



Pacific Water Quality Association | NEWS

SPRING 2020

From the President

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Pat Rosengren
Executive Director

Dear Friends,

2020 has been a rather busy year so far...there is much to report on:

Operational Changes

Our overall organizational upgrade began in January. Huntington Association Management has been retained to provide management and marketing services for our association. We now have a team of Association Management professionals assisting us with modernizing and improving our processes. Patricia Rosengren manages the team, and they are excited to help us all have the very best experience as members of the PWQA. Look for an introduction to each team-member in this newsletter. They are great to work with and will help us soar to new heights.

Political Activities

PWQA was well represented at the WQA's DC Congressional summit in March where we spent time visiting our State representatives and Senators to inform them about the issues affecting our businesses and our ability to improve our clients' water.



Greg (l) with Rep. John Curtis (r) at the 2020 WQA Summit.

PWQA responded swiftly to the first round of COVID-19 lockdown measures and participated along with WQA and others in ensuring that our industry is included as one of those considered to be Essential by the Department of Homeland Security (DHS). This clarification from DHS has enabled PWQA members to continue about their business of improving water for thousands of Californians and residents of other states.

Due to the COVID-related closure of the California Capitol, we elected to indefinitely postpone our May legislative event. Churchwell-White has been active in making our presence known by telephone and email.

PWQA has joined with the California Chamber and other organizations is voicing our opposition to Gov. Newsom's draft Executive Order that could significantly impact your Workers Comp. burden; we'll keep you updated as that develops.

Website and Social Media Upgrades

Our website has been completely rebuilt and modernized and is fully compliant with the latest guidelines for accessibility. You will be able to access and manage your membership account directly on the website by clicking on the "Manage your Account" link.

You can request your new password directly from the site. Our website is located at pwqa.org

Get social! Our social presence and activity have been significantly upgraded. Please "like" and subscribe to our pages so that you can stay updated:
<https://www.facebook.com/PWQAWATER/>
<https://www.linkedin.com/company/15527107/>
<https://twitter.com/PacificWQA>

We have also restarted the Constant-Contact outreach, by now you should have received several updates related to COVID-19, SBA Loans, the PPP, and other Association news. Please check your junk mail folder and mark PWQA as a safe sender if you have not seen them yet.

Event Schedule

Our 2020 Events calendar has been impacted by the COVID-19 situation, but the BBQ and convention are still on schedule as planned.

- The BBQ and Legislative Update will be on August 20th at 8-bit Brewing Company in Murietta.
- Our convention will be October 7th – 9th at the Airport Marriott Burbank

We are of course keeping close tabs on legislative actions and will carefully review the relevant factors to ensure that attendees are safe and comfortable at our events.

We have all been impacted personally and at the business-level by COVID-19 and the legislative reactions to it; this is an unprecedented situation that will force us all to rethink how we do business.

There will be difficult days, weeks, and months ahead as the market continues to be volatile and we work through the impact of the national disruptions. No business was expecting this, least of all small businesses. Tough times flush out weakness in some and help to identify hidden leadership potential in others. Now is the time for you to rise to the occasion and prepare for the inevitable recovery that will follow.

Thank you all for supporting the PWQA. Now more than ever before, we are reminded of how important it is that we work together as a group, not just to survive but thrive!

Greg

Greg Reyneke
PWQA President
(801) 376-8655

COVID-19 UPDATES & RESOURCES FOR YOU

www.gov.ca.gov
Financial Relief for California

www.coronavirus.gov
Guidelines for America

www.sba.gov
Small Business Guidance & Loan Resources

www.uschamber.com
Help for Small Businesses

There are so many benefits to membership for all types of businesses.

You will always get industry specific information that may be vital to your work and income. You will be empowered with the legislative and regulatory advocacy that, once again, could be crucial for your business. You have access to industry specific continuing education. You could be networking with the brain power of seasoned professionals while leveraging the prestige of Pacific states' leaders.

Belong to PWQA

FOR DEALERS & RETAILERS

- Access to networking opportunities with the best practitioners in the industry
- Learn the latest industry best practices and techniques to bring quality water to your customers
- Get updates on the legal landscape of the water industry to ensure compliance with complex environmental and civil regulations
- Obtain national certification for yourself and your employees

FOR MANUFACTURERS & DISTRIBUTORS

- Opportunities to promote the safe and effective use of your products
- Protect your business through legislative awareness and targeted advocacy
- Engage with top-tier industry professionals and innovators
- Education on all aspects of running and managing your business and employees

FOR PLUMBERS, WELL DRILLERS & OTHER MECHANICAL PROS

- Learn about water treatment technologies
- Develop relationships with water specialists
- Grow your business through the proper use of water treatment systems.

OUR DEEPEST CONDOLENCES TO THE FAMILIES OF...



DENNIS FALSKEN

Founder, President and Visionary of Falsken Water Systems

Dennis will truly be missed. The Falsken Family thanks you for your support during this difficult time. Unfortunately, due to the current global circumstances, they are unable

to hold a service, but the family plans to organize a celebration of life sometime in the future. Should you feel inclined, in lieu of flowers, please make donations in Dennis' name to one of the following organizations: • Norco Future Farmers of America (FFA) • Norco Little League • The American Heart Association.

CHUCK HURST *Culligan Water Systems*

Chuck Hurst passed away suddenly on Feb. 25 at home in Reno, NV, at age 70. Chuck was an industry pioneer and one of the pillars of the Culligan system. As part of the Culligan organization, Chuck served on the Dealer Advisory Committee, was instrumental in forming the Culligan Dealer Association of North America, served as a board member on the Pacific Water Quality Association, and was a founding member of the California Bottled Water Association. The family requests donations to the Lewy Body Dementia Association or the Michael J Fox Foundation in lieu of flowers.



PACIFIC WATER QUALITY ASSOCIATION

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UPDATES



**Summer BBQ & Legislative Update
August 20, 2020**

8 Bit
Brewing Company
26755 Jefferson Ave. #F
Murrieta, CA



**Be a Sponsor
2020 Convention
and Trade Show
October 7-9, 2020**

Los Angeles Marriott
Burbank Airport Hotel
& Convention Center



**Tell us your
needs and
regulatory
concerns.**

Call 626.283.4464
or email to
info@pwqa.org

NEW OFFICE MANAGEMENT TEAM

Greg, Irma, Russ, and Shannon have been so welcoming and helpful in what has been a myriad of details during the last few months of shifting management duties to me and my team. Over 35 years of working for charities and industry associations, I've developed a firm staffed with seasoned pros in their particular areas of management. This approach brings great value to you in ready skills while being financially efficient.

I look forward to working with the Board on PWQA's goals and hope to meet every PWQA member over time as we are able to gather either on line or, preferably, in person. Till then, I wish you good health.



*Patricia Rosengren
PWQA Executive Director*