

UPCOMING EVENTS

FWQA Board Meeting
Thursday November 7, 2013

FWQA Fall Education Seminar
8:30 am Friday November 8, 2013
Holiday Inn
Sunrise, FL

WQA Convention
March 18-21, 2014
Orlando Convention Center
Orlando, FL

FWQA Golf Tournament
8:00 am June 5, 2014
Hawk's Landing Golf Course
Orlando, FL

FWQA Convention and

INSIDE THIS ISSUE:

President's Message	1
Are You Ready for Lead Free 2014?	2
Web news Board of Directors	3
Employee Training	4
Looking Ahead to 2014	5
2014 Fall Education Schedule	6
2014 Fall Registration Form	7
New Members	8

The Florida Flow

NEWS TO USE

OCTOBER 2013

President's Message

Water, water everywhere! The summer rains are upon us making each day a challenge for daily business and just enjoying time away from the office. As your 2013/14 President, I want to thank my fellow board members for a very successful annual convention. If you we're not able to attend, you missed out on an exciting three days. Our golf outing was washed out; however, we continued to build our hospitality event to kick things off. Friday's education seminars followed by a Saturday morning water treatment fundamentals session provided information for everyone from the novice to the seasoned veteran.

So you missed out...now what? You are in luck as we are planning a fall education seminar filled with great educational sessions. This year's event will be held at the Holiday Inn in Sunrise, Florida. Sessions will include application and trouble shooting of both peristaltic and diaphragm chemical feed pumps, a service round table, and tear down and trouble shooting of the 2510AIO valve. For those wanting to set themselves apart from the competition, we will be offering certification exams at the end of the day.

We are looking forward to an exciting remainder of the year and a very active 2014. In case you are not aware, the 2014 WQA Aquatech USA show will be held in Orlando. This is another great opportunity to gain additional product knowledge and see the latest in water treatment technologies.

We look forward to seeing you at upcoming events. Feel free to get in touch with any of our board members with ideas for future events. We are here to help you be successful!

Jim Suomi
FWQA President

Are You Ready For 'Lead Free' 2014?

by Kevin Westerling

The clock is ticking, counting down to the new “lead free” mandate (or latest misnomer), effective Jan. 4, 2014, which will be considerably stricter than the current federal requirement. Under the *Reduction of Lead in Drinking Water Act*, signed Jan. 4, 2011, “lead free” will be redefined as “not more than a weighted average of 0.25% lead when used with respect to the wetted surfaces of pipes, pipe fittings, plumbing fittings, and fixtures.”

What “Lead Free” Really Means

Although “lead free” still doesn’t mean completely free of lead, 0.25% (0.2% with respect to solder and flux) is a far cry from the current definition of 8.0%. Semantics aside, the repercussions of the altered definition are significant. Come next year, it will be illegal to sell or install products that do not adhere to the new requirement.

Wetted parts include meters, expansion tanks, backflow preventers, flexible connectors, strainers, and assorted gauges, fittings, valves, etc. — any product used to convey water anticipated for human consumption. Wetted components for nonpotable services such as manufacturing, industrial processing, outdoor watering, or toilets are therefore exempt. But in the case of the former, there is much work to be done.

The good news is that the rule does not require existing infrastructure to be replaced. However, if a noncompliant component is taken out of service for any reason, such as repair or testing, it may need to be replaced. According to the [EPA's "Frequently Asked Questions"](#) on the topic, “Any part used in the repair of the meter that is a pipe, pipe fitting, plumbing fitting, or fixture must meet the new definition of lead free, but the meter being repaired is not independently subject to the [Reduction of Lead in Drinking Water Act] requirements...because it is not being used or installed for the first time in that location.”

Certifying Compliance

As the developer of the highly recognized and long-standing NSF/ANSI Standard 61 certification that heretofore verified “lead free,” NSF International, along with the American National Standards Institute (ANSI), has responded to the updated definition with updates of its own. The result is [NSF/ANSI 372](#), which will go into effect in October 2013 as certification for the 2014 lead-content requirements, designated here:

Some states, namely California, Vermont, and Maryland, are ahead of the curve on compliance; in fact, it was the EPA that followed their lead (if you pronounced that “led”, you wouldn’t be wrong). California and Vermont adopted the 0.25% standard in 2010, as did Maryland in 2012. Louisiana jumped on board with legislation that takes effect Jan. 1, 2013, beating the EPA to the punch by a year. In response, NSF/ANSI 61, Annex G was developed to verify compliance in these states.

Both NSF/ANSI 372 and NSF/ANSI 61-G are acceptable certifications for the new rule, though the latter is more expensive to procure (a cost passed on to utilities) because it evaluates lead leaching as well as content.

Enforcement

Though implemented by the U.S. Environmental Protection Agency (EPA) as an amendment to the [Safe Drinking Water Act \(SDWA\)](#), the “lead free” mandate will be enforced by individual U.S. states and territories — or more likely the cities, towns, and municipalities within those states, with health and plumbing codes used to drive enforcement.

If misery loves company, U.S. utilities can take heart that their neighbors to the north will also be under the gun. According to NSF, Canada is including the same wording as the U.S. legislation in its standards and codes, with the same effective date.

How To Prepare For 2014

As we approach the January deadline, here’s a recommended “to-do” list:

Avoid getting stuck with useless inventory. Have a plan in place to reduce stock of noncompliant products.

Ensure your products are reliable. The move away from standard alloys represents a paradigm shift in manufacturing — one that can yield results equal to or better than traditional brass or bronze, but suppliers must nonetheless prove their products’ dependability.

Protect yourself. Noncompliance can be expensive; be diligent in safeguarding against it.

Learn how to identify the new “lead free.” Products may say “lead free,” but bear in mind that the definition is a moving target that renders prior definitions and certifying marks obsolete.

One thing to be wary of is the sliding-scale definition of “lead free.” If it was changed once, it can change again. The hypothetical municipality that invested heavily in “low lead” meters with a 5.0% weighted average of lead would likely have a major case of buyer’s remorse today. Because meters have traditionally incorporated (lead-leaching) bronze components, these products draw specific scrutiny with the tightening limits on lead. For municipalities that remain concerned about lead content in their water, or the uncertain nature of future regulations, “zero lead” provides an alternative.

“Utilities have a range of ‘lead free’ or zero-lead products to choose from,” Bridget Berardinelli, a product manager for the utility infrastructure company Sensus, told me. “It’s critical that they consider all of the options when selecting new meters.”

Berardinelli noted that composite meters, blending plastic and fiberglass, are becoming a popular choice due to their proven strength ([see video demonstration](#)) and steadier price, since they aren’t subject to fluctuations in the cost of metal. Furthermore, as the name implies (which shouldn’t be taken for granted), composite meters actually contain zero lead, as opposed to “low lead” or even “no lead” bronze meters. In the bordering-on-ridiculous series of lead-content classifications, “low lead” can mean anything less than 8.0%, while “no lead,” though used within the industry, is not defined by any standard.

There are, of course, a number of quality products and suppliers in the market that can get you compliant.

So long as you [do your research](#) and put a proper plan in place, you can enter 2014 without fear or dread — “dread free,” if you will. (Or is it “no dread,” or “zero dread”...?)

WEB FLOW.....

Wow, what a wonderful time was had by all at this year's convention and tradeshow. Our Rusty Schoenthaler annual golf tournament was rained out but that just left more time to enjoy the fabulous Hospitality Suites on Thursday night! Check out your FWQA website at www.fwqa.com to see a selection of pictures from all the fun and informative events.



We continue to get base hits as traffic to the site continues to rise. I regularly hear of member dealers getting leads from their fwqa website link. Make sure your website is linked to our dealer locator accurately. Let us know promptly if we need to update any of your member info. If you are NOT a member, you are missing out on a valuable benefit that your competition is taking advantage of. Sign up for the FWQA and win the pole position!

The upcoming Fall Education seminar is another opportunity for us to fire up our engines and you can get all the info you need to participate right on the website homepage. Click the racing logos and you will get registration, hotel info, and education detail right at your fingertips. Lets rub some fenders as we work together to continually improve the web experience for you and your customers.

FWQA Board of Directors for 2013-2014

President

Jim Suomi
WATTS
11611 SW 147th Court
Dunnellon, FL 34432
352-465-2000
suomijc@watts.com

Treasurer

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

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

Immediate Past President

Forrest Vincent CWS III, CSR
Aqua Solutions
15908 77th Trail N
Palm Beach Gardens, FL 33418
888-401-5400
aquasolutions@comcast.com

Vice 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

Director

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

Director

Michael Ward
Wards Water Solutions
1605 Hawk Griffin Road
Plant City, FL 33566
813-763-6455
michael@wardswatersolutions.com

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

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

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

Targeted training to get employees up to speed fast

An informal approach can be haphazard, inconsistent and risky.

By Marty Rosenheck, Ph.D

Joe Waterman graduated from high school and got a job making deliveries for a local water treatment company. You have an opening for an installer, and Joe wants that job. He seems to have a good attitude and work ethic. You decide to hire him. Now you need to get him productive quickly. How do you do it?

Many organizations in the water treatment industry rely mainly on informal learning — it's the sink or swim method. They have new hires shadow a more experienced employee and then work in the field until they figure out how to do the job (swim) or you realize they can't hack it and you have to let them go (sink). The problem with this informal approach is that it can be haphazard and inconsistent, it takes too long and you risk them learning the wrong things. This can result in real harm to the business and its reputation in terms of customer dissatisfaction, mistakes and call backs.

On the other extreme, other organizations rely almost entirely on formal training. They take new hires through days or weeks of intensive training in a classroom or online. The problem with this formal training approach is that there is too much information to absorb at once and the new hires have no real on-the-job context to understand what they are learning. As a result, they only retain and apply a tiny percentage of that training on the job.

What is the optimal way to get office staff, service techs, installers and sales reps up to speed fast? How do you minimize call backs and rework? How do you make sure your people in the field have the skills and knowledge necessary to provide the service that makes your customers want to recommend your company to their neighbors? What would it mean for your bottom line if you could accomplish these things efficiently and economically?

Continuous Learning Process

With the new Modular Education Program launching at the end of March 2014, the Water Quality Association (WQA) is applying principles from cognitive science research on how people learn and, specifically, how to optimize the path to proficient job performance for installers, service techs and sales reps. WQA is deploying cutting edge technology, guided by those principles to provide an innovative curriculum for its members.

The key insight that has come out of cognitive science research is that people develop expertise primarily through experience. As we've all found from our own experience, you don't learn a skill by just reading about it or sitting in a classroom. You have to do it and practice it. You can't learn to ride a bike solely by reading about it or watching a video. You have to experience it. The Center for Creative Leadership surveyed organizations regarding how people learn job skills. They found that, in general, only 10 percent of learning is formal (e.g., classroom or online courses), 20 percent is informal (e.g., looking things up, asking someone, coaching) and 70 percent is experiential (on the job). The upshot is that formal training alone won't get the job done; neither will informal learning. Instead, you need an integrated continuous learning process. But, how do you integrate learning in a systematic and effective way?

The way forward is to bring apprenticeship into the 21st century. Apprenticeship models have worked well for the trades (some of you are familiar with the apprenticeship model for plumbing). The problem with traditional apprenticeship is that it is labor intensive, time consuming and not very scalable. The good news is that with new mobile and cloud-based technologies — coupled with a clearer understanding of how to optimize learning from cognitive research — we can update the apprenticeship model to be more streamlined, cost-effective and scalable.

Implementing 21st century apprenticeship in the water quality industry

The WQA's Modular Education Program makes it easy to implement 21st Century apprenticeship. The new curriculum includes mobile technology that guides employees through a systematic sequence of learning activities that are aligned with required skills and competencies based on these learning guidelines:

Create a set of practical performance goals

- Set up a systematic set of experiences
- Provide content at the teachable moment
- Reflect on the experiences
- Recognize accomplishments and achievements.

This systematic learning process is supported by a new software application developed by Cognitive Advisors. Once the competencies are loaded into the system, the program provides learning paths, tracks formal, informal and experiential learning activities, captures experiences through a mobile portfolio app, reports on progress and awards electronic badges.

The WQA began the process by bringing in members who are experts in each area of water quality. These experts identified the key competencies (knowledge and skills) that office staff, installers, service techs and sales reps need to do their jobs well. The curriculum focuses on what employees need to be able to do — practical performance goals. Then, the WQA identified a systematic set of learning experiences that will lead to the achievement of those competencies. These experiences are sequenced into learning paths that optimize the development of each set of competencies. The learning paths consist of structured on-the-job experiences that are supported by mobile performance support and coaching, short self-study online readings and online mini-tutorials.

The optimization of learning is mainly based on experience and reflection, but formal content certainly has its place. Keep in mind that formal training should be dished out in small portions, as short segments that are available on-demand to prepare for the next experience. WQA is providing formal learning, in the form of online mini-tutorials when it is needed — at the teachable moment.

This key content should be available at all times and WQA is strategically releasing this refreshed content. This information can be used in the field during teachable moments.

While experience is essential for learning job skills, it is not enough. People must also have opportunities to reflect on each experience. Reflection enables people to take lessons learned from the experience and apply them to new situations. The WQA program supports reflection by having employees record their experiences with an ePortfolio — by answering a quick question, filling out a short checklist or taking a picture of their work and submitting it to their coach or supervisor for review and discussion.

Employees are motivated to learn by having their progress and accomplishments recognized along the way. WQA's system does this by awarding badges that employees can earn by demonstrating competence in key skills (yes, like Boy Scout badges). These electronic badges are authenticated so someone can click on a badge and see what the employee has done to earn it. The badges can be displayed on the company website or the employee can share the badges on Facebook.

Now, back to your new hire, Joe Waterman. You enroll Joe in the WQA program to learn to be an installer. Joe takes out his smartphone, looks at his learning path to see that his next learning goal is to install a piece of equipment. The learning path guides him to view an online learning module on how to install it, then to review an installation checklist from the knowledge base and finally to practice installing it at a customer site. When he is done, Joe uses his smartphone to create a portfolio entry — he takes a picture of his work, adds a brief note on the challenges he faced and geotags the customer location. He then submits his portfolio entry to his supervisor to review.

When his supervisor gets a notification from the education tracking software that Joe has completed the installation, he schedules a brief coaching conversation with Joe later that week. When Joe has demonstrated that he can successfully install that type of equipment, he is issued an electronic badge that he proudly shares on the company website and with his friends on Facebook.

With WQA's help, you've implemented a 21st Century apprenticeship program that optimize Joe's path to top notch performance in record time. He gets up to speed fast, he has few call backs and your customers are glad to recommend your company to their neighbors. Joe is proud, your customers are happy and your business is humming along.

Marty Rosenheck, Ph.D., is Chief Learning Strategist at Cognitive Advisors, a company that provides learning strategy consulting and learning software infrastructure for field service and other industries. He can be reached at mrosenheck@CognitiveAdvisors.com.

Looking Ahead to June 2014

As the newly appointed convention chairman for 2014, I would like to thank Cindy Scheiber for all her hard work as the previous year's convention chairman. A big thank you to Suzanne Trueblood for all her hard work as well. We have decided to keep the FWQA convention at the Caribe Royale for 2014.

This year's theme is Auto Racing. *Keep your business on track with FWQA*. Remember you don't have to be on a committee or a board member to submit an idea. We always appreciate member involvement and ideas for the convention. You can e-mail me at steve@southernwaterservices.com.

Orlando is a great destination and there plenty of activities for the whole family and/or your team members .The room rates have been reduced for or membership. Plan to make it a long weekend. This year we plan to have more activities for everyone including children.

It's always good to get together with people in the same industry to share ideas. The educationseminars and round table discussions are always interesting.

We will keep everyone up to date as we confirm speakers and scheduled events for the2014 Florida Water Quality Convention.

Stephen Payne
Vice President Florida Water Quality Association 2013-2014

Fall Flyer

2013 Fall Registration Form

FWQA
P.O. Box 2531
Lakeland, FL 33806

PRSR. STD.
U.S. POSTAGE
PAID
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

American Water Chemical
Bill Jandrlich
1802 Corporate Center Lane
Plant City, FL 33563
813-240-0215
Fax 813-623-6678
bjandrlich@membranechemicals.com

Beard Marine
Joe Rosenberg
1748 Australian Ave #8
Rivera Beach, FL 33404
561-881-9598
Fax 561-881-9599
Joer@beardmarine.com

Deep South Water and Pool Service, LLC
Greg Riddell
3025 Duff Rd.
Lakeland, FL 33810
863-651-8849
E-mail deepsouthwater@gmail.com

Healthy Home Environmental, LLC
Mike and Troy Hudson
4211 E. Busch Blvd.
Tampa, FL 33617
813-988-7701
Toll free 800-890-7701
E-mail troy@healthyhometampa.com
www.healthyhometampa.com

Superior Water Works, Inc.
Danny Enfinger
4072 Highway 441 N.
Okeechobee, FL 34972
863-763-2636
billy@superiorwaterworks.com

Mr. Water Company
Michael Crocker
8225 Still Pond Ct.
Trinity, FL
727-372-1654
E-mail crockermrwater@aol.com

WaterTech Inc
Steve Clark
195 E. Alfred Drive
Lake Alfred, FL 33850-2139
863-956-8200
Email watertechinc@aol.com