

For Immediate Release  
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**Water-Right® Hosts Their 2018 Convention In Myrtle Beach, SC**  
*Attendees included their network of independent water treatment dealers*

Appleton, Wis. – [Water-Right®](#), a leading independent original equipment manufacturer (OEM) in the water treatment industry, held their dealer convention June 20-22 at the Kingston Plantation in Myrtle Beach, SC. The event is held every two years as an opportunity to award leaders within their Clear Choice Water Group network, educate them on industry shifts, and show their appreciation to their customers.

"The growth and positivity we see within this group is amazing," said Erik Koglin, field manager for the Clear Choice Water Group. "This year's theme was "Partners In Progress" because we truly feel that we are only successful by working together with our dealers."

Sessions available to attendees included an in-depth look at the Millennial generation presented by keynote speaker, Matt Beaudreau from the Center for Generational Kinetics. Matt provided insight on how water treatment dealers can better reach Millennial consumers, as well as key factors to consider when hiring them on their staff.

Additional breakout sessions included featured dealers sharing their success in advertising through social media platforms, future plans Water-Right has for their branded websites, as well as learning about the latest technological innovations coming to the WaterCare and Evolve product lines.

"This is the fourth dealer convention we have hosted since starting the Clear Choice Water Group network and they just keep getting better," says Kurt Gruett, president of Water-Right, Inc. "It really gives us a chance to give back to our dealers in a fun and valuable way."

To learn more about Water-Right's Clear Choice Water Group, call Erik Koglin at 800-777-1426 or visit [water-rightgroup.com/dealer-inquiry](http://water-rightgroup.com/dealer-inquiry).

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**About Water-Right, Inc.**

Water-Right® has been manufacturing water treatment systems for residential and commercial applications since 1963. They support a factory-trained, nationwide network of water treatment professionals, wholesalers, and distributors, including a growing international market. Water-Right® is proud to manufacture all its products in the United States. Visit [www.water-rightgroup.com](http://www.water-rightgroup.com) for additional information.

Photos are available for media use.

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