakdown, maintenance and repair procedures on the technology components,” she said. To maintain the high quality and integrity of its educational offerings, WQA has issued a policy on hands-on presentation content, eligibility and organization of hands-on training sessions.

These sessions should cater to problems likely to be encountered in the field, and presenters are cautioned against turning the training into a sales presentation. The full policy is available in the Certification/Education section of the WQA Web site, [www.wqa.org](http://www.wqa.org), and from the Education & Certification department. “By making Seat Time recertification credit available for hands-on training, we hope to encourage water treatment professional to continue their dedication to learning skills that will help them better serve their customers, their business, and their industry,” Lubner said.

## AND LOOKING TOWARD 2008-FWQA CONVENTION AND TRADE SHOW



# Magic Happens

**Don't do a disappearing act... join many other dealers and OEM's at the 2008 FWQA annual convention and see how FWQA and YOU can make water treatment magic! Don't pull a rabbit out of your hat, pull some education credits with any number of seminars that will be given.**

If you have any suggestions for educational seminars, other informative topics, or entertainment please don't hesitate to contact Sandy Eaton at [awi2001@verizon.net](mailto:awi2001@verizon.net).

### **NSF/ANSI 61 changed to include point-of-entry drinking water treatment systems**

After years of work on the issue, NSF/ANSI 61 has been changed to include point-of-entry (POE) systems, as reported in the August issue of *WQA Industry Update*.

The update is good news for manufacturers, who in some cases, had to test and certify equipment to two different standards for the same thing — materials safety.

NSF/ANSI 61 is the international standard for drinking water additives. It covers materials safety for all products that come into contact with drinking water in public and semi-public water supply applications. Nearly all plumbing codes and states require compliance to Standard 61.

NSF/ANSI 44 applies to residential and commercial cation-exchange water softeners. Because Standard 44 included its own section on materials safety, with different procedures for testing and certifying the materials, Standard 61 simply excluded POE drinking water treatment systems altogether.

The problem is that the line between typical residential and commercial/industrial has blurred in recent years, says Water Quality Association (WQA) Technical Director Joseph F. Harrison, PE, CWS-VI.

Harrison said many POE drinking water treatment systems are sold to and installed in semi-public water systems such as restaurants, hotels, schools, commercial and municipal applications. Because plumbing codes for these applications specifically call for certification to Standard 61, and 61 did not cover POE equipment, manufacturers of components such as media and ion-exchange resins, tanks, control valves, fittings, connectors, o-rings, and the like have routinely had to have products tested and certified twice for materials safety, to both NSF/ANSI 61 and 44.

On August 16, 2007, NSF International announced that NSF/ANSI 61 was changed to cover point-of-entry drinking water systems. Further, NSF/ANSI 44 and the materials safety sections of all the other drinking water treatment unit standards will be changed to reference compliance for POE systems under NSF/ANSI 61.

"This should certainly save money and time for our members, said Thomas Palkon, CWS-VI. Palkon is Director of Product Certification for WQA. "The biggest benefit is that now commercial, industrial, municipal, and residential drinking water treatment units can now all be tested under one standard for materials safety. This will prevent confusion, eliminate double testing, and save manufacturers from having to test and pay for multiple certification fees for the same materials standard," he said.

Point-of-use (POU) equipment is not affected by these changes.

See the [Gold Seal section](#) for links to all NSF/ANSI standards as well as information about WQA's Gold Seal Product Certification Program.

# TekCollect

## *Collections You Can Count On*

No matter how industries may change, one thing remains the same. There will always be debt. Late payments. Delinquent accounts. Unresponsive debtors. And someone has to pick up the pieces. Of course, no one needs to tell you that. You're experiencing the losses firsthand.

You may have also discovered that few collection agencies effectively recover those losses. They'll send a letter or two, with little to no follow-up. And if they do provide any results, they often keep 50%, making your recovery ratio nominal and hardly worth the effort.

But not all collection agencies are created equal. In fact, one company sets a standard of performance so high that no other can compete. As the name implies, TekCollect combines the most technologically advanced approach to collections in the industry. And they have over 30 years of proven experience generating results for companies all over the nation.

TekCollect employs multiple, non-alienating debtor contacts. The service is completely web-based for the most convenient, accessible, real-time account management solution available. And while conventional agencies charge a 50% fee per account, TekCollect averages about 4%. That's far less than the expense of trying to collect an account internally. TekCollect also assures maximum results. Where contingency agencies average a 2-3% return, they average 45%.

Best of all, they've designed a *custom* program for members of the Florida Water Quality Association. Exclusive member benefits include:

- Discount pricing per account
- Secure, web-based account placement, updates, audits, and reports
- Prompt online verification of debtor payments to preserve ongoing customer relations
- Access to our Secondary Contingent Recovery Division for hard-to-collect accounts
- Free Accounts Receivable Analysis

### **The Binary Program**

How does the Program work? Early referral is key. Simply submit accounts to TekCollect within 45 days of delinquency, and they'll do the rest. Early placement significantly increases the success rate for contacting debtors and generating prompt payment. Your valued customers respond more positively, thereby reducing the risk of alienation and loss of future business. TekCollect serves as a seamless extension of your staff so you can focus your attention where it's needed most.

The FWQA Binary Program is divided into two aggressive phases:

#### **The Primary Phase**

The Primary Phase involves a series of professional contacts beginning with an Audit/Balance Verification notice. TekCollect follows up with professional telephone campaigns, plus up to six high-impact written contacts, the final being an Attorney Demand. In addition, electronic database skip tracing is conducted for any debtor TekCollect is unable to contact.

Your debtors are immediately put on notice that TekCollect has full authority to pursue debts with all available remedies, creating urgency, impact and responsiveness. Payment is directed to you to for immediate account reconciliation and to maintain the valuable relationship between you and your customer.

#### **The Secondary Phase**

For more difficult collections and possible litigation processing, an aggressive Secondary Phase option exists for FWQA members. At the conclusion of the Primary Phase, accounts that still remain delinquent can be transferred, with your approval, to TekCollect's Secondary Contingent Recovery Division (SCRD).

SCRD utilizes state-of-the-art automated support systems to monitor account history, payments, settlements, and all collection efforts. TekCollect employs power-dialing as well as advanced electronic skip tracing, asset searches, and personal negotiations. All payments in this phase are directed to TekCollect to remove administrative responsibilities from your internal staff, and TekCollect offers one of the industry's foremost litigation service departments for decisive court action when necessary. Because you're a FWQA member, TekCollect will advance all attorney fees, court costs and filing fees.

In both the Primary and Secondary Phases, every collection effort is conducted with the integrity and professionalism of your financial institution in mind. For more information about TekCollect's Binary Program customized for members of FWQA, please contact Monty Haskins at 863-557-4631.

### **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](mailto:FLWQA@aol.com), or any Board member and let them know the committee you want to join.

Convention- Chairman, Sandy Eaton & Ray Gregory  
Golf Tournament – Chairman, Rusty Schoenthaler  
Public Relations – Chairman, Denny Mahle  
Government Affairs – Chairman, Donn Davis

Membership- Chairman, Todd Mosteller  
Education – Chairman, Doug Haring & John Bazel  
Florida Committee on Water Quality – Chairman, Alan Sayler

### **Welcome to our new FWQA Members**

#### ***Aquaflow, LLC***

Chris Tutsch  
2298 Saginaw Rd.  
North Port, FL 34286  
941/258-4532  
Fax 941/240-6054  
E-mail: [aquaflowwater@msn.com](mailto:aquaflowwater@msn.com)

#### ***Coastline Plumbing and Pumps, Inc.***

Bill McWhinnie  
10127 State Road 52  
Hudson, FL 34669  
727/856-4600  
Fax 727/856-6617  
E-mail: [coastline@netscape.com](mailto:coastline@netscape.com)

#### ***Blake's Well & Pump, Inc.***

Scott Massey  
P O Box 1429  
Indiantown, FL 34956  
772-473-9525  
Fax 561-682-5835  
E-mail: [kmassey@sfwmd.gov](mailto:kmassey@sfwmd.gov)

*Mark your calendars*  
**Friday, November 2, 2007**  
**Starts at 8:00 a.m.**  
*Lunch included*

**You Are Invited to FWQA'S 2007 Fall Education Seminars**

Come and learn about the Water Treatment Industry  
and get educational credit for the seminars from  
**WQA and FWWA.**

To be held at:  
Howard Johnson's Executive Center  
3311 US Highway 98 North ( Intersection of US 98 North and I-4)  
Lakeland, FL 33805  
863-688-7972  
Room rate special \$70.00 per night

- 8:00 –9:00 AM**      ***"Softening Resin and Organic Color removal with Anion resins– resin cleaning and proper maintenance of resin beds"***  
Presented by Frank DeSilva, ResinTech
- 9:00 – 10:30 AM**    ***HANDS-ON Teardown, Rebuild, and Maintenance Workshop on the 9000 and 9100 twin tank Control Valves.***  
Presented by David Smith/Fleck Controls
- 10:30 – 12:00 noon**    ***HANDS-ON Teardown, Rebuild, and Maintenance Workshop on the Magnum Control Valves***  
Presented by Don Karr/Autotrol Controls
- 12:00 noon** Lunch break included
- 12:45 –2:15 PM**      ***HANDS-ON Teardown, Rebuild, and Maintenance Workshop on the 1" WS1 Control Valves***  
Presented by Clack Corporation

*Each session provides WQA credits*

*Each session provides CEU Florida Water Well credits*

2:00 – 5:00 PM      WQA Certification Exams

**You must contact Anne Parissidi at WQA**  
**to register for Certification Exams**  
**phone 630-505-0150**

*See separate order form for WQA exams*

***Please register by October 26, 2007***

Contact: Suzanne Trueblood  
**For more information:**  
**Phone 863/644-6622**  
**Fax 866-845-4988**  
**E-mail flwqa@aol.com**  
**Cell Phone 863-698-0611**

**FWQA**

**P.O. Box 2531**

**Lakeland, FL 33806**

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Fax 866-845-4988

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\*\*\*\*\*We are in the process of updating and correcting our mailing list.  
If you have an error in the address of this mailing, please fax or e-mail us the  
correction.\*\*\*\*\*

### FWQA 2007 Fall Education Session Registration

Company Name \_\_\_\_\_

Attendee Name \_\_\_\_\_

Attendee Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State and Zip Code \_\_\_\_\_

Telephone (area code and number) \_\_\_\_\_

E-mail address \_\_\_\_\_

Cost

\$35.00 per person for FWQA members

\$50.00 per person if NOT A FWQA member

\$ \$150 per year for dues

YES!! Sign me up as a FWQA member and I can come a member rates.

TOTAL DUE \$ \_\_\_\_\_

Method of Payment -- check, MasterCard or VISA

Check # \_\_\_\_\_ Credit Card # \_\_\_\_\_ Exp date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_

Fax this form to 866-845-4988 by October 26, 2007. We look forward to seeing you on  
November 2 at the seminar.