

THE WATER QUALITY ASSOCIATION

GOLD SEAL
 P R O G R A M

Do You Need NSF/ANSI 60 or
NSF/ANSI 61 Certification?

You Have A Choice...

**Make The Right Choice -
Choose the Gold Seal Mark**

As a manufacturer, you have a choice as to which product certification body to use. Now you can add the Water Quality Association's (WQA's) ANSI-accredited Product Certification Program to that list. WQA now certifies products to the NSF/ANSI 60 and 61 standards. States require ANSI-accredited certification to these standards for all applicable products.

WQA's Gold Seal is among the most respected certification programs in the industry.

WQA now certifies to
**NSF/ANSI
 60 & 61**

*Credible, Cost-Effective,
 Convenient, Committed*



Water Quality Association
 International Headquarters &
 Laboratory
 4151 Naperville Road
 Lisle, Illinois 60532-3696 USA
 Phone 630 505 0160
 Fax 630 505 9637
 Web site www.wqa.org
 A not-for-profit organization



Low-Cost Steps to Keep Employees from Job Hunting

A newspaper career counselor recently advised a reader that unless you had an employment contract, nine months was long enough for a job. It was noted that if you move, it should be for more than just money. It should be for a better company fit, for skills enhancement and that the move fit into your career game plan.

The employment rules today are very few. There is no longer a stigma attached to people who have had three or four job changes in the last few years. That is good news for people who want to "shop." It is bad news for companies.

Because no one has unlimited staffing budgets, employee retention is the best way to keep your largest cost under control.

The primary motivation for individuals job hunting is seldom simply a bigger paycheck. Here are some low-cost efforts you can undertake to retain the people you want to keep.

Flexible Hours and Telecommuting

Increasingly, executives are realizing that flexible hours and telecommuting are some of the most cost-effective ways to hire new good people and retain present personnel. The combination of flex time and flex place is inexpensive and convenient.

Many times it also makes better use of your overall resources—physical and fiscal. Managers are realizing they can appoint the best possible person for the job—regardless of where he or she lives. They do this by eliminating the high cost, personal disruption and concerns that surround relocation.

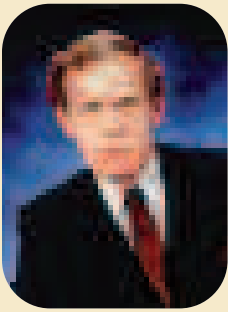
With telecommuters, companies also don't have to pay for office space, parking and commuting costs. In many instances the savings can be substantial.

Praise

It sounds extremely simple, but with reduced staffs, increased workload and compressed time schedules, it is easy to forget compliments. While some people are self-reliant and self-assured, it is amazing what a few well-chosen words can do. People need to know that their efforts for the company are recognized and appreciated.

This is especially true for junior people who may be taking on projects or activities for the first time. Each success should be acknowledged so the individual will grow and have the confidence they are growing personally and professionally.

However, don't overdo it, and don't spread the praise around so much that it becomes meaningless.



By Andy Marker

About the Author

About the Author:

G.A. "Andy" Marken is president of Marken Communications, Inc., Santa Clara, Calif. He can be reached by E-mail at andy@markencom.com.

Employees Training Employees

Increasingly companies find that it is not only more cost-efficient, but also more effective to have employees teach each other. The company's most valuable resource is its people; leverage their experience, capabilities and technical/work expertise. Mentoring allows seasoned professionals to share, moreover, they can share "real world" experience. This is often more valuable than classroom instruction.

Clear Career Paths

Identify opportunities for people. Explain what is required for them to move forward. Without a clear-cut understanding of what they have to do to

advance, people quickly become demotivated. At that point they begin looking for "better" opportunities.

Emphasize Benefits

If your company offers good benefits, make certain employees know the value of those benefits above and beyond their weekly or monthly paychecks.

Depending upon the company, benefits can be 20-30 percent of their total compensation. In addition, you may want to consider adding or offering benefits that cost very little or nothing. Non-cash incentives can be a key to of retaining people. The right mixture of these incentives often helps keep

employees and often keeps them from leaving just for an increase in his or her salary.

Supportive Culture

Recognizing birthdays, anniversaries and special occasions as well as impromptu parties for the completion of a major project is a cultural activity that says "you are important" and "you matter." Little things can build big loyalty.

Small Gifts

Small, impromptu gifts such as sporting event tickets, free meals, theater tickets and on-the-spot small cash awards is a way for department managers to recognize an individual's accomplishments or con-

tributions to the organization. But since incentive awards have become commonplace they can often lose their effect. When the awards are given, combine them with public recognition.

Low-cost incentives should be part of your total compensation program. Don't take them for granted or you'll continually be hiring and training new people. Constant replacement in the long run is far more expensive than the incentives.

WQP

LearnMore!

For more information related to this article, go to www.wqpmag.com/lm.cfm/wq100406

For more information on this subject, write in 1015 on the reader service card.

RO UltraTec-USA
INCORPORATED

Pure Water Solutions

Residential Components

The Ultra Solution ...

The quality you're looking for ...
All of our products are thoroughly tested and sanitized to meet the highest quality standards. With over 15 years of experience in the water treatment industry, our products are a leader in quality and performance.

The selection you need ...
We carry a wide selection of residential membranes, filters, brackets, systems, and components. We have a quick turnaround time and are usually able to expedite orders right away.

The value you depend on ...
We strive to offer the most competitive prices on all of our products. We offer various services such as private labeling, drop shipping, and product customization. We look forward to working with you and establishing a long term business relationship.

RO UltraTec-USA
760.723.5417
info@roultratec.com
<http://www.roultratec.com>
541 Industrial Way, Suite 1
Fallsbrook, CA 92028

©2003 R.O. UltraTec USA, Inc.

Band Together!

BC6-2, BC4-2, BC4-1, BC6-1, BC4-3

HARMSCO is pleased to introduce a new line of Band Clamp housings to add to their already extensive product line. The *Band Clamp* housing is available in a variety of sizes for both your Cartridge and Bag Filtration needs. These new housings are constructed from stainless steel and are electro polished to provide a level of extra protection. V-tacile and NPT connections available.

Please contact us at Sales@harmasco.com or phone: 1-800-327-3248 and one of our filtration sales specialists will assist you.

Harmsco Filtration Products
7169 49th Terrace
West Palm Beach, FL 33407
www.harmasco.com
phone 561-848-9628 • fax: 561-845-2474

hfp HARMSCO® FILTRATION PRODUCTS
Made in the USA