FALL EDITION 2022

SPEAKING SOFTLY

water-right.com

NewFACES at Water-Right



ARIANA SEUBERT
Receptionist

Ariana joined us in August as our new receptionist. She loves meeting new people and learning new things – making her a perfect fit for this position. She acquired many transferable skills from her experience working at the Home Depot Pro Desk, as well as Ornament shop. An Appleton native and recent graduate from Appleton North, she loves spending time with family and staying active.



JAMES GOODWYNE
Territory Sales Rep

James Goodwyne started with us back in October as a Territory Sales Representative for the wholesale channel and will cover our Water-Right brands as well as the Master Water Conditioning business, NM and AZ. James comes to us with 5 years of water treatment experience in TX and also has an extensive background in Environment, Health & Safety with a couple different companies, including Shell Oil. James resides in Halletsville, TX with his wife and 16 year old son. James also has two older sons who have entered the "real world".

COMPANY SPOTLIGHT

The NEW Water-Right.com IS HERE!



by Brad Walsh, National Channel Manager

It's no secret that websites are critical to the success of any business today. Today's consumer spends the majority of their time on some sort of screen or device researching the web for solutions to their problems or wants. As service providers, if we want to be found when a need arises, we must be visible and easy to find on these digital platforms. For small businesses, websites are crucial to capturing the attention of a potential consumer and then turning that interest into an inquiry.

On the surface, this sounds very simple but in actuality, the steps of getting your site noticed and then converting that visit into a lead are extremely complex and can also be very expensive. As consumers search for solutions to their water-related challenges or look to gain knowledge about their water, their needs and asks can be quite diverse.

Consumers could be researching chlorine taste and odor, hard water, dry skin, staining, odors, various contaminants such as lead, PFOA, types of water, etc. Given all of these variables and the unique needs of our consumers, this makes attracting a potential online lead a moving target. Water-Right understands these issues faced by our partners and wants to assist you in being more successful at capturing this online traffic. On Tuesday, November 15th, we launched a brand new www.water-right.com. We are very excited about this new website as it was built with you and lead generation in mind. One step we took to ensure we are attracting consumers as they search the internet for their water-related problems was to create blog content.

If you are unfamiliar with blogs, we regularly create new content to keep up with the changing needs of consumers which helps put us among the solutions during their online searches.

We pepper these articles with the proper keywords to aid in the success of a homeowner or business owner stumbling across our content

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Employee Spotlight
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Tech Tips
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Anniversaries
Upcoming Events and Conventions

A New Home For a Trusted Name

by Mark Selvig, Regional Sales Manager

Since 1959, Traut Companies has been a trusted name throughout Central Minnesota. Over the years you can see their trucks all over the upper Midwest. A true success story of growth with diverse services as well as unmatched customer focus. Their area of expertise includes: Municipal, Residential, and Agricultural Well Drilling, Municipal and Residential Pumps, Lawn Irrigation, State of Minnesota approved Water Analysis lab, and Residential and Commercial Water Treatment Sales & Service. Quite a wide range of services has led to steady growth over the years.

In March of 2022, Traut Companies moved into their fourth facility since inception, from Waite Park, MN to St. Joseph, MN. The move according to Jim Grienke (Water Treatment Manager) was to accommodate their growth while still meeting the needs of their customers that depend on them. Inside the new facility you will find state of the art lab facilities, training room, and multiple bays for the numerous drill rigs they need to keep on the road.

A true model of success from hard work and perseverance. We wish continued success to Traut Companies and all their employees!



The new Traut Companies facility



Training Room



Minnesota Dept of Health Certified Water Analysis Lab



Jim Greinke - Water Treatment Manager

EMPLOYEE SPOTLIGHT



STEPHANIE OZMENT JOINS TECHNICAL SERVICE DEPT.

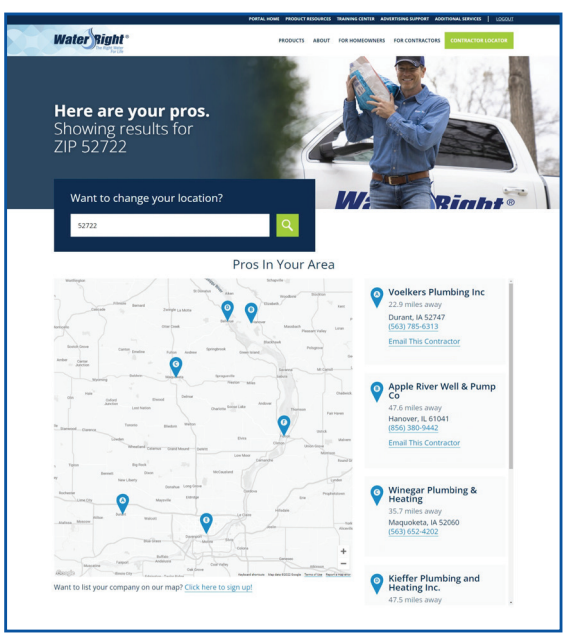
I am happy to announce the promotion of Stephanie Ozment into the Returns Specialists Position. She has been an outstanding member of the Water-Right valve assembly line for over 8 years. Her vast knowledge of our product offerings allowed her to hit the ground running in qualifying and processing returns. We are very excited to have Stephanie join our Technical Service Team.

– Carmen Bump, Technical Director

The NEW water-right.com website

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when researching a problem or solution. This takes me to another key component of our new website.... The Contractor Locator! We are going to do our part to capture consumer traffic and then direct them to our valued contractors across the US. Consumers can now type their zip code into our locator and immediately be presented with Water-Right contractors in their area. This functionality has been asked for by many of you for years and we are beyond excited to finally deliver on this request.



You might be wondering, "how did I get on the map; or how can I get on the map?" We are glad you asked!

The contractor detail that is populating our locator is derived from our Contractor Rewards data (remember all those emails, the yellow labels, and us telling you about the program). If you are a verified contractor business and participating in Contractor Rewards with Water-Right branded products (Sanitizer Plus, Impression Plus, Impression) then you will show up on the map in order of your participation with Water-Right products. The more Water-Right labels you scan or enter, the higher your ranking will be in your service area. Please check out the Contractor Rewards resources on www.water-right.com for additional details.



Another key upgrade to the website is the experience within the resource portal. Our old site had a TON of great info but it was not easy or enjoyable to find what you were looking for. The new portal has been laid out to be more user-friendly and has also been equipped with a search box for quickly getting to the resources you are seeking. We are very happy to be launching this new site and we hope you find a lot of value in it as well. Please don't hesitate to reach out to the Water-Right team with any questions.



A. O. Smith employees and contractors show strong support for EWQA

by Mike Heatwole, Territory Sales Rep

Involvement in regional WQA organizations is very important. This is where local, regional, state dealers, and manufacturers work on topics relevant businesses in their territories. State Governmental affairs can be addressed by a grassroots group of local businesses. Training opportunities can be tailored to the local conditions of the members. This is where several A. O. Smith employees and contractors have shined this year.

Kevin Osborn, our Regional Sales Manager for the Noertheast is currently serving on the board of directors for EWQA, providing guidance and leadership for the members of EWQA. Kevin was also a speaker at the Spring training held in Massachusetts this year. There were 98 people in attendance and Kevin's talk received many high compliments. He also served on a question and answer panel of 'Ask the Experts'.

EWQA
EASTERN WATER QUALITY ASSOCIATION

Mike Heatwole was a double presenter at the Maryland 2022 Spring training event held in Fredrick, Maryland. This event has grown steadily over the last several years since its inception. This training draws folks from Virginia, Maryland, West Virginia, and Pennsylvania. It drew the largest crowd to date. Mike's talks on Colloidals and his "Toilet talk-lessons from looking in a toilet tank", brought good remarks. One attendee wrote how much he appreciated the wonderful training, "*I feel I learned a lot and the lessons were very Informative and the toilet talk was excellent. I will keep an eye out for any future training opportunities to attend your events that I can.*"

It is always a thrill to give presentations and it is appreciated to receive written confirmation that the training we provide is valued. It is especially thrilling to see customers of so many of our A. O. Smith brands presenting peer-to-peer.

Tim Van Overlook of NMP Water and Trent Stumbaugh of Negley's Clean Water Center provided an excellent presentation on the proper installation of water treatment systems. If you have never seen this, then you are missing out! Tim and Trent did an outstanding job of showing a live demo as well as showing how simple it is to re-bed a RC Split Tank Softener (Dual Carbon, resin). They are extremely knowledgeable and professional with techniques that is a "must-see".



Mike Heatwole Giving his colloidal presentation at the EWQA Spring training in Fredrick, Maryland.

Water-Right and Master Water, both parts of the A. O. Smith family, were Sponsors of both events as well. Working together as Regional Managers, Territory Reps., and Contractors, we all work to build strong local and regional associations. Be sure to get involved with your regional segment as well as the national WQA. Membership in both groups provides valuable benefits.

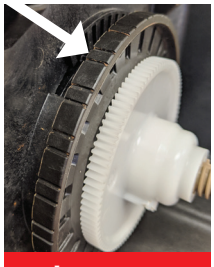
TECH TIPS

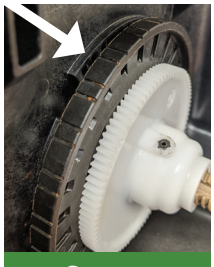
Take These Simple Measures to Achieve Correct Piston Positioning

by Carmen Bump, Technical Director



Piston positioning is crucial for the control valve to execute each cycle correctly. The positioning is based off the starting point of the piston. Having a properly seated stack assembly and tight drive cap will ensure the accuracy of the piston positioning. When servicing a valve or replacing a stack assembly, make sure that the stack assembly is seated all the way into the control valve. Debris such as iron, manganese, or hardness can build up on the internal portions of the valve and make it difficult to get the stack assembly correctly seated. Take the time to clean this debris off with a rag or plastic brush and avoid anything abrasive that can damage the valve casting. Dow Corning 7, or an equivalent silicone lubricant, can also be applied to the outside of the stack assembly to better assist in getting the stack assembly seated in the valve. Once the stack assembly is seated, tighten the drive cap into the valve securely with a Clack Wrench (CV3193-02). The drive cap cannot be too tight; however, if not tight enough, could lead to missed cycle positions or leaks to the drain or brine tank when in service. Performing these simple steps will ensure that the unit will function correctly for years to come.


Incorrect


Correct

If you have any questions, do not hesitate to contact Water-Right's Technical Service team at 800-777-1426. We are here to help!

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APPLETON, WISCONSIN 54914

1.800.777.1426 | water-right.com
Company website: water-rightgroup.com

Member of Water Quality Association

Connect with **Water-Right** *on social media!*



COMEDY CORNER

What did the explorer say when he found water in three different places in the desert?

WELL, WELL, WELL!

UPCOMING EVENTS & CONVENTIONS

JANUARY 2023

24-24 American Water Summit — Los Angeles, CA

FEBRUARY

13-16 AOAP Association of Aquatic Professionals Expo — Colorado Springs, CO

ANNIVERSARIES

Thank you to all of the Water-Right employees for their hard work and dedication. Celebrating anniversaries from October through December are:

Employee	Years
Guy Gruett	35
Richell Hirst	10
Mai Chang	9
Tierney Wasinger	7
Erik Koglin	6
Gary Bauer	5
Vicki Andersen	5
Tyler Branchfield	4
Angela Lom	4
Faye Neumann	1
Codi Neumann	1
Carrie Stadler	1

