Dear Friends,

Congratulations, you made it! – You are now over half-way through what has been one of the most interesting, and challenging years for most businesses in California and the rest of the United States. Hopefully by now you’ve worked through Paycheck Protection Program and EIDL loan opportunities (If you haven’t yet, it might not be too late - check the PWQA website for helpful information).

This time of year brings us sunny skies, warm weather, and a renewed excitement to get outside and enjoy the great outdoors. “Shelter-in-Place” orders are being relaxed, and more schools and businesses are starting to open. We do of course have to remember that our “new-normal” involves increased liability and responsibility than in years past. Be careful to protect your team and your clients from public health contaminants, especially from unused plumbing and water treatment systems that can become a breeding-ground for bacterial contamination; be prepared to help your customers with replacing cartridges, disinfecting softeners, conditioners, and POE Filters, as well as protecting your staff from contaminated equipment.

Your PWQA continues to work hard in promoting our industry and the benefits of POU and POE water treatment. Our legislative team is tracking several bills and we will continue to fight to protect your interests and help consumers to enjoy clean, safe, affordable water.

Please remember that the last few months have been stressful; lead with empathy and kindness to ensure that you are taking care of your team who help you provide your clients with clean, safe, delicious water!

Greg Reyneke
PWQA President
(801) 376-8655
As softening resins age, they swell and lose capacity due to oxidation. This will lead to increased pressure drop and higher salt consumption. The primary cause of oxidation is chlorine/chloramine in the feed water. This is accelerated by a small amount of copper or iron leached from the plumbing and deposited on the resin. Swollen resin is lighter and weaker and can break up and get backwashed out of the tank causing further loses of capacity and even valve plugging. Older resin is less selective for hardness which leads to higher leakages. Homes with old systems may experience many of the problems of scale build up and water spotting that are familiar to those with no softener at all.

The typical life of an ion exchange softener resin is about 6-8 years depending on the initial cross-linking and oxidant levels. Resin life can drop off rapidly if the influent chlorine levels rise above 1.5 ppm. During its useful life, a softener can lose about 30% in capacity. This means that the consumer may experience hardness leakage most of the time (the hot water heater will serve as a storage tank for hard water) unless they reset the valve for more frequent regeneration. Salt consumption will increase by 200-300 lbs per year resulting in increased TDS in the discharge and wasted money and water. Timely replacement can be a win/win/win situation.

The original equipment supplier/dealer has good reason to visit a home with a previously installed system. He/she can generate a sale that not only includes the resin re-bed but perhaps a valve rebuild to improve the overall efficiency of the system. The consumer benefits by saving on salt and water and may actually enjoy the fact that they now know someone who will take care of their water quality needs in the future. The community benefits from the decreased salt discharge and lower water usage.

Resin oxidation is normal but can be greatly reduced by removing the chlorine from the feed water prior to softening. This can be done by pre-treating the water with a granular activated carbon filter or one of the newer devices that fit right inside the existing tank. Another option is replacement of the resin with a higher cross linked and more oxidation resistant version of the standard resin.

We urge our readers to take an active role in helping to reduce the salt discharge of softeners. Show the regulators that you care by providing an ongoing service.

Become an active member and be a part of the solution!

PWQA Scholarship Program

Your employer is a member of the PWQA, a regional trade association in the water improvement industry, which means you or your relatives could be eligible for a $1,000 scholarship!

$1,000 PWQA MEMBER COMPANY SCHOLARSHIP

“PWQA Member Company Scholarship” will be awarded to an individual who is employed by a PWQA Member Company or is immediate family of an individual that is employed by a PWQA Member Company. Said Member Company must be a PWQA Member in good standing which is defined as a member company current on membership dues.

$1,000 PWQA MAJOR OF STUDY RELATED TO POTABLE WATER QUALITY SCHOLARSHIP

"Major of Study Related to Potable Water Quality Scholarship" will be awarded to an individual that is pursuing a major that supports potable water quality.

APPLICANT MUST:

- Provide proof of current admission or entry acceptance to a trade school, or a 2 or 4 year institution within 6 months of the scholarship being awarded.
- Submit an essay (500 word maximum) on how you intend to utilize your education in your chosen area of study. In addition, please explain how this money will help you achieve your academic goal.
- Official transcript from High School and all attended Colleges.
- Letter(s) of recommendation from a teacher or employer, etc. are strongly encouraged.
- Completed and signed application (available at www.pwqa.org )

DEADLINE:

Scanned copies of all documents must be received at PWQA office no later than July 31st. Official transcripts must be received by mail no later than July 31st, mail to:

Pacific Water Quality Association
Attn: Scholarship Committee
2700 East Foothill Blvd. #209
Pasadena, CA 91107

Email scanned documents to: info@pwqa.org.
Please reference PWQA Scholarship in the title of your email.

For more information, contact Pacific Water Quality Association administrative office at 626 283-4464 or email to info@pwqa.org.
Entrepreneurs are a different breed. Whether a start up or an established business, founders just seem to have an energy that promotes growth and innovation. Eric Brockmire, president of Rooter-Man Plumbers of San Diego has spent the last thirty years building consumer trust in his plumbing company while embracing vital water treatment options he can bring to his customers.

Rooter-Man Plumbers is a division of Brockmire Plumbing Service with territory of San Diego County. “I have, for many years, felt the water treatment industry was missing the opportunity to work with plumbers to move their products forward,” says Eric. “After all, we are on the front line – actually in consumers’ homes and buildings, and are able to promote, face to face, the importance of improving water quality.” His entrepreneurial spirit is further verified as the owner for Honest Water Filter Company, a whole house filtration system.

Speaking to Eric, you can feel his passion for the water quality industry. He spent eight years training plumbers across the nation about water treatment and the effects of water quality on plumbing systems. His experience and training have been called upon as a professional witness by the City of San Diego, and as a plumbing forensic specialist by State Farm Insurance. As a result of his work for State Farm, Eric created a water loss prevention program that was mandated by State Farm for all their California agents.

Eric spent 10 years on the board of directors of the PHCC (Plumbing, Heating, Cooling Contractors) San Diego chapter, and holds a California ROP teaching credential.

If there’s downtime for the Brockmires, it’s spent watching pro golf or cheering on the Padres baseball team.

Eric is a proud veteran and is certified as a Disabled Veteran Business Enterprise and Small Business by the California Department of General Services. Want more information about Eric and his work? Visit www.sdrooterman.com or email to eric@waterbrokeit.com.