



The Source

The Newsletter of the Water Quality Association of Wisconsin

33 E. Main Street, Suite 701, Madison, WI 53703
Phone: (608) 244-8460 ext. 303 Fax: (608) 244-9030

Volume 1, 2016

President's Column

Welcome to 2016! So far, it has been a mild winter with WAY too much politics, in my opinion.

In my last message, I talked about setting personal and business goals for 2016. Whenever one contemplates their own and their business futures, it always helps to have some perspective and predictions on expectations. In a moment, I'm going to give you a few simple predictions of my own. But first, let's take a look at some very erroneous (almost comical) past predictions by some very prominent people :

“Fooling around with alternating current is just a waste of time. Nobody will use it, ever.” ~ Thomas Edison (1889)

“No flying machine will ever fly from New York to Paris.” ~ Orville Wright (1920)

“There is not the slightest indication that nuclear energy will ever be obtainable.”
~Albert Einstein (1932)

“Remote shopping, while entirely feasible, will flop.” ~ Time Magazine (1966)

And.....the best for last: **“Two years from now, SPAM will be solved.”** ~ Bill Gates (2004)

Obviously, each of these predictions were ill-advised. However, at the risk of becoming comically wrong someday myself, I am going to make a few simple predictions for all of us in 2016:

- If we remain focused and committed to our goals, we will accomplish much during 2016.
- Politicians will get elected this year and the results won't make everyone happy.
- No Time Travel Machine will be invented or Fountain of Youth found. So, make every day count!
- Staying positive in attitude will make YOU happier in 2016.

Having stated the obvious, I encourage everyone to examine their personal and business positions and direct their focus and efforts toward success in 2016!



Don Meredith
WQAW President
Meredith's Culligan Water
(262) 878- 1161
DonM@MeredithCulliganWater.com

In This Issue

President's Column	Pg 1
2016 Session Wrap-Up	Pg. 2 & 3
WQAW Members	Pg.3
5 Things Customers ...	Pg 4 &5
World of Facebook	Pg 5

WQAW Convention

Save The Date!
September 23 & 24, 2016
Kalahari Resort, Wisconsin Dells
For more information please check
www.WQAW.com

WQAW Cram Session

The next Cram Session date is being determined. Please watch your email for updates.

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

2016 Session Wrap Up

By Michelle Kussow, The Capitol Group



The 2015-2016 Wisconsin Legislature has concluded their business and stands adjourned until the next Legislative Session which begins in January, 2017. The two-year legislative cycle that began January, 2015 produced more than 975 Assembly Bills and 785 Senate Bills. Of these 1700+ bills, more than 250 have already been signed into law by Governor Walker, and another 50 are waiting to be signed.

Every session The Capitol Group monitors each bill that is introduced to determine if it could have an impact on those in the water treatment industry. Not only are we watching for legislation that is specific to plumbing and water-related issues, but we also monitor general small business issues that affect how you do business. Following is a summary of these issues:

Municipal Trade Licenses

Summary: This law prohibits municipalities from imposing new occupation fees or licensing requirements on any profession. Existing licenses and fees are grandfathered and can continue.

Status: Signed into law 2015 Wisconsin Act 65, Effective November 13, 2015.

Tax Exemption for Sale of Heavy Truck or Trailer

Summary: This law clarifies that sales tax does not apply to the federal excise tax assessed on the purchase of new heavy trucks and truck trailers. The change is retroactive and applies to sales beginning on September 1, 2014. **Status:** Awaiting signature by the Governor.



NLRB's Joint Employer Ruling Remedy

Summary: Reverses the National Labor Relations Board's ruling on joint employers by excluding a franchisor from classification as the employer or employee of a franchisee for purposes of certain Wisconsin laws relating to employment (worker's compensation, unemployment insurance, employment discrimination, minimum wage, and wage payments). **Status:** Signed into law 2015 Wisconsin Act 203, Effective April, 2016.

Statewide Preemption on Plastic Bags and Containers

Summary: Municipalities are no longer allowed to enact ordinances that regulate containers, including plastic bottles. The law does not include local recycling ordinances, and specifies that future legislation banning, taxing or placing a fee on containers must be applied statewide. **Status:** Awaiting signature by the Governor.

One Day of Rest in Seven: 2015 Wisconsin Act 55

Summary: This provision was signed into law as part of the state budget and allows employees to voluntarily choose to work continuously without taking the mandatory one day of rest in seven. **Status:** Signed into law 2015 Wisconsin Act 55, Effective 2015.

Roundabouts

Summary: Legislation was introduced to require approval by a municipal governing body before construction of highway roundabouts. **Status:** Failed, no action taken.

Personal Property Tax

Summary: Legislation was introduced that would have phased out the state's personal property tax beginning in 2020. **Status:** Failed, no action taken.

Unfair Sales Act/Minimum Markup

Summary: Legislation was introduced that would have repealed the Unfair Sales Act which prohibits below cost sales. In addition, the bill would have repealed the minimum markup on alcohol, gas and tobacco products. **Status:** Failed, no action taken.

Continued on page 3.

WQAW Members

Membership is our most important asset for WQAW. Thank you to the companies who have renewed or became new members in 2016. The WQAW Member Directory will be distributed in June with the next Source newsletter.

Addie Water Systems Inc. – **New**
Aqua Care Services, Inc.
Badger Soft Water
Capital Water Softener, Inc.
Cargill Salt
Clack Corporation
Culligan of Burlington
Culligan of Green Lake
Culligan of Horicon
Culligan of La Crosse
Culligan of Lake Mills
Culligan of N. Fond du Lac
Culligan of Oshkosh
Culligan of Pine City.– **New**
Culligan of Red Wing MN
Culligan of Rice Lake
Culligan of Rock County
Culligan of Shawano
Culligan of Tomah
Culligan of Watertown
Culligan of West Bend
Culligan Total Water Systems
Culligan Water
Dalee Water Conditioning
Diamond H2O
Fox Water Softener, Inc.
Galena LLC
Guthrie & Frey Water Cond.– **New**



Hanson Soft Water Inc.
Hellenbrand, Inc.
Huemann Water
Kaat's Water Conditioning
KH Water Specialists
Kinetic, Inc.
Kraemer's Water Store Inc.
Lynch Truck Center
Maher Water Corp.
Marlo Inc.
Mast Water Technology
Meredith's Culligan Water
Metzner's Culligan Quality Water
Packer City Soft Water
Pentair Water
Rapid Soft Water Conditioning, LLC
Reliable Water Services
Schaefer's Soft Water
Soft Water Inc.
Sterling Water Culligan
Town & Country Soft Water, Inc.
United Salt Corporation
WaterCare Services
Water-Right's Clean Water Center
Water-Right Inc.
Watertight WaterCare
Zeropoint Manufacturing Co., Inc.

2016 Session Wrap Up - Continued

Unfair Sales Act/Minimum Markup

Summary: Legislation was introduced that would have repealed the Unfair Sales Act which prohibits below cost sales. In addition, the bill would have repealed the minimum markup on alcohol, gas and tobacco products. **Status:** Failed, no action taken.

Sales Tax Increase for Roads

Summary: This bill would have allowed counties to increase sales tax by a half-percent for repair and maintenance of local roads. **Status:** Failed, no action taken.

If you have any questions on these bills or other issues discussed during the previous session, please contact **Michelle Kussow** from The Capitol Group at 608.210.3304.

Five Things All Your Customers Crave

By **Geoffrey James** Reprinted from Inc.com by Geoffrey James © 2016 Used with permission of Fortis Business Media, Brentwood, TN 37027. All rights reserved.



In the past, I explained that customers aren't interested in your emotions, specifically your enthusiasm. This doesn't mean you shouldn't be enthusiastic, only that it's a waste of time to communicate it to your customer.

For example, companies frequently begin press releases with "We are excited to announce..." But customers don't care whether you're excited or not. Why should they? Unless they're fresh out of college, customers are more likely to suspect that you're claiming to be "excited" because the announcement itself is boring.

People learn pretty quickly that workplace enthusiasm is frequently fake. Similarly, companies and individuals often pad their emails and marketing materials with adjectives like "state-of-the-art," and "industry-leading." But customers don't care about your high opinion of yourself, your company or your product. Again, unless they're dimwits, customers know that the amount of self-praise that a company heaps upon itself is inversely proportional to the amount of real praise that they actually deserve. So, then, if customers don't care about your enthusiasm and customer mistrust your high opinion of yourself, what do they actually want from you? Well, when I wrote the post last week, I jotted down a list of five things which (entirely by coincidence, I swear to God) all began with the letter "C". Here they are:

1. Competence Because you're drawn from the ranks of successful and aspiring businesspeople, you are apt to forget that half of the people (50%) in the world are of below average intelligence. In the business world, competence is rare. For every Apple, there are a hundred companies like Intuit, who can't release a stable product. For every Tesla, there are a hundred Yahoos, who can't execute a simple strategy. When customers see competence, they know they've got a good thing going. To customers, competence means they don't have to worry. Over time, competence builds long-term trust. Competence is the ultimate reputation-builder.

2. Commitment Customers want to feel confident that you will do what you say you'll do. They want you to be committed to their success, even if it means putting your own desires and dreams on hold. Customers want to know that you'll deliver on your promises even if (when) your enthusiasm flags and you're dragging yourself into work. They want to know beyond all doubt that you will deliver as promised.

3. Creativity Customers want creative solutions to their problems and creative ways to achieve their goals. They need creativity from you because if the solution or path forward were obvious, they wouldn't be hiring you to help them! Just to be clear (see #4 below), customers want you to BE creative not TALK about how creative and innovative you are. In fact, the more you talk about how innovative you are, the less customers believe you.

4. Clarity Everyone in business today lives in a state of constant information overload. Much of that information is larded up or tarted up with double-talk, corporate-speak, technical jargon, fake enthusiasm and just plain bad writing. For customers, clear, simple business messages are like taking a warm shower (followed by a cool glass of Perrier) after spending the day wadding through a polluted swamp.

5. Common Sense While competence, commitment, creativity and clarity are rare in the business world, none are so rare or valuable as common sense. In fact, it is one of the great ironies of life that common sense is uncommon. Common sense means knowing what's real in the midst of the endless hype of the business world. Common sense is the ability to do the right thing at the right time in the right place.

Show your customer--any customer--that you possess all five of the above characteristics, and you've got a customer for life.

Flawed lottery ticket pays off after all

“In My Opinion” by **Jim Stingl - Reprinted** from Milwaukee Journal Sentinel on from Feb. 16, 2016.

Remember the Milwaukee woman who scratched off a Joker's Wild lottery ticket, won \$50 but wound up getting nothing because of a glitch with the ticket?

Well, Celeste Davis has hit the generosity jackpot instead.

Scott Chiples, a total stranger from across the state in the village of Stoddard, thought Celeste got a raw deal. So he sent her a check for \$100, twice what she won.

"It's the right thing to do, restoring one woman's faith in the sense of fair play," he told me.

Celeste was touched by the kind act. "I'm just in awe. I can't believe what happened. When I opened that letter, it was just impossible," she said.

This story spans more than a year. Celeste, a retiree, spent \$5 on the scratch-off back on Jan. 19 of last year. It was at Woodman's Markets in Menomonee Falls, where she and her husband often shop.

When the scratching was done, she had matched three of the four winning numbers, which pays \$50. She was excited to beat the 100-1 odds. She ran from her car back into the store, but the clerk refused to pay because the ticket was missing a necessary bar code and identification number at the bottom. Celeste questioned if the machine had cut the ticket improperly.

The Wisconsin Lottery staff got involved and, wanting to believe Celeste had indeed won, took the extraordinary step of re-creating every single Joker's Wild ticket provided to this particular store since the game first started. Not a single one matched Celeste's apparently winning ticket.

After a lot of back and forth phone calls between Celeste and lottery staff, the matter was considered closed. The lottery office sent Celeste a check for the \$5 she had played. On principle, she has not cashed it to this day.

Celeste contacted me in November. After my column on this topic ran in December, Scott reached me by email and said he wanted to pay Celeste the winnings plus more. He sent a check for me to forward, but it sat in my mailbox from December through early February because I was away caring for my gravely ill wife.

When I returned to work on Feb. 8, I found the check and forwarded it to Celeste with an explanation for the delay. She tracked down Scott's phone number online to thank him.

"I said, 'Where in the heck is Stoddard anyway?' He says outside La Crosse. It's beautiful country," Celeste said. "We had a conversation like we've been knowing each other quite a while. He said, 'Knowing you made my day better.'"

Scott, who works as a general manager for Culligan, included a short note with the check that said simply, "You go girl! Merry Christmas. Scott and Leslie (his wife)."

"I can't believe Woodman's wouldn't have just paid her claim. They would have gotten thousands of dollars of goodwill out of the story," Scott told Celeste.

Woodman's never reached out to Celeste after the story ran, she said, but she continues to shop there anyway.

Scott liked Celeste's suggestion that she would pay forward his kindness by donating the \$100 to Repairers of the Breach and its mission of helping the homeless. It was never about the money for her.

For the record, Scott was the only reader who offered money to Celeste. But one is all it took.

"People can read something and it could touch them, but they don't necessarily act on it," she said. "I wasn't expecting it."

2016 WQAW Board of Directors

Don Meredith, President

Meredith's Culligan Water
(262) 878-1161; donm@meredithculliganwater.com

Erik Koglin, Vice President

Pentair Water Purification
(262) 408-9348; erik.koglin@pentair.com

Scott Chiples, Secretary/Treasurer

Culligan Water Conditioning - La Crosse
(608) 781-2500; scott.chiples@culliganlacrosse.com

Sam Baron

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

Jeff Hubbard

Canature USA
(612) 232-7756; jeff@canaturewg.com

Jim Luedtke, Immediate Past President

Culligan of Rice Lake
(715) 234-8819; jim@culliganrl.com

Alan Mast

Mast Water Technology
(608) 348-5953; alanmast@hotmail.com

Dan Meier

Culligan of Rock County
(608) 752-9211; drmeier@culliganjanesville.com

Mike Paggi

Culligan of Tomah
(608) 372-6124; mjpaggi@gmail.com

Chris Richter

Water Clinix of America dba Water Doctors
(262) 549-7733; crichter@h2odoctors.com

Chris Steddick

Culligan of West Bend
(262) 384-3449; chris.steddick@culliganwater.com

WQAW Management & Legislative Team

Cheryl Lytle, Michelle Kussow & Brandon Scholz
The Capitol Group, LLC
Phone: 608-244-8460

Water Quality Association of WI
33 E. Main St. Suite 701
Madison, WI 53703
(608) 244-8460 ext. 3

