

Dear Friend,

We have learned that the water we work with, pump, heat, distribute and treat is sometimes puzzling and misleading. Water-Right, Inc. is offering its three-day seminar to help uncover the mysteries and overcome the misunderstandings of the most important product we furnish to our customers — WATER! The knowledge gained will not only help in your day-to-day business, but also increase your professionalism in the industry.

The days of the seminar are **Tuesday-Thursday, October 10-12, 2017**. We will begin on Tuesday at 4 p.m. and conclude on Thursday at 3 p.m. There is a fee of \$380.00 per person to attend. Included are your accommodations for two evenings at the hotel, all meals, and school materials. Water-Right will reserve hotel accommodations for all attendees (single occupancy, Tues. and Wed. evening).

This seminar is accredited for continuing educational credits for Master Plumbing licenses in many states, including Wisconsin. If you do need continuing educational credits in your state, please send application to Vicki so she can try to get it approved.

IF YOU WISH TO RESERVE YOUR SPOT, PLEASE CALL Vicki at 1-800-777-1426 or email vicki.vanstraten@water-right.com. You will need to fill out the attached Seminar Sign-Up Sheet, including company name, address, phone number, e-mail address, attendee name(s), and flight information. **Please print clearly.** For those who are flying in, please make arrangements to fly into Appleton International Airport (ATW) before the 4 p.m. start time. Please fax your flight itinerary to Vicki at **920-739-9406** or e-mail Vicki so we can arrange to pick you up at the airport; no rental car is needed! If you wish to fly into Milwaukee (MKE), you will need to rent a car.

Enclosed is the school itinerary and a map (for those driving in) to The Radisson Paper Valley Hotel and Water-Right, Inc. Ramp parking is available and is located one block East of the hotel. Vehicles over 6'10" (trucks with pipe racks will not meet this clearance limit) need special provisions for street parking, so please let us know this on the Seminar Sign-Up Sheet. Please arrive at The Radisson Paper Valley Hotel before 3:30 p.m. on Tuesday, as we do start promptly at 4 p.m.

We are excited to have you as our guest in Appleton to learn about water, testing, and the fundamentals of water treatment. If you have any questions, please feel free to call Vicki at 1-800-777-1426.

Thank you,

A handwritten signature in black ink, appearing to read "Kurt Gruett".

Kurt Gruett, President
Water-Right, Inc.



School Sign-Up

October 10-12, 2017

1. **Payment must be received by Water-Right, Inc. by September 20, 2017 to ensure your hotel and seminar reservations.** If not received by the deadline, your reservations will be forfeited to those on the waiting list.
2. **The cost to attend is \$380 per person. Please mail payment to:**
 Water-Right, Inc.
 1900 Prospect Court
 Appleton, WI 54914
3. **If flying in, please send your flight itinerary to Vicki as soon as you receive it.**
 Fax: 920-739-9406 Email: vicki.vanstraten@water-right.com

School Attendees

(Be sure to print legibly – names will be typed on certificates and name tags prior to seminar.)

Company Name: _____

Company Address: _____

Company Phone: _____

E-mail: _____

Special Parking Provisions: _____

Flying Into Appleton	Attendee Name	Title	Email Address	Cell Phone Number
<input type="checkbox"/>				
<input type="checkbox"/>				
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Please use this form as your receipt. We will **not** send an invoice.

= Suggested Beginner Session

TUESDAY

4:00 - 6:00 PM	Main Room - Staff Introductions - Water Fundamentals: Hydrological Cycle, TDS, Groundwater Characteristics, Corrosion
6:00 - 7:00 PM	Main Room - Dinner
7:00 - 8:30 PM	Main Room - Water Fundamentals: Corrosion (continued), Nitrates
8:30 - 8:45 PM	- Break
8:45 - 10:00 PM	Main Room - Water Fundamentals: Organics, Ion Exchange Minerals - Company History Presentation

WEDNESDAY

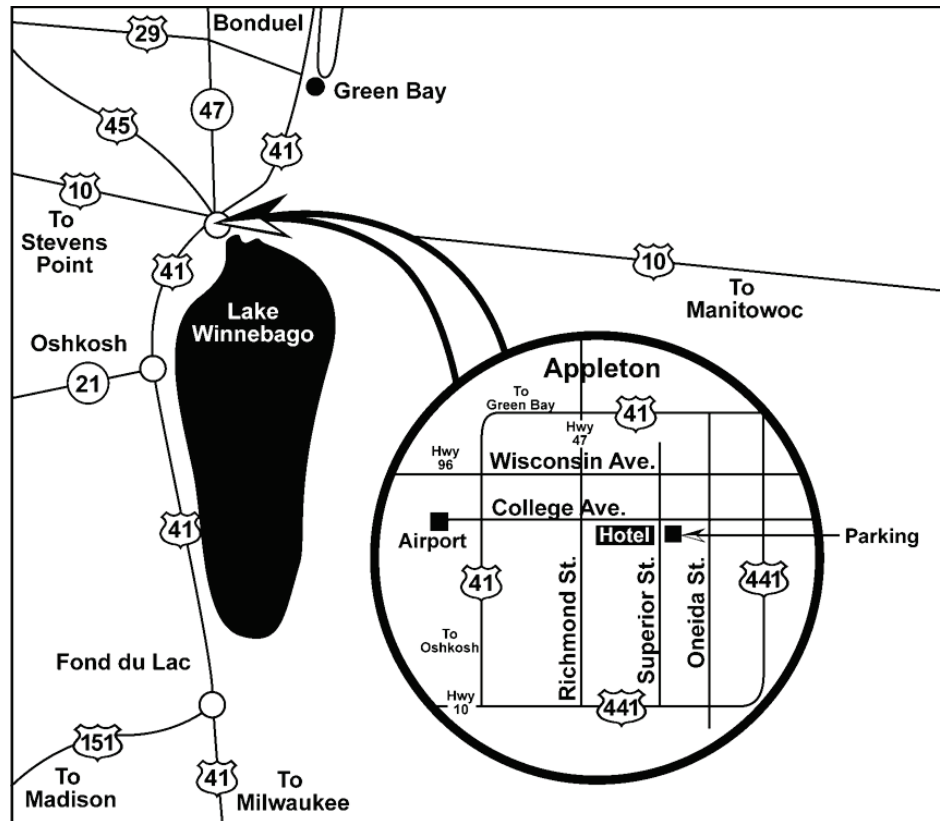
7:00 - 8:00 AM	Main Room - Breakfast					
8:00 - 9:45 AM	Main Room - Bacteria Sampling and Testing - Disinfection Methods of Well and Plumbing Systems					
9:45 - 10:00 AM	- Break					
10:00 AM - 12:00 PM	Breakout Session					
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="background-color: #f4a460; padding: 2px;">Main Room</th> </tr> <tr> <td style="padding: 2px;"> Ion Exchange & Oxidation - What is hardness - How a softener works - Benefits of soft water - Oxidizers and oxidation filters </td> </tr> </table>	Main Room	Ion Exchange & Oxidation - What is hardness - How a softener works - Benefits of soft water - Oxidizers and oxidation filters	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="background-color: #808080; padding: 2px;">Room Two</th> </tr> <tr> <td style="padding: 2px;"> Filtration Fundamentals - Sizing & applications - Filtration types - Filtration medias </td> </tr> </table>	Room Two	Filtration Fundamentals - Sizing & applications - Filtration types - Filtration medias
Main Room						
Ion Exchange & Oxidation - What is hardness - How a softener works - Benefits of soft water - Oxidizers and oxidation filters						
Room Two						
Filtration Fundamentals - Sizing & applications - Filtration types - Filtration medias						
12:00 - 1:00 PM	Main Room - Lunch					
1:00 - 2:50 PM	Breakout Session					
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Main Room						
Testing & Product Application - Water testing overview - Sizing of traditional softeners - Sizing of zeolite conditioners						
Room One						
Commercial Applications - Sizing commercial systems - Flow rates - Single, twin, & triplex systems						
2:50 - 3:00 PM	- Break					
3:00 - 3:30 PM	Main Room - Glassy Demonstration: A look inside a conditioner					

WEDNESDAY *(continued)*

3:30 - 5:30 PM	Breakout Session		
	Room One	Room Two	Room Three
	Evolve/WaterCare Servicing	Sanitizer Plus Servicing	Impression Servicing
	- System Programming - Diagnostics	- Programming - Diagnostics - Valve breakdown & service	- Programming - Diagnostics - Valve breakdown & service
5:30 - 6:30 PM	Main Room - Dinner		
6:30 - 8:30 PM	Breakout Session		
	Room One	Room Two	Room Three
	Evolve/WaterCare Servicing	Sanitizer Plus Servicing	Impression Servicing
	- Valve breakdown & service - Field troubleshooting	- Programming - Diagnostics - Valve breakdown & service	- Programming - Diagnostics - Valve breakdown & service

THURSDAY

7:00 - 8:00 AM	Main Room - Breakfast		
8:00 - 8:50 AM	Main Room - Water-Right Product Overview and Comparison		
8:50 - 9:00 AM	- Break		
9:00 - 11:00 AM	Breakout Session		
	Room One	Room Two	Room Three
	Product Resources	R.O. & U.V. Systems	Sales Aids & Marketing
	- Review product literature - Website resources - Downloadable tools	- System fundamentals - Installation & service of specific models	- How to sell yourself - 5 rules of sales - Testing & solution cards
11:00 AM - 12:00 PM	Main Room - Lunch		
12:00 - 1:50 PM	Breakout Session		
	Room One	Room Two	Room Three
	Filtration Fundamentals	R.O. & U.V. Systems	Sales Aids & Marketing
	- Sizing & applications - Filtration types - Filtration medias	- System fundamentals - Installation & service of specific models	- How to sell yourself - 5 rules of sales - Testing & solution cards
1:50 - 2:30 PM	Main Room - Review, Test, and Graduation		
2:30 PM	Visit Water-Right's headquarters for tours of production, retail, and testing facilities		



From Green Bay (North):

Take Hwy 41 South to Appleton. Take Hwy 441 bypass South to College Ave. Exit on College Ave. and proceed West (right). Travel approximately 3 miles into downtown. After Avenue Mall, take a left on Superior St. Parking on left.

From Chicago/Milwaukee:

Take 94 North from Chicago to Milwaukee area. Take 894 bypass West around Milwaukee. Exit onto Hwy 41/45 North to Fond du Lac. Continue on 41 North to Appleton. Exit #137/College Ave. and travel East approximately 2.5 miles into downtown.

From Madison:

Take Hwy 151 North to Hwy 41 at Fond du Lac. Continue on 41 North to Appleton. Exit #137/College Ave. and travel East approximately 2.5 miles into downtown.

From 29/Eau Claire:

Follow Hwy 29 East. At Bonduel, take Hwy 47 South to Appleton. Continue on 47/Richmond until College Ave. Turn East on College Ave. and proceed about 4 blocks to hotel, on right.

From Stevens Point:

Follow Hwy 10 East, before Appleton 10 turns South at stoplights. Continue East on 96/Wisconsin Ave. until you reach 41. Take 41 South to College Ave. exit. Turn East onto College Ave. into downtown (approximately 2.5 miles).

From Manitowoc:

Follow Hwy 10 West to Appleton. Hwy 10 will turn North and join Oneida St. Continue on Oneida St. North into downtown. Take left onto College Ave. and travel 2 blocks. Make a left on Superior St.