

Westman appointed Interim Executive Director

The Water Quality Association Board of Governors announced in early November that it selected David Westman as the new Interim Executive Director. In this role, he will be responsible for guiding the organization and conducting a comprehensive review of WQA's financial management, governance structures, staff functions and core processes. Westman will also serve the board as a trusted resource who will guide the association and assemble the leadership team while focusing on finding a long-term executive solution. He holds an MBA in finance and marketing from the University of Chicago and is also a Certified Public Accountant (CPA) and Certified Association Executive (CAE). While Westman serves as Interim Executive Director, the search has begun for a candidate to fill the permanent Executive Director position. The recruitment and hiring process will likely take some time, perhaps months.



IBWA board members announced

The International Bottled Water Association (IBWA) announced its 2014-2015 officers and Board of Directors, elected by IBWA members in November. Bryan Shinn (The Water Guy) was elected to serve as Chairman. He is a member of IBWA's executive committee and Board of Directors and served as Vice Chairman in 2013 and Treasurer in 2012. Organization members also approved Joe Bell (Aqua Filter Fresh) as Vice Chairman and Breck Speed (Mountain Valley) as Immediate Past Chairman. Directors elected or re-elected to the board for a three-year term expiring in 2017 include Joe Bell; Greg Nemec (Premium Waters, Inc.) and Brian Grant (Pure Flow). Other members who currently serve on the board include Philippe Caradec (Danone Waters North America); Andrew Eaton, PhD (Eurofins Eaton Analytical, Inc.); Brian Hess (Niagara Bottling LLC); Doug Hidding (Blackhawk Molding); Dave Holdener (Nicolet Forest Bottling); Scott Hoover (Roaring Spring Bottling); Dan Kelly (Polymer Solutions); Heidi Paul (Nestlé Waters North America, Inc.); Shayron Barnes-Selby (DS Services); Robert Smith (Grand Springs Distribution); Lynn Wachtmann (Maumee Valley Bottlers) and Bill Young (Absopure Water Co., Inc.).

Five NSPF promotions announced

The National Swimming Pool Foundation® (NSPF®) announced several recent promotions, including four of existing team members to newly created positions. Alex Antoniou, PhD was promoted to Chief Marketing and Information Officer, in which he will oversee and guide IT processes. Prior to NSPF, he directed all aquatic programming and supervision for Rutgers University. Michelle Kavanaugh was promoted to Mission Development Director for the US and Canada. She has worked with NSPF since 2005, managing mission development, marketing and the World Aquatic Health Conference. Silvia Uribe was promoted to Mission Development Director for all International Markets, in which she will lead all business development and customer service outside the US and Canada. She joined NSPF in February of 2008 as the Special Project Coordinator focusing on Spanish translation, interpretation and education development. Natalie Strong was promoted to Senior Customer Service Specialist and will help develop and support a cohesive customer service team, performing supervision and leadership. She has worked with NSPF since 2012 as a Customer Service and Fulfillment Specialist. Paloma Betancourt was promoted to International Mission Development Specialist, to support NSPF's training distribution partner, APPAC in Mexico and Central and South America. Betancourt studied architecture and industrial design in both Universidad Politécnica and Universidad del Turabo.



Antoniou



Kavanaugh



Uribe



Strong



Betancourt

Kunzel named to HM Digital manager position

HM Digital, Inc. announced that Brent Kunzel has joined the company as Business Development Manager, effective immediately. He will manage the marketing activities as well as coordinate the company's growth strategies. Prior to HM Digital, Kunzel worked as a management consultant, helping a variety of businesses transform their operations. He earned his Masters of Business Administration from the University of Southern California.



AICHe 2015 officers, board announced

The American Institute of Chemical Engineers (AIChE) announced that Cheryl Teich, Reaction Engineering Expertise Area Leader at The Dow Chemical Company, will become President of the organization in 2015. President-Elect Gregory Stephanopoulos, W.H. Dow Professor of Chemical Engineering at MIT (Cambridge, MA) joins Teich on AIChE's Board of Directors. Newly elected directors include: Alan Nelson (The Dow Chemical Company); John O'Connell, Professor Emeritus of Chemical Engineering, University of Virginia (Charlottesville); Anne Skaja Robinson, Chair of the Chemical and Biomolecular Engineering Department, Tulane University (New Orleans, LA) and Sharon Robinson, senior staff member at the Oak Ridge National Laboratory (TN). AIChE Directors serve three-year terms.

WWEMA 2015 officers, directors named

The members of the Water and Wastewater Equipment Manufacturers Association (WWEMA) elected new officers and directors during its annual meeting held in November. The Executive Committee comprises: Chairman Frank Rebori (President, Smith & Loveless Inc.); Chairman-Elect Ron Port (VP, Marketing and Business Development, SPX Corporation); Vice Chairman Tammy Bernier (President, Duperon Corporation); Treasurer Mark Turpin (VP and GM, Parkson Corporation) and Immediate Past Chairman Chuck Powers (Director, Global Water Resource Industry & Product Management, Flowserve Corporation). Three members were elected to the Board of Directors: Andrew Fraher (Director of Marketing and Business Development,

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Xylem Inc.); Louis LeBrun (VP, Pinnacle Ozone Solutions) and Leelon Scott (Director of OEM Business Development, Revere Control Solutions). Current Chairman Chuck Powers also named Tammy Bernier as recipient of the 2014 James C. Morriss Member Achievement Award, for significant contributions to the mission of the association and to the benefit of the water and wastewater industry.

John Grayson, a visionary and voice for the water treatment industry

Water treatment pioneer, industry professional and WQA member John Grayson, Founder of Rainsoft, passed away on November 28 in Elk Grove Village, IL. He had been ill for awhile after complications arising from hip replacement surgery. Born in Chicago on December 28, 1925, Grayson had a diverse background of skills and expertise, all of which were brought to the forefront when he launched RainSoft Water Conditioning Company in 1953, in the basement of a cigar store in Bensenville, with a paltry \$700. He built the RainSoft empire into one of the most lucrative dealer networks of its time, with a net worth of \$2,000,000 and sales volume of \$8.5 million in 1982.

Grayson graduated from Purdue University with a Bachelor of Science Degree in aeronautical engineering, then served as an ensign in the US Navy at Pearl Harbor after World War II ended. An admitted workaholic, Grayson's early career included a stint at Douglas Aircraft in El Segundo, CA, followed by a copywriter position at Montgomery Ward. He later joined the Fensholt Advertising Agency in Chicago, IL before returning to California and beginning a career in direct selling. It was then that Grayson was introduced to the water softener industry as a salesman. He went back to Chicago and worked for the ZeoRan Company (Meadowbrook) as a door-to-door salesman before striking out on his own.

Throughout his career, Grayson's impact was felt far and wide, and *WC&P* was happy to cover his accomplishments. He developed his own valves, designed and patented the industry's first seven-cycle valve and the first blow-molded plastic cabinet, introduced the first modernistic softener cabinet (Apollo) and followed with a computerized demand-initiated valve. Through the years, Grayson invented and supervised the development of numerous patented water treatment breakthroughs. RainSoft was notable for many things, not the least of which was forward-thinking advertising. In August 1971, the company presented the only known 'shocking' advertisement for water treatment: a semi-nude model in a Grecian-type setting, standing next to the Apollo water softener. Though tastefully done with style and



grace, it was neither repeated nor the style copied by any other water industry business. With a focus on finding and keeping the best staff possible, Grayson continued growing the company and the network until he retired in 1995. RainSoft later became a division of Aquion Water Treatment Products (AWTP), which has continued to capitalize on the strong base that he built.

Grayson was highly regarded for his business acumen as well as his flair for fun. Anyone who attended a RainSoft gathering could attest to the camaraderie and high spirits that accompanied such an event. Despite success, Grayson never



lost sight of how he brought the company from the basement to the mainstream, and how that translated into continued success for decades. He often said his employees and dealers were part of his

family and treated them as such. Active in several associations, Grayson served two terms as a WQA Director, where he helped shape the organization's *Advertising Guidelines*. He also served on WQA's Technical Committee, the Reverse Osmosis Standards Committee, the DIR (demand initiated regeneration) Committee,



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the Ion Exchange Committee and the Purification/Disinfection Task Committee. In recognition of his many contributions to the water quality industry, WQA bestowed the Ray Cross Award upon Grayson in 2003.

A tribute/memorial page was set up for friends and associates to share their stories at www.forevermissed.com/john-r-grayson/#stories. Robert Ruhstorfer related his own special memory. "Shortly after retiring from RainSoft, I was having lunch with John and he asked me what my plans for retirement were. I told him that I wasn't sure yet. He



RainSoft executive and board member: "John was a master businessman. He was usually the first to the factory and the last to leave. And John never took a vacation. All his trips away were RainSoft related. His passion was RainSoft and the people whose lives depended on it. Many companies call themselves family but in John's case it was for real. He had no kids of his own, no brothers or sisters; RainSoft people were his family. And John had a big heart of gold. I saw him help



asked me how old I was and I told him that I was 56. Then he asked if he could give me some advice. (He was always careful not to appear overbearing with people, which I found to be a fascinating attribute because he was usually 3-4 steps ahead of everyone most of the time!) So I said: 'Of course, John, you've been my mentor for years.' He then said: 'Well, Bob, you're way too young to retire. And you can't take up golf, because I have golfed with you before! So, you better find something constructive to do with your time.' Gosh, I miss him!"

Said Robbie Michels, retired



countless people in so many ways—he never wanted anyone to know. In the early 80s when the economy was really bad—18-percent mortgage rates, no financing and businesses were folding all over the country—it was good knowing that John was guiding RainSoft through this economic storm and, at the same time, RainSoft had its biggest growth spurt. What John knew and he taught us was that when the economy was bad, RainSoft did better. When the economy was good, we had to work harder.

"John could also make a point and be funny at the same time. Years ago before computers, he would have all his field reps write daily reports on what was going on in the field. And believe me, he read every single one of them. I was usually late sending mine in. One day I arrived home from the road and there was a big box from the factory for me. It was really light in weight. I opened it up and all that was in it was a note from the desk of John Grayson in his famous green ink that said: 'Dear Robbie, Your reports are ancient history! John.' I still have that note. And I got the point. RainSoft was never work to me. I loved it and everything about it, still do. Even John's green ink notes.

"John loved all of you. From the person who swept the factory floor, to the newest factory employee, the new-

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est sales rep or the newest dealer and the people who have been in RainSoft forever. He always had an open-door policy; anyone could call him or go see him. He truly cared. In 2008, when I was diagnosed with a neuromuscular disorder with no cure and left RainSoft, one of the first to call me was John Grayson. We stayed in touch ever since by phone and email. John was a great man that I was fortunate enough to have known personally for almost 40 years. I believed if anyone was going to live to be 100, it would be him. God must have had another assignment for this incredible

man. There will never be anyone like him again, at least in my lifetime. John would have been 89 years old on December 28. He is our loss for now. But God is sure getting a winner with John Grayson! Don't you agree?"

Grayson continued his long-held belief in giving back by donating his body to science; no service will be held. He is survived by his wife Bette and his RainSoft family. Memorial donations may be made in his name to the Kanab, UT Best Friends Animal Society website, <http://bestfriends.org/> in lieu of flowers. ♦

