



# The Source

The Newsletter of the Water Quality Association of Wisconsin

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Volume 4, 2015

## President's Column

### Greetings from your WQAW Association!

Well.....the last time I was in this position, I started the first message by using a Yogi Berra quote "it felt like déjà vu all over again." This time, I'm going to say "I never said most of the things I said."

The 2015 WQAW Convention is history. For those of you who attended, thank you for your support and participation. I hope all attendees are returning better informed and energized from interacting with fellow industry professionals. We were fortunate to have our own Wisconsinite national WQA President, Bret Tangle, address our group and update us on what's happening with the WQA on a national - and international perspective. I hope you will mentally commit to being there at the WQAW 2016 Convention! Watch for details on 2016 date and location in future WQAW newsletters.

This edition will be just prior to the holidays. It's a time of and for family, giving thanks and enjoying the blessings of the season. I hope you have each and every one in abundance over the next few weeks and months! It's also a good time to take stock of goals met and those that went unmet in 2015 as well as setting new ones for 2016.

We look forward to a productive 2016! There is already a Cram Session scheduled for March 9, 2016 and other activities planned for our association members.

Best wishes for the holidays and the new year!



**Don Meredith**

WQAW President & Meredith's Culligan Water  
Ph: (262) 878-1161 Email: [dmculligan@gmail.com](mailto:dmculligan@gmail.com)

### WQAW Events

- ★ WQAW Cram Session ★  
March 9, 2016  
Comfort Suites  
DeForest, WI

### WQAW Board of Directors

Recently elected at the annual membership meeting during the WQAW Convention:

#### WQAW Officers – 2 Year Terms (2015 – 2017)

DON MEREDITH, President  
ERIK KOGLIN, Vice President  
SCOTT CHIPLES, Secretary & Treasurer

#### Directors – 3 Year Terms (2015 – 2018)

JIM LUEDTKE, Culligan Rice Lake  
SCOTT CHIPLES, Culligan La Crosse  
SAM BARON, Maher Water Corp.  
CHRIS STEDDICK, Culligan West Bend

Please see the back page for a full list of WQAW Board Members.

### E-Newsletter

- ★ Save a tree and subscribe to an electronic copy of **The Source** newsletter. E-newsletter will be delivered to your email address and saves the WQAW paper and postage.
- ★ To receive **The Source** newsletter via email please email: [Cheryl@CapGroupWI.com](mailto:Cheryl@CapGroupWI.com) and request your copy!

# Wisconsin's Unfair Sales Act

By Michelle Kussow, The Capitol Group, LLC

Many of the dealers in the water conditioning industry represent businesses that have existed for years after being passed-down between generations of families. We know that main street, local water treatment dealers are becoming few and far between. One of the reasons is competition. Competition in a marketplace is good, and can result in lower prices and better service, but what it can also mean is survival of the biggest. This, on its own, is not competition. Government regulations should strike a balance between allowing businesses to operate without the ties of government and regulating the marketplace to ensure that competition is fair. This is where Wisconsin's Unfair Sales Act fits.



The Unfair Sales Act was adopted in 1939 and prohibits sales below cost as a way to prevent predatory pricing. According to the Wisconsin Department of Agriculture, Trade & Consumer Protection which oversees the law, the Unfair Sales Act considers the practice of selling below cost to attract patronage a form of deceptive advertising which diverts business from retailers who maintain a fair pricing policy, ultimately resulting in lessened competition and market disruption. In addition to the below cost sales provision, the unfair sales act includes a minimum markup on alcohol, tobacco and gas.

For Wisconsin's water treatment dealers, the Unfair Sales Act protects businesses from big box retailers that sell water quality equipment at a price even lower than your cost because they do not invest time in educating their customers, they use cheaper parts, and they provide no additional service beyond the sale. This is why WQAW supports Wisconsin's Unfair Sales Act and is opposed to efforts currently underfoot in the Legislature to repeal the 75+ year old law. Senator Leah Vukmir (R-Wauwatosa) and Rep. Jim Ott (R-Mequon) have introduced legislation to repeal the Unfair Sales Act in Wisconsin and believe that a free market does not need to be a fair market.



WQAW has joined the coalition of Main Street Businesses for Fair Competition which advocates in support of the Unfair Sales Act. The coalition includes other like-minded business associations such as the Cooperative Network, National Federation of Independent Businesses, Wisconsin Automobile & Truck Dealers Association, Wisconsin Petroleum Marketers & Convenience Store Association, Wisconsin Propane Gas Association and many more. The coalition recently provided information to the Legislature in support of the law and said, "Without the law, mega-retailers can force out local businesses. It's happened around the country and when it does, consumers lose choice, price and service. Wisconsin consumers understand that money spent local, stays local. In fact, studies show that nearly 45 percent of revenue from locally owned businesses is usually spent within a two-county radius. In comparison, mega-retailers return just 14 percent of their revenue to the local economy. In addition, each locally owned, independent business delivers at least two times the economic impact of spending by national chains in the same communities. When businesses compete fairly, consumers win. And that's what keeps Wisconsin's economy growing."

**Main Street  
Businesses**  
for fair competition



While this is not an issue that is specific to the water treatment industry, it is an issue that is important to all small businesses. If efforts to repeal the Unfair Sales Act are successful, then water treatment dealers, gas stations, convenience stores, grocery stores, hardware stores, shoe stores, liquor stores and others will be forced to sell below their costs to keep up with the mega-retailers that can afford to sell below cost. But, they can only do that for so long before they go out of business and only the mega-retailers are left and able to raise prices without competition.

There is no need to repeal a law that is working well in Wisconsin. When businesses compete fairly, everyone wins.

# Best Credit Card Processors 2015

By Sara Angeles, BusinessNewsDaily Staff Writer, September 11, 2015

Reprinted with permission from BusinessNewsDaily

Accepting credit cards is a must for small businesses. If you only accept cash, you're missing out on sales big time. But for many business owners, the hardest part is choosing a credit card processor. With hundreds of credit card processors available and with the many ways businesses can accept credit cards, it's easy to feel like you're in over your head.

The best credit card processor is one designed with your small business's unique needs in mind. It not only allows you to pick and choose the types of services that are best suited for your products and services, but is also budget friendly and doesn't enforce stringent requirements or restrictions just because you're a small company.

Here is a roundup of our best picks and how we chose them.

## Best Credit Card Processor for Small Business: FLAGSHIP MERCHANT SERVICES



Flagship Merchant Services is an all-in-one credit card processing solution that has everything you need to accept credit cards at your small business. The company offers a merchant account and a wide range of credit card processing options, including in-person, online and mobile credit card processing. If you need a more advanced solution, you also have the choice of using a full-featured iPad POS system. We also like Flagship because it comes with an easy application process, 24-7 customer support, and no long-term contracts or early termination fees.

## Best Online Credit Card Processing: STRIPE



Stripe is an easy-to-use online credit-card-processing solution that aims to take away the legwork of accepting credit cards online. It doesn't require a merchant account, so your online store can start processing credit card sales right away. You can choose from the simple checkout system that you can copy and paste into your online store, or program the Stripe API into your shopping cart. We also like that Stripe is packed with features and customization options, which lets you tailor the service to suit your e-commerce business's unique needs. The company also has transparent pricing, so you'll know exactly what you'll be paying and can avoid any surprises down the road.

## Best Low-Volume Credit Card Processor: PAYPAL



PayPal offers flexible credit card processing for all types of businesses with low-volume sales, at a budget-friendly price. Whether you make sales in person, online, on the go or all of the above, PayPal has a credit card processing solution for you. Designed specifically for small businesses and startups, the service also comes with additional perks like a complete POS system, the ability to extend credit to customers, a rewards business MasterCard program, and 24-7 phone and email support.

## Best Mobile Credit Card Processor: SQUARE



Square is a fast and easy way to accept credit cards anytime, anywhere. Just sign up for an account, download the Square app, plug Square's credit card reader into your iOS or Android smartphone or tablet, and you're ready to go. You can also use Square's standalone terminal to turn your iPad into a powerful POS system at your checkout counter. Square offers dedicated solutions for all types of businesses, from retailers and restaurants to service providers, health and fitness, entertainment companies, organizations, and more. We also like that Square comes with simple pricing, fast deposits, a free online store and other benefits.

## Our methodology

To find the best credit card processors for small business, we started by asking business owners which credit card processing companies they use or have worked with. We also asked what the businesses liked and disliked about these vendors, and whether they would recommend them to other small businesses and why.

Next, we created a comprehensive list of credit card processors that are suitable for small businesses. In addition to those mentioned by small business owners we spoke to and those processors we were familiar with, we also looked at credit card processors that appeared on reputable online sources, such as review sites and business websites.

We then researched these vendors and narrowed our list down based on different use-case scenarios (Best Picks categories above). Our research consisted of reviewing each processor's website, watching videos, reading how-to guides, browsing help resources, trying out demos when available and signing up for our own accounts. We also acted as business owners and asked questions of sales and customer-support reps, to get a better idea of the quality of service and find out information that isn't readily available online. In total, we compiled a list of more than 50 credit card processors.

## 2016 WQAW Convention Review

Lots of camaraderie, educational information and general good time was had at the 2015 WQAW Convention. The WQAW Convention was September 25 & 26th at the Waterfront Best Western In Oshkosh.

### Thank you Educational Seminar Presenters & Industry Speakers

- **JIM DAVIS** presented an 8+ hour WQAW Cram Session.
- **TANYA LUBNER**, WQA, presented Disinfection Methods.
- **MATT PALMERSTEN**, Viqua, presented Applications of UV Disinfection.
- **ALAN MAST**, Hellenbrand and Mast Water Technologies, presented Health Related Site-Specific Permitting Requirements.
- **BRET TANGLEY**, Sterling Water and WQA President, presented current programs and WQA industry updates.
- **JOE KNILANS**, Office of Business Development, presented the information on the Office of Business Development which was created to provide business a voice in state government reforms.

### WQAW Golf Tournament

The Oshkosh Country Club was the location of the 2015 WQAW Golf Tournament. Many players remarked how pristine the grounds were at OCC and what a pleasure it was to play at this location.

### Thank You Sponsors

- **Canature Water Group** – Table Top Exhibit
- **Cargill Salt** – Golf Sponsor & Table Top Exhibit
- **Hellenbrand Inc.** – Golf Sponsor
- **Maher Water Corp.** – Golf Sponsor & Prize Sponsor
- **Pro Products** – Golf Sponsor & Table Top Exhibit
- **United Salt** – Golf Sponsor, Prize Sponsor & Table Top Exhibit
- **Viqua** – Seminar Presentation & Table Top Exhibit
- **Water Care / Water Right Inc.** – Table Top Exhibit
- **Water Quality Association** – Seminar Presentation & Table Top Exhibit

**WQAW Membership Meeting** – The annual Saturday morning membership meeting held elections to (re) elect directors. Directors elected to 3 year term were: **CHRIS STEDDICK**, Culligan of West Bend; **JIM LUDEKKE**, Culligan of Rice Lake; **SCOTT CHIPLES**, Culligan of La Crosse and **SAM BARON**, Maher Water Corp. Officers elected for a 2 year term were: **DON MEREDITH**, President, Meredith's Culligan Water; **ERIK KOGLIN**, Vice President, Pentair; and **SCOTT CHIPLES**, Secretary/Treasurer, Culligan of La Crosse. See full board list on back of this newsletter.

**Early Bird Drawing!** Congratulations to **PATTY THUENING**, Cargill Salt, winner of the Early Bird drawing. She won a one night stay at the Waterfront Best Western in Oshkosh.

**Scott Obermann, Wisconsin Magician** – Scott's wonderful close-up sleight-of-hand magic provided fun entertainment for attendees of all ages.



L to R: **JEFF HUBBARD**, Canature Water Group, **MATT PALMERSTEN**, Viqua, **MARK SELVIG** and **GUY GRUETT**, Water Right, and **TANYA LUBNER**, WQA



L to R: **CHRIS STEDDICK**, Culligan West Bend, **PATRICK SCANLON**, Culligan Brookfield, **JASON FENSKE** and **PATTY THUENING**, Cargill Salt and **BRET TANGLEY**, Sterling Water



**BOB RICHTER**, Water Doctors & **RIC BLOOM**, Culligan of North Fond du Lac team up for the WQAW Golf Tournament.



**SAM BARON** (right), Maher Water Corporation, won the WQAW PAC drawing of 2 Green Bay Packer Tickets. Tickets were personally inked by **SCOTT CHIPLES**, Culligan La Crosse (left) and presented by former WQAW



Thank you WQA President **BRET TANGLEY**, Sterling Water, WQAW Member, & WQA President, for providing a WQA Industry Update.



**GREAT SCOTT** provided magical entertainment.

# Water Quality Association of WI presents Restricted Appliance Plumbing Exam “Cram Session”

Wednesday, March 9, 2016 in DeForest, WI.



On Wednesday, March 9, 2016, the WQAW will be holding a “Cram Session” for anyone registered to take the Restricted Appliance Plumbing exam. The instructor is **Jim Davis**, who is a retired State of Wisconsin Plumbing Instructor. He will be teaching an 8+ hours focused session with information designed to specifically prepare you for the exam. Ultimately, we intend to assist you and your employees to increase your chance of a passing grade.

Register your learners for this opportunity!

## Registration Fees

- ◆ includes educational seminar and lunch.
- ◆ \$199 for WQAW members
- ◆ \$299 for non members

## Cram Session Schedule

- 7:30 a.m. Registration
- 8:00 a.m. Restricted Appliance Plumbing Exam Review
- Noon Lunch Break – Lunch provided.
- 4:30 Seminar Concludes. Drive Safely.

## Topics Reviewed

- ◆ Code Book Review -Including sections 8233, 40 and 41
- ◆ Fixture Count Review
- ◆ Definitions
- ◆ Basic Plumbing Math
- ◆ Blueprint & Drafting
- ◆ Sizing the Water Supply System
- ◆ Water Treatment Handbook
- ◆ Cross Connection Control Manual

### PLEASE BRING:

- \* calculator
- \* 3 highlighters
- \* code book (2009 or newer).

## Featured Speaker

- ◆ **Jim Davis**, retired State of WI Plumbing Instructor.

## Who should attend?

- ◆ Anyone registered to take the **Journeyman** or **Master** Restricted Appliance Plumbing exam that would like to prepare and review for the state exam.
- ◆ Anyone who the failed exam and would like a refresher course to prepare for the exam again.

## Exam Cram Session

- ◆ This session is to help prepare individuals review and prepare to take the Restricted Appliance Plumbing exam. This is NOT a session to cover the required course work.

## Date & Location

Wednesday, March 9, 2016

### Comfort Inn & Suites

5052 County Hwy V  
DeForest, WI 53532  
Ph: (608) 846-9100

Room Rate: \$79

Directions: [http://www.comfortinn.com/hotel-de\\_forest-wisconsin-WI120/Hotel-Map](http://www.comfortinn.com/hotel-de_forest-wisconsin-WI120/Hotel-Map)

REGISTRATION ♦ Includes seminar and lunch  
\$199 WQAW Members ♦ \$299 non-members

Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City, State Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

**Please return this form and payment to:** (REGISTRATION FEE – includes lunch.)

**Mail to:** Water Quality Association of WI ♦ 33 E. Main Street, Suite 701 ♦ Madison, WI 53703

**Fax to:** (608) 244-9030

**Questions:** Contact Cheryl at (608) 244-8460 ext. 303. **Fax completed form to:** (608) 244-9030.

4 Registrations are  
needed by Feb. 19th  
or this session will be  
cancelled.

Register TODAY!

## 2015-16 WQAW Board of Directors

**Don Meredith, President**

Culligan Water Conditioning - Union Grove  
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**Erik Koglin, Vice President**

Pentair Water Purification  
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**Scott Chiples, Secretary/Treasurer**

Culligan Water Conditioning - La Crosse  
(608) 781-2500; mr.chips@centurytel.net

**Sam Baron**

Maher Water Corporation  
(715) 344-2900; sam@maherwater.com

**Jeff Hubbard**

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**Jim Luedtke, Immediate Past President**

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**Alan Mast**

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**Mike Paggi**

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**Chris Richter**

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**Chris Steddick**

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**WQAW Management & Legislative Team**

Cheryl Lytle, Michelle Kussow & Brandon Scholz  
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