



**Claim your Ticket to the
Indiana Water Quality Association's
Annual Meeting,
Tradeshow, and Ballgame
June 28-29, 2012
Indianapolis, Indiana**

NEW SESSION ADDED!

Response To Scale-Rid Advertisement And Other Non-Chemical Devices

The Ohio Water Quality Association has been responding to claims made in Scale-Rid advertisements in a local paper in Ohio by contacting not only the local editorial board, but the local Better Business Bureaus and the Ohio Attorney General as well.

As a part of the Sales Seminar being held at this year's Convention, we will have Tim Peacock, President of OWQA, Valerie Dahlberg, Legislative Coordinator for both IWQA and OWQA, and Association General Counsel, Donald Rineer, to speak on what OWQA is doing to clarify the definition of "soft water" and to counter misleading health and environmental claims made in these advertisements with FACTS about real water softening systems.

They will also be discussing a printed marketing brochure and marketing resources packet on the topic that is being created for OWQA members to use as a part of their own marketing efforts. Following the presentation, there will be an open discussion about this approach and how we might coordinate this project with IWQA's efforts on this issue.

EXECUTIVE DIRECTOR'S MESSAGE:

Robert H. Pope

WQA Convention Report To The Membership

The Water Quality Association (WQA) Convention was held in March in Las Vegas. I have attended many other industry conventions and tradeshow in my career, but I must say that the WQA Convention and Trade Show ranks right up at the top.

The Educational opportunities were endless. There were continuous educational sessions Tuesday through Friday, all for the price of a very low convention registration fee. On top of that, you had a trade show that represented the entire industry in one location.

If you have not attended a WQA Convention, I highly recommend it. It is well worth your investment. Of course, this being my first convention, everything was new to me and very impressive. WQA does a fine job in running the convention and was very helpful to first-timers.

I also got the opportunity to meet with Executive Directors from around the country. We spent time together at the Regional Association booth in the trade show and we had an excellent meeting at the WQA sponsored Regional Association Meeting. I was able to see what other areas are doing to increase services and membership.

Listed below are some items I plan to bring up to our State Association Board as a result of attending the Convention:

Relationship between our Association and WQA:

I would suggest that we need to work to strengthen our relationship with WQA in that partnering with WQA is a win-win proposition.

Water Quality Research Foundation:

The importance of the foundation and the studies they conduct were highlighted at the convention. The current Septic System study is an example as to how important the Foundation is in getting the true facts about the industry out to the consumer and to our legislators. I think as an affiliate association, we should consider establishing a dedicated fund raising effort to support the WQRF.

Water Quality Professional Certifications: Promotion of WQA Professional

(CONTINUED ON BACK PAGE)



Thursday, June 28, 2012

*(Embassy Suites,
110 West Washington St. 46204)*

- 7:00 a.m. - 10:00 a.m. Registration Open
(Ambassador I Foyer)
- 7:00 a.m. - 10:00 a.m. WQA Certification Exam
(Envoy Room)
- 7:30 a.m. - 9:00 a.m. IWQA Board of Directors Meeting
(Ambassador I) - Breakfast Served
- 10:00 a.m. - 3:00 p.m. Golf Outing - Box Lunch Included
*(Sarah Shank Golf Course
2901 S. Keystone Ave. 46203)*
- 5:00 p.m. - 5:30 p.m. Vendor Tabletop Set-Up
*(Coors Light Corner - Victory Field)
501 West Maryland Street
Indianapolis, IN 46225*
- 5:30 p.m. - 7:00 p.m. Tabletops and Ballgame Buffet
(Coors Light Corner - Victory Field)
- 7:05 p.m. Indianapolis Indians
vs. Toledo Mud Hens and Tabletops

Friday, June 29, 2012

- 7:00 a.m. Registration Opens
(Ambassador I & 2 Foyer)
- 6:30 a.m. - 8:00 a.m. Full, Made to Order Breakfast Buffet
(Off the Main Lobby)
- 8:00 a.m. - 8:30 a.m. Annual Meeting
(Ambassador I & 2)
- 8:30 a.m. - 9:00 a.m. **"Reaching Your Full Potential"** with Award Winning Sports Caster and Author, Howard Kellman. Howard was inducted into the Indiana Sportscasters and Sportswriters Hall of Fame in 2009 and was the top salesperson for the Indianapolis Indians for more than 20 years. Howard has also broadcast for eight Championship Baseball Teams; the second most of any announcer in Baseball History.
- 9:00 a.m. - 9:15 a.m. Break
- 9:15 a.m. - 10:45 a.m. **Sales Seminar Series - Part 3** with Antonette Lucente of Blue Gill Consulting. Even if you missed the first two sessions, this seminar will still provide you with tons of valuable information that can immediately be applied to both your personal and work lives. If you missed the first two sessions and would like to be caught up or have not had your personal assessment on which the program is based, then just contact Valerie to get started. The catch-up package, which includes the book, all program materials and the full personal online assessment is \$98.00.
- 10:45 a.m. - 11:45 a.m. **NEW SESSION ADDED! Response To Scale-Rid Advertisement
And Other Non-Chemical Devices**

Right now in Ohio, claims are being made by Scale-Rid advertisements in local papers that are detrimental to the water quality industry. In an effort to combat this, the OWQA has brought this issue to the attention of the local editorial board of the paper running the ads, two local Better Business Bureaus and to the Ohio Attorney General. This session will feature Tim Peacock, President of OWQA, Valerie Dahlberg, Legislative Coordinator for both IWQA and OWQA, and Association General Counsel, Donald Rineer. They will be telling us what OWQA is doing to fight back for the industry. Marketing tools that are being developed will also be presented for all attendees to review and consider for use in their own marketing efforts. Following the presentation, there will be an open discussion about this approach and how IWQA might coordinate with OWQA in an effort to combat these false advertisements that are affecting our businesses.



Registration



- I am a Dealer
- I am a Manufacturer/Supplier and have included or will send a digital copy of our logo for pre & post-event promotion and recognition signs at the event

Company Name _____

Company Address _____

City, State & Zip _____

Contact Person _____

Contact Phone & Fax _____

Contact Email _____

- \$425 Tabletop Exhibitor Registration For Members (Includes Custom Signage)**
Includes a 6 ft. Draped Table, 1 Ballgame Ticket, Admission to Broadcast Booth, Buffet Dinner & Beer, Friday Breakfast & Seminars
- \$525 Tabletop Exhibitor Registration For Non-Members (Includes Custom Signage)**
Includes a 6 ft. Draped Table, 1 Ballgame Ticket, Admission to Broadcast Booth, Buffet Dinner & Beer, Friday Breakfast & Seminars
- \$80 Additional Exhibitor Representative**
Price per additional Exhibitor Rep. includes 1 Ballgame Ticket, Admission to Broadcast Booth, Buffet Dinner & Beer, Friday Breakfast & Seminars
- \$425 Non-Exhibiting Manufacturer/Supplier Registration For Members (per person)**
Includes 1 Ballgame Ticket, Admission to Broadcast Booth, Buffet Dinner & Beer, Friday Breakfast & Seminars
- \$40 Thursday Baseball Game Only for Spouse or Child**
1 Ballgame Ticket, Admission to Broadcast Booth, Buffet Dinner & Beverages
- \$95 Thursday Golf Only**
Includes Box Lunch, 2 Beverage Cart Tickets, Golf Prizes and 1 Golf Registration
- \$155 Dealer Registration for Members**
Includes Tabletop Admission, 1 Ballgame Ticket, Buffet Dinner and Beer, Friday Breakfast & Seminars
- \$185 Dealer Registration for Non-Members**
Includes Tabletop Admission, 1 Ballgame Ticket, Buffet Dinner and Beer, Friday Breakfast & Seminars

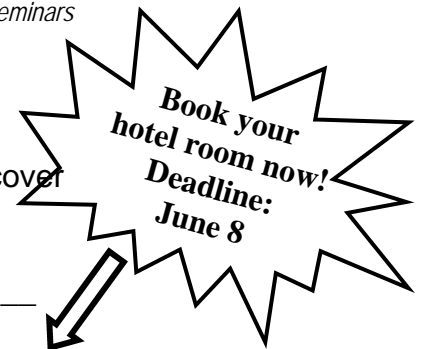
Total Due: \$ _____

Payment Information

- Check to IWQA Visa MasterCard AmEx Discover

Card Number _____

Expiration Date _____ Billing Zip code _____



Hotel Room Arrangements and Additional Information

Attendees must make their reservations **NO later than the Room Block cut-off date of 06/8/12**. You can call 317-236-1800 and ask for reservations or log on to www.indianapolisdowntown.embassysuites.com.

Be sure to use the **group code IWQ** and the group name **INDIANA WATER QUALITY ASSOCIATION**. This will ensure you receive our special group rate of \$129.00 for King Suites and \$149.00 for Suites with two double beds.

*Embassy Suites is directly connected by skywalk to Circle Centre Mall and within walking distance of Victory Field, many restaurants, clubs, sports arenas, theaters and museums.

**Exhibitors can unload their Tabletop Display Items by parking in the loading/delivery zone on S. West Street located on the Southeast corner of Victory Field.

WQA ANNOUNCES NEW EXECUTIVE DIRECTOR



LISLE, Illinois -- Following a nationwide search, the Lisle based Water Quality Association has selected its new Executive Director.

Dave Haataja brings more than 30 years of business development and operations leadership experience to WQA. With him comes in-depth knowledge of global standards, testing, inspection, certification, and regulatory acceptance.

Haataja's career spans a four year posting in Washington DC working with regulatory agencies, trade associations, the Department of Commerce, and the United States Trade Representative. Afterwards, he moved to South America. Over a period of almost seven years, he lived first in Argentina and then in Brazil while building operations there.

"I look forward to working with the WQA membership and staff as we tackle one of the most important issues facing the entire world - clean water. There are a number of very pressing issues to be addressed, including: water scarcity, sustainability, regulation and demands for new technology. I am anxious to lend my experience to advancing the WQA as the number one go-to resource for members and consumers seeking information on water treatment," Haataja said during an interview.

Prior to joining WQA, he was the Vice President for North America Operations for Consumer and Health Sciences at Underwriters Laboratories.

"Dave is the leader we need as our industry faces some of its biggest challenges and opportunities," WQA President Dar Watts said. "Pete Censky and the staff of WQA brought us a long way. With Dave's leadership, we all expect to make our industry even more responsive, ethical and strong, as we offer the public what they deserve and want."



Sponsorship Registration

Company Name _____

** All sponsorships will include pre & post-event recognition as well as onsite event signage!**

Golf Outing Sponsorships:

- \$75 Hole
- \$100 Longest Drive
- \$100 Closest to the Pin
- \$100 Longest Putt
- \$200 Beverage Cart
- \$200 Box Lunch

Convention & Tabletop Sponsorships:

- \$200 Nametag Sponsor
- \$200 Seminar Handout Sponsor
- \$200 Ballgame Buffet
- \$200 Ballgame Beer
- \$200 Home Run Sponsor (Sponsor will pay IWQA \$50 per Home Run with a maximum payout of \$200.00)

Payment Information Total Due: \$ _____

- Check to IWQA
- Visa
- MasterCard
- AmEx
- Discover

Card Number _____

Name on Card _____

Expiration Date _____ Billing Zip code _____

CERTIFICATION EXAM REGISTRATION FORM

INDIANA WQA
INDIANAPOLIS, IN



EXAM DATE TIME:

Thursday, June 28, 2012
7:00 am – 10:00 am

INFORMATION

WQA MEMBER NUMBER _____

MALE _____
 FEMALE CONTACT FIRST NAME LAST NAME

COMPANY NAME _____

MAILING ADDRESS _____

CITY STATE/PROVINCE ZIP/POSTAL CODE

COUNTRY _____

COMPANY TELEPHONE _____

COMPANY FACSIMILE _____

EMAIL _____

Call for discount information if five or more from the same company attend the same testing session.

METHOD OF PAYMENT

Check: (payable to WQA Aquatech USA) Check # _____
Charge: MasterCard VISA AMEX Discover

CHECK NUMBER _____

CREDIT CARD NUMBER EXP. DATE SECURITY CODE

CARDHOLDER'S NAME _____

SIGNATURE _____

EXAM REGISTRATION FEES

(Select all that apply.)

BASIC EXAMS	(MEMBER/NONMEMBER)
<input type="checkbox"/> Water Specialist (CWS)	\$100 / \$200
<input type="checkbox"/> Sales Representative (CSR)	\$100 / \$200
<input type="checkbox"/> Installer (CI)	\$100 / \$200
<input type="checkbox"/> Certified Contractual Operator (CCO)*	\$100 / \$200

* Preregistration for the Certified Contractual Operator (CCO) for Very Small Systems MUST be received in the WQA office NO LATER than four weeks prior to the exam date in order for the person to be tested at that scheduled session. You cannot register on site for the CCO exam. The CCO exam can only be taken by persons who have already completed all other requirements for the CCO title.

SPECIALTY EXAMS (MEMBER/NONMEMBER)

(to be taken only by currently certified individuals)

<input type="checkbox"/> Deionization by Ion Exchange	\$75 / \$150
<input type="checkbox"/> Disinfection	\$75 / \$150
<input type="checkbox"/> Filtration	\$75 / \$150
<input type="checkbox"/> Ozonation	\$75 / \$150
<input type="checkbox"/> Reverse Osmosis/Ultrafiltration	\$75 / \$150

SUBTOTAL (U.S.) \$ _____

GRAND TOTAL (U.S.) \$ _____

NOTE:

Preregistration Deadline

A copy of this form plus payment must be received by six business days prior to the testing session for all exams EXCEPT the Certified Contractual Operator (CCO) Exam. Registrations received after the preregistration deadlines are subject to the on-site registration fee.

On-Site Registration

An on-site registration fee of \$25.00 is charged for on-site registrations AND all registrations received after the preregistration deadline. Fee must be paid before exam scores are released. WQA DOES NOT GUARANTEE that persons registered on-site can be accommodated for testing.

Refunds

Full refunds are made if the examinee cancels the exam registration by six business days prior to the exam session. NO REFUNDS are given if cancellation is received AFTER the cancellation deadline. NO REFUNDS are given for "NO SHOWS" who don't appear for preregistered exams.

MAIL OR FAX FEE AND COMPLETED FORM TO:

Water Quality Association • Attn: Certification Department
4151 Naperville Road • Lisle, IL 60532-3696 USA
Telephone: 630 505 0160 • Facsimile: 630 505 9637
Email: aparissidi@wqa.org

BE SURE TO MAKE A COPY FOR YOUR FILES.

EMPLOYERS FACING BIG FACEBOOK CHALLENGES



Disgruntled employees are utilizing social media to launch out at their employers and fellow employees. Through the use of Facebook, Twitter, blogs, and the like, these attacks are significantly harming the goodwill of companies and the morale of employees. **It is the biggest HR challenge facing employers today.** Unfortunately, the National Labor Relations Board, which regulates both union and non-union companies, is taking great efforts to protect these disgruntled employees from discharge and discipline and is actively waging a battle against employers in an effort to further extend the rights of employees in the workplace. Each employer needs to understand the current status of the law in order to protect its interests and avoid liabilities.

The employees' watercooler chatting has been replaced by online social networking and the power of social media is staggering. There are more than 800 million active Facebook users with over half of them logging on every day. Over 130 million Twitter users average approximately 200 million Tweets per day. People spend more than 700 billion minutes per month on Facebook. Yes – billions! Most alarming, the average U.S. worker spends approximately five hours per month on social media sites while at work. Do employees have a right to use social media sites before, during and after work? May you monitor their activities? Do you need a social media policy? These are just some of the issues employers are grappling with today because approximately half of them have already felt the brunt of employees using social media to attack them and only about 25% of them actually have a policy.

Even though the National Labor Relations Act has been in existence since 1935, most employers do not realize that the **NLRB has jurisdiction over non-union companies** and the Act is equally applicable to them. The current regime in Washington has stated that strong unions are as important to developing a strong middle class as boosting college graduation rates. To accomplish their goal of increasing unionization nationally, **Washington has launched a social media initiative** to give non-union employees broader rights to use social media for attacking employers and making their workplaces unionized. In addition, the NLRB is in the midst of compelling employers to display large posters identifying such employees' rights. Implementation is scheduled for April 30, 2012.

The law states that **employees have the right to combine together to speak out** about wages, hours and conditions of employment. When an employee posts an attack about an employer's vacation policy or what he or she perceives to be an unfair discipline or discharge, that employee may very well be engaging in protected activity free from employer reprisals. But, often contained within the postings are sharp, disparaging comments about the employer, its business, the quality of its products, and its employees. Regrettably, the NLRB frequently finds these inflammatory statements to be acceptable for publication free from reprisal by the employer. Mockery and sarcasm are frequently found to be acceptable by the NLRB. The NLRB just released an "Advice Memo" which addresses sample cases, most of which resulted in the employer being found subject to unfair labor practice charges and financial consequences. The memo is merely guidance, however, and not the law. It is what the NLRB would like you to believe is the law when in fact it is an overstatement of it. It references that there are 75 test cases which have been sent to Washington recently for consideration and prosecution and the NLRB's General Counsel is soliciting additional test cases from the various regional offices. **You could be the next test case!**

While the current status of the law permits employees to say and do things which are highly offensive to the average employer, its employees and customers, there remains some limitations on what an employee can say. An employer's confidential, proprietary, trade secret information cannot be divulged. Criticisms of fellow employees based upon race, religion, age and other such categories remain unprotected, along with such things as sexually harassing comments. Threats of violence are also unprotected. But, published comments containing obscenity, profanity, bullying, and certain defamatory

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statements have been found to be acceptable to the NLRB when the communications also address wages, hours or conditions of employment. **Key considerations** in the NLRB's rulings on media policies and related discipline are:

- Whether other employees joined in the discussions;
- Whether the issues are related to work concerns employees previously raised with management;
- Whether the postings were started purely for personal reasons;

Were the employees' comments so egregious they lost legal protections?

The NLRB has already found illegal employers' disciplinary policies which speak in terms of prohibiting "disrespectful" and "inappropriate" comments on the basis that these terms are vague and could chill employees' rights to speak out. Policies prohibiting employees from using social media to discuss their wages, hours or conditions of employment have been found violative of the NLRA as well. Work rules which prohibit posting a statement that lacks truthfulness and might "damage the reputation" or "goodwill" of the employer have been adjudged illegal and unenforceable also. Employees terminated under these illegal policies have been ordered reinstated with back pay and benefits. Moreover, the employer is then required to display a notice before all employees regarding their rights to form and join a union and to speak out regarding wages, hours and conditions of employment. These NLRB postings are an open invitation to union organizational activities, place the employer in a bad light, and give employees a "green light" to do more social networking about their company.

Even more alarming is that when the employer threatens to sue an employee for engaging in this harmful and sometimes defamatory activity, it can create an additional cause of action for the employee against the employer. Employers must not be quick to have their business attorney shoot off a threatening letter to an employee doing a posting.

So what do you need to do today as a concerned employer?

- Create and publish a lawful social media policy and train employees on your expectations.
- Appoint one of your managers to be responsible for the implementation and administration of the policy.
- Consider prohibiting the use of personal social networking while at work.
- Give a strong notice to all employees that monitoring will occur in order to reduce an employee's expectation of privacy.
- Instruct employees to use disclaimers when networking that their views are their own and not the employers.
- Have a reporting procedure for possible policy violations.
- Prohibit employees from using company systems for illegal activities.
- Scrutinize your other policies regarding such things as confidentiality, harassment, business ethics, computer use, and customer information – they may contain illegal restrictions on employees' rights now that the NLRB has changed its position.
- Watch for developments in this area of the law because they are coming quickly.

Install a union aversion program to explain to your employees why they do not need a third party union to represent them.

To receive a model social media policy and/or PowerPoint presentation addressing this topic, contact Bob Dunlevey at **Dunlevey, Mahan & Furry** (937) 223-6003 or rtd@dmfdayton.com.

Member Information Welcome

The Indiana Water Quality Association encourages its members to provide us with news releases concerning your firm. Those releases will be published in the IWQA Newsletter. One of the basic purposes of IWQA is communication and networking of information within the industry. So don't be shy, send us your news release. Also, if you would like assistance drafting a news release, just contact us. We would be happy to work with you to draft the release.



Indiana Water Quality Association

Indiana Water Quality Association

2077 Embury Park Road

Dayton, Ohio 45414

Phone: (888) 294-0084

Fax: (937) 278-0317

(CONTINUED FROM FRONT PAGE)

Certifications on a State level is one way we can work with WQA to advance our industry. I would suggest that it would be a two-stage approach. The first would be to consider working to increase opportunities on a State level for our members to obtain their certification. We could possibly offer training classes prior to bringing in WQA testing. The second would be to publicize, as a part of our new marketing program, what WQA certifications mean to the consumer.

Proactive On A Legislative Front:

After sitting through the Regional Association Meeting, it seemed even more important that we continue our efforts to be proactive on the local and state legislative front. Our industry is facing some pretty scary challenges in many other areas of the country. We need to learn from their experiences and begin educating our Legislators now, before problems based on misinformation raise their heads.

In summary, I think our Association is on the right track by communicating with Legislators and Agencies and starting the marketing program, but there are many other things we can do, and the only way we can accomplish this is to have a strong membership. If you are already a member of the State Association, consider WQA membership. If you are reading this and not a member of either, at least join your State Association. Get acquainted and help us with our efforts at the State level.



**"When you
need a great
price for Resin
Regeneration,
call me."**

*Jackie Schortzinger
ABA Water Systems*

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ABA Water Systems, Inc.
226 West Broadway
Plainview, MN 55964 USA
Fax: (507) 534-4178