

News & Views *from* OWWA

Edward Phillips Passes Away

It is with sadness that we report the death of Edward Phillips, 67, on Jan. 19. Ed was the owner of Phillips Well Drilling in Lewisburg.

Mr. Phillips was born in Columbia Hill, TN, on October 3, 1940. He retired from GM, was owner of Phillips Well Drilling, a U.S. Air Force Veteran and member of Mystic Masonic Lodge # 1715 F & AM. Ed was an avid hunter and raised champion coon dogs where he took top honors.

He was preceded in death by his parents, Porter Phillips and Leeoda Phillips-Evans; brothers, Harlon Phillips and William Evans.

Survived by his beloved wife, Lana; daughter, Regina Phillips; son, Shane Phillips; step-sons, Ronny, Kevin and Chris Darrin; grandchildren, Shane, Christopher, Alex, Jennifer, Sarah and Ashley; sisters, Wilma Watters, Shirley Blair (Don), Dorothy Turner Morgan (Vernon), Fran Evans, Wanda Fay Terrell (Larry) & Sondra Wolff (George); brother, Arlow Phillips (Melissa); sister-in-law, Carolyn Phillips; step-father, Dwight Evans; step-sister, Marilyn Evans and a host of nieces and nephews.

District 5 To Offer Tour

OWWA District 5 will offer a plant tour at Structural Fibers in Newbury on April 24 concerning WellMate tank manufacturing. The tour will run from 4:00 until 5:00 p.m.



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Walter Domer, Jr, Pres. Dan Schlosser, Exec. Director

Joel Voytek will host the tour and will also be the guest speaker at the District 5 meeting at Hickory Lake Inn. He will be bringing a cut away of a tank and will answer questions.

Dinner is at 6:00 p.m. with the meeting starting at 7:00 p.m. Kyle Herr says "All districts are welcome to attend and are asked let us know ahead of time. (We also need to hear from all District 5 members would would like to attend. The tour can accommodate approximately 25 people...first come first served.)

"Please call Max Herr Well & Pump Service at 330-562-8850 to be included on the tour. If more than 25 people are interested we may be able to schedule an additional tour at 5:00 to 6:00 p.m."

Scholarship Fund: \$6,068.50

OWWA Scholarship Fund has crossed the \$6,000 mark for 2008

The most recent donors are:

- Baroid Industrial Drilling Products
- Max Herr Well & Pump (in memory of Mark Fredebaugh)
- OWWA District 5 (in memory of Mark Fredebaugh)
- Johnston Supply Co. (in memory of Mark Fredebaugh)

Frank Gates/Attenta To Be Avizent

The Frank Gates Companies/Attenta soon will become Avizent™. Together, Frank Gates and Attenta have 100+ years of experience in risk management, third party claims administration and medical management.

"Although our name may be changing, our core services and commitment to our clients will remain the same," explained Frank C. Vidrik, President and CEO.

Avizent, based in Columbus, is one of the fastest-growing national risk management providers across all industries. The service offering includes claims management, medical managed care, self-insured groups, alternative risk financing and RMIS software. The company employs over 700 associates throughout the U.S. For additional information, please visit the Avizent website at www.avizentrisk.com.

Seats Filling Quickly!

Sales / Management Seminar

About half of the seats for the OWWA sales and management seminar have already been filled. The session will be presented by Pat Miller, national sales director of Aqua Systems.

One of the most common things we have been told in recent years is that drillers and pump installers are looking for ways to grow or at least maintain the size of their businesses as the number of residential wells is at best flat.

Our three-hour program will begin at 10 a.m. on Wednesday, April 16, at the Quality Inn & Suites, Bellville (I-71 at Exit 165).

Pat says: **Differentiation** is the reason your business exists and will continue to exist.

Differentiation = Competitive Advantage

- * It is what keeps your business alive
- * It is what keeps your business growing
- * In short it is the reason your business exists
- * What reason do your potential customers have to CHOOSE you?

Do YOU know?... Really?

- * Most businesses either..
- * Think they have a Competitive advantage but don't
- * Or, they have one and do not realize it...
- * Or, they have a strong competitive advantage but nobody else knows what it is...

Pat will describe the challenges of competing on price and of competing on product alone.

He suggests that differentiation can be found in:

- The product
- The Service
- The delivery process
- The way you thank a customer
- The employees
- The appearance of everything inside and out
- Your advertising
- Your literature
- Your trucks
- Your building
- Your installation
- Your warranties
- In the way you answer the phone
- Everything... Everything... Everything

The second section of Pat's presentation is titled **"How To Get Everyone In Your Choir Singing The Same**

Song" and he covers the following:

- What do **employees** think is important to you?
- How do you get others in your company to follow you?
- What are your values?
- What is your company vision?
- What is the culture at your business?
- How do you deal with issues such as integrity, risk and motivation?

REGISTRATION FORM
OWWA Sales / Management Program
April 16, 2008

Quality Inn & Suites (I-71 at Exit 165, Bellville, OH)

COMPANY _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

PH: _____ FAX _____

E MAIL _____

The following people will attend the seminar:

Registration fees:

\$40 per person:
(includes lunch and breaks) = \$ _____

Make checks payable to:

Ohio Water Well Assn.,
3271 Springcrest Drive, Hamilton, OH 45011

Mail or fax this form. Fax: 513-895-1739
