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ON THE COVER



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Viewpoint

Stories Draw Us Together

One of the things I love most about the water treatment industry is how generous and open everyone is. Whether it is helpful advice, a lesson learned, or even a funny experience, sharing these stories helps to create this community of water treatment professionals. It's this community that WC&P is honored to serve with the information and announcements you need.

Now we want to hear from you. WC&P will feature your stories of an interesting installation, a narrowly avoided problem, an innovative project, or a funny experience in future issues. We are all connected in this industry and our stories can deepen our connection.

In this issue, carbon water treatment and small water systems are the focus. Paul Bergeron explains how carbon water treatments are on the rise and what new developments are on the horizon. WC&P spoke with two experts in the field about small water systems and the challenges of working at that scale.

Well Water Trust shows us how wells are a great solution for those lacking water access, particularly in rural areas. And we recap the successful 2022 WQA Convention and Expo held last month in Orlando, FL.

Argonide, and our own Gary Battenburg, use deep experience and a variety of skill sets to keep its edge in the water treatment industry. Other articles touch on appropriations for water treatment and how to successfully market your business on social media. Not to mention the people, event, product and news announcements you look for in each issue.

I hope to see you at upcoming events this year and hear more about the amazing things happening in water treatment. Drop me an email with your stories. As always, WC&P is here to serve you.



Deborah Stadler

Deborah Stadler, Publisher

MEET UP WITH WC&P STAFF

- May 19, 2022
Eastern WQA Spring Training
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- June 15-17, 2022
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NORTH AMERICA

Office Buildings with Infrequent Water Use May Have Poor Water Quality

Low-consumption office buildings with infrequent water use could have chemical and microbiological safety issues, according to a study published in *PLOS Water* by Andrew Whelton at Purdue University and colleagues. The research could have implications for office buildings used less frequently during pandemic lockdowns and suggests that regular water testing in commercial buildings may be needed. Many office buildings have decreased occupancy during weekends and holidays—and recently, during pandemic lockdowns—increasing water stagnation in plumbing.

Ferguson, Uponor North America Support Community Plumbing Challenge in Alabama

Ferguson and Uponor North America have both announced their continued support for the International Water, Sanitation and Hygiene Foundation's (IWSH) Community Plumbing Challenge™ (CPC) program. Ferguson is generously donating all necessary plumbing products for the project, while Uponor is providing monetary support toward the new program.

IWSH's latest CPC effort is a collaboration with the Black Belt Unincorporated Wastewater Program (BBUWP) and LIXIL to provide plumbing repairs and upgrades for five homes and develop a framework for ongoing plumbing industry support to the BBUWP. The weeklong project will address a critical issue for public health and safety in the surrounding community, where many low-income homeowners are unable to afford an on-site sewage disposal system, instead resorting to straight piping, which releases sewage above ground.

♦ To submit your announcement, please send the information to WC&P at info@wcponline.com.

California Announces Standard for Hexavalent Chromium

California proposed a long-awaited standard for a cancer-causing contaminant in drinking water that would require costly treatment in many cities throughout the state. Traces of hexavalent chromium are widely found in the drinking water of millions of Californians, with some of the contamination naturally occurring and some from industries that work with the heavy metal. Once finalized, the standard would be a first in the nation to specifically target hexavalent chromium.

AM Products & Services LLC Has Been Acquired by Specialty Sales LLC

AM Products & Services LLC, a supplier/manufacturer of softener and deionized portable exchange items, tank and bottle water carts, and hard-to-find industry related parts, has been acquired by Specialty Sales LLC as of January 1st, 2022. The company will continue to operate under the AM Products name, and Don Zelinski, founder of AM Products, will continue to lead the division and serve portable exchange customers. Specialty Sales is a family-owned distributor of a wide variety of water treatment components, including hose, tubing, fittings, valves, clamps, etc. Both companies are looking forward to providing excellent customer service and sourcing hard-to-find components for a broader set of water treatment customer. Per Don Zelinski, "Specialty Sales has been a long-time vendor and partner of AM Products, and I know they value customer service as much as I do. I'm looking forward to continuing to serve our customers as a part of Specialty Sales."

Swimming Pool Market Expected to Grow Through 2024

The swimming pool market is expected to grow by \$3.56 billion from 2019 to 2024 at a CAGR of 2.29% as per the latest market report by Technavio. 44% of the market's growth will originate from North America where the presence of developed infrastructure and the thriving wellness tourism industry will facilitate the swimming pool market growth. The key factors driving growth in the swimming pool market globally are large-scale urbanization and high growth in the tourism industry.

Utah Gov. Cox Signs Bill to Protect Children from Lead in Drinking Water

The International Association of Plumbing and Mechanical Officials, along with the American Supply Association, NSF international, and the Water Quality Association, applauds the state of Utah for passing House Bill 21 into law, which advances the state's efforts to address water quality testing for schools and child care centers. Gov. Spencer Cox signed HB 21 into law. Sponsored by Rep. Steve Handy (R-16) and Sen. Jani Iwamoto (D-4), HB 21 outlines timelines for schools and child care centers to test the quality of water in their buildings and report that testing data. Facilities will then need to take action if the presence of lead is above 5 parts per billion, keeping in line with the industry's current drinking water quality standards and product capabilities.

MIT Engineers Use Soap to Remove Micropollutants from Water

Imagine millions of soapy sponges the size of human cells that can clean water by soaking up contaminants. This simplistic model is used to describe technology that MIT chemical engineers have developed to remove micropollutants from water. The research, published in the *ACS Applied Polymer Materials* journal, explains how micropollutants come from a variety of sources, have been detected in almost all bodies of water, and are hazardous to the ecosystem and human health. Examples of micropollutants include pharmaceuticals, BPA, PFAS, lead and arsenic.

RETEGO Labs Announces Platinum Custom Tailored Certification Program

RETEGO Labs has launched its new Platinum Custom Tailored (CT) Certification program to reward homeowners for testing and remediating damaged water problems as they are detected. Certification validates the purity, safety, and correct balance of the water system for homeowners. The Environmental Protection Agency (EPA) recently updated the Lead and Copper Rule, clarifying that homeowners are ultimately responsible for the quality of their water once it reaches their home, and the Platinum CT Certification is an answer to that responsibility.

CENTRAL AMERICA

WWIF, in Partnership with EOS, Benefits Thousands in Nicaragua and Honduras

EOS International, a non-profit organization working in Central America, in partnership with Wishing Well International Foundation (WWIF), impacted 10 rural communities and 6,587 people in 2019- 2020 and again in 2021. The goal was to increase the number (and good health) of people with access to safe drinking water by installing community inline water treatment systems. Along with providing community water quality and testing services to new and existing rural community water systems and ensuring access to safe drinking water on a continual basis, funding from WWIF focused on expansion of the water chlorinator in rural villages of Honduras and Nicaragua.

EUROPE

Record Year for UK Water Dispenser Market

The UK water dispenser market, which includes bottled water coolers, mains-fed water dispensers, and integrated tap systems, grew to record levels in 2021, according to new research by Zenith Global. Overall revenue jumped 13% to £184 million and the number of units installed increased by 5% to 785,000 in December.

"Both these figures are higher than in any previous year," commented Zenith Global Chairman Richard Hall. "It is all the more remarkable, because 75% of units are installed in workplaces and 2021 was substantially held back by lockdowns alongside greater acceptance of flexible working from home."

MIDDLE EAST

World's Largest Reverse Osmosis Desalination Facility in Saudi Arabia

ACWA Power announced that its Rabigh 3 Independent Water Plant (IWP) in Saudi Arabia has been recognized as the "world's largest reverse osmosis desalination facility" by the Guinness World Records™, the global authority on record-breaking achievements. Rabigh 3 IWP has the capacity of producing 600,000 cubic meters of desalinated water per day and can fulfil water demand of nearly one million households in Makkah Al Mukarramah and Jeddah in Saudi Arabia's western region.

AUSTRALIA

Wetland Plant Capable of Reducing PFAS in Soil and Water

A new study at Flinders University found a common Australian native wetland plant capable of tolerating and reducing major contaminant Perfluoroalkyl and polyfluoroalkyl substances (PFAS). The wetland plant *Juncus sarophorus* has a

high tolerance to PFAS and is capable of overall PFAS removal rates between 9% and 11% at a time. Together with its high growth rate, this plant appears to be a suitable candidate for phyto-extraction of short-chained PFAS compounds, but less effective at removing PFOS owing to this compound's long chain-lengths and ability to be absorbed by soils. **WCP**

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Making Sense of Appropriations Season



At long last Congress finally passed the FY2022 Appropriations omnibus on March 10, signaling the end of the cycle of continuing resolutions (<https://rollcall.com/2016/09/07/what-is-a-continuing-resolution/>) that have kept the federal government afloat over the past six months.

The ongoing inability to pass a spending bill during his administration made it difficult for President Biden to deliver on his campaign promises, threatening the Democrats' overall approval ratings as we head towards midterm elections. As the Democrats only maintain a slim Congressional majority, passage of a FY22 spending bill was important in their fight to maintain their majority.

FY22 Package

The omnibus contained significant increases in overall investment in numerous programs, particularly in water resources and infrastructure. Notable examples include:

- The Environmental Protection Agency received a \$400 million increase in funding, bringing their total operating budget to \$9.6 billion.
- The Clean Water and Drinking Water State Revolving Fund programs received flat funding from last year (\$1.6 billion and \$1.1 billion respectively), which will be additive to the \$2.3 billion appropriated for FY23 under the Bipartisan Infrastructure Law (BIL).
 - » \$397 million of the CWSRF appropriation and \$443 million of the DWSRF appropriation were for earmark projects.
- Water Infrastructure Finance and Innovation Act (WIFIA) grants received a \$4.53 million increase in funding.
- An updated Clean Watersheds Needs Survey was funded, receiving an appropriation of \$1.5 million.

Timeline for FY23

With FY22 out of the way, preparation has now begun in earnest for the FY2023 appropriations cycle, as Congress will aim to pass the next spending bill prior to the fiscal year ending on September 30, 2022, rather than 166 days behind schedule as was the case this time.

The appropriations process is initiated each fiscal year when the President submits his proposed budget request to Congress. Typically due on the first Monday in February, this year's budget proposal was submitted on March 28, a byproduct of the continued delays caused by the FY22 negotiations. Following receipt of the budget request, House and Senate Budget Committees must

then pass a budget resolution, which establishes a spending cap—formally referred to as the 302 (a) allocation—for the House and Senate Appropriations Committees. The committees then break this cap down one step further, establishing limits for each of their subcommittees, known as 302 (b) allocations.

Congressional offices then field stakeholder and constituent requests for spending initiatives, mull them over, and submit (<https://appropriations.house.gov/transparency/appropriations-requests-2023>) any they are willing to throw their weight behind to the various appropriations subcommittees. This year, member requests were submitted during the last week of April. From there, these subcommittees in the House and Senate will draft legislation in line with their 302 (b) allocation, member requests, and (perhaps most importantly) the political realities of their chamber. These draft bills will then be negotiated and merged into a larger “omnibus” package that is seen as palatable enough to have the votes needed to pass both chambers and be signed into law by the President.

If Congress fails to pass a funding package by the fiscal year deadline of September 30, they face two options: enter a government shutdown or pass a continuing resolution to maintain the current funding levels from the previous fiscal year while negotiations continue. As this date approaches, be sure to not hold your breath—since 1997 zero (yes, ZERO!) of these bills have passed on time, and the average delay is just over 3 months. While it is not out of the question for Congress to meet their deadline this year, most projections are that an omnibus will cross the finish line closer to the end of calendar year 2022.

Earmarks?

At the beginning of the FY22 process, incoming House Appropriations Committee Chair Rosa DeLauro stated that “member-directed funding for community projects” would be returning—in other words, she was announcing the return of the earmark process after a 10-year hiatus.

An earmark is included in a final appropriations omnibus and directs federal funding to a specific project in a congressional member's district, allowing Congress to allocate funding for specific projects without them having to go through the standard federal agency distribution process. This has been used as a tool to encourage compromise and negotiation, and to allow members to ensure wins for specific initiatives back home.

The practice was banned in 2011, as some considered it to promote wasteful and non-transparent expenditure of federal dollars. However, when DeLauro revived the process, she implemented a variety of provisions to ensure transparency and mitigate against waste, and the FY22 bill passed with billions of dollars directed towards local projects. The FY23 appropriations bill will also include earmarks and will follow a very similar process to that of FY22. Interested parties should review the committee's guidance (<https://appropriations.house.gov/sites/democrats.appropriations.house.gov/files/Guidance%20on%20Community%20Project%20Funding%202023.pdf>) and work with their members of Congress.

Stay tuned for congressional hearings, draft legislation, and further updates on the FY23 process throughout the summer, and ensure you make your voice heard so that water infrastructure gets its adequate share of the pie. **WCP**

About the author

♦Mae Stevens is an Executive Vice President at Signal Group and the Chair of Signal Water. She provides strategic environmental and infrastructure policy expertise to a diverse range of corporate, municipal and non-profit clients. Prior to joining Signal Group, Stevens served as Environmental Policy Advisor to Sen. Ben Cardin (D-MD), handling the Senator's responsibilities on the Environment and Public Works Committee, including staffing the Senator during the crafting and passage of the FAST Act and the 2016 and 2018 Water Resources Development Act bills.



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Does Social Media Marketing Work in the Water Treatment Industry?



There are two primary forms of marketing: introduction and response.

When we think of a marketing funnel and the progression of a person's thought process as they embark on the journey of getting to know, like, and trust us, it's valuable to think about what type of advertising best guides our future customers.

Early on in a person's awareness and at the early stages of their journey to better water, they may not be fully aware they have a problem you can help solve.

At this stage, introduction marketing plays a vital role in bringing awareness to this particular problem and introducing yourself as the expert. Response marketing is marketing that directly responds to a person's search or inquiry about your business, products, or services. An example is Google Search Network Ads where you show your ads to people who search for a keyword you're bidding on in Google's auction network.

Historically, introduction advertising found its home plastered on the billboards of busy highways, in catchy ditties dancing on the airwaves, or in snappy headlines in the Sunday paper. The goal is to interrupt people's daily routine to introduce a brand, idea, or message.

Today, we still see value in these channels, however, we also now have multiple avenues online to introduce ourselves and our products to a more targeted audience.

According to an article by *Forbes*, the average person sees between 4,000-10,000 advertisements per day.¹ In the 1970s, this was closer to 500.²

With these types of statistics, it's no wonder why so many companies struggle to effectively communicate their message.

Social media like Facebook and Instagram have paved the way for businesses of all sizes to compete for the attention of consumers the world over. While there are many other options for social media, these two are the most widely used and successful social media platforms for our water treatment clients across North America, which is why we'll focus solely on them in this article. It is important to highlight that while these platforms can be successfully used for business-to-business products or services, we find them most valuable for reaching the consumer market.

These two channels allow for a highly targeted, relevant, and entertaining way for people to experience your brand.

So what's the best strategy for those in this industry?

Organic Versus Paid Strategies

Just like in search engine strategy, it's important to have a mix of both paid and organic. Organic simply means that you post content such as videos, information, and articles to your business page on Facebook and Instagram. People can also find you organically if they follow any hashtags that are used in your posts. Typically, the goal of organic posting is to build brand awareness, improve customer service, and provide fun and educational content to your followers.

You should, by the way, have a separate account for your business page apart from your personal page. Your business page allows you to show hours of operation, website, phone number, reviews, and post content without having to pay.

The catch is that only about 5.5% of your page's followers will see what you post.³ For many small businesses, this can be quite limited. This is where a paid ads strategy can help complement your organic efforts.

Facebook and Instagram work off the same advertising platform, which makes it convenient to manage ads for both.

We recommend that you set up a Facebook business account that will allow you to tap into the vast network of data to show your ads to the right people for your products and services. You'll also have access in the business account to a broader array of ad types so you can test what works best for your company.

You can set the geographic targeting to match your service area and can highly customize the types of consumers to whom your ad shows.

You can start with as little as a few dollars per day and create "goals" like website form submissions or phone calls so Facebook can better optimize its algorithm to show to people who are more likely to convert.

How Does the Facebook/Instagram Algorithm Work?

While the overall workings of the algorithm are a bit complex and lengthy to describe here, the basics of the algorithm's intent

are to match up relevant content with those who are likely to be interested. Using thousands of data points, the algorithm seeks people who are interested in your products.

Their algorithm can be helped by narrowing down your audience based on certain demographics, psychographics, interests, and behaviors. However, we have also seen that for local marketing, a general audience without filters and with a clearly defined goal allows the algorithm to work its magic and find those who are a good fit for your business.

Don't take our word for it, however. It's always best to test different audience types as well as different ad creatives.

You can also use the Facebook and Instagram ad network to upload lists and show ads to specific people on that list or you can create retargeting lists. Retargeting allows you to show ads to people who have taken a specific action on your website like viewing a water softener page or adding a product to a cart.

Using Split-Testing to Improve Your Social Media Results

Facebook and Instagram offer a variety of ad types from video ads to carousel ads that allow people to swipe through multiple images or videos, to lead and call-only ads where the consumer never has to leave Facebook.

They also provide a massive amount of audience targeting options.

Between content options and audiences, split testing becomes essential when trying to improve your metrics.

Split testing (also known as A/B testing) utilizes the scientific method to test different marketing strategies. Using Facebook or Instagram, you can test variations in your content or audience targeting to generate more results at a better cost per result. Depending on your goal, this may be leads, phone calls, traffic, or content views.

What Results Do Water Treatment Businesses See?

It's worth noting that each market varies in many ways that can affect the type of advertising that works in each individual territory. Water quality, demographics, and psychographics can influence which type of ads and audiences work and to what degree.

It's also important to note that people who are "hanging out" on Facebook are not directly searching for or researching water treatment. Therefore we put this type of advertising under the introduction segment of marketing.

In this phase, people may be early on in their awareness of the problems that you can solve with your products and services. Keeping this in mind is important as it helps us to put the customer first and create a strategy that grabs their attention, provides a clear call to action and then nurtures them through your marketing funnel.

In contrast, a person searching for "water softeners" on Google is likely farther along in the buying process and will take less nurturing in their journey to becoming a customer.

Email marketing, remarketing, and follow-up strategies like email, text and phone calls will all help to maximize your investment in social media ads and convert a higher percentage of leads into appointments and sales.

Our clients all over North America have seen success with Facebook, particularly when they have a great process in place to keep in touch with leads.

Can I Manage Social Advertising on My Own?

Organic posting is something your team can and should handle. While marketing agencies can help with this, there's nothing quite as authentic as posts coming directly from your team sharing install pictures, customer success stories, work anniversaries, local sponsorships, and other information unique to your business.

Paid advertising is more complex and can take a while to learn the platform and the nuances of different types of ads, split testing, monitoring performance, and optimizing for improvement. Our suggestion is to either have a dedicated expert on staff or hire a trusted marketing company to run ads on your behalf.

More and more people are swarming to social media to escape reality, connect with friends, and share their lives. It makes sense for us to be there as businesses to communicate how clean, healthy water plays a vital role in people's everyday lives.

Furthermore, in a recent poll, a large majority of water treatment dealers state that social media is one of their best lead generation systems. I encourage you to give it a try and make sure you've got clear goals and key performance metrics in place so you can measure success. **WCP**

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3. <https://blog.hootsuite.com/organic-vs-paid-social-media/>

About the author

◆ Amanda Crangle and the team at Lamplight Digital Media help residential and commercial water treatment companies profitably grow their dealerships using digital marketing. They have worked with over 100 water treatment dealerships spanning North America, managed millions of dollars in ad spend and performed over 1,000 scientific website split tests. Crangle intimately knows the water industry, having worked in a dealership as a sales rep and as a general manager. She and her team are passionate about expanding consumer awareness of water quality issues and providing education on final barrier solutions.



People

WQA Recognizes 13 Recipients of Annual Awards

Winners of the prestigious Hall of Fame and Lifetime Membership awards—as well as an Illinois company honored with the Excellence Award—are among 13 honorees announced during the 2022 WQA Convention & Exposition.



Hall of Fame

Richard Mest

President of Master Water Conditioning Corporation



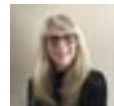
Lifetime Member Award

Steve Ver Strat

Recently retired from Amway Corporation

Excellence Award, Manufacturer/Supplier Category

Antunes, a water treatment and commercial kitchen appliance manufacturer in Carol Stream, IL, who partners with the non-profit organization Splash to bring clean water to children around the world.



Key Award

Cindy Gresham

Recently retired as Business Development Manager with Thermax, Inc.



Ray Cross Award

Bob Maisner

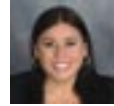
Vice President of Sales & Marketing for Paragon Water



Regents Award

Mike Heatwole, MWS

Territory Sales Manager for Water-Right, Inc.



Award of Merit

Claudia Milliron

Market Research Manager at Kinetico Incorporated



Candice Wentling, MWS

Director of Certified Action



Honorary Membership Award

U.S. Sen. Tammy Baldwin, D-WI



Next Gen award

Trent Jacobi

Senior Director — Water Treatment for GE Appliance, a Haier company



Ariane Paris

Founder and CEO
Ethical H2O in San Diego



Presidents' Club

Roy Esparza, MWS, CI, CWR

Puronics Water Systems Inc.



Kelly Thompson, MWS, CI

Moti-Vitality

Professor Wilfried Brutsaert Awarded the Stockholm Water Prize 2022



Hydrologist Wilfried Brutsaert, also known as Mr. Evaporation, has been awarded the Stockholm Water Prize 2022 for his groundbreaking

work to quantify environmental evaporation, helping to make accurate predictions of the impact that climate change has on local rainfall patterns and water sources. Brutsaert is Professor Emeritus of Civil and Environmental Engineering at Cornell University, USA.

Kazuo Yamamoto Awarded Lee Kuan Yew Water Prize 2020



Professor Kazuo Yamamoto developed the world's first operationally viable submerged membrane bioreactor (MBR) prototype in 1988. For his pioneering invention that has since benefitted millions worldwide with enhanced public health and water security, he was awarded the Lee Kuan Yew Water Prize 2020.

Named after Singapore's first Prime Minister Lee Kuan Yew, the Prize honors outstanding contributions by individuals or organizations towards solving the world's water challenges by developing or applying innovative technologies, policies or programs which benefit humanity. The Prize, sponsored by Temasek Foundation, awards the winning recipient with a \$300,000 cash prize, a certificate and a gold medallion. **WC&P**



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Upcoming Events

Highlighted listings denote WC&P attendance or distribution (subject to change).

May 2022

- 8-11 **Car Wash Show 2022**
Nashville, TN
<https://thecarwashshow.com/>
- 10-11 **Emerging Water Technology Symposium**
San Antonio, TX, USA
<https://ewts.org/>
- 16-18 **Global Water Summit**
Madrid, Spain
www.watermeetsmoney.com/
- 19 **Eastern WQA Spring Training**
Hagerstown, MD, USA
<https://ewqa.org/>
- 23-24 **Smart Water Utilities USA 2022**
Huntington Beach, CA, USA
www.usa.smart-water-utilities.com
- 29-Jun 2 **IDA 2022 World Congress**
Sydney, Australia
<https://wc.idadesal.org/>
- 30-Jun 1 **International Specialty Conference on Innovation in Desalination**
Jeddah, Saudi Arabia
<https://idadesal.org/list-events/about-ida-swcc-dtri-innovation-in-desalination-conference/>
- 30-Jun 3 **IFAT Munich**
Munich, Germany
<https://ifat.de/en/>

June 2022

- 8-10 **Aquatech China**
Shanghai, PR China
<https://www.aquatechtrade.com/china/>
- 12-15 **AWWA Annual Convention & Exposition (ACE22)**
San Antonio, TX, USA
<https://www.awwa.org>
- 15-17 **Florida WQA Annual Convention**
Daytona, FL, USA
<https://fwqa.com/>
- 21-22 **Fate of PFAS: From Groundwater to Tap Water**
Westerville, OH, USA
<https://www.ngwa.org/detail/event/2022/06/21/default-calendar/22jun5010>

July 2022

- 25-28 **49th Annual TWQA Convention & Exposition**
Frisco, TX, USA
<https://twqa.org/events.php>

August 2022

- 23-25 **THE WATER EXPO 2022 11th Edition**
Miami, FL, USA
<https://www.thewaterexpo.com/>

September 2022

- 6-8 **Aquatech Mexico**
Mexico City, Mexico
<https://www.aquatechtrade.com/mexico/>
- 11-15 **IAPMO 93rd Annual Education and Business Conference**
Charlotte, NC, USA
<https://www.iapmo.org/ibu/events>
- 11-22 **IWA World Water Congress & Exhibition**
POSTPONED FROM 2021
Copenhagen, Denmark
<https://worldwatercongress.org/>

- 12-16 **drinktec 2022**
Munich, Germany
<https://www.drinktec.com/index.html>

- 13-15 **WQA Mid-year Leadership Conference**
Olympic Valley (Lake Tahoe), CA, USA
<https://mylc.wqa.org/>

- 14-16 **ASEAN Sustainable Energy Week 2022 (ASEW)**
Bangkok, Thailand
<https://www.asew-expo.com/2021/en/index.asp>

- 21-23 **Eastern WQA Fall Trade Show and Conference**
Wilkes-Barre, PA, USA
www.ewqa.org

- 27-28 **Canadian Hydronics Conference**
Saskatoon, Saskatchewan
<https://www.ciph.com/page/CHC2021>

October 2022

- 5-7 **INDOWATER 2022: 16th International Water, Wastewater & Recycling Technology Expo & Forum**
Jakarta, Indonesia
<https://indowater.merebo.com/>

- 10-13 **PWQA 65th Annual Trade Show & Convention**
Location TBD
<https://pwqa.com/>

- 13-15 **CGA 2022 Annual Conference**
Sacramento, CA, USA
<https://groundh2o.org/events/>

- 15 **Global Handwashing Day**
<https://globalhandwashing.org/global-handwashing-day/>

- 18-20 **Aqua Ukraine 2022**
Kiev, Ukraine
<https://www.iec-expo.com.ua/en/aquaen-2022.html>

November 2022

- 6-10 **Engineers' Society of Western Pennsylvania 2022 International Water Conference**
Orlando, FL, USA
<https://eswp.com/water/overview/>

- 19 **UN World Toilet Day**
<https://www.un.org/en/observances/toilet-day>

December 2022

- 6-8 **2022 Groundwater Week**
Las Vegas, NV, USA
<https://groundwaterweek.com/>

- 7-8 **Virtual Groundwater Summit**
<https://pheedloop.com/Summit2021/site/home/>

February 2023

- 20-23 **AMTA Membrane Technology Conference & Exposition**
Knoxville, TN, USA
<https://www.amtaorg.com/awwaamta-membrane-technology-conference-exposition>

- 25 **33rd Annual Berkeley Springs International Water Tasting**
Berkeley Springs, WV, USA
www.berkeleyspringswatertasting.com

March 2023

- 11 **World Plumbing Day**
<https://www.worldplumbing.org/worldplumbingday/>
- 22 **World Water Day**
<https://www.worldwaterday.org/> **WCP**

◆ To submit your event, please send the information to WC&P at info@wcpnline.com.

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Today's Trends and New Developments in Using Carbon to Treat Water

Civilizations have been using carbon to treat water for centuries, and it has become a workhorse that continues to get stronger as more discoveries are made that create new ways for its use.

Carbon is capable of treating thousands of organic contaminants. For example, when the concept of dry cleaning came into being in the mid-19th century, it used benzene, toluene, and xylene. Little did we know the awful things those chemicals did when they were dumped into area waters. They are now effectively treated with carbon.

Other solutions might roll out slowly in 2022 as the world recovers from supply-chain management challenges—among other things brought on by the pandemic.

The Insight Partners reported that the United States, India, Brazil, Russia, the UK, France, Spain, Italy, Turkey, Germany, Colombia, and Argentina were among the worst-affected countries in terms COVID-19 cases and deaths in 2021, and their chemicals and materials industries continue to suffer serious disruptions such as supply chain breaks, technology event cancellations, and delayed office re-openings as a result of this outbreak.

Various companies are working to play catch-up from delays in product deliveries and slump in future sales of their products from last year.

New Developments on the Way

Advanced carbon block is perhaps the leading technique used for purifying drinking water.

One established filter manufacturer is launching new carbon

block technology in the second quarter of 2022 that has been developed, tested, and validated for removal of virus, bacteria, and cysts as well as removing or reducing chlorine taste and odor (CTO) and Chloramine.

The manufacturer believes their patented process could prove to be the Holy Grail for water purification relative to microbiological removal/reduction with carbon block technology for point-of-use. Carbon block is often used at the point of use to treat water instead of at the point of entry.

Laboratory testing has shown removal of bacteria at >6 log reduction; viruses at a >4 log reduction and cysts at >3 log reduction. (Three-log is 99.9; Four-log is 99.99, etc.)

ACF Market Size to Grow Significantly

Graphical Research (GR) a year ago released a study "Activated Carbon Fiber (ACF) Market Trends in North America, Europe" for a forecast period of 2021-2027.

Issued in July 2021, it wrote that the global activated carbon fiber market size is anticipated to register substantial growth rate during that forecast period as ACF materials are quite useful in water treatment applications as they help remove impurities from water used in commercial and residential facilities.

The chemical and solvent industry has seen increased use of ACF in recent years across many regions, according to GR. "Governments are placing stringent rules and regulations on the chemical sector to reduce its emission rates. Major technological advancements are taking place in the industry to make these fibers well-equipped for different applications in the solvent market."

Among its identified trends are that water treatment needs will grow in North America.

"[North America's] activated carbon fiber market size is expected to become worth nearly \$530 million during the forecast period," GR wrote. "One reason for this is the rising need to have water treatment facilities and the strict rules and regulations made with regards to access to clean water and air. The production of ACF filters in various water purifiers extract impurities and provide drinkable water has increased."

As stated earlier, many companies are involved in formulating strategies to develop advanced products that will make effective use of ACF. "Another factor that will increase the demand for ACF is the growing awareness among industries in North America about the potential harmful effects of using petroleum-based materials on the environment," GR wrote.

Strict rules and regulations placed by the government to use renewable materials to produce ACF for combating global warming has prompted manufacturers to switch to eco-friendly resources like biomass. "Biomass is becoming quite a popular raw material to produce ACF because of beneficial features like eco-friendly resource, availability at low cost and high renewability," GR wrote.

Bio-based adsorbents (also known as biosorbents) can be produced from low-cost feedstock such as agricultural biomass waste or byproducts, which have adsorption capabilities that are comparable to other chemical adsorbents, and these materials can be disposed safely.

Activated Carbon Treatment Use

Activated carbon treatment is the most studied treatment for PFAS removal, according the U.S. Environmental Protection Agency (EPA).

Activated carbon is commonly used to adsorb natural organic compounds, taste and odor compounds, and synthetic organic chemicals in drinking water treatment systems. Adsorption is both the physical and chemical process of accumulating a substance, such as PFAS, at the interface between liquid and solids phases. Activated carbon is an effective adsorbent because it is a highly porous material and provides a large surface area to which contaminants may adsorb.

Activated carbon is made from organic materials with high carbon contents such as wood, lignite, and coal; and is often used in granular form called granular activated carbon (GAC).

GAC has been shown to effectively remove PFAS from drinking water when it is used in a flow through filter mode after particulates have already been removed.

EPA researcher Thomas Speth in comments posted on EPA's website, said GAC can be 100 percent effective for a period of time, depending on the type of carbon used, the depth of the bed of carbon, flow rate of the water, the specific PFAS you need to remove, temperature, and the degree and type of organic matter as well as other contaminants, or constituents, in the water.

For example, GAC works well on longer-chain PFAS like PFOA and PFOS, but shorter chain PFAS like Perfluorobutanesulfonic acid (PFBS) and Perfluorobutyrate (PFBA) do not adsorb as well.

Another type of activated carbon treatment is powdered activated carbon (PAC) which is the same material as GAC, but it is smaller in size. Because of the small particle size, PAC cannot be used in a flow through bed, but can be added directly to the water and then removed with the other natural particulates in the clarification stage (conventional water treatment, low-pressure membranes, microfiltration or ultrafiltration).

Used in this way, PAC is not as efficient or economical as GAC at removing PFAS.

Speth says, "Even at very high PAC doses with the very best carbon, it is unlikely to remove a high percentage PFAS; however, it can be used for modest percent removals. If used, however, there is an additional problem with what to do with the sludge that contains adsorbed PFAS."

Certain technologies have been found to remove PFAS from drinking water, especially Perfluorooctanoic acid (PFOA) and Perfluorooctanesulfonic acid (PFOS), which are the most studied of these chemicals. Those technologies include activated carbon adsorption, ion exchange resins, and high-pressure membranes.

These technologies can be used in drinking water treatment facilities, in water systems in hospitals or individual buildings, or even in homes at the point-of-entry or point-of-use.

Growing Demand for Phenolic Resin-Based ACF

Different ACFs use a wide variety of materials like cellulose, polyacrylonitrile (PAN), phenolic resin and pitch. Out of these resources, phenolic resin based ACF will rise in demand among end users in North America market. This sector is even expected to grow at 6% compound annual growth rate (CAGR) through 2027.

The reason why this type of ACF is preferred for different applications is because of its properties like high thermal insulation, faster processing, and greater resistance to corrosion. It has low toxicity rate and possesses high thermal stability unlike pitch resin based ACFs.

Phenolic based ACF is cost-effective and readily available, making it a popular choice among end users.

Water Adsorbents Market Outlook

The Insight Partners said that the growth in the drinking water adsorbents market can be linked to rapid urbanization coupled with economic growth and rising demand for bio-adsorbents.

According to its new research study "Drinking Water Adsorbents Market to 2027 – Global Analysis and Forecast – by Product and Geography," the drinking water adsorbents market size is projected to reach \$698.17 million by 2027 from \$529.21 million in 2020; it is expected to grow at a CAGR of 4% from 2020 to 2027.

Adsorbents are extensively used to remove impurities from drinking water, thereby enhancing the overall water quality. Stringent

regulations pertaining to the quality of water, backed by various initiatives by governments to encourage investments in water treatment industries, are triggering the demand for drinking water adsorbents.

Based on product, the drinking water adsorbents market is segmented into zeolite, clay, activated alumina, activated carbon, manganese oxide, cellulose, and others, according to the Insight Partners. In 2019, the activated carbon segment dominated the market by accounting for 52.8% of the total market.

This method is effective for eliminating organics (such as unwanted taste and odors, micropollutants), chlorine, fluorine, or radon from drinking water or wastewater. Due to the inclusion of carbon and hydrogen in their composition, activated carbon is the most effective commodity for the removal of organic pollutants.

Increased Use Forecasted for Asia-Pacific

GR also suggested that efforts in the ACF field will increase in Asia-Pacific with that market size expected to exceed \$381.4 million in valuation by 2027.

GR said that there are a number of research projects being carried out in the field of ACF to understand the potential uses of this product in different commercial areas.

Research organizations are involved in identifying or creating new processes and precursor materials that will play a vital role in the production of ACF. Many countries in the APAC region are witnessing rapid industrialization which will see the presence of reputed industries growing, thereby fueling the demand for ACF.

Europe Using ACF for Wastewater Treatment

Additionally, GR said that wastewater treatment will drive the use of ACF in Europe.

“The rising need to manage wastewater efficiently will propel the demand for using activated carbon fibers in wastewater treatment facilities,” it wrote. “In fact, Europe market share from the segment is expected to register 6.7% CAGR through 2027.”

Many firms are creating innovative technologies to make the process of managing wastewater as advanced and eco-friendly as possible. The European Union is introducing stringent rules and regulations to safeguard public health and urge industries to reduce their emission rates and contribute significantly towards reversing the harmful effects of pollution and climate change.

“A major factor that will help the industry grow at a faster rate is that these fibers are capable of extracting impurities from water systems and they play an important role in reducing bacterial growth to a great extent,” according to GR. “They can even be used in residential water systems to provide potable water.”

Drinking Water Adsorbents Market: A Competitive Landscape

In 2019, North America held the largest share of the global drinking water adsorbents market, according to the Insight Partners. The market growth in the region is ascribed to stringent government

regulations pertaining to water quality, focus on and better standards of living, in addition to rapid urbanization.

Moreover, significant investments in research and development activities with growing focus on organic adsorbents or bio-adsorbents and low-cost adsorbents are further promoting the drinking water adsorbents market growth in North America.

Factors such as human activity, unplanned urbanization, rapid industrialization, and unskilled use of natural water supplies have led to the deterioration of water quality over time.

The implementation of stringent environmental policies has led to the advent of robust, economically viable, and environmentally sustainable processes or materials, including bio-based or organic adsorbents such as coconut shells, coal, and wood. **W&P**

About the author

Paul Bergeron has been a multiindustry reporter for 30 years, covering energy and sustainability, property management, global HR trends, small business, technology and horse racing. He currently is Executive Editor for his self-operated content marketing company, Thought Leadership Today in Herndon, VA.



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The Challenges and Innovations in Small Water Treatment Systems

Small water treatment systems can range from rural community water supply to modern systems for a new apartment complex. WC&P spoke with **Tyler Gamble**, Commercial Products Applications Manager at Canature WaterGroup, and **Kevin Osborn**, Northeast Regional Sales Manager for Water-Right, to learn about the challenges and regulations that small systems face.

WC&P: According to the US EPA, of the 145,000 active public water systems in the US, 97% are considered small systems, meaning they serve 10,000 or fewer people. That is a lot of area and different types of environments to cover. What are some similarities that small systems often share?

Tyler Gamble: Smaller systems commonly lack funding for upgrades and proper maintenance, tend to use dated equipment, and have part-time rather than full-time operators. While the water they produce is safe to drink from a microbiological standpoint, the disinfection methods sometimes create poor taste and odor.

Kevin Osborn: Small community water supplies are as varied as residential homes. You can have larger homes and smaller homes, homes that need a lot of treatment and others that don't. The same goes for small community systems.

The small community system needs to look at what it is servicing. Some community systems have a building and some just have a wellhead out in the woods. There are a lot of possible challenges you can run into with small systems. Small systems do all have the same needs as far as providing clean, potable water for the end user. It is on you, as a contractor, to do your due diligence—the end users may not have the answers you need to proceed.

WC&P: With small systems in the middle of the spectrum from residential water treatment to huge municipal systems, what are some common challenges that small systems face?

TG: Their challenges mirror their similarities: lack of funding, aging equipment, and a reliance on part-time operators. Contaminants of emerging concern (CECs) and other changes to the source water composition (i.e., more pesticides in agricultural areas) are also a challenge because they have limited funding to invest in new treatment options and equipment.

KO: Small systems don't usually have a dedicated service person. It might be a mobile home park owner who needs to comply with public health regulations. The owner needs to find out what he needs to do, what regulations and/or regulatory authority to comply with. Then what are the water issues? The owner needs to figure out what to do, how to pay for it and more.

Also, finding an engineering firm can be a big challenge. If it is stipulated by local public health rules, small systems often need to find an engineering firm to help design the system to comply.

WC&P: What is the relationship between point-of-use (POU)/point-of-entry (POE) solutions and small systems?

TG: Point-of-use and point-of-entry systems act as a final barrier for homeowners. Residential and commercial softeners, filters, reverse osmosis, and ultraviolet systems remove targeted contaminants not removed during the treatment process. POU and POE systems greatly improve the quality of drinking and working water in homes and businesses.

KO: In the large municipal systems, the goal is to comply with regulations and public health needs to provide healthy drinking water. But individual homeowners using municipal water can still decide if they want a residential water treatment system to treat hard water or taste concerns. The same goes for small community systems. The system treats according to regulations and health needs but individuals can still get further water treatment. The system is centrally regulated and maintained but individual needs may vary. Residential users need to be aware that municipal water can still experience periodic issues with things such as lead, PFAS, etc. The best option for people on a public water supply is awareness of historical issues and having a final barrier in their home for their protection.

WC&P: The water treatment industry deals with a lot of regulation from the national level down to local stipulations. What are some of the regulations that affect small systems the most?

TG: The Safe Drinking Water Act (SDWA) came into effect in 1974 to ensure safe drinking water in the US. As part of the SDWA, the National Primary Drinking Water Regulations set the maximum contaminant levels (MCLs) and treatment techniques for water contaminants. The EPA is responsible for drinking water regulations and monitoring compliance. The USDA provides funding, technical support and training for rural water projects. In 2020, the USDA and EPA announced their partnership to help small water systems face challenges like aging infrastructure and rising costs.

KO: There are lots of regulations the small community systems need to pay attention to, particularly around public health. Chlorination for disinfection to prevent illness and maintaining chlorination levels is one category. PFAS are a concern in any water treatment system. Arsenic levels are a big focus right now. Other regulations focus on nitrates and other contaminants but also quarterly testing and keeping a record of providing safe water.

WC&P: When designing treatment for small systems, what are some of the main things you're solving for? What are some of the common solutions or technologies that are used?

TG: Small system design is driven by the EPA's MCL requirements—meeting those is critical. Secondary design considerations are given to aesthetic objectives, like removing iron or manganese, so water users feel confident using their tap water. Small systems tend to rely heavily on media filtration as well as disinfection. Membrane filtration is starting to become more commonly used by small systems as it becomes more affordable.

KO: The issues and solutions are all the same as a home water treatment system, just bigger. And the same concerns and processes are followed. What does the water tell us? Testing is critical. Maybe iron or manganese is a concern. PH levels are also important. Flint, Mich., was an example of how low PH levels can cause issues with infrastructure.

Then you need to understand the water usage and distribution. What is the usage and distribution? How many hook ups are needed? What is the right pump size? Do you need repressurization? You need to tailor the system to work for a mobile home park or a condominium complex, as an example.

WC&P: Wastewater recovery and reuse is becoming a hot topic. Is that something small systems are dealing with?

TG: Many water treatment providers are having to develop new water sources to meet demand, particularly in times of drought. One of the solutions is looking to water recycling and reuse of wastewater. Reverse osmosis membrane technology is one technology being used by small systems because of its ability to remove virtually all impurities. Membrane technology and system design improvements have made it possible to minimize reject water. Some municipal RO systems are achieving water recovery better than 90%.

KO: In certain areas of the country, it's more of a concern. For example, California is aiming to increase reuse and treatment of wastewater. There are pros and cons to recovery and reuse but it depends on the local regulations. Every state and local community has public health regulations that must be followed.

WC&P: Contaminated source water is an issue in several communities across the country. What are the main concerns for source waters?

TG: Chemicals of emerging concern (CEC), overall source water quality, waste accumulation, and climate change (i.e., drought affecting the water table) are all key concerns for communities.

KO: Concerns about groundwater are the same as ever. Arsenic levels, nitrates, PFAS, and many other contaminants have changing targets. And with any contaminated water, the harder it is to treat means the more expensive it is to treat.

Is there pre-treatment that is needed? That's another cost. You wouldn't necessarily put a softener on a community system but if you need soft water to treat contaminants that affect public health, then you need to do it. Do you need to do blending? What about storage tanks?

WC&P: What's on the horizon for small systems? In 5 to 10 years, what will be the challenges and what new innovations will be available?

TG: Manufacturers will continue to improve the efficiency of systems so they use less energy, salt, and water. In some cases, this may make certain technologies more attractive or viable for small system use, in other cases it may improve methods they are already using. Ultraviolet systems using LED technology, which will reduce power usage, are also on the horizon.

KO: Ten years ago, I thought we would all be using membrane technology in residential and small systems. But the technology that we had 20 years ago is still most of what we use today. The technology has become more efficient, and we can fine-tune the treatment better. Technology will catch up.

Regulations are always changing. Arsenic levels now must be lower, PFAS must be dealt with, even monitoring pharmaceuticals in the water. At the end of the day, it is up to the consumer to ensure that their water is safe for their family. **WC&P**

About the authors

♦ Tyler Gamble is Commercial Products Applications Manager in the Commercial Industrial Engineering Division of Canature WaterGroup. He has been with Canature WaterGroup for almost 6 years and is based out of Regina, Saskatchewan, Canada. He has a Master of Engineering in Environmental Engineering from Dalhousie University and a BA in Bioresource Engineering from McGill University.



Canature WaterGroup is a manufacturer and distributor of residential and commercial water treatment solutions. Its mission is to provide dealers with value by producing innovative, high-quality products in the most efficient manner possible. With over 50 years of industry experience, Canature WaterGroup provides solutions from water analysis and system selection and sizing to start-up support.

♦ Kevin Osborn has been the Northeast Regional Sales Manager for Water-Right for the past 9 years. He has been involved in sales and engineering in the drinking and wastewater industry for over 20 years and has a BA in Mechanical Engineering from WPI in Worcester, MA. Kevin's primary role involves managing and supporting A. O. Smith's water treatment brands through collaboration with distributors and Professional Water Treatment Dealers. He can be reached via email, kevin.osborn@water-right.com, on his direct line (508) 397-1876, or via Water-Right at (800) 777-1426.



Water-Right is a manufacturer of residential and commercial water treatment products established in 1963. They offer a variety of brands with patented features distributed through wholesale and dealer-direct channels. Water-Right was acquired by A. O. Smith in the spring of 2019 to join their Water Treatment division.

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Water Well Trust Projects Show How Wells Work for Rural Americans

The Water Systems Council established the Water Well Trust (WWT) in 2010 to provide clean, safe drinking water to Americans who lack access to a reliable water supply. According to the recent *Closing the Water Access Gap in the United States* study by the U.S. Water Alliance and Dig Deep, more than two million Americans live without running water and basic indoor plumbing.

In addition, the WWT documents the cost effectiveness of small community water systems using water wells to demonstrate that these systems are more economical. This documentation has been crucial in helping to persuade local, state, and federal legislators of the advantage of using water well and septic systems to serve Americans in rural, unincorporated areas or minority communities that may be isolated and difficult to reach.

How the WWT Works

Since 2014, the WWT has been the recipient of annual grants from the U.S. Department of Agriculture's Decentralized Water Systems program for water well and wastewater projects for rural households across the U.S. The USDA grants and matching funds from Water Systems Council members of more than \$1 million since 2010 have made it possible for the WWT to drill or rehabilitate over 320 water wells serving 340 households in 27 states.

These grant monies provide long-term, low-interest loans to applicants seeking new or improved water wells, and for the first time in 2021, septic systems. The Water Well Trust limits funding to a maximum of \$15,000 per septic and \$15,000 per well for households. Loans have an interest rate of 1% with terms of up to 20 years.



Since 2014, the WWT has been the recipient of annual grants from the U.S. Department of Agriculture's Decentralized Water Systems program for water well and wastewater projects for rural households across the U.S.

To qualify for a WWT loan, applicants must be the owner and occupant of the home and must have lived in the home for at least one year (no new construction). The home must be the applicant's primary residence and must not have access to a public water supply or sewer. The applicant's household income must not exceed 60% of the median non-metropolitan household income for the state in which the applicant resides. The income criteria apply to both the applicant and all other occupants of the home.

Partnership Projects

In addition to the USDA, which provided a grant of \$1.4 million in 2021, the WWT also partners with a number of other organizations interested in solving America's water access problems. From 2013 – 2021, WWT secured a \$10,000 grant from the National Ground Water Association; a \$50,000 grant from the Pentair Foundation; \$26,000 from Culligan Cares; grants of \$28,000 total from the Collingsworth Foundation; a \$100,000 grant from the Groundwater Foundation; \$50,404 from the Chris Long Foundation; a \$118,000 grant from the Grundfos Foundation, and \$340,000 from the Community Foundation of Northeast Florida/Delores Barr Weaver Legacy Fund.

Highlights of some of these 2021 partnership projects include:



Hometown H2O/Xylem Watermark

Hometown H2O was launched in late 2019 as a result of a partnership between retired NFL champion Chris Long's Waterboys initiative, Xylem Inc.'s Watermark, and the WWT. This collaboration resulted in the completion of five new water well projects in 2021.

One of these projects was for a family of five in Virginia whose home had a shallow well with water that was cloudy and usually brown. The family was also concerned about field runoff from pesticides from farming fields that surround the house, especially since they have three children under the age of five in the home.

Creason Well Drilling of Zuni, VA, was the contractor for the job. In addition to the new well, volunteers also built a new swing set for the children and a new well house for the pressure tank, and also painted the family's barn. Chris Long was onsite to help set the pump and sign a football for 4-year-old Wyatt.

The family had this to say about the project:

"Having access to clean water for my family and I has been the best blessing we could have asked for. Clean water free from chemicals and unsafe substances for my children to bathe and cook with takes away a huge daily stress. Before God blessed us with these wonderful people to help us get clear, clean water, we had to take note daily of if we had enough bottled water to do the daily necessities. If not, we had to purchase gallons of water to cook, drink, clean, and make ice. It has allowed us to be a healthier family, drinking more water than before. Having drinkable water has changed our lives in every aspect and we are eternally grateful!"

The WWT and Hometown H2O plan on doing several more projects together in 2022.



Community Foundation of NE Florida/Delores Barr Weaver Legacy Fund

In the summer of 2021, Dexter Sharp, Vice Chief of the Piedmont American Indian Association Lower Eastern Cherokee Nation of South Carolina, contacted the WWT. The tribal community was in desperate need of funding for a well for their community property that housed a meeting house and museum. Their well failed in 2019.

Before the well failure, the meeting house served the surrounding 11 county school districts, which sent their students there to learn about Native American culture. These visits also provided funding for the tribe.

The tribe had attempted to re-drill the well once to no avail, so were requesting help not just for funding the well but for also funding a geophysical survey to help find water on the seven-acre property. Several weeks after hearing from Chief Sharp, the WWT was contacted by its partners at the Community Foundation for Northeast Florida, asking if the WWT knew of any nonfederal tribes that needed assistance with water or wastewater. What timing!

The Delores Barr Weaver Legacy Fund stepped forward with the \$40,000 grant it would take to conduct the survey and drill the

Feature

By Margaret Martens

well. After many delays due to weather and broken equipment, Rogers Well Drilling was able to conduct the drill on March 7-8, 2022. Margaret Martens, WWT Executive Director, and Vice Chief Dexter were on site when the drill took place. After two days of drilling, water was finally hit at 700 feet, producing 2.5 gallons per minute. To help ensure water is accessible when needed, a storage tank was also added.

A Continuing Need

The WWT currently has a waiting list of more than 400 potential clients from all over the U.S. who have learned of the organization's work and need help bringing clean water to their communities.

In 2022, the WWT plans to utilize its latest USDA grant to provide at least 110 loans for drilling at least 80 wells and rehabilitating 30 wastewater systems, including shared wells and/or waste water systems. At least 200 individuals will have new access to safe drinking water and/or sanitation and they will no longer have to haul water, a dangerous and expensive practice that puts further financial stress on low-income families.

For more information or to make a donation, visit waterwelltrust.org. [WCP](http://waterwelltrust.org)

About the author

♦ Margaret Martens is Executive Director of the Water Systems Council, a national nonprofit organization solely focused on household wells and small water well systems. In addition, she serves as Executive Director for the Water Well Trust, the national nonprofit helping Americans get access to a clean, safe water supply. Martens has over 30 years of nonprofit experience and serves as the Chairperson of the Board of Directors for the Davidson Housing Coalition. Martens is a graduate of Arizona State University.



The Water Well Trust (WWT) is a 501(c)3 organization created by the Water Systems Council to provide a clean water supply to American families living without access to a precious resource most of us take for granted. The WWT and its partners provide funding for wells for low-income families nationwide that need safe drinking water. The Water Well Trust is the only national nonprofit organization helping Americans get access to a clean, safe water supply.

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The Sun Shines on the 2022 WQA Convention in Orlando

The 2022 WQA Convention & Exposition took place in sunny Florida April 6-8. With higher attendance than 2021 and new additions, the convention was the place to be for water treatment professionals.

Before the convention officially began, more than 70 water treatment dealers participated in the WQA Business Boot Camp. This was the fourth boot camp held with a full day of training on how to run a successful water treatment business. The popular RO sizing workshop was also held pre-convention.

At the Opening Session, WQRF President Richard Mest announced the new "Next Wave" WQRF fundraising campaign that has already generated more than \$2.1 million. Leadership and achievement awards were given to 13 honorees.

The three-year WQA Strategic Plan was unveiled. Incoming WQA President Jim Stern talked about increasing advocacy as one of the initiatives, "by positively influencing regulation and legislation, continuing to deal with misleading tactics and unethical behaviors, and influencing the adoption of proven industry solutions for advancing public health."

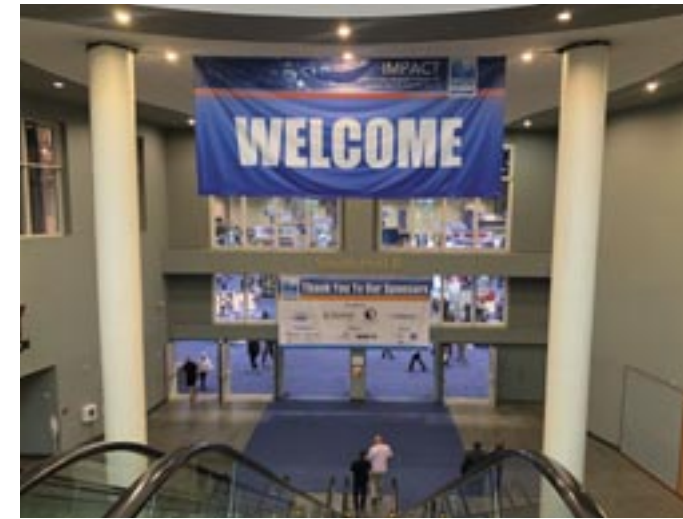
The keynote speaker, communications and technology expert Dex Hunter-Torricke, spoke about the key technological trends of the next 10-20 years and what they mean for water treatment businesses.

Dozens of educational sessions were held over the three days, including topics such as field ethics, benchmarking data, inflation, water quality for alcoholic brewing, ion exchange, an update on the lead and copper rule, and many more.

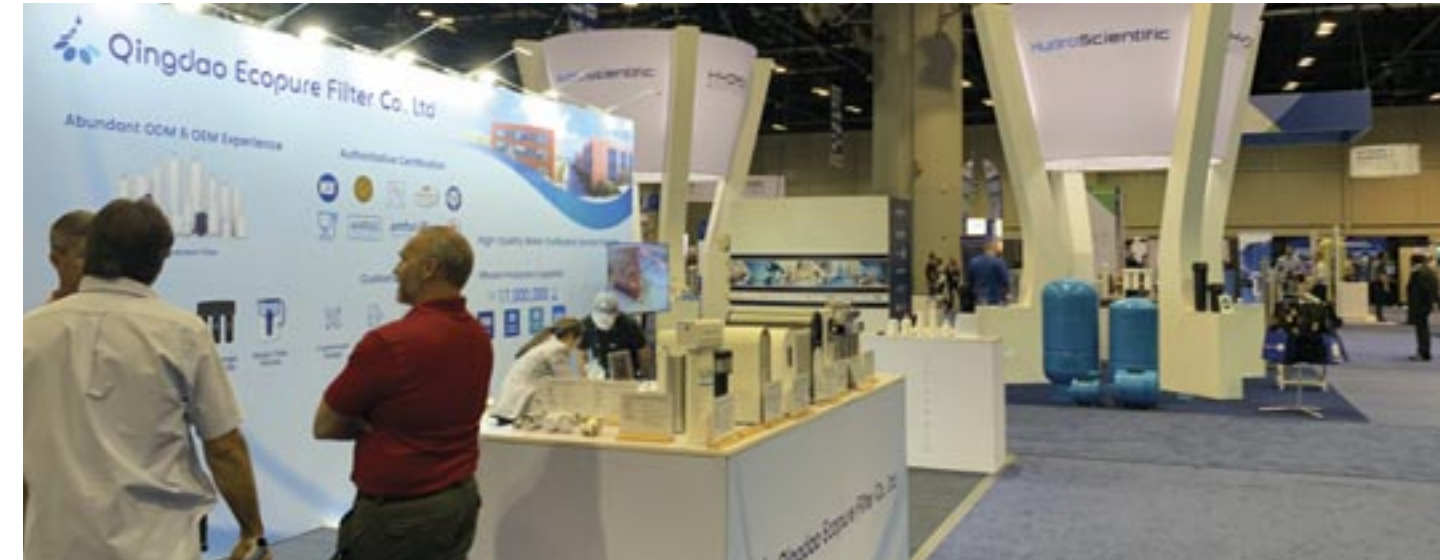
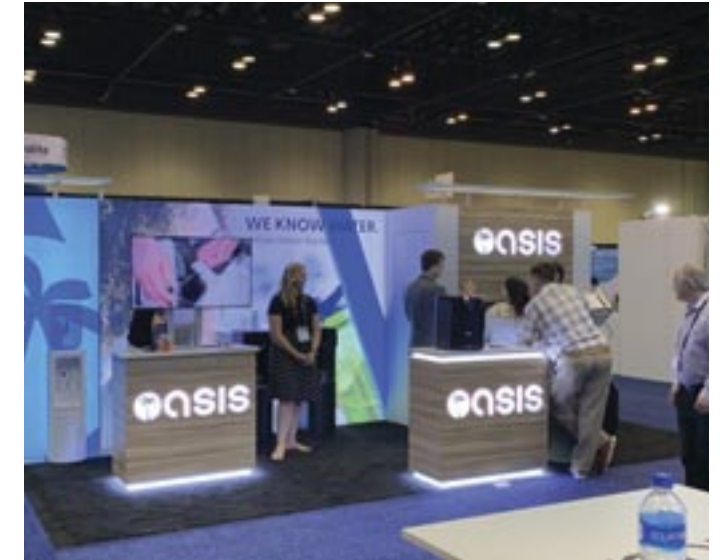
The expo was exciting, and traffic was up an estimated 30% from the 2021 expo. In addition to vendors and exhibitors, there were Business Spotlight presentations on the show floor. New in 2022, the Innovation Showcase displayed new products outside the educational sessions. Attendees didn't let the weather spoil the "Guitars and Tiki Bars" fun at the welcome reception.

Watch the 2022 WQA Convention highlight video at <https://wqa.wistia.com/medias/eqo9gkaiy0>.

See you next year for the 2023 WQA Convention & Exposition April 18-20 in Las Vegas, NV. **WC&P**



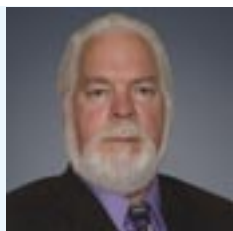
"Our partnership with the WC&P has played an integral part in the success of Hankscraft Runxin. We have been able to grow our brand while promoting our superior ceramic technology water treatment solutions through this relationship." — Nicholas Studnicka



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which results in dirt holding capacity many times greater than standard filtration cartridges.”

In addition, the company's recent launches include the proprietary Diatomaceous Earth (DE) media coated with Aluminum Oxide Hydroxide (DEAL) carbon blocks and COOLBLUE technology. Some of Argonide's DEAL carbon block filters are contaminant specific while some have broad spectrum capability.

“The DEAL blocks are not only capable of attracting and capturing sub-micron particles, but it also retains them with extreme efficiency,” Knispel said. “This product is typically used as the final polishing filter in drinking water systems like our COOLBLUE Microbiological Water Purifier System.”

A new line of COOLBLUE has entered the market, tackling the eradication of microplastics that are making rise in drinking water. “Argonide's products are the final barrier for microplastics,” said Gary Battenburg, Argonide's development manager and most long-term water professional. He also expressed his excitement to continue developing this technology further and is happy to see people making a bigger priority of ingesting safe water that is good for them.

Solving Difficult Cases with Experience

Argonide encounters a broad range of difficult issues and often receive requests for remediation from contaminants such as lead, nitrate/nitrite, PFASs, MTBE, chloramine, tannin, colloidal sediments, virus, bacteria, cysts, microplastics, etc. When the water contains contaminants that the company's filtration cannot address, Battenburg is called to draw on his 40 years of experience in the industry to help customers find a solution. Often this means specifying other types of treatment, such as automatic backwash filtration for heavy sediment reduction, oil or petrochemical adsorption, grey water treatment, bottling, food service, sterile water, etc.

“While we don't offer these other types of treatment, we are happy to help the customer with sourcing these products from qualified providers along with our filtration technology integrated into their system whether it be in primary, secondary, or tertiary stages of the total treatment process,” Knispel said.

“I'm not going to say I've done it all, but I bet I've come close,” Battenburg said, reflecting on his career path up to this point

at Argonide. In his early years, Battenburg went from being a crane operator on the Texas oil fields to being a timber logger based in Oregon. Both being “wishy-washy” jobs with inconsistent hours, Battenburg went on the lookout for something different. There was a woman he conversed with while making a casual purchase at a furniture store in Oregon who would recommend a life-changing career path for him.

“She asked if I had thought about water treatment, and I said, ‘What? Water filters? Give me a break,’ and she says, ‘No, it's much more than that,’” Battenburg said. After the woman explained more and showed him their projects and products, Battenburg reached out to owner of the company recommended to him, and he was hooked. It was 1982 and he was at a crossroad in his life, so he decided to grab a coin. “Heads: Oregon, tails: water treatment,” Battenburg said, “It came up tails.”

Before joining Argonide, Battenburg was living in Michigan working as an assistant design specialist for a company that focused on sterile water for dialysis. His job was to take problematic or leaky systems and reengineer them back to perfection. “I found out I had a really good aptitude for problem solving. One thing led to another, and I went to work for a major company. Beyond that, work has taken me all over the world. It's been a fun ride,” Battenburg said. “All I knew about the water business when I began was that it was hot, cold, and ran down a hill. Now with all this technology, anything is possible.”

He was certified as a Water Treatment Specialist by the late Lucious (Lou) Cole of the WQA in 1986. Battenburg started at Argonide on August 4, 2020, but he was already familiar with how the company's products worked and its offerings because he had been using and specializing its products since 2004. With a background in “making the unusable usable,” his current position as development manager fit him perfectly.

Argonide Staff Leads Its Success

One explanation for Argonide's ongoing success and well-roundedness lies in the diversity of its staff. Each key member comes from a unique background, providing a “good blend” for the company. “We have a nuclear physicist, a corporate vice president from the world of sensors and high-tech chemistry, a mergers and acquisitions specialist, an aerospace operations manager, a quality manager that came from yogurt production in South America, and a marketing person who hails from Godiva,” Knispel said. Knispel himself is a legionella reduction specialist in addition to his previous experience from working at NASA in the aerospace industry for 20 years.

On one hand, Battenburg plans to retire in the near future, but on the other hand, he's having “too much fun.” “When I got into water, I knew I had found my career. It's been phenomenal and I continue to learn every day,” he said. Either way, his expertise and influence will guide the company for years to come. With 12 great minds under one roof, there is no limit to what Argonide can accomplish.

The Next Level for Argonide

Argonide's next move is to infiltrate the economy of scale that the “large players” inhabit. The company plans to combine NanoCeram and DEAL technologies with collaborators to

create even more enhanced filtration systems, ultimately resulting in new products and broader market entries. Among these collaborations include Toller Manufacturers helping to produce an improved DEAL carbon block, which will have a profound expansion of Argonide technology presence in the marketplace, the company pairing with NEXT filtration to provide for all the benefits of NanoCeram with the bonus advantage of treating for scale, and its collaboration with Omnipure, which has resulted in encapsulated products that should penetrate into the food and beverage industry and health markets.

“We're not one of the big guys, but when you consider the problems associated with water globally, we sell all over the world,” Battenburg said. “The problems are not going to go away; they are only going to get worse. So, we take a very special approach, testing everything to make sure it meets our requirements, which will automatically meet the requirements of the consumer because they're going to be tested and certified.” It is generally believed by those in Argonide that consolidation and chasing newer contaminants such as PFOS/PFAS is a certainty for the future of the water industry.

“With emerging contaminants of concern, our industry will be relied upon to develop, test, and certify water purification technologies that meet the demands for high quality, purified life support water for the consumer and available in point-of-use, portable/travel bottles, and point-of entry, and other configurations to meet various needs both on a national and global level,” Knispel said. As for Argonide, expansion is expected as they continue to be driven by the rise of these new contaminants and the determination to eliminate them from the consumer's homes for a healthier, safer future. **WCP**

About the author

◆ Emma H. Peterson, author of *WC&P International's corporate and dealer profile series*, is a student at the University of Arizona, majoring in journalism, with a minor in natural resources. Throughout her college experience, she has developed a following for her photography and photojournalism endeavors. After graduation, Peterson intends to broadly expand her creative/feature writing and photography prospects, as well as pursue her personal interests in skiing and rock climbing.



Argonide was originally founded as a research and development company to invest in Nano Powders, eventually leading to the invention of NanoCeram. This reformed the company to focus on water filter manufacturing based upon patented electropositive NanoCeram filtration media. Today, Argonide sells filtration cartridges and systems all over the world, commercially and residentially, across many applications and markets.

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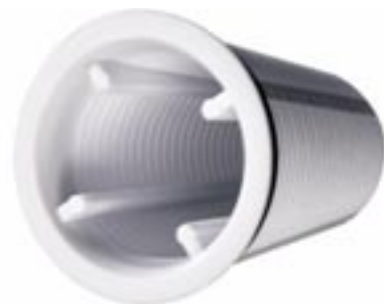
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Enpress.com

Goulds Water Technology Launches New Cast Iron Effluent Pump



Goulds Water Technology, a Xylem brand, launched its GEP Series cast iron effluent pump, ideally suited to residential greywater and septic applications. The new pump features a robust cast iron housing that provides maximum heat dissipation and a premium mechanical seal design for superior protection against sand and abrasive materials found in modern wastewater streams.

The cast iron vortex impeller can handle solids up to 3/4" in size. The GEP pump comes with a built-in vent hole allowing for easier pump installation and prevents air binding from occurring. The GEP Series is available in automatic or manual, 0.5HP, and single-phase pump with a 1.5" discharge, along with corrosion-resistant hardware for lifetime use.

<https://goulds.com/wastewater-drainage-pumps/effluent-pumps/gep-series-cast-iron-effluent-pump/>
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- Basic & Advanced Math
- Board of Directors Meeting
- President's Welcome Reception

Tuesday, July 26, 2022

- Golf Tournament
- Basic Water Conditioning
- Business & Technical Session
- Dealers Roundtable
- Awards Banquet (Luau)

Wednesday, July 27, 2022

- Annual Meeting/General Session
- Business & Technical Sessions
- EXHIBITION 11:00 A.M - 4:00 P.M.
 (lunch included)
- FIELD OF DREAMS EVENT

Thursday, July 28, 2022

- Advanced Water Conditioning
- TCEQ Exams (requested)
- Business & Technical Sessions



H2O FILTER WAREHOUSE

ACID WASHED COCONUT SHELL GAC

Ideal for chlorine removal in whole house applications

NSF CERTIFIED

💧 **12 x 40 MESH SIZE**

💧 **1 CU. FT BAGS**

💧 **N.W.: 27.5 LBS**

Part Number	Description	Mesh Size	Stock/Non-Stock	Bag Size cu. ft.	Weight	1-5 Bags	6-10 Bags	11-18 Bags	20+ Bags
GAC1240CAW	1 cu. ft. Bag of Coconut Shell GAC, NSF Certified	12 x 40	S	1.0	27.5 lbs.	\$72.06	\$70.00	\$68.06	\$66.22
GAC1240CCC	1 cu. ft. Bag of Catalytic Carbon	12 x 40	S	1.0	27.5 lbs.	\$107.90	\$104.81	\$101.90	\$99.15

Part Number	Description	Stock/Non-Stock	Bag Size cu. ft.	Weight	1-3 Bags	4-9 Bags	10-24 Bags	25+ Bags
Calcite-501M-BG	Calcium Carbonate Mineral, 50 lb Bag	S	0.5	50 lbs.	\$20.64	\$19.11	\$17.79	\$16.64

Part Number	Description	Stock/Non-Stock	Bag Size cu. ft.	Weight	1-4 Bags	5-9 Bags	10-18 Bags	20+ Bags
KL	Katalox Light - Iron Removal Media	S	1.0	66 lbs.	\$102.78	\$97.37	\$94.87	\$92.50

Part Number	Description	Stock/Non-Stock	Crosslink	Bag Size cu. ft.	Weight	1-9 Bags	10-24 Bags	25-49 Bags	50+ Bags
21502	Aquafine 8% Cation Softening Resin, 1 Cu Ft Bag	S	8%	1.0	52 lbs.	\$79.90	\$75.80	\$73.91	\$72.11
MR-C10N	10% Cation Softening Resin, 1 Cu Ft Bag	S	10%	1.0	52 lbs.	\$87.84	\$83.33	\$81.25	\$79.27

CALCITE
CALCIUM
CARBONATE



KATALOX
LIGHT
IRON REMOVAL



AQUAFINE
CANATURE
RESIN



H2O FILTER WAREHOUSE

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