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• Marketing Checklist
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TWQA Mission Statement
The purpose of the Texas Water Quality Association is to assure the individual’s right to enhance the quality of water by providing continuing education and training to our members, government entities, and the general public.

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Your Publication Chairman is Kristi Stanford, past TWQA Treasurer and a third-generation Culligan Dealer in San Antonio. Publications Committee consists of Daina Grace and Krystal Stenseng of Culligan of the RGV. Publication is produced by 360 Press Solutions in Cedar Park owned by Jason Tuggle.
What a joyous time it was to celebrate the birth of our Savior and welcome in 2019. It was a time for giving and receiving, spending time with friends and family and enjoying lots of good food!

Christmas is a favorite time of year for our family, we love spending time together away from our everyday busyness from our business. Although we are especially thankful for our business during that time, we do enjoy time away to reflect, give thanks and celebrate with family and friends. It is a time to give to those that are less fortunate and a time to give thanks for our many blessings.

We pray all of you and your families were filled with the joyous spirit of Christmas and that your New Year is the greatest one yet! God bless each of you and keep you safe, healthy and prosperous in 2019!

2019 New Year’s Resolution: BECOME A WQA MEMBER!

Sign up now, attend 2019 convention for FREE.

www.wqa.org/membership
The Texas Water Quality Association Board of Directors’ fall meeting was held on Friday, October 19, 2018, at the Hampton Inn in Buda.

The TWQA Legislative Consultant, Marc Rodriguez, addressed the Board. He shared that TCEQ has a new Executive Director, Toby Baker, and we will need to build a working relationship with him and his incoming staff. Additionally, there will be a new person in the Governor’s office responsible for 3 key areas: TCEQ, the Texas State Board of Plumbing Examiners, and the Water Development Board, and we will need to build a working relationship with him as well.

During a PAC lunch event for Governor Abbott, Don McGhee met with Abbott’s Chief of Staff, Luis Saenz, to discuss issues affecting TWQA. This led to securing a face to face meeting with Saenz for in-depth conversations. It was suggested by Saenz that TWQA establish a working relationship with the Texas Department of Health and Human Services, and he will assist in securing a future meeting.

A second Austin meeting was held that included the Texas State Board of Plumbing Examiners Executive Director, Lisa Hill, and Director of Enforcement, Stephen Davis. TWQA requested that the TSBPE enforcement letter from 2004 be updated in an effort to assist when pulling permits. Hill agreed to address this, which is a significant gain for TWQA members. We have been asked to make a recommendation as to whether TWQA supports TSBPE, whose fate will be determined through a legislative process beginning in January. Davis verified that a Water Treatment Specialist DOES have the right to cut into a pipe if it is a necessary part of the installation of a water softener.

A draft letter for TWQA members will be distributed for use on your own letterhead so you may reach out to your local Representatives and Senators as a local business seeking their support of our water related endeavors in 2019.

Our Legal and Governmental Committee reiterates that we need to have periodic visits with TSBPE and other agencies and reinforces the importance of the PAC contributions being made on behalf of TWQA. With the help of Marc Rodriguez, we are getting audiences that are very strategic to the wellbeing of the TWQA membership. We made more progress in 2018 than ever before in regards to getting doors opened and getting key people to the table.

Our Treasurer’s Report shows the 2018 Convention was successful and made some money for the Association. The year to date comparison showed that overall we are down but are still doing well.

The 2019 TWQA Convention and Exhibition will be held July 15-19, 2019, at The Woodlands Waterway Marriott Hotel & Convention Center in The Woodlands. Your 2019 Convention Chairman is Perry Ratcliff, and your Golf Chairman is Brent Chinn. As a member, please be thinking of people who are worthy of recognition for the 2019 awards.

The Drinking and Bottled Water Committee reports the full FSMA audits in Texas have been delayed by change-ups at the Texas Department of Health. Several smaller bottling companies have consolidated with larger companies because of the expense of bottling under the new FSMA rules. The EPA and Texas Railroad Commission continue their talks about the disposal of fracking water.

Your Education and Training opportunities for 2019 are currently in the planning stages. An April event will be held in Corpus Christi. The July Convention will be held in The Woodlands. The October site is being determined. Please continue to check the TWQA website for updated information.

An email will be sent later this month with a link for applications for the 2019 Jo Grace TWQA Scholarship. Make sure to share this information with your employees. We look forward to honoring deserving students in July.

As always, thank you for being a member of the Texas Water Quality Association! We look forward to continuing our work together for the water industry in 2019!
TWQA – Code of Ethics

Members of the Texas Water Quality Association shall be dedicated to the following principles and policies:

1) To hold inviolate the concepts of free enterprise and unselfish service to the public.

2) To continually strive to gain respect for the industry, both on the local community and national level.

3) To make the largest contribution possible to the health, safety, and welfare of the public in the installation, maintenance, and operation of water treatment equipment.

4) To support all efforts to improve water treatment products and service, and to encourage research and the development of new materials and methods.

5) To advertise and sell the merits of their own products and refrain from attacking competitors or reflecting unfairly on their products, service, or methods of doing business.

6) To reveal all the material facts, to avoid concealment of information, and refrain from the use of innuendos in advertising and selling that might cause customers to be misled, the trusting as well as the analytical.

7) To advertise only bona fide prices and products and to refrain from the use of “bait” advertising methods.

8) To design or install water treatment equipment in a manner compatible in every respect with public safety, and to comply with all applicable laws, ordinances, or regulations in the State of Texas.

9) To fulfill all contractual obligations, to offer a reasonable warranty of products and services, and to perform on such warranty, either written or implied, where justifiable claims are in order, and to do so without hesitation.
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Members are the heart and soul of our Association
Welcome to the newest members of TWQA!
HOUSE:

House Speaker’s Race – On November 12th, State Representative Dennis Bonnen (R-Angleton) announced that he has 109 pledges to become the next Speaker of the Texas House. 78 of the 83 incoming Republicans pledged to Bonnen (5 Republicans were not on the “Pledge” list). 31 of the 67 incoming Democrats were on Bonnen’s “Pledge” list. 36 Democrats were not on the list, with 13 of those being incoming Freshman Democrats. Bonnen said, “Each one of my colleagues who has come forward to run for the Speakership has done so out of deep respect for their constituents, their state, and the legislative body that has afforded us this great honor in the first place. It is a privilege to work alongside so many dedicated House Members, and I am deeply humbled by those who have made the decision to support my candidacy. When the House stands together in unity, we can do great things. I look forward to bringing together my colleagues to continue the tradition of strong bipartisan leadership in the Texas House.” Speaker-Elect Bonnen’s announcements so far include:

Transition Team Chair – Brian McCall – Dr. Brian McCall is Chancellor of Texas State University System. He will assist Representative Bonnen in recruiting senior staff, planning his swearing-in ceremony, and working with outgoing Speaker Joe Straus and his staff to facilitate a smooth transition. Bonnen said, “Chancellor McCall knows the Capitol and the people who make it work. More importantly, he has a reputation as both a legislator and a higher education leader for his fairness, decency and ability to bring people together. I look forward to working with Brian in the coming weeks to lay the foundation for a successful 86th Session.”

Chief-of-Staff – Gavin Massingill – Massingill, who has more than 20 years of legislative experience inside and outside the Capitol, assumed his new role on January 8, 2019, the first day of the 86th Regular Session. Representative Bonnen said, “Gavin brings a wealth of experience and a valued perspective to my office. In addition to his years of experience as a legislative staffer, Gavin has a deep passion for the institution of the House and the ability to work across party lines to achieve the best results for Texas.” Massingill, a governmental relations consultant, has more than a decade of experience in the Texas Legislature, where he served as chief of staff to two state representatives. He is an elected alderman on the Rollingwood City Council. He is a graduate of the University of Texas at Austin.

Speaker’s Office Director – Shera Eichler – Eichler has served as Representative Bonnen’s chief of staff for House District 25 for 16 years. Bonnen said, “Shera’s loyalty and dedication to the constituents of House District 25 and people of Texas knows no bounds. In addition to her years of experience as a legislative staffer, Shera contributes a deep understanding of the responsibility of elected officials to their legislative districts and will effectively carry my office through this transition to ensure the best outcomes for my constituents and all Texans.” Eichler earned a Bachelor of Science degree from The University of Texas at Austin.

Policy Director and General Counsel – Gardner Pate – Pate is a private-practice attorney. Representative Bonnen said, “Gardner is one of the state’s leading experts on campaign finance and ethics, and has more than a decade of experience providing legal counsel and policy advice to elected
officials. He’ll be a huge asset to my office and the House.” Prior to starting his own law firm in early 2018, Pate was a partner in the Public Law Section at Locke Lord LLP. Pate’s legal practice focused on advising his clients, including Governor Greg Abbott, on Texas ethics laws. Pate is a graduate of the McCombs School of Business at The University Texas at Austin and earned a juris doctorate with honors from the UT Austin School of Law.

**Director of Communications –** Gene Acuña - Acuña, who has more than 30 years of experience working in communications, state government, and broadcast journalism, is coming from the Texas Education Agency, where he has served as Director of Communications for over six years. Bonnen said, “Having faithfully served the State of Texas in various capacities for over 30 years, Gene has developed a reputation for being a clear and concise communicator who brings with him a wealth of communications and state government, experience. I’m confident he will continue to serve the state well.” Before joining the Texas Education Agency as Communications Director in 2012, Acuña served as Director of Advocacy and Communications for EducateTexas. Prior to joining EducateTexas, he was Vice President at TateAustinHahn, Director of Communications for the City of Austin, and Managing Supervisor at Fleishman-Hillard.

**Director of Finance – Andrew Blifford** - Blifford, the current Chief of Staff in the Office of Speaker Joe Straus, will continue to serve in the Speaker’s Office as Representative Bonnen’s Director of Finance. Blifford will be charged with overseeing and directing all budget operations. Bonnen said, “Having served in the Speaker’s Office since 2009 and in the Texas House since 2002, few understand the intricacies of the Texas budget like Andrew Blifford. As one of Speaker Straus’ top staff members, Andrew has played an integral role in crafting landmark legislation for eight sessions, earning the respect of House members along the way.” Prior to joining Speaker Straus’ team, Blifford served as an aide to former House Appropriations Committee Chairman Jim Pitts (R-Waxahachie). He has worked in state government since 1996, when he started his career in the Governmental Relations divisions of the Texas Department of Economic Development, the Texas Department of Transportation, and the Texas Public Utility Commission.

**Monthly Report – Dana Chiodo.**
Greg Reyneke - MWS

As an immigrant to these United States, I’ve long admired the independent spirit of the Founding Fathers and their families; they were men and women who risked everything to take control of their destinies. The Great State of Texas also had no shortage of strong-willed, independent human beings willing to fight nature and the worst of humanity to build a home for themselves and a strong legacy for their families. They attained great achievements built upon courage, integrity, and personal responsibility.

Looking at the current state of water quality across Texas, it’s shocking to see how many Texans are unaware of the problems, or who blindly place their faith in centralized treatment plants without considering the actual quality of water that they receive in their homes and businesses.

A recent review of the literature shows that Texas is currently facing several concerning water-quality management issues at the municipal level:

♦ Texas has been consistently in the Top 3 for EPA Drinking Water Quality violations over the last decade.
♦ 34 rural drinking water systems serving about 51,000 Texans have exceeded the limit for arsenic for at least a decade.
♦ Many Texas utilities have aging and decaying water delivery infrastructure and lack the resources to do anything about it.
♦ Perfluorinated compounds (PFOS/PFOA) have been found in groundwater around almost all military bases in Texas.

City-dwellers are not the only ones with potential water quality issues. Most rural water users in Texas will either draw water from a surface supply, sub-surface supply, or an “alternative” technique like rainwater harvest. Contrary to popular belief, water in the country usually isn’t any cleaner, fresher, or better than water in the city.

On its way from the clouds to the faucet, rain water dissolves and absorbs a part of almost everything it touches. Rain cleans the air as it falls by trapping impurities. The
impurities are not removed from the environment; they will just be relocated by the water onto the ground as it falls from the sky. Rain hits the ground, collecting sediments like rust, sand, and algae. It eventually finds its way to a surface collection point like a lake or stream, and some percolates downward and collects in aquifers. As it percolates through the earth, the water can absorb hardness minerals, iron, heavy metals, radioactivity, gases, organic contaminants, and many other complex elements, and that can cause undesirable tastes, colors, odors, and other issues.

Precipitation falls upon commercial and municipal dumpsites, toxic waste sites, industrial refuse depots, military test sites, leach fields, mining operations, farmers’ fields, etc., where it dissolves minute amounts of the toxic chemicals present and carries them along. These synthetic chemicals are generally odorless, colorless, and tasteless and can often be life-threatening.

Some of the many important issues facing Texas drinking water in the next few years include:

**Arsenic**

A 2010 assessment by the Environmental Integrity Project suggests that the risk of getting cancer from drinking water containing 10 ppb of arsenic is closer to 1 in 136, almost 15 times higher than current EPA assumptions (1 in 2000). Many scientists say the increased risk of cancer in humans who drink water, inhale dust, or ingest soil contaminated with high levels of inorganic arsenic puts the chemical’s danger level in the same category as that of smoking cigarettes.

**Bacteria and Waterborne Pathogens**

Bacteria exist in ALL water at some level, even safe, chlorinated city water. Some bacteria are relatively “safe,” but there are other potential problems like brain-eating amoeba that have been found in certain Texas waters. The expense and difficulty of consistent testing often means that contamination may go undiscovered for extended periods of time.

**Chlorine and Chloramine**

While chlorination of water is probably one of the most significant contributors to lowering the risk of waterborne illness in the USA, there are significant negative effects, such as taste and odors, corrosion, and even a correlation to the development of some cancers.

**Hard Water Scale and Soap Interactions**

While many people might consider hard water to be a simple aesthetic issue, it really is bigger than that. Hard water is a significant drain on a family’s monthly budget and has a decidedly negative impact on the planet due to increased heating and cleaning expenses, along with premature appliance failure. Consumers are clamoring for low-salt and no-salt solutions to their hard water problems that “waste” a minimum amount of water.

**Lead**

While Flint, Michigan, captured the imagination of the nation, lead can also be found at some level in many parts of Texas. In 2017, 779 Texas schools (~71%) were reported to have lead in their drinking water, according to an analysis of testing data by Environment Texas Research and Policy Center. Lead is a potent neurotoxin, affecting the way children learn, grow, and behave, which can cause problems that will persist into adulthood.

**Manganese**

The serious health risks of consuming water containing manganese have been overlooked for far too long. Long-term consumption of even low levels are now related to complications involving alterations in neurotransmitter and enzyme levels in the brain that can cause nerve damage, brain changes, hormone alteration, and possibly even the proliferation of certain cancers.

**Perfluorinated Compounds (PFC, PFOS, PFOA)**

Perfluorooalkyls are not natural, and PFOA and PFOS are the two types that have typically been found in the largest amounts. These substances are unique because they repel oil, grease, and water – meaning they have been used to help produce countless convenient modern products. Exposure levels of these chemicals can already be found in the blood of most Americans. Health risks from exposure to these chemicals include hormone disruption, fertility issues, and even certain cancers.

These are just a few issues; the list continues to grow nationwide, and especially in Texas. The statement, “my parents drank this water for 50 years, and it never hurt them” is no longer a valid excuse for consumers to not be concerned with their water quality.
Caveat Emptor

“Let the buyer beware.” This principle applies as much today as it did in Ancient Rome. Managing water quality affects the health and safety of everyone who will be working with, bathing in, or consuming the water. There are many people trying to take customers’ money and not necessarily provide the very best solutions in terms of performance, value, or sustainability.

Our sacred responsibility as Water Quality Improvement Professionals is to ethically help our clients learn about potential issues without scaring them, help them to make the smart choice on how to affordably improve their water, and then (perhaps most importantly), be there to help them in the future when they need service, support, and maintenance.

As a Water Quality Improvement Professional, you must take a smart approach to treating all water quality issues:

Show your customers that you’re a “good guy.”

♦ Join the TWQA and WQA, and follow the Code of Ethics.
♦ Certify to TCEQ’s requirements, and then take it further with WQA’s Modular Education Program (MEP).
♦ Speak the truth, and do the right thing, even when it’s uncomfortable or unpopular.

Do your best work.

♦ Always test water and understand your customers’ needs before recommending solutions.
♦ Quote your solutions accurately and in writing so that your client understands what they’re buying.
♦ Quote projected maintenance costs upfront.
♦ Have customers authorize all prices and terms in writing before performing any work.
♦ Treat your employees well, and pay them a fair wage.
♦ Pay your vendors on time.

The Water Quality Improvement Industry has been very good to me and my family, along with countless others like us around the world. We all have a duty to maintain the standard of quality as we continue to serve our customers professionally and profitably.

About the author

Greg Reyneke has over two decades of ongoing experience in the Water Treatment Industry. His expertise spans the full gamut of residential, commercial, and industrial applications, including wastewater treatment, groundwater remediation, bacterial control, and advanced corrosion control strategies. You can follow him on his blog at www.gregknowswater.com.
ATTENTION ALL TWQA MEMBERS

Applications are now being accepted for 2019 for the Jo Grace TWQA Scholarship

Submit your application now!
The Jo Grace TWQA Scholarship Fund will award one or more scholarships for 2019. To be eligible applicant must be applying as a full-time student of an accredited college, university, or trade school. The following may apply:

a. A Dealer Member’s child or legal dependent or employee’s child or legal dependent;
b. A Supplier Member’s child or legal dependent or employee’s child or legal dependent.

TO SUBMIT YOUR APPLICATION, PLEASE GO TO
https://app.smarterselect.com/programs/56657-San-Angelo-Area-Foundation

You must submit the completed application no later than MARCH 31, 2019, with all requested information and documentents.

Applications are accepted annually from January 1st until March 31st. Notifications of awards are made in May of each year, with payment of awards occurring two weeks prior to the start of the fall semester.

Good luck to all who apply!
Marketing Checklist for the New Year

By Shannon Good, Partner, Good Marketing Group
Contributions by Ray Rose, Senior Web Developer, Good Marketing Group
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Have you made your New Year Resolutions for your business? Each year business owners have a refreshed outlook on the New Year and excitement for new business growth. To reach those new goals, you need a solid marketing plan. But there are so many options out there, and how do you know which to choose without breaking the bank and which will be the most effective? Let us give you a general checklist to help you figure out where you stand currently and what you may want to include in your 2019 marketing plan and budget.

**WEBSITE DESIGN & FUNCTIONALITY**

First and foremost, your website is the peak of the pyramid. All other marketing efforts should support and direct traffic to your site. Whether your website is brand new or was one of the first websites created at the birth of the world wide web, the following items are important for the design and functionality of your website with the humans and the search engines who are visiting your site.
Is my website secure (SSL)?

Do you see ‘HTTPS’ and a padlock in the address bar? This will make your site more competitive and safer to search engines and users, whether you sell online or not. For example, it will keep your customers’ information safe from online forms and your website structure safer from the bad guys using it to hide code on the back end of your site.

Is my website ‘mobile responsive’ - not ‘mobile-friendly’?

Does your website change formats for each mobile device? If you have a ‘mobile-friendly’ site, the search engines will still have trouble adjusting to the various sizes of devices that are viewing your website and rank you lower than if your website was ‘mobile responsive.’ Plus, the benefit of a ‘mobile responsive’ site allows you to make a change to your website ONLY ONCE, versus a ‘mobile-friendly’ site, which requires you to make any changes to both a desktop and mobile version of your site. This saves you time and money if you are having a third party or web developer make the updates!

Is your website easily navigated by customers and prospects?

Your website’s layout needs to be clean, intuitive (for navigation), and speak to your audience in their words or layman’s terms. These are also the keywords and keyword combinations they tend to search, so the search engines want to match those keywords in the search bar with the same keywords on your website. Also, make sure your products, services, and contact information are easy to find and use, including mobile links to maps, click-to-call for mobile devices, and some type of captcha for security on your contact form submissions.

Do you have Google Analytics added to your website?

This information is FREE and great insight on who comes to your website, when they view and for how long, as well as where they go within your website, i.e., hyperlink to another page (or two or three), or do they bounce out because maybe they didn’t see what they wanted. The longer someone is on your website and the more pages they view help your search rankings.

Do you update your website at least one time per month?

Whether it is a testimonial, new product, image, video, event, or blog post, keeping your website relevant and competitive in the eyes of the search engines is key. This will also help your search rankings and can lower your cost per click if you are paying for an online marketing campaign(s).

Is your website (or developer) prepared for upcoming changes?

**ADA Compliance**

While the Internet is always changing and developing, many elements of websites have stayed inaccessible for people with disabilities. This has led to a series of lawsuits that have left many companies paying big bucks in settlements, while other industries and business owners are wondering if they are next. All of this falls under the ADA (Americans with Disabilities Act), a law that prohibits discrimination against individuals with disabilities in all areas of public life. For many blind and visually-impaired users, they use software like JAWS (“Job Access With Speech”), a Microsoft tool, to use to traverse the Internet. As the number of lawsuits for ADA Website Compliance grows year after year (2018 looks to have 30% more lawsuits than 2017), it’s becoming imperative that business owners do what they need to in order to make sure that their websites are accessible for everyone.

**Gutenberg WordPress Editor**

For almost a year, WordPress has been talking about how they are going to massively overhaul their text-editor. For a refresher, WordPress is a Content Management System that currently powers 32% of the Internet. So that means 32% of the websites are going to have to change the way they currently create content in their websites and view that content change. While this seems like total madness, what WordPress is planning looks exciting and will be the foundation (literally) of many improvements to the platform to come. If you have a WordPress website, please check with your Web Developer before you update WordPress to version 5.0 and accidentally break your website.

...continued on page 17
Why Work with Elect Energy?

Time savings and energy pricing are two reasons why many companies turn to energy brokers. An energy consultant understands timing, energy production, seasonal differences and all of the normal considerations that impact the price of energy. They also understand those factors that are so complex that most people without industry experience cannot comprehend how they work. That is the power of forging an alliance with Elect Energy. Working with Elect is easy. Tell us about your business and how you use energy, we’ll identify usage patterns for cost management opportunities. Let us look at your electricity bill and identify any savings opportunities. On average, we save our clients 21-37% overall.

A Relationship You Can Trust

Elect Energy sets the standard for energy market expertise and customer service. We invest in developing the best-trained, most knowledgeable staff in the industry. We’re plugged into the energy markets every day, monitoring activity, tracking changes, and evaluating trends in existing and newly deregulated markets. Building trusted relationships with our customers is a foundational principle – knowing you, knowing energy, and knowing how to guide you to better choices is how we roll.

Exclusive TWQA Discount Program

Join our TWQA Pooling Group Program and receive discounted group rates!

Contact us directly for more information: TWQA@electenergy.com

We Get Smarter

Why Work with Elect Energy?

We Get Started

You Get Better

972-447-8255

www.electenergy.com
SOCIAL MEDIA PRESENCE

If your target audience is using social media, then your company needs to have a social media presence. Choose platforms your target audience is using regularly. The key to successful advertising is frequency. If you are not in the forefront of their minds on a regular basis developing a relationship of trust and credibility, you will be forgotten, or your competitor will win their business. The most popular platforms in the water treatment industry are Facebook, Twitter, and Google+.

Don’t forget to use your social media as a means of directing people to your website, NOT a replacement for your website. The search engines give more credit to a website over a social media profile. Teasers and links in your social media posts directing your audience back to your website for more information or to read more.

Do you have a presence on one or more social media platforms?

FYI – Twitter, Instagram, and Facebook can be linked together for posts and paid advertising (boosts & campaigns).

Do you post regularly to your social media accounts?

Posting at least once a week is enough, but we recommend 2-3 times per week. Mix up your posts to include industry, geographical, and company related information that has a balance of fun and fact.

Have you created an audience for prospecting efforts?

Using knowledge of who your best customers are and where they are will help you to create an ‘Audience’ in Facebook to reach new prospects who have similar characteristics and demographics to your best customer profile. Then when you post something that gets a lot of likes or shares, “boost” the post choosing the audience you selected within a timeline and budget you allocate based on ROI (return on investment). You can also use this audience for paid advertising campaigns. Don’t forget to use co-op for your paid campaigns too!

ONLINE TOOLS & UTILIZATION

Online marketing does not just include social media and paid online marketing. There are tools available that are inexpensive and easy to use that will help improve your online reputation and search rankings. Plus, don’t forget your current customers for cross marketing and up-selling opportunities.

Have you claimed your online directory profiles?

Search for your company online and click on every link (one to two pages deep). Review the profile and ‘claim’ your listing. Make sure your contact information, company profile, and your website URL are correct and clickable. Once claimed, you can make updates and add pictures, hours, etc. to help your online profile be consistent and relevant.

Do you use email marketing to grow your business with your current customers?

Email marketing is not as effective with new prospects as it is with your current customers. Your current customers have opted-in to give you their email address. Use it to cross market or upsell related products and services. Your response rate will be higher when you give them exclusive offers that they can download via your website. Be sure to include a link back to a specific page on your website to track click-throughs. A side benefit is that your website will receive inbound traffic which will help your search results for new prospects. Don’t forget to use email marketing and text messaging for service reminders and open estimates too. These emails can be automated working in the background while you run the rest of your business.

Do you reply to ALL reviews – bad and good?

First, make sure your online profiles that accept reviews are set up to notify you of new reviews posted from your customers and prospects. For example, you need to be sure the box is checked in the settings for your Yelp profile; otherwise, you won’t be notified of new reviews unless you go onto Yelp and search specifically on your profile. Second, be sure to reply to all reviews, including the good ones with a personalized note. For example, “Thank you, Shannon, for taking the time to share your experience with Brad, our service technician.”
Direct mail is not dead! A targeted list and personalized mailer to that specific targeted list is still one of the most effective marketing vehicles. However, the most successful direct mail campaigns are based on current sales and installation. In the water treatment industry, most neighborhoods have the same type of water quality. Therefore, a targeted mailing to a neighborhood where you already installed a system or have a customer or two is the best use of your direct marketing dollars versus Every Door Direct. However, you still need to invest time and money in your website, online reputation, and social media presence, so when the prospect receives your mailing and does their research on your company, they will find relevant information on your company and reviews from other customers’ experiences.

Do you know exactly who is your “best customer” using statistical tools?

Cross-referencing your sales to the existing population, matched likely (and unlikely) prospects will make your direct marketing efforts more effective. FYI – this information is also useful when creating your ‘Audience’ for Facebook boosts and advertising efforts.

Do you use direct mail to reach new prospects around recent installs and service?

As mentioned above, sending mailings around recent sales and service addresses are effective because these prospects are likely the same demographic, home type, water quality, etc.

Do you continually update customer email and mailing addresses for future marketing?

Email marketing can be an inexpensive, effective, and profitable strategy because a relationship is already established with the recipients, your current customers.

Bottom line: if your marketing efforts grow, then so will your business. But it doesn’t have to break the bank. Be sure to be honest with the value of your time. Advertising in the 21st century requires a lot of time and energy to saturate the marketplace with your company’s unique position and message. If you don’t keep your message in the forefront of your customer’s minds (online and offline) on a regular basis, you will be overlooked. Identify someone in your company that can consistently manage your marketing efforts and message OR invest in a company that can fill in the gaps where and when you cannot. The return on your investment in frequency and saturation will help you meet those New Year’s goals for your company. Here’s to a GOOD marketing plan and a GREAT 2019!
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*After June 24th room and rate are based on hotel availability.

SCHEDULE OF EVENTS

Monday July 15, 2019
Basic & Advanced Math
Board of Directors Meeting, President's Welcome Reception

Tuesday July 16, 2019
Golf Tournament, Basic Water Conditioning,
Business/Technical Session, Dealers Roundtable, Awards Banquet

Wednesday July 17, 2019
Annual Meeting/General Session, Technical Sessions,
EXHIBITION 11:00 A.M - 4:00 P.M. (lunch included)
Off Property Event

Thursday July 18, 2019
Advanced Water Conditioning
Business/Technical Sessions

www.twqa.org
IMPORTANT INFORMATION REGARDING TCEQ WTS LICENSE

Here are a few important things to know that will help you with your TCEQ license experience:

**UPDATE PERSONAL INFORMATION:**
If you have a current TCEQ license be sure update your address in the event it has changed since your last renewal. This will allow both TWQA and TCEQ to get important notifications to you in a timely manner. www.tceq.texas.gov/licensing/forms/contactupdate

**REGISTRATION FOR WTS EXAMS:**
TCEQ has updated the online registration process.

**What is Occupational Licensing Electronic Application or OLEA?**
OLEA is the name of the new application previously referred to as e-application (e-App).

Many upgrades to the previous electronic application have been made as follows:

- more validation to ensure correctness
- integrated online supplemental and criminal history forms for most licenses to reduce deficiencies
- easier payment and submission of your application
- ability to save and come back to complete an unfinished application
- enhanced security features (username and password are required)
- administrative dashboard to keep track of all your unfinished applications
- intuitive form fields so you’ll only be asked questions that pertain to the specific license and your experience
- detailed help text to provide you with on-the-spot assistance

To apply for an exam go to https://www.tceq.texas.gov/licensing/olea.

**APPLICATION PRE-APPROVAL:**
Before you can register for an exam, an application, fee and required documents must be submitted, reviewed and approved. Allow approximately 3-4 weeks from date of receipt for us to review your electronic application. If approved, you will receive an approval letter by mail and instructions on how to register for the exam.

If a deficiency is found in the application packet, you will receive a deficiency letter and will have 120 days to clear the deficiency(s). If the deficiency is not cleared within 120 days, your application will expire and you will be required to submit a new application and fee to reapply for the license. Application fees are not refundable.
TESTING OPTIONS:

**Computer Based Testing:** CBT license examinations offer:

- The convenience of numerous CBT exam sites
- Daily access and expanded hours to CBT exam sites
- Immediate exam score with e-mail option
- Immediate printed exam analysis feedback with e-mail option
- License issued to applicants passing CBT exam within one week of exam date
- Immediate retesting, if the exam site has available seating (4 attempts per application)
- User-friendly computer screens

Upon receiving an approval letter, the applicant will need to make an appointment with a registered Test Center to take the exam. A list of CBT sites is available [www.tceq.texas.gov/licensing/exams/cbt](http://www.tceq.texas.gov/licensing/exams/cbt). A nominal fee must be paid to the Test Center.

**PAPER BASED EXAMS:**

Register online to take a paper exam at one of 16 TCEQ regional offices. Testing times, dates and locations can be found at [www.tceq.texas.gov/licensing/exams](http://www.tceq.texas.gov/licensing/exams).

**RENEWING YOUR WTS LICENSE:**

- You may submit your renewal application up to 90 days prior to the expiration date of your license.
- Make sure you are eligible:
  - Check the renewal requirements for your license type.
  - Check your current continuing education credits by finding your license information on the TCEQ Licensing Search page.
- If eligible, complete the criminal history notification form from the Criminal History Requirements web page.
- Go online to renew your individual license - [www.tceq.texas.gov/licensing](http://www.tceq.texas.gov/licensing).
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