



The Florida Flow

NEWS TO USE

MARCH 2015

UPCOMING EVENTS

FWQA Golf Tournament
Thursday June 11th, 2015
 Falcon's Fire Golf Course

FWQA Convention and Trade Show
 Friday and Saturday
 June 12 and 13, 2015
 Caribe Royale Resort
 Orlando, FL

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President's Message



FWQA President
 Stephen Payne, CWS VI CI
 Southern Water Service
 2875 Jupiter Park Dr. #1200
 Jupiter, FL33458
steve@southernwaterservices.com

Thank you, for the privilege of allowing me to help steer the Florida Water Quality Association this year into what is going to be a great year. We have an awesome board consisting of manufacturer representatives and dealers. We have added two new talented members to our board of directors this year.

For those of you who I haven't met my name is Stephen Payne. I started my Company Southern Water Services, Inc. in 1988. I reside in Jupiter Florida with my wife Julie. I have been involved in the Water Treatment Industry for 27 years and strongly believe in education and certification through

The Florida Water Quality Association and our National organization the Water Quality Association. What I enjoy most about our organization is that no two jobs are the same and I like taking care of the most difficult water treatment situations. My last 3 years as a director and board member has afforded me the opportunity to meet many successful business owners and help mentor others in the water treatment industry. As a working owner and long time FWQA member I know that when I run into a problem in the field help is just a phone call away. I would like to encourage everyone interested in getting involved in our organization to please contact any FWQA board member. My involvement with FWQA has been nothing but a positive experience for me. This year we have a new updated web site, with a dealer locator that will help potential buyers find a Florida Water Quality member near them. Please plan on attending our educational seminars and convention to keep on the cutting edge of our Industry.

Convention dates and seminars will be posted on the FWQA website.

We are anticipating a busy year for our industry and construction is on the upswing once again. Most business leaders I've spoken with are expecting to have a record year.

Best regards and good selling.

Stephen Payne

President Florida Water Quality Association 2014-2015

2015 FWQA Convention



Yo Ho Ho, Buccaneers!

**There will be a treasure chest of
information & fun at this year's Convention!**

Hoist your sails for the 2015 Florida Water Quality Association Convention & Trade Show June 11-13 at Caribe Royale Resort in Orlando, Florida.

For the landlubbers, be sure to sign up for the Rusty Schoenthaler Annual Golf tournament on Thursday, June 11. Our pirate theme will add to the fun as attendees enjoy hospitality suites on Thursday, June 11. For those that have attended past events, this is not only a nice occasion for fellowship with other water conditioning professionals but also a great networking opportunity.

“X” marks the spot for Friday’s trade show. This is a great opportunity to visit with the vendors and learn about the latest products and technologies to help grow your business. Don’t forget the day will be filled with educational seminars offering a range of topics including chemical dosing, the newest media, water treatment for food service customers, light commercial applications, and more! There will also be problem solving roundtable discussions.*

A review of water treatment and service fundamentals wraps up the convention on Saturday. WQA Certification exams will be offered Saturday afternoon.

For more information visit www.fwqa.com or contact Suzanne Trueblood, FWQA Executive Secretary, at 863-644-6622 or email flwqa@aol.com.

We look forward to seeing everyone at Caribe Royale Resort in Orlando, Florida, June 11-13!

*Seminars subject to change.



FWQA VICE PRESIDENT
Cindy Schieber, CWS V, STENNER PUMP COMPANY
3174 DeSalvo Rd.

Jacksonville, FL 32246-3733
Ph: 904-641-1666
Toll Free: 800-683-2378
Fax: 904-642-1012
cschieber@stenner.com

For instant FWQA news, like us on Facebook, Florida Water Quality Association.



2015 Golf Tournament

This year we are returning to Falcons Fire for our Annual Rusty Schoenthaler Golf Tournament. All the proceeds help the FWQA, with a portion Of the mulligan sales donated to the Mofitt Cancer Center. Last year we donated \$170 and I would like to double it this year. There is still time to help, we are looking for hole sponsors and golfing items for our give away bag. This is a great opportunity to get you name out there and help two great organizations.

Limited hole sponsors available.
For more information contact:



FWQA Treasure
Jeremy Greene
General Manager
FSHS Inc
4210 Whidden Blvd
Port Charlotte, FL 33980
Jeremy@puromax.com



FWQA Board of Directors for 2014-2015

President

Stephen Payne CWS VI, CI
Southern Water Services
2875 Jupiter Park Dr. #1200
Jupiter, FL 33458-7059
561/741-7059
Fax 561/741-7440
steve@southernwaterservices.com

Treasurer

Jeremy Greene
FSHS
23380 Janice Ave B5
Charlotte Harbor, FL 33980
941-625-4550
Fax 941-625-6635
jeremy@puromax.com

Director

Brad Walsh
Pentair
5730 North Glen Park Rd
Milwaukee, WI 53209
352-215-8959
Bradly.walsh@pentair.com

Immediate Past President

Jim Suomi
WATTS
11611 SW 147th Court
Dunnellon, FL 34432
352-465-2000
James.suomi@wattswater.com

Vice President

Cindy Schieber
STENNER PUMP COMPANY
3174 DeSalvo Road
Jacksonville, FL 32246-3733
904/641-1666
Toll Free: 800/683-2378
Fax 904/642-1012
cschieber@stenner.com

Director

Phil Fralix
MAVEA, LLC
675 Tollgate Rd. Suite G
Elgin, IL 60123
850-461-6009
Fax 866-551-0510
pfralix@mavea.com

Director

Kenny Gibson
Absolute Water Management
22 S. Venice Blvd.
Venice, FL 34293
941-493-2224
www.wonderfulwater.com
kpgibson@comcast.net

FWQA Executive Secretary

Suzanne Trueblood
P.O. Box 2531
807 Whitestone Court
Lakeland, FL 33806
863-644-6622
863-698-0611 cell
866-845-4988 Fax
flwqa@aol.com

Secretary

Bill Certin
Certain Water Service, Inc
1195 Richter St.
Port Charlotte, FL 33952
941-234-6723
Fax 941-866-7574
bill@certainwaterservice.com

Director

Frank Brudi
Action Manufacturing
2602 N.E. 9th Ave
Cape Coral, FL 32693
352-463-6444
Fax 352-463-6477
Email frankactioncc@gmail.com

Cease and Desist Letter

Florida Flow Article, Bill Certain January 13, 2015



FWQA SECRETARY
 Bill Certain, CWS I,
 Certain Water Service, Inc.
 4220 Whidden Blvd., Unit K
 Port Charlotte, FL 33980
 Ph: 941-391-6817
 Cell: 941-234-6723
 Fax: 941-866-7574
bill@certainwaterservice.com

On December 15, 2014 Chris Tutsch from Aqua Flow, LLC, and member of the FWQA received a certified letter from the State, coming from the Fort Myers office stating that he was to cease and desist all advertisement of repair and replacement of pres-sure switches, pressure tanks, pumps, and plumbing connections for those products. It also stated that Aqua Flow, LLC, didn't have the proper license nor have the qualifier to advertise for these services in the state of Florida. Chris contacted the enforcement officer responsible for the letter to get an explanation, and the officer stated "Sarasota County had one of the highest rates of un-licensed workers in the state and he was determined to put a stop to it". He also told Chris he was going down the list of water treatment companies alphabetically and was sending out these cease and desist orders to them as well. Chris called me the next morning because he knew I was one of the directors for the FWQA to see if there was anything we could do. He emailed me a copy of the letter so that I could see exactly what he was referring to and I sent it out to the board members. At first we were a little hesitant to get involved, due to it was about pressure tanks and switches not water treatment. One of the board members Phil Fralix is from the Tallahassee area and he sent this email to our FWQA lobbyist (David Ram-ba) to see if there was anything we could do.

One week later I received a call from another of our members Sean Kidwell from All American Purification that had also received a cease and desist letter. It had stated that he was not properly licensed to install or work on water treatment equipment. So

once again, I sent this out to the board members and made additional calls to some of the local water companies to get their thoughts.

The two companies that received the cease and desist notices have been in business for several years and don't deserve to have the way they conduct business or services they offer to be put in jeopardy. In addition, how many more businesses would be facing the same treatment? My hopes were that the FWQA would be able to take care of this issue before it became a larger problem. After a long day of phone calls and emails to contact someone that would listen, I received a call from Tallahassee. I was a little apprehensive not knowing if my persistence helped or made our issue worse with the cease and desist. Mr. Jerry Wilson, who works for the DEPR and is the director of code enforcement for the state of Florida, called to apologize for the letters that were issued to Sean and Chris. He continued to say they should not have been sent out and would be addressing the originating officer in Fort Myers. Mr. Jerry Wilson stated that, "My officer is doing his job but frankly over stepped his boundaries on this one. You guys are exempt from licensing and I don't think he knew that and we are sorry for the inconvenience this may have caused". He was very helpful.

We had a long talk after that about a specialty license for our trade so that we could do business without worrying about the next officer that has a different interpretation of the code and starts shutting everyone down. I explained that we do service, and install, well pumps, pressure tanks and such and that we need a license that not only covers water treatment but these things as well. I told him I don't know why it ended up this way in southern Florida, why we do work on pumps but it did and to change it now would not be good for anyone concerned (businesses or consumers). This is why we need a specialty license and he agreed. He also invited us to get involved with the legislative sessions coming up in March 2015, so any of you that would like to get involved, to see something like this happen or if you just have a comment about it, please feel free to email a board member you know or look one of us up on the FWQA web site (www.FWQA.com).

So after everything was said and done I sit back and say this is why I get involved with FWQA and for the life of me don't understand why more people in our industry are not. They came through with a victory for our industry and really don't know where I would have turned to if FWQA were not around. They really do have our backs.

Thanks for listening,
 Bill Certain, CWS

President, Certain Water Service, Inc.

Benefits Of FWQA

Florida Flow Article, Kenny Gibson January 8, 2015

As the first EcoWater dealer to attend a Florida Water Quality Association Convention in quite some time. I feel I was able to approach the happenings with fresh eyes and a fresh perspective.

I was impressed the emphasis on the education modules that were offered. There were a lot of product offering that could benefit my staff and customers.

After the day's events, it was happy hour time at the hospitality suits hosted by the distributors. It was a welcomed treat. I was pleased, to say the least, at the welcome reception I received. I knew no one, yet felt quite at home. I was buying nothing from any of this distributors because of being a EcoWater dealer , yet felt as if I was as important as everyone else there. The benefits of the contacts made that evening are immeasurable. The people I have met through the FWQA have since provided me and my company valuable resources, technical support, product information, and more. It is clear this is a network of people and companies that can be respected, that are dedicated and passionate about the water treatment industry. The annual Florida Water Quality Association Convention can provide any water treatment profession with long term benefits that make you a better water professional and provide the tools necessary to give your customer a great buying and service experience.

Kenny Gibson CWS1
President
Absolute Water Management - EcoWater



FWQA Director
Ken Gibson, CWS I
President
Absolute Water Management
EcoWater
22 S. Venice Blvd
Venice, FL 34293
941-493-2224

For anyone considering a membership in the FWQA, I would highly recommend it. Please call with any questions 941-493-2224 kpgibson@comcast.net

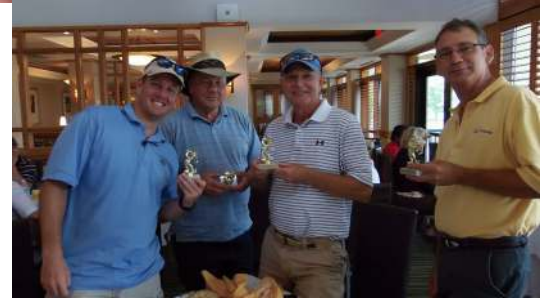
Were You at the FWQA Convention? Golf, Hospitality, Education, Networking....

Golf at Hawk's Landing—Thursday. Fun for all and great start for the convention.



Over 40 golfers gathered at Hawk's Landing for the FWQA Golf Tournament. The weather was beautiful and a good time was had by all, no matter the score!

If you missed out this year, be sure to register for 2015.



From Golf and Gathering on the Links to the Raceway of the Hospitality Suites.





Education - the key to business success!

Every year FWQA presents an outstanding set of educational sessions at the convention.



34 Exhibitors greeted those attending.



Silent Auction items — what a great opportunity to support FWQA and get some really great items.



FWQA is rich in support from the Past President's. Those attending this year's convention were introduced by Stephen Payne newly elected President (from left to right) Jamie Wakem, Forrest Vincent, Donn Davis, Jim Suomi, Denny Mahle, Larry Eaton, Phil Fralix, Gerry Dierolf and Alan Sayler. Their guidance and continued involvement has helped FWQA.

FWQA
P.O. Box 2531
Lakeland, FL 33806

PRSR.T. STD.
U.S. POSTAGE
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LAKELAND, FL
PERMIT NO. 396

www.fwqa.com
flwqa@aol.com
info@fwqa.com
863-644-6622
863-698-0611 mobile
866-845-4988 Fax



We continue to update and correct our mailing list. If you have an error in the address of this mailing, please fax or email us the correction.

Our Mission

To promote increased use of industry products and services, to foster and maintain the professional competency of water treatment professionals, and work with governments, other organizations and the public on issues affecting water quality. Serving the water industry since 1975

Welcome New Members

All American Purification LLC
Sean L. Kidwell
1213 US Hwy 41 Bypass S.
Venice, FL 34285
941-483-4426
Fax 941-485-4426
Email H2Oamerican@gmail.com
Www.H2Oamerican.com

Best Water Technologies
Jeremy Adams
P O Box 55655
St. Petersburg, FL 33732
727-504-1656
Fax 727-483-8162
Email jeremycadams1@gmail.com

Carmel Financial Corporation
Tracey Sheehan
101 E. Carmel Drive Suite 200
Carmel IN 46032
317-844-7951
Email traceys@carmelfinancial.com
Website www.wemakeitpossible.com

Clearwater Systems
Richard Rizzo
2181 St. Johns Bluff Rd. S
Jacksonville, FL 32246
904-645-6060
Fax 904-645-4093
Email rizzo@clearwatersystems.com

Dunnellon Plumbing Supply
Ms. Melissa Blake
2728 W. Dunnellon Rd
Dunnellon, FL 34433

Crystal Clear Water Purification Inc.
Melissa Monscour
8399 Littleton Rd.
North Ft. Myers, FL 33903
239-599-8873
Fax 239-599-8821
Email Melissa@mywaterfl.com
Website crystalclear-systems.com

Holiday House Distributing
Bill Brown
P O Box 1439
Land O Lakes, FL 34639
800-443-4318
Fax 800-863-7041
Email Barbara@hhdonline.com

Loxahatchee Irrigation Supply
Mr. Jason Martinez
12944 Okeechobee Blvd.
Loxahatchee, FL 33470
561-784-5210
Fax 561-784-5212
Email JasonMartinez561@gmail.com

Moti-Vitality
Kelly Thompson
5264 Spruceview Lane
Fowlerville, MI 48836
810-560-2788
Fax 810-519-5499
e-mail: info@moti-vitality.com
Www.moti-vitality.com

OHM Well and Water Service
Sid Van Landingham
10822 Arrow Tree Blvd.
Clermont, FL 34715
352-267-3500
Fax 352-241-7003
Email Sid@OHM-Solutions.com

Sunologi, Inc
Mr. Edward Sweat
465 S. Orlando Ave Suite 410
Maitland, FL 32751
407-452-9957
Fax 877-395-1757
Email ed@solarpureusa.com
Website www.solarpureusa.com

Tom Butterfield
15800 Meadow Ridge Rd.
Groveland, FL 34736
715-492-4278
Email tombutterfield@msn.com

VIQUA
133 West Seven Mile Rd.
Pamplico, SC 29583
Christopher Lawrence
843-458-1801 Toll Free 800-265-7246
Fax 519-763-5069
Email clawrence@viqua.com
Website www.viqua.com

Wm. F. McDonough Plumbing Inc.
Ryan McDonough
4585 Tamiami Trail
Port Charlotte, FL 33980
941-624-4343
Fax 941-627-6597
Email contact@mcdonoughplumbing.com