

Water's Bright Future

Conversations about water treatment usually focus on things—the treatment technology, the hardware, the contaminant. This is true of most articles in WQP, where we discuss new applications, the latest technologies and emerging contaminant concerns.

The truth is that without the people who make up the water treatment industry—the dealers who answer the late-night service calls, the association members who travel to meet with legislators and regulators, the water professionals going above and beyond—the industry would not be where it is today.

With this special “Faces of the Industry” issue, WQP is turning the conversation toward the people who make up this industry. You may notice some similarities in this issue to last year’s 20th anniversary edition, where we honored industry icons and reflected on how far our industry has come. Faces of the Industry instead looks toward the future of the industry—but without forgetting its roots.

Featured in this issue is WQP’s first annual Young Professionals recognition program, which honors the rising stars of the water industry. Each of the 14 Young Professionals was nominated by colleagues for the passion, dedication and leadership he or she has demonstrated for the water industry. For more on these the Young Professionals, see page 6.

The Regional Updates section provides you with the latest news and developments from the

associations across the U.S. that are working with state and local legislators to advance the industry’s best interests. The updates from the Texas, Minnesota, Eastern and Pacific water quality associations provide a glimpse into the spectrum of issues being faced across the country when it comes to water, as well as the effort that goes into making change happen. See page 16 for the full report.



Finally, the Generations of Water section provides insight on the future while reflecting on the past. WQP shines a spotlight on three dealerships that have been in the industry for three or more generations in the same family. These dealerships have had to change and adapt over the years in order to stay successful, but all remain proud of their roots. For the full stories, see page 28.

Throughout these pages, it becomes abundantly clear: The passion and hard work of everyone involved in this industry, from dealerships to manufacturers to associations and more, is what drives it to success—and will allow it to continue to meet the challenges presented and steer it toward a bright future.

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