



The Source

The Newsletter of the Water Quality Association of Wisconsin

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Volume 4, 2016

President's Column

The **2016 WQAW Convention** is now history. Thank you to all of you for your attendance and support of our state organization. I hope you left the meeting recharged and better informed!

To me, the 2016 WQAW Convention was historic for several reasons. First, attendance this year was nearly at an all-time record and there were attendees of all ages and from many of our dealer and vendor members! Again, thank you to all who attended!

Another reason it was a historic convention is because we officially announced an industry-specific (**WQA**) **Wisconsin Journeyman Restricted Plumbing Exam**. The new exam will check the candidate's knowledge of Wisconsin code and an understanding of industry-related information as well. Those passing the exam will be better prepared for working on water treatment equipment- whether installing or servicing.

Also making history at the Convention was the announcement of a new webinar education option to prepare for the exam. No doubt that all of you are familiar with **WQAW Cram Session**, a one-day intense training, which we intend to continue for those that are able to properly prepare using that method. The new **WQAW Installers Course Webinar Series**, divides the information from the one-day Cram Session, to 7 - 8 weeks of webinar training. Both educational options will be offered for candidates to prepare for the state of Wisconsin code portion of the exam. Your particular learner may be able to self-study. But if not, those candidates now have educational options to study for the WI JPRA exam.

WQAW is recommending proper preparation for the JPRA exam including completion of six badges in the **WQA MEP on-line courses**. Completing the recommended badges within the MEP Program, along with either a Cram Session or our new Webinar series of training, your learner will be ready for success....or better yet, it's the **Formula of Success!** We are eager to see more candidates taking exams, and expect a higher level of success in the future by using this preparation process. See more information on page 9.

This year's convention was also historic for me personally. It was my true pleasure to present the **Friend of the WQAW** award to **Dr. Tanya Lubner**. Tanya is WQA's Professional Certification & Education Director and has been intimately involved in helping WQAW for years (literally), as we developed training options and state approved JPRA exams for our plumbing license personnel. I know that she spent substantial personal thought, effort and time on the behalf of WQAW. I will long remember the privilege of presenting that award to her.

The holiday season is upon us. It's not only the most wonderful time of the year, but it's like no other time of the year! I wish you and your family many blessings and thanksgivings for this holiday season and new year!

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Election Review

By Michelle Kussow, *The Capitol Group, LLC*

No one predicted the Republican tornado that swept through the country on November 8th. In Wisconsin, Trump turned our state red for the first time in more than three decades. Senator Ron Johnson handily won re-election after every poll suggested a loss. And Wisconsin maintained our congressional make-up re-electing all incumbents and electing Republican Mike Gallagher in the 8th Congressional District.

At the state level, both the Assembly and Senate increased their already large Republican majorities with the Assembly now at 64-35 and the Senate at 20-13. In addition to retaining all incumbents and previously controlled seats, Republicans upset two incumbents- Rep. Chris Danou (D-Trempeleau) and Senator Julie Lassa (D-Stevens Point)--adding new faces to the Legislature.

CONGRESS



Congressional District 8: Mike Gallagher (R-Green Bay) is a Republican foreign policy advisor. Gallagher served seven years of active duty in the Marine Corps and worked in counterintelligence. He was a John Hay Initiative advisor on foreign affairs. Gallagher worked on Capitol Hill as a staff member to U.S. Senate Committee on Foreign Relations Chairman Sen. Bob Corker (R-Tenn.) and advised the committee on foreign affairs. He was the national security advisor for Scott Walker's 2016 presidential campaign.

STATE ASSEMBLY



Assembly District 3: Ron Tusler (R-Appleton): Tusler is a local attorney and small business owner of Tusler Law, LLC. Ron is currently the Chairman of the Outagamie County Republican Party. He is a former chairman, president and treasurer of the Appleton Area Jaycees.



Assembly District 11: Jason Fields (D-Milwaukee) previously served in the State Assembly from 2005 to 2013 representing this district until he was defeated in a primary by Mandela Barnes. Fields has worked as a banker, financial advisor, and stockbroker. He is a member of Alpha Phi Alpha Fraternity, Milwaukee Urban League Young Professionals, National Association of Black Accountants, and Prince Hall Masonic Lodge Number 4.



Assembly District 17: David Crowley (D-Milwaukee) is from Milwaukee, Wis. He studied educational policy and community studies at the University of Wisconsin-Milwaukee. Crowley has experience working on political campaigns. He was the African-American statewide organizer for former U.S. Senator Russ Feingold, an aide for the Milwaukee County Board of Supervisors and most recently the policy director for state Senator Nikiya Harris Dodd.



Assembly District 29: Rob Stafsholt (R-New Richmond) is a lifelong resident of St. Croix County, with four generations of family farming in his background. He continues to enjoy helping manage the family's farm, as he has for the past 22 years. In addition to farming, Rob owns and operates several small businesses, including Scoop's Delight Salad Dressing Company.



Assembly District 30: Shannon Zimmerman (R-River Falls) is an entrepreneur who holds more than 18 years of experience in senior-level technology roles spanning telecommunications, healthcare, manufacturing and service industries. In 1997, he co-founded Sajan--a language translation company--with his wife, Angel Zimmerman.

Election Review— Continued



Assembly District 43: Don Vruwink (D-Milton) dedicated his career to public education, spending 40 years as a school teacher. He began teaching in 1975 and moved to Milton in 1979 to teach History at Milton High School. In addition to teaching, he has coached more than 90 high school teams. In 2011, he retired as a teacher but continued to serve the community on the Milton City Council and Milton School Board.



Assembly District 83: Chuck Wichgers (R-Muskego) and his wife have eight children. He is involved in many community programs and activities including coaching, booster clubs, and advisory committees. He currently owns and operates his own business in healthcare, working with companies across the industry on conservative solutions for pain management in an effort to mitigate the growing problem of opioid abuse.



Assembly District 85: Patrick Snyder (R-Schofield) most recently served as the Outreach Director for Congressman Sean Duffy and as a Talk Show host on WSAU in Wausau for 12 years. He is a member of the Wausau Rotary Club and serves as a hospice volunteer.



Assembly District 92: Treig Pronchinske (R-Mondovi) has been in the construction industry for over 20 years. He has owned and operated a small construction business for the past 10 years. Pronchinske is a volunteer fire fighter for the Mondovi Fire Department and is an Ambulance Commission member.

STATE SENATE



Senate District 18: Dan Feyen (R-Fond du Lac) has worked for a printing company for 30 years, most recently as their Press/Bindery Coordinator. Feyen has been involved in politics at the grassroots level since 2004. He became Chairman of the Republican Party of Fond du Lac County in 2007 and the district party in 2010. He also served on the Jaycees Board of Directors for many years and is a past Jaycee President.



Senate District 24: Patrick Testin (R-Stevens Point) is a sales representative for a local wine distributor working closely with small business owners, such as grocers. Patrick is currently the Chairman of the Republican Party of Portage County, a member of the Stevens Points Elk Lodge and Ignite Leadership Network of Portage County.



Senate District 28: Senator Dave Craig (R-Town of Vernon) is a new face in the Senate, but not to the Legislature. Craig previously had served in the Assembly, representing the 83rd Assembly District since 2011. Growing up, Craig worked at his family's small business and was inspired by President Reagan to join the conservative movement. As such, while attending college, Craig interned with then U.S. Representative for New Mexico Heather Wilson. Following graduation from UW-Milwaukee in 2002, Craig was hired as an aide to Congressman Paul Ryan. He worked for Ryan for nine years while also holding a job in the private sector. From 2008 to 2010, Craig served on the Village of Big Bend Board of Trustees. He is also a licensed real estate agent.

2016 Session Wrap Up

The 2017—2018 Session is right around the corner, and it's a good chance to recap the previous session. 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 300 were 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: Signed into law 2015 Wisconsin Act 361.



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: Signed into law 2015 Wisconsin Act 302.



One Day of Rest in Seven: 2015 Wisconsin Act 55

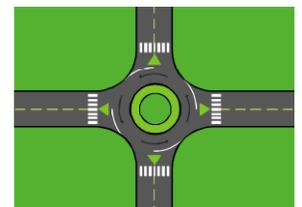
Summary: This provision was signed into law as part of the state budget and allows employees to voluntarily choose to work continuously without taking the mandatory one day of rest in seven.

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.



Continued on Page 5

2016 Session Wrap Up– Continued

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.



Paid Sick Leave

Summary: Would have required small businesses with 25 or more workers to follow FMLA (Currently set at 50 or more employees); mandated leave to care for grandparents, grandchildren, and siblings; Created a DWD insurance program, funded by a per-employee payroll tax, to provide wage replacement when someone is on FMLA leave.

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.

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.

2016 Updated Board of Directors

WQAW Membership Meeting

President Don Meredith held the annual WQAW Membership Meeting on Sept. 24th, during the WQAW Convention at the Kalahari Resort.

WQAW Secretary Treasurer, Scott Chiples, provided a WQAW PAC update and raffled off two Packer tickets to those who donated \$50 or more. Jeff Hellenbrand was the lucky winner of the tickets. WQA's Tanya Lubner, shared details of the WQAW's Formula of Success education opportunities.



Membership also held elections to (re) elect directors. Directors elected to three year terms were:

- **Jason Fenske**, Cargill Salt
- **Ken Haley**, Culligan of Winona & Tomah
- **Erik Koglin**, Pentair
- **Alan Mast**, Mast Water Technology
- **Don Meredith**, Meredith's Culligan
- **Chris Richter**, Water Doctors

For a full board list, please see the last page of this newsletter.

Top Five Sales Traits

By Bill Golder, Revenue Growth Expert | CEO of Slingshot Growth Partners | Co Founder at DealCoachPro Software

A previous blog, *Top 5 Sales Traits of the Best Sales People I've Ever Seen*, resonated with many sales, marketing and business leaders on LinkedIn. There were excellent comments and additions to the list, but many of you also asked, "What about the top traits of sales managers?" While I think the top 5 traits for sales people I shared apply to sales leadership as well, here are 5 traits I've seen exhibited by the best sales leaders:

#1: A passion for helping others succeed

It's not enough to be an above average sales person when you are leading a sales team. Having strong sales skills may have helped pave the way for a promotion into management, but the passion that fuels winning the big deal has to be matched or exceeded by the desire to help others win. Without that trait, you are just a great sales person with a management title.

A passion to see others succeed translates into coaching vs. selling, inspiring people to achieve results they wouldn't have thought possible and being a student of human behavior equally as you are a student of sales.

#2: Business acumen

The role of the sales leader is to not only rally their sales team to win, but it also comes with the accountability to deliver all or a portion of the company's top line number.

The best sales leaders can strike a great balance between serving their team and serving the company because they understand how their business operates and makes money. This understanding allows them to more effectively connect the dots between the personal ambitions of a sales person and the objectives for the business.

Business acumen also extends into the ability to help your sales team better understand the business realities for the customers they serve. Understanding how your customers' business operates translates into coaching your team to deliver insights and solve real business issues vs. push features and benefits.

#3: A bias toward action

While the best sales leaders I've met are terrific strategists, they also have a healthy appetite for advancement and taking action. Time is a critical asset and often a killer for many organizations who don't maximize it.

Great sales leaders have a greater appreciation for action and a low tolerance for inaction. The mark of a great leader is one who will allow their team to fail forward, and use the opportunity to coach and guide vs. sitting still.

A bias for action also means that the emphasis is on driving urgency to get to outcomes and milestones, not simply driving people to attain activity minimums.

#4: Cross-functional leadership

Achieving successful revenue growth isn't just about the caring and feeding of a sales team. Companies who have a sustainable revenue engine have a culture in which top line revenue isn't just the responsibility of the sales team.

The best sales leaders not only rally their teams, but they are able to effectively collaborate cross-functionally to engage team members in other departments in a way that has everyone excited to help and be a part of the sales machine.

Top Five Sales Traits– Continued

#5: Humility

My favorite (and most effective) leaders have self-awareness with regards to both their strengths and weaknesses, are continuous learners and demonstrate enough vulnerability that it fosters candor and transparency.

Too many leaders attempt to hide their weaknesses and therefore set a tone that admitting shortcomings or sharing bad news is not welcome. It essentially sends a message that only perfect is appreciated, and less than perfect is not.

A lack of transparency translates into poor outcomes related to getting important information on critical deals, customers, forecasts and key issues that need to be resolved before it's too late. Leaders with humility are able to have a much better pulse on the business, which leads to better decisions and better results.

I know there are other great traits for sales leaders. These just happen to be my favorite.

Let's hear yours! Please comment and share the best traits you've seen in sales leaders. I'm looking forward to your input!

Bill Golder is CEO and Principal of Slingshot Growth Partners, a consulting firm that helps companies achieve sustainable revenue growth. To see more blogs and resources on all topics related to business growth, leadership and b2b sales trends by Bill and the team at Slingshot.



2017 WQAW Calendar of Events

Mark your calendar and watch for more details to develop!

- January, 2017 (watch for date to be announced)...WI Journeyman Restricted Appliance License Test
- March 8, 2017.....WQAW Installer Course Webinar Series
- March 15, 2016.....WQAW Cram Session
- September 15 & 16, 2017.....WQAW Convention at Lake Lawn Resort in Delevan, WI
- October 25, 2017.....WQAW Cram Session
- Fall, 2017 (watch for date to be announced).....WQAW Installers Course Webinar Series

Questions? Please contact Cheryl Lytle, WQAW Administrative Assistant at (608) 210-3303 or Cheryl@capgroupwi.com

2016 WQAW Convention Review

Lots of camaraderie, educational information and general good time was had by all at the 2016 WQAW Convention. The event was held Sept 23 & 24, 2016 at the Kalahari Resort in Wisconsin Dells.

Thank you Educational Seminar Presenters & Industry Speakers! Attendees received one educational credit for up to a total of 3 continuing education credits for WI plumbing license and WQA certification.

- **Jeff Nehring**, John Guest Company presented Push-Fit Connections .
- **Emily Jones**, Madison Metropolitan Sewerage District , presented Balancing Soft and Fresh Water
- **Lance Fitzgerald**, Culligan International, presented 'Review of Plumbing Guidelines of WI State-Owned Properties'
- **Tanya Lubner**, WQA, provided an update on the Formula of Success and all the features included with it.



Emily Jones, Madison Metropolitan Sewerage District, shared great ideas for industry & municipalities working together to reduce the amount of salt entering water treatment facilities.

WQAW Golf Tournament

Trapper Turn Golf Course in Wisconsin Dells was the location of the 2016 WQAW Golf Tournament. An all time high of 30 total players participated. It was a beautiful day without rain, which was a blessing with the amount of rain the area had the week we were there.

Friend of WQAW

Dr. Tanya Lubner was recognized with the Friend of WQAW award for all her contributions to WQAW. Tanya was the drive behind WQA developing the WI JPRA exam and submitted it several times until finally receiving approval. Plus, Tanya has spoken at several WQAW Conventions and customized MEP program to provide 6 badges for the WQAW Formula of Success.



Noah Meier picked raffle tickets to receive \$25 gift cards during Friday's Awards Banquet.

Thank You Sponsors

- **Great Lakes International** – table top exhibitor
- **Lynch Trucking** – table top exhibitor & prize sponsor
- **Maher Water Corp** – golf sponsor
- **Pentair** – table top exhibitor & golf sponsor & prize sponsor
- **Purolite Corporation** – table top exhibitor & golf sponsor
- **United Salt Corp.** – table top exhibitor & golf sponsor
- **Water Right Group** – table top exhibitor & golf sponsor
- **Water Quality Association** – table top exhibitor

Winners!

Congratulations to **Ryan Sowa**, Great Lakes International, who was the winner of the Early Bird Drawing. He won a one night stay at the Kalahari Resort , Wisconsin Dells. Congrats Ryan!

Congratulations to **Jeff Hellenbrand**, Hellenbrand Inc., on winning the PAC drawing for two tickets for Green Bay vs Dallas Cowboys game. Thank you **Scott Chiples** for in-kindness the tickets.

2017 — Mark your calendar for the 2017 WQAW Convention at Lake Lawn Resort in Delevan on September 15 & 16, 2017 !



Great attendance in 2016! Almost 100 people registered to participate! Thank you everyone who attended!!

WQAW's Formula of Success

Each step is optional but highly recommended.

Option 1

WQAW Installers Course

Starting March 8, 2017 6:30-8:30

Six to eight weeks of webinar training with Jim Davis, instructor of the WQAW Cram Session.

Each session will be 90 minutes of instruction and 30 minutes of questions and answers. Webinars will be recorded and accessible to attendees to review at any time.

Topics Reviewed

- Code Book Review
- Fixture Count Review
- Definitions & Plumbing Math
- Blueprint & Drafting
- Sizing the Water Supply System
- Water Treatment Handbook
- Cross Connection Control Manual

Pricing for WQAW Installers Course

Save with your association membership!

- \$699 WQAW Members
- \$899 non-WQAW members

Registration

Pricing is based on your Association Membership and is listed above.

Name

Business

Address

City,

State

Zip

Cell Phone

Email

Option 2

Recommended Coursework

Do This Now

6 badges from WQA's online MEP program*

1. Discuss Water Quality Basics (~8 hours)
2. Analysis and Treatment (~8 hours)
3. Water Treatment Systems Operations (~6 hours)
4. Hydraulics Fundamentals (~2 hours)
5. Disinfection Methods Fundamentals (~2 hours)
6. Water Analysis Fundamentals (~1 hour)

Pricing for 6 badges

Save with your association membership!

- \$200 WQA members
- \$300 WQAW members
- \$400 non WQA/WQAW members

*All MEP courses are online and access is through a renewable 1-year subscription.

Option 3

WI JPRA Exam

***January 2017**

Take the Wisconsin JPRA Exam offered through WQA.

The exam will be scheduled after the Installers Course in a centrally located area in Wisconsin. Successfully passing this exam will result in a JPRA license for the state of Wisconsin.

*Watch for date announcement soon!

Pricing \$60

Option 4

WQAW Cram Session

March 15 & October 25, 2017

The same information is covered as listed in the WQAW Installers Course but all covered in one day.

\$199 for WQAW Members

\$299 for Non-WQAW Members

Association Membership

Check all that apply.

- WQAW WQA

Please return this form and payment to:

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

Fax to: (608) 244-9030

Email to:

Cheryl@CapGroupWI.com

Registration for:

Check all that apply.

- 6 WQA's MEP program badges
- Installers Course
- WI JPRA Exam
- WQAW Cram Session

For more information contact Cheryl at (608) 244-8460 ext. 303.

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