



# The Florida Flow

NEWS TO USE

JANUARY 2016

## UPCOMING EVENTS

FWQA Legislative Day  
February 1, 2016  
Tallahassee, FL

FWQA Board Meeting  
February 15, 2016  
Embassy Suites—Orlando, FL

WQA Aquafest  
March 14-17, 2016  
Nashville, TN

**FWQA 2016 Convention**  
June 9-11, 2016  
Caribe Royale Resort  
Orlando, FL

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## President's Message



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Happy New Year, FWQA Members! We are looking forward to a very busy and successful 2016. In this issue, you will see our main goals and objectives outlined to best represent you, our esteemed members.

The goals for the upcoming year include going to Tallahassee for legislative days. Directors from the board and I, plan to meet with our lobbyist, David Ramba, and arrange for in-person meetings with key legislators. The main purpose will be for the legislators to get to know us as an organization and how we can be helpful if and when the discussion of regulating the Water Quality Improvement Industry is initiated. This is an excellent opportunity for you to help by participating and making the commitment to attend. What better way for our law makers to learn about the industry than from those who work every day providing water quality solutions. We will be sending out an email to the membership when the details are finalized.

Standing together with the Florida Water Quality Association is an important part of supporting the industry and your contribution to the Florida Water Quality Association Political

Committee helps ensure that you are represented on the state level and ensures issues affecting your livelihood in the water quality industry are tackled.

Education continues to be a driving force for the FWQA and is a true sign of professionalism in our industry. As we look forward to 2016, we will be planning for the latest technologies and management topics to be presented at the FWQA Annual Convention, scheduled for June 9, 10 & 11 at the Caribe Royale Resort in Orlando. Ideas of topics that you would like to see are welcome – please email your Education Committee Chairperson, Amanda Moore, at [amoore@atlanticfilter.com](mailto:amoore@atlanticfilter.com).

The National Water Quality Association has announced the National Convention & Exposition for March 2016 to be held in Nashville, TN. For more information visit [www.wqa.org](http://www.wqa.org).

The membership of the FWQA continues to grow as many continue to see the real value it brings to their professional career. As board members, it is always our number one priority to deliver outstanding benefits to our membership. We encourage any comments or ideas of how we can enhance the advantages of FWQA membership; please email me directly at [cschieber@stenner.com](mailto:cschieber@stenner.com).

Be sure to get the latest FWQA news on the website: [www.fwqa.com](http://www.fwqa.com). If you haven't already, "LIKE" the FWQA on Facebook for relevant articles, the latest happenings from the FWQA and news in the water conditioning industry.

Wishing each of you a very Happy and Prosperous New Year!  
Cindy Schieber, President

# ***Update on our 2015 Fall Education Seminar***

***Sponsored by Atlantic Filter Corporation and Charger Water***

Over 40 attendees met Friday , November 6, 2015, in Port St. Lucie Florida for FWQA's Fall Education Seminar.

The seminar opened with an introduction to WQA's new Modular Education Program (MEP). Dr. Tanya Lubner , PHD did a wonderful job of showing attendees how to navigate the new "hands on " training program. Attendees were able to go live into the MEP Program and complete tasks and exercises. Phil Fralix, continued the series which began this summer at the convention on *Water Treatment in the Food Service Industry*. Due to input from our members who loved Part #1 of the series and couldn't wait for more, we brought Phil back!

After lunch and some fresh air, Cindy Schieber of Stenner, blessed us with her always enthusiastic and educational insight on the peristaltic pump. Even seasoned veterans appreciated the refresher course.

One of the highlights of the afternoon came during Shawn Talley of Pentair's presentation, *Planning to Be Profitable*. The last seminar of the day turned into one of the most lively. Due to feedback and participation from members, we had a wonderful , candid, round table discussion on what does and does not work for our industry. Forget the text books...it was as real as you can get! The feedback received seems to point to having more of these round table open discussion forums in the future.

What more would you like to see? We are currently working on a great line up for our annual convention June 9-11, 2016 in Orlando, FL, and would love input from you on educational suggestions.

Feel free to email me at [Amoore@atlanticfilter.com](mailto:Amoore@atlanticfilter.com) and let me know your thoughts!



Till June!

For instant FWQA news, like us on Facebook, Florida Water Quality Association.

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# **PETS LOVE GOOD DRINKING WATER TOO!**

By Todd Mosteller



What kind of water are you giving your pet?

I have found that most pet owners in Northeast Florida give their pet filtered or bottled water and do not trust the tap.

The next time you are in a house giving your sales presentation and the owner has a pet, ask them what kind of water you provide for your pet. If you want to try something fun place two water bowls down for their pet, one filled with filtered water and the other with city water. I have tried this numerous times and the pet always goes for the filtered water.

Animals have sense over ten times what humans have. I had some old water Left over from the day before and went to refill the bowl and my dog Sara would not drink until she knew it was fresh.

The digestive system in Dogs is different than ours, therefore the chemicals produced when organic matter and chemicals from tap water mix is really a turn down for most animals.

People who own pets spend a lot of money protecting and maintaining a healthy lifestyle for their best friend. The pet industry market in the U.S. IS a 60 BILLION dollar market.

You may want to use this part of your 2016 marketing plan.

My dogs love the Flow of good H2O!

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## **News from around the nation:**

SB 202 was signed by the Governor of Colorado on June 5, 2015 and is effective April 1, 2016. It removes water conditioning from the definition of plumbing-this means water conditioning contractors no longer have to be plumbing contractors and hire a full time master plumber. Now there is the option to register with the State as a water conditioning contractor, water conditioning installer, or water conditioning principal. In order to register, the professional will need to be certified by a national water conditioning association recognized by the board.

WQA and Colorado WQA have been involved in the rule making process to effectively implement SB 202.

It was agreed WQA is the recognized national water conditioning association during the rule making discussions.

Colorado is the 1<sup>st</sup> state to cite the WQA MEP program in law and it will be a key part of the licensing rules. MEP training sessions were held in Colorado in December.

*Water Quality Association 2015 Government Affairs Annual Report, [www.wqa.org](http://www.wqa.org)*

# Salt Water Intrusion



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Dealing with salt water intrusion has become almost second nature for most water specialists in the state of Florida, unless you are in the middle of the state of course and I'm certain those guys have there problem water also, but I want to talk about my problems. Right! Or at least my water problems.

Over the past few years salt water intrusion has become a daily conversation at our morning meetings, mostly because of the severity of the situation. It seems to us that the salt levels have risen dramatically in the past 3-4 years. I have noticed a slight increase in chlorides again within the past year. I think it coincides with most of the foreclosed houses being sold and now those wells are being used too.

Even the city water treatment plants along the coast are having to deal with this situation.

The biggest problem with salty water is it wrecks havoc on a lot of the treatment methods we have been using for years. For instance at higher salt levels (around 2500 TDS or 1500 Chlorides) a typical water softener loses the ability to hold hardness on the resin. Does that mean at 1500 TDS the softener will work just fine? Well my experience says no. I have done hardness tests on existing water softener systems that are reading 1600 TDS/1080 Chlorides from the well and I got 6 gpg hard water out of the softener. I checked the operation of the unit and everything was fine we were just getting bleed through because of the

salt level from the well. How many things do we remove with just an ordinary softener? If you're getting bleed through because of the salt level of the well water then all of these other things will bleed through also.

The water treatment plants are having the same issues but on a larger scale of course. On the South West side where I am located there is some arsenic in the wells and the salt levels really makes it difficult to remove or dilute out. The removal method doesn't work very well because of the salt changing the charge of the media, and dilution just keeps raising the TDS to un-acceptable levels.

So the alternative is reverse osmosis or Nano filtration for the salt removal which works great but in my eyes it is making the situation worse. The salt water intrusion is happening because of over use and some say rising sea levels. Personally I think it is overuse, and now we are using in some cases 4-5 times more water to get to the end result that goes in the home. Now there are those that are reaching higher efficiencies with there RO's but in most cases that I see the 4-5 to 1 ratio is the norm. I see this as a never ending situation. The local news said Florida gained over 300,000 people this past year. Wow! That is huge growth. If they all use water, the highways are going to remain a big problem but water is going to be our biggest problem. So I think we all picked the right profession. I wasn't smart enough to be a doctor, but I sure can fix their water. We would love to hear from you and your experiences, new techniques, or any kind of educational things you may have to share. You can use the blog on the FWQA or Facebook which ever you prefer.

Hope you all have prosperous year!

## **Welcome New Members**

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\*\*\*We continue to update and correct our mailing list. If you have an error in the address of this mailing, please fax or email us the correction.\*\*\*

*Our Mission*

*To promote increased use of industry products and services, to foster and maintain the professional competency of water treatment professionals, and work with governments, other organizations and the public on issues affecting water quality. Serving the water industry since 1975*

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