Letter from the President

On behalf of our PWQA Board of Directors, I want to encourage you to attend our upcoming PWQA Convention and Trade Show October 18 through 21. This 59th Annual Show at the Pacific Palms Resort will be one you won’t want to miss. Our trade show will be one of the largest we’ve had, showcasing the technology the water improvement industry offers. We will also have educational sessions, certification exam opportunities, legislative updates, golf, and my favorite, the networking opportunities with other professionals in the industry. Please go online and register today.

The Board of Directors have been busy this past year. We have been promoting our industry and products at our Legislative Days in Sacramento and at the WQA Fly-in in Washington. Protecting, educating and promoting our industry to our state and federal legislators are a big part of how important your membership is to PWQA. We have seen self-regenerating softener bans reversed and stopped this past year. We’ve funded a study, in conjunction with WQA, to provide an objective look on the effectiveness of the Santa Clarita ban. I’ve spoken at the Fresno State Water Day, covering the practical and affordable Point of Entry and Point of Use technologies our Association members sell and install every day.

We’ve held one of our largest BBQs ever at Performance Water Products in Buena Park. It was nice to see such a fantastic turnout.

It has been an honor and pleasure to serve as the PWQA President this past year. I have worked with many boards and commissions, but I would have to say, your PWQA Board of Directors has been one of the best I have participated with. They are active, they are involved, and they are excited about being in this industry. The future looks great for PWQA.

Again, enjoy the articles in this issue, and be sure to register for the October Convention and Trade Show. I’ll see you there.

Ken Steitz
PWQA President
For years I have likened what we do as water treatment professionals to the medical and food service industries. We cannot live without food, quality medical care, and water. More importantly, clean and safe drinking water. And that my friends and colleagues, is what we do best.

Throughout each year, the Pacific Water Quality Association keeps a close eye on poorly informed water treatment legislation that, without representation from the PWQA, could be voted into laws adversely effecting our businesses, as well as the public perception of what we do and how we do it.

Lead contamination in Flint, Michigan was our latest Erin Brockovich event, and is only the tip of the iceberg to a landscape impacting every state. What happened in this one community gives us a very clear picture of what future water contamination events could look like.

Continuing contamination issues will stimulate many opportunities for our industry. Growth, technological advancement, and education will present many more. A great responsibility comes with these opportunities as we work to provide solutions in a constantly changing market.

These challenges must be met by a strong association that will work closely with our state and regional governments, to ensure that those who are making decisions that affect laws related to water treatment have ALL of the correct information before casting their votes.

I would like to take this opportunity to thank our dedicated Board of Directors and staff for all of their hard work this year. Awesome job!

I am honored to serve as your President this year, and will do my very best to help us find solutions to the many goals and challenges we have ahead.

Sincerely,

John Miller

This is where your Pacific Water Quality Association excels... by staying involved, being the foremost source of information, and giving a voice to our members.

The strength of our association depends on our members. Let’s work together in the coming year to make our association and industry stronger, better, and wiser! I encourage anyone who is not currently a member of the PWQA to join today!

2016 HAS BEEN QUITE A YEAR FOR THE WATER IMPROVEMENT INDUSTRY!

2016 HAS BEEN QUITE A YEAR FOR THE WATER IMPROVEMENT INDUSTRY!

PWQA OFFICERS

These are the dedicated people working hard on your behalf to prevent onerous legislation, protect the business environment and enhance the economic possibilities for your company (as well as the water treatment industry)

President
Ken Steitz
ken@ecowatercc.com
559-439-2006

Vice President
John Miller
johnm@vertexwater.com
520-471-0540

Secretary/Treasurer
Melodie Bullock
mbullock@calaqua.com
707-469-9576

Administrator
Linda Clark
info@pwqa.org
760-644-7348

Past President
Clifford Fasnacht
sales@pacificpurification.com
800-950-5432

Chubb Michaud holds a BS and MS in Chemical Engineering from the University of Maine and is the CEO and Technical Director of Systematixx Company of Buena Park, California. He is a WQA Certified Master Water Specialist and received the PWQA Robert Gans Award in 1992. He was inducted into the PWQA Hall of Fame in 2007 and the National WQA Hall of Fame in 2014. Michaud has authored over 100 technical publications and papers and holds four US Patents in the field of ion exchange and water recycling.

Marianne Metzger earned her degree in environmental geology and political science and has worked with water treatment professionals for 18 years. Her career includes being at National Testing Laboratories helping people with water quality analysis and as a Sales Engineer for Accent Control Systems. She has written numerous articles for industry magazines. Most recently she has served as the EWQA President and has been a board member for the past nine years.

Dave Smith started at Fleck Controls in 1992. After working in assembly for 12 years, he has worked with technical services, field training, sales and product management at Fleck/Pentair.
## PWQA 59TH CONVENTION AND TRADE SHOW SCHEDULE

(Pacific Palms Resort, One Industry Hills Parkway, City of Industry, CA 91744)

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<tr>
<th>START</th>
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<th>LOCATION/ROOM</th>
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<td><strong>TUESDAY, OCTOBER 18, 2016</strong></td>
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<td>7:30</td>
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<td>“The Babe” Golf Tournament @ Pacific Palms Eisenhower Golf Course</td>
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<td>Pebble Beach</td>
<td>WQA Certification Exams*</td>
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<td>1:00</td>
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<td>Majestic Ballroom</td>
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<td>Cherry Hill Room</td>
<td>Annual Meeting</td>
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<td>Colonial A&amp;B</td>
<td>Banquet Dinner and Industry Awards</td>
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<td>Past Presidents Breakfast</td>
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<td>8:00</td>
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<td>Colonial A&amp;B</td>
<td>Educational Seminar: <em>Water Testing Procedures &amp; Practical Guidelines</em> Presented by Marianne Metzger, NTL</td>
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<td>9:00</td>
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<td>Colonial A&amp;B</td>
<td>Educational Seminar: <em>Effective Arsenic and Fluoride Reduction</em> Presented by Chubb Michaud, Systematix</td>
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<td>10:00</td>
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<td>Colonial A&amp;B</td>
<td>Educational Seminar: <em>Understanding NSF Softener Certifications &amp; Claims</em> Presented by Adrian Aspenson, NSF</td>
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<td>11:00</td>
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<td>Colonial A&amp;B</td>
<td>Educational Seminar: <em>How to Run an Efficient and Productive Service Department</em> Presented by Greg Reyneke, Red Fox Advisors</td>
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<td>COMPLIMENTARY WELCOME LUNCH AND RECEPTION</td>
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<td>Industry Leaders and Legislators Speaking • Trade Show Rundown • Don't Miss it!</td>
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<td>12:30</td>
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<td>Colonial A&amp;B</td>
<td>Educational Seminar: <em>Scientific Cost/Benefit Analysis of Using POU Drinking Filters</em> Presented by Dr. Kelly Reynolds</td>
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<td>1:00</td>
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<td>Majestic Ballroom</td>
<td>Tech Talk on Trade Show Floor: <em>Exploring Water Cooler &amp; Ice Machine Rentals</em> Presented by Rick Veach, Pure Water Partners</td>
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<td>2:00</td>
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<td>Majestic Ballroom</td>
<td>Tech Talk on Trade Show Floor: <em>Understanding Chloramine Reduction</em> Presented by Dennis Roberts, Filtrex/KX</td>
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<td>3:00</td>
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<td>Majestic Ballroom</td>
<td>Tech Talk on Trade Show Floor: <em>Residential RO - Doing it right</em> Presented by Mike Kim, Dow</td>
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<td>4:00</td>
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<td>Majestic Ballroom</td>
<td>Tech Talk on Trade Show Floor: <em>Membrane Separations</em> Presented by Mike Kim, Dow</td>
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<td>5:00</td>
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<td><strong>FRIDAY, OCTOBER 21, 2016</strong></td>
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<td>WQA Certification Exams*</td>
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<td>Tech Talk on Trade Show Floor: <em>Troubleshooting Coffee Applications</em> Presented by Mike Mecca, Performance Water</td>
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<td>11:00</td>
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<td>Majestic Ballroom</td>
<td>Tech Talk on Trade Show Floor: <em>Fleck 5810/5812 Teardown and Programming</em> Presented by Dave Smith, Pentair</td>
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*WQA Presents: CWS Test Prep Course, Modular Education Program (MEP) and Certification Exams are independent of PWQA registration. Please contact Daniel at WQA for registration 630-929-2508 / dleblanc@wqa.org
Making the Most of a Trade Show

It’s that time again…the Pacific Water Quality Association (PWQA) is hosting its 59th Annual Convention and Trade Show from October 18th to 21st, 2016.

Every year, dealers have to make a big decision: whether to go a tradeshow or to stay home and work on their business. As a dealer, and someone who coaches other dealers around the country, I strongly encourage you to attend events like this, since they can truly help you to strengthen your business and free your mind to make the decisions you need to.

I used to think that trade shows and industry conventions were a massive waste of time, with most attendees just going to drink on the company dime and waste time. What I soon realized, after I went to my first water industry show, was that you get out of a trade show exactly what you put into it. If you go to a show and spend all your time at the bar, lounging around the pool, or hanging out with your favorite vendor, that’s all you will ever get out of it.

If, however, you go to a trade show and attend the educational sessions, listen to tech talks, and take the time to listen to the voices of industry leaders, you will come away with vital knowledge to help control liabilities, fix problems, and serve your customers better, while actually making a reasonable profit.

This year’s entire educational focus revolves around “Doing it right” when it comes to improving water and doing better business. It is tailor-made for the dealer who wants to do a better job.

Our four primary educational sessions are:

- Water Testing Procedures and Practical Guidelines
- Effective Arsenic and Fluoride Reduction Techniques
- Understanding NSF Softener Certifications and Claims
- How to Run an Efficient and Productive Service Department

Even the tech-talks on the show floor are focused on learning new technical and business skills to help take your business to the next level.

The WQA is providing valuable training and testing opportunities to help earn national certification for you and your technicians.

Come join us in City of Industry. You’re going to learn some new things and learn more about the things you thought you already knew. Hell, you’ll probably also make a few new friends and find some excellent deals on the products and services you need for next year.

PWQA Summer BBQ – July 21, 2016

A warm afternoon greeted PWQA members at Performance Water Products in Buena Park. Past President and current Board member, Mike Mecca, and his staff, barbecued brisket and links for over 100 people in attendance; one of the largest events ever held by PWQA. Tom Palkon, Senior Vice President for IAPMO, gave the keynote address on certified versus non-certified products. David Loveday, WQA Director of Government Affairs, gave a Federal Legislative Update and Pete Conaty, PWQA Legislative Liaison in Sacramento, gave the crowd a California regulatory update. The afternoon was capped off with, State Senator Janet Nguyen, who represents the Buena Park area, providing a view of water issues from a legislator’s point of view. She spoke on how important the water improvement industry is in light of the water issues going on around the state and nation.
Interview with California State Assemblyman Bill Dodd

By Sean Caughron

Bill Dodd currently serves in the California State Assembly, representing the people of District 4, which includes all or portions of Contra Costa, Napa, Sacramento, Solano, Sonoma and Yolo Counties. Dodd has led the way on legislation as diverse as gender pay equity and working to designate the Berryessa Snow Mountain area as a national monument. (Currently, Dodd is running for the District 3 seat in the California State Senate and has been endorsed by PWQA.) Prior to serving in the Assembly, Dodd served on the Napa County Board of Supervisors for 14 years.

Dodd, born into a well-known and highly respected water treatment industry family, graduated from Justin-Siena High School and California State University, Chico. He came back to Napa where he owned and operated one of the largest full-service Culligan Water operations in Northern California. During this time, Dodd served as President of both the Water Quality Association (WQA) and the Pacific Water Quality Association (PWQA). In 2014, Dodd was honored by the Napa Chamber of Commerce as its Citizen of the Year for his work in raising over $3 million for local charities to help those individuals who need it most.

Just as important to him as his business and legislative career is his family. Dodd and his wife Mary have five children and five grandchildren. In a recent interview, he reiterated the importance of family to his success personally and professionally, making note of those who have paved the way to his future endeavors.

Sean Caughron: Your dad was one of the founding members of PWQA, wasn’t he?

Bill Dodd: Yes, he was and he was the second President, in 1958 and 1959. Bob Moody was one of my dad’s best friends and a Culligan dealer in Englewood, CA. My first memory of PWQA was that they had a trade association meeting in 1962 at the Ahwahnee Lodge at Yosemite. My brothers and sister and I were there; we were about 3-9 years of age. We all went down and were on the cover of the Association’s newsletter the following month. Even before I went into business with my dad, these meetings were our family vacation so it was an opportunity to go out and meet a lot of dealers and other family members over the years. That’s really what PWQA was to me growing up. I joined PWQA after I got out of college in 1978 and became President in 1985 and 86. It was family and that was really special for me.

Sean Caughron: You were probably around when Jerry Peterson, Kurt Peterson’s father, was active.

Bill Dodd: Oh yes. I saw your interview with Kurt last month and it really brought back some memories because Jerry and Sharon Peterson were two of the most supportive people in the industry. Unlike the mainstream press of today, they were family, too.

Sean Caughron: They still are and that’s great. What are your thoughts about the national picture on water?

Bill Dodd: When I was President of PWQA, and it’s interesting you brought that up, the mid-year meeting was at Yosemite. That was the first we had heard of legislation on our industry since the first brine regulations in the late seventies. There was registration then certification of devices and certification of claims and equipment. All of a sudden, we were in Sacramento all the time. Perhaps that’s part of the thing that got my feet wet, with legislation, through PWQA. I really believe that when you stop and think about how many hundreds of thousands of people in the state of California, or millions, who enjoy a higher quality of water that our industries’ products and services include, it’s amazing. We do have power and those people do deserve to have a higher quality of water should they choose. In Sacramento, we haven’t had a lot with the industry since I’ve been there, but it’s something that’s very meaningful to me and made an indelible mark on my thought process on how Sacramento should be frankly, incentivizing companies like the people in the POU/POE business instead of penalizing them.

Sean Caughron: Do you think the drought is going to encourage new legislation?

Bill Dodd: I don’t think the drought is over. I think we’re in for it for awhile but I hope I’m wrong. But, I haven’t heard anything. If we go into another drought year, that could change quickly. I’m not sure there’s anybody out there this year that is looking at that but we’re keeping our ear to the ground.

Sean Caughron: Do you have some final comments to give us?

Bill Dodd: “I’m appreciative of the support that I’ve gotten from the members of PWQA and WQA. It’s been a lot and means a lot to me that people haven’t forgotten about my service to the industry; that they believe in me and my support of them in Sacramento. I loved my career in water and am really loving my experience as a legislator and finding ways to protect small business in the state of California. Certainly, I know that’s not been the case, but hopefully in the future, you’ll see a legislature that is not so insistent on regulating small business. I think small business is the backbone of all of our communities in the state and we need to make sure they know that we appreciate the jobs they are providing for our constituents and the taxes that they pay. It goes hand-in-hand.”

Sean Caughron: We would love to have you at our annual PWQA Trade Show (in Southern California) this year. I know you are pretty busy but we wanted to extend an invitation.

Bill Dodd: I may be down there. Mike Mecca is having a fundraiser on his boat for me. Maybe you could have an article about that. Come and take part in the fundraiser on October 25, which is a reception and cruise out of Newport Harbor. I’m flying down to Southern California for that.
WQA Industry Forecast

By Pauli Undesser

My name is Pauli Undesser and I am currently the Deputy Executive Director of WQA. First and foremost, however, I am a wife and a mother of three. I’ve been married to my husband for 17 years and together we have raised a 14-year old son addicted to pole vaulting, a book-loving 11-year old son, and a 9 year-old drama queen daughter. I’ve been with WQA for nearly ten years, making the most of my background in chemistry, biochemistry, toxicology and infinite enthusiasm for water quality, and come January 1, 2017 I will become WQA’s next Executive Director. The future holds new opportunities and possibilities, not only for me and WQA, but for the water treatment industry.

This past March, WQA launched its newly developed Career Center, offering both employers and job seekers in the water treatment industry a place to go to find their perfect fit. Employers have the opportunity to purchase a job posting package which allows them to post their job listings within the WQA career center. Employers will also have access to the resume database. Job seekers can upload their resumes to the resume database for free. They can also view and apply to any job on the career center at no charge.

WQA’s product certification department and laboratory will be fully capable of testing and certifying drinking water treatment units to NSF/ANSI 401 for emerging compounds/incidental contaminants by the beginning of fall. The standard was developed over the past six years with the focus of reducing pharmaceuticals, personal care products and endocrine disruptors in drinking water. Three testing groups have been created for performance testing, each containing different contaminants. Structural integrity and material safety testing is equivalent to that of NSF/ANSI 42/53/58.

This year drinking water has received more national coverage than WQA has ever seen. Once the lead crisis in Flint went national, WQA started seeing an exponential increase in website visits, along with an increase in engagement on social media. From a public policy standpoint, WQA is currently tracking more than 150 bills across the country. This is a teachable moment for WQA and its industry. WQA will include new educational sessions at its 2017 Convention & Exposition that cover the technical side of these issues, along with training industry members how to use both traditional and social media to best interact with consumers. This is a major opportunity for our industry, and we are prepared to help our members help consumers at this pivotal time.

Please join me in 2017 and beyond celebrating the opportunities and grasping the possibilities that will lead this industry to new heights. There is no better time to be in water treatment!