Letter from the President

Welcome to the inaugural **PWQA Newsletter**! This will be a quarterly newsletter sent to our membership and other decision makers in local, state and federal government. We will include:

- Educational topics relevant to our industry
- News and information about existing and emerging technology
- Dealer, supplier and manufacturer member spotlights
- Legislative updates
- A calendar of upcoming PWQA/industry events.

We had a very successful Legislative Days in April and I want to invite you to our annual summer BBQ in July. It has always been beneficial to network with the various members, to learn about new information and technology and to build relationships with people in our industry.

I’m excited about keeping all of our members in the loop concerning what the Association is doing to improve our industry. Feel free to submit articles, ideas and any suggestions you may have by emailing them to info@pwqa.org.

I hope you enjoy this new newsletter and see you at the BBQ.

Ken Steitz
PWQA President

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**SAVE THE DATE!**

*Is your PWQA membership current? PWQA members can take advantage of many membership benefits and keep our industry strong!*

**PWQA CONVENTION AND TRADE SHOW**
**OCTOBER 18–21, 2016**

See page 4 for details, or learn more at pwqa.org

**SUMMER 2016**
**BBQ**
**JULY 21, 2016**

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**ISSUE HIGHLIGHTS**

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He continues his father’s mission, bringing the best and most accurate information to readers.

4 | You’re Invited... Join us at the Summer PWQA BBQ!
PWQA Member Insight: Kurt C. Peterson

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Q: How did you get involved in the water treatment industry? Why have you remained in it? What do you find to be the most rewarding about your business?

A: My father, Jerome Peterson, began reporting on the water treatment industry in June 1959. He started the magazine (Water Conditioning Sales) on the kitchen table and continued building it based on what the industry needed to know. He covered everything (sales, technical material, legislative changes, etc.) and was involved in nearly every early convention. In fact, my dad was a pivotal member of the early Water Quality Association and Pacific Water Quality Association. To be able to step into his shoes and continue his mission, bringing the best and most accurate information to our readers is the most rewarding part of the business. This unbroken line of communication has been the mainstay for many a dealer and manufacturer over the years.

Q: What are your company’s product offerings? Services?

A: We are in the business of information, bringing the latest news to our readers and making sure we cover emerging technologies, treatments, processes...anything that goes into residential, smaller commercial and light industrial water treatment. We have a broad audience that includes members of the plumbing industry; small public water systems; component manufacturers and many more. We provide the latest news and information, peer-reviewed technical material, whatever is relevant to our audience. And we always welcome solid technical writing to help us reach our mission of informing our readers with the best the industry has to offer.

Q: What regions do you serve and what markets do you serve (residential, commercial)?

A: WC&P has an international audience and is well received across the globe. While the US focus is primarily on residential and smaller commercial water treatment, we realize that the municipal marketplace is a primary focus in other countries. We also have a companion website, Agua Latinoamerica, to provide relevant articles and information to our Latin American subscribers.


A: I give through my church to many different organizations. EIJ Company LLC will continue to promote and cover the water treatment market, expanding coverage as necessary to meet the demands of our subscribers and readers. We are actively involved with the Wishing Well International Foundation and feel that our continued participation will help the Foundation reach its goals. There are enough skilled and qualified people in this country and in this industry to bring clean, safe water to the masses all over the globe. And we’re going to be part of the solution.

Q: What is your favorite memory with regards to your involvement in the Water Quality Industry?

A: When I was just a teenager, my dad took me to the conventions and let me work with him. I have always had an aptitude for sales and he let me run with it. Being able to see everything from the ground up, the conventions and the magazine, prepared me to continue his legacy into the future. It’s an industry that has been part and parcel of my life since my earliest recollection. I can’t imagine it not being an integral partner in my future success. It’s the people; I wish I could name all the very special people that I

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).

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PWQA’s Annual Legislative Days, held April 11 and 12 in Sacramento, included our delegation of 23 volunteers, who met with more than 85 Senators and Assembly members at the State Capitol. Eduardo Garcia (D-Coachella) was presented the PWQA Legislator of the Year Award for his work in promoting the use of POU/POE devices to provide safe, clean drinking water to small communities. Guest speakers at Legislative Days were Assemblyman Bill Dodd (D-Napa, past President of WQA and PWQA), Mark J. Bartson of the California State Water Resources Control Board, and Bob Reeb, legislative advocate for the Alta Irrigation District. Our representation of the water treatment industry at the highest levels of government is our Association’s number one priority. If you haven’t joined us in Sacramento for Legislative Days, hopefully you can be there next year to meet with your elected officials to protect your business.

Q: What do you see on the horizon for the water conditioning industry overall? What changes do you wish or hope to see regarding the water industry? (Are there new challenges to the industry you see approaching, new technologies that will change the way our industry functions, continued consolidation that will change the landscape of the industry?)

A: Change is happening every single day. Either a new regulation is announced or another contaminant is found, requiring a higher level of treatment. It’s like a merry-go-round sometimes but I see no end in sight for the need to keep innovating systems and technology to meet our basic need for safe water. More industry players need to take an active part in the regional and national WQA governance, be part of the committees and task forces. There’s an awful lot of expertise out there that would be beneficial to everyone in the industry, not just the clients and customers. We would be happy to share that expertise through technical articles for our readers, to help make them better informed and become more successful.

Legislative Days Review

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IN MEMORIAM
KEN CIACCIO

Kenneth R. Ciaccio Sr. (known as ‘The Chach’ to his many friends in the water treatment industry) passed away on March 12, 2016. He was born in Montreal, Canada in 1945. Ken attended the University of Detroit, where he received his degree in chemical engineering (1969) and earned an MBA degree from Case Western Reserve University in 1973. He spent many years in the activated carbon and ion exchange industries, working for ResinTech, Inc. until 2009, and was the Founder and President of KC International, a filter media service and supply company.

A gifted athlete, he played hockey in his younger days, was signed as a shortstop for the NY Mets, and was an avid golfer. He also enjoyed going to the Santa Anita Park Racetrack, where he had ownership interest in some of the horses that raced there. He was a talented karaoke singer and would often be asked to sing at parties.

Ken is survived by his mother, Carmen Ciaccio, his wife Adele and his son, Kenneth G. Ciaccio, Jr. A memorial service, including a dedicated horse race, was held in his honor at the Santa Anita Park Racetrack on May 14.

Pictured from left:
Marty Jessen, Linx Water
Scott Batiste, Puronics
Frank DeSilva, ResinTech
Mark Felton, Culligan of Sacramento
Bill Wallace, High School Senior from Redding, CA (his dad, uncle, and grandfather were in the water treatment industry)
Greg Reyneke, Red Fox Advisors
Tracy Strahl, South Bay Salt
Trent Frigone, Mission Unlimited
Ken Steitz, Ecowater
Ron Ruef, Morton Salt
Courtney Hanson, Aqua-Con
Cliff Fasnacht, Pacific Purification
Dave Loveday, WQA
Melodie Bullock, Cal Aqua
John Miller, Vertex Water Products
Sean Caughron, Chester Paul
Mark Zuckerman, QMP, Inc.
You’re Invited...

Make sure to mark your calendar for our Summer 2016 BBQ! This is one event that is no charge to you and the benefits are HUGE! Performance Water Products (PWP) is pleased to be hosting the summer PWQA BBQ. The guest speaker is Tom Palkon, who will speak about how to use certification and make marketing claims to your advantage. Remember, we have ways of making legal reduction claims and I am sure we have competitors who make not-so-legal claims to our consumers. It’s vital you understand what you can and can not say – how many people have now heard of Flint, MI and wonder, “how do we sell into this type of environment?” We have invited all of the local senators and assembly members as well, so come out to meet the decision makers that can effect your business. Plant tours will also be offered.

PWP started in 1992 as a small OEM with a few customers, but has now grown to be one of the largest in the country. It is the primary supplier of water conditioning equipment to most of the major coffee house chains and is well-known as the leader in ultra-high-efficiency softeners. Founded by Kris Mecca, there are now four brothers involved. Michael Mecca has twice been PWQA President and served on the Board of Directors for over 10 years.

For more information, visit the website, www.pwqa.org

THOMAS PALKON — PWQA BBQ GUEST SPEAKER

Thomas Palkon, Senior Vice President, IAPMO Research and Testing (RT) is responsible for IAPMO R&T’s product testing and certification program of water treatment devices. His technical expertise, laboratory experience and product certification knowledge in the water treatment industry has allowed IAPMO to focus its product certification services to the water treatment industry. Tom also represents IAPMO on various American National Standards Institute (ANSI), IAPMO, ASSE International, ISO, and NSF International (NSF) standards and certification committees. Tom works closely with state regulatory agencies and plumbing boards to improve or eliminate regulations for the water treatment industry and to help educate them on the various product testing and certification programs used around the globe. Prior to IAPMO R&T Tom worked for the Water Quality Association from 1997 - 2014.

PWQA MUST KNOWS

**PWQA 59TH ANNUAL CONVENTION AND TRADE SHOW**

**WHEN:** OCTOBER 18-21

**WHERE:** PACIFIC PALMS RESORT, CITY OF INDUSTRY, CA

- Networking
- Banquet dinner
- Industry update
- Industry awards
- Golf tournament
- Educational seminars for CEU
- FREE Tech talks on the trade show floor
- Free admission to the trade show
- Becoming WQA-certified with the MEP
- Silent auction
- Exhibitors offering show specials only for trade show attendees

**Member Benefits:**

- Networking with people in our industry
- Developing business relationships, cultivating new friendships while celebrating existing ones
- Learning about new technology
- Being an advocate for the water improvement industry in Sacramento, Washington, DC and local governments.

For more information, visit the website, www.pwqa.org