



# GPDA News

A NEWSLETTER FOR THE GOULDS PROFESSIONAL DEALERS ASSOCIATION

Spring 2016 Issue





**IT'S  
IRON-CLAD,  
JUST LIKE OUR  
REPUTATION**

**GOULDS WATER TECHNOLOGY  
IS PROUD TO INTRODUCE THE GSP0311,**

arguably the world's most durable cast iron sump pump. It features a long-life, easy-to-replace switch that outperforms every other switch available today. Combine that with tough, high-quality materials and a premium silicon-carbide seal, and you have a sump pump that simply refuses to give up. Kind of like the innovators at Goulds, the company with an iron-clad reputation. **Visit [goulds.com](http://goulds.com)** for more information.

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We have lots of news – both old and new – since our last issue. On the new side, we're proud to introduce the powerful eGS, a new 4-inch high-capacity submersible stainless steel pump that takes GWT's current GS technology to the next level. On the old side, we introduce you to a GPDA member in Ohio who has discovered what could be the oldest working Goulds pump – circa 1906! Once again, thank you for making GPDA great. Don't hesitate to shout back with feedback.

Sincerely,

Marc Blais

Vice President, Americas



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# Especially for GPDA Members

## Up to \$21K is available in scholarships from GWT

Up to fourteen \$1,500 college scholarships (a \$500 increase from last year) will be awarded by Goulds Water Technology to high school seniors entering a two- or four-year college, vocational, technical, or trade school program. Dependents of GPDA members and member employees are encouraged to apply.

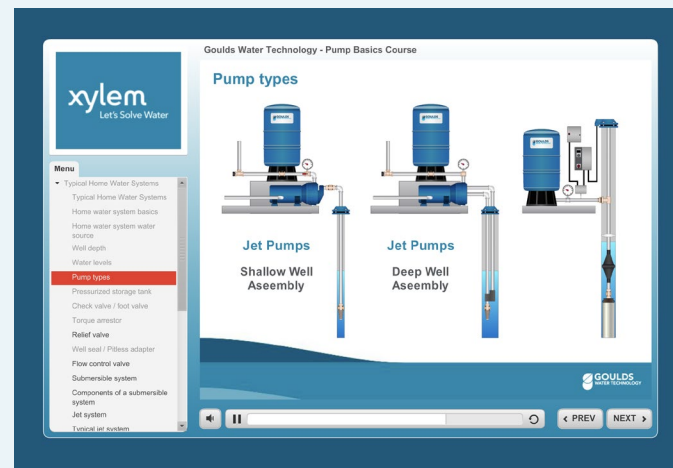
Just send in a completed application, official high school transcript, class rank, and SAT/ACT scores by April 15, 2016. You can complete the application online, or download, print, and return it by mail. Get details on the scholarship at <http://gpda.info/educational-support>, and find the application at <http://gpda.info/scholarship-form>.

## GWT eLearning is now online

The Goulds Water Technology Factory School is now online, with a new virtual education program. For more than three decades, GWT has provided critical education to water industry professionals at our Factory School in Seneca Falls, NY. But now, the eLearning program will provide greater accessibility for those who want to learn at home.

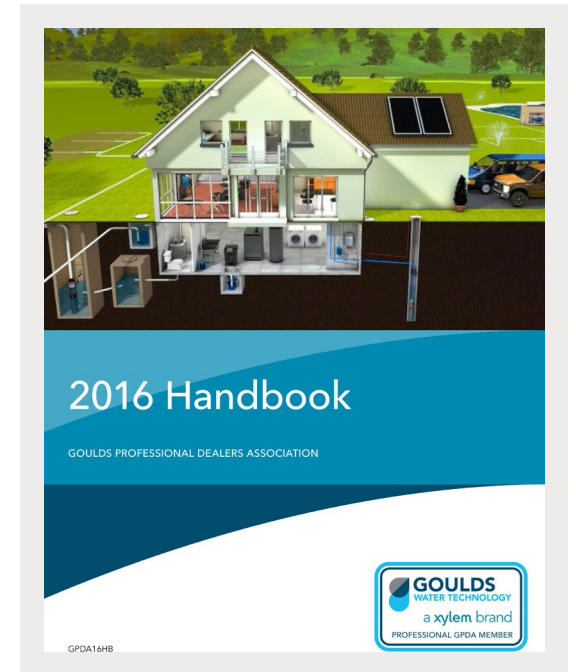
The free, self-paced program includes 11 online modules that follow the Water Systems schedule at the Factory School, focusing on topics like pump basics, understanding pump curves, and sizing. Each module takes approximately five to 15 minutes to complete, and includes a quiz that helps participants recall the salient points of the module.

The GWT eLearning program, which is easily accessible from a computer or mobile device, can help those new to the industry learn the basics, and can help experienced professionals refresh their knowledge. All GPDA Dealers will earn 1,000 bonus points when they register for the program, and an additional 500 points for each module completed. Sign up today at <http://www.gouldswatertechnologyelearning.com>.



## There are many ways to earn points

Did you realize that buying products and registering your purchases isn't the only way to earn GPDA points? For instance, you can earn as many as 10,000 points for training. Whether you participate in an in-person seminar at the Factory School or complete a module in the new eLearning program, you'll add to your point total. You can also earn up to 5,000 points for participating in various product testing and feedback opportunities. In addition, you can earn points for submitting a story to the GPDA newsletter, linking to goulds.com from your dealership's website, and sharing GWT on your social media platforms. See your GPDA Handbook for details.



## Check out the new benefits for GPDA members

The benefits of joining the GPDA are many, including training opportunities, customer referrals, and extended warranties for members. Now we're proud to announce two brand new benefits.

Thanks to Xylem's partnership with Verizon, Stainless Level members can now save 14-19 percent on their monthly wireless bills. This offer is available to new and existing Verizon customers, and will include the ability to pool minutes, increase data volumes, and pay for equipment on a monthly basis. That means no upfront costs for phones and other gear.

In addition, all members can receive cash-in discounts of up to \$6,700 on the purchase of GM Trucks for professional use, including the Chevy Silverado, Chevy Yukon, Chevy Savana 3500 Cargo Extended Wheelbase, and others. This offer is available through Xylem's competitive assistance program agreement with General Motors, so many of these trucks also include convenient fleet-only options that aren't typically available on retail vehicles.

For more information on both of these exciting new benefits, and all of the great benefits available to GPDA members, call 866.226.9106 toll free or email [helpdesk@gpda.info](mailto:helpdesk@gpda.info).

You can also learn more by watching our 2016 GPDA Program Overview video, available at <http://staging.mcdilldesign.com/video/xylem/gpda/2016/>.



## Upcoming Factory School and WebEx training opportunities

Over the past 30 years, thousands of water industry professionals have traveled to the GWT Factory School in Seneca Falls, NY, to learn about the latest advancements in commercial, residential, and agricultural applications. The current program offers four unique seminars, each of which covers the breadth of the Goulds Water Technology product line and related systems. See the latest schedule, below, and visit <http://goulds.com/factory-school> for information on how to enroll.

Seminar Title	Dates
Wastewater Commercial/Industrial Water Systems	Apr 18-21
Water Systems	May 2-5
Drives (Commercial)	May 16-19
Commercial/Industrial Advanced Commercial	Sep 12-15
	Sep 26-29
	Oct 17-20
	Oct 31-Nov 3

The GWT Factory School also offers a series of online training classes via the WebEx interface. These one-hour classes provide up-to-date product information, troubleshooting support, and other key knowledge to help members grow their businesses. Classes are offered at multiple dates and times, and can be accessed on a computer or mobile device, so it's easy to participate at home or in the office. Plus, there's no need to register. Simply call in and log on at the appropriate time. See <http://goulds.com/factory-school/webex-trainings> for the current schedule, WebEx address, dial-in number, and access code.



## Yard signs for SOLO2 dealers

In neighborhoods where one home has low water pressure, it's likely that others do, too. Now you can promote your dealership and the benefits of installing SOLO2 smack dab in the middle of those neighborhoods.

Our new GWT yard signs, which feature the message "Great Water Pressure Lives Here," can be customized with your dealership's logo and contact number. Leave them on the lawns of the homes where you've installed SOLO2 pumps to let the neighbors know that you can help them too.

Just visit My Ad Express (<http://xylem.myadexpress.com>) to customize yours. While there, you may also want to order customized SOLO2 homeowner brochures for printing and/or emailing, which you can use to follow up on the leads from your yard signs.

### COSTS FOR EACH YARD SIGN ARE AS FOLLOWS:

1 Sign	\$20.00 each	25 Signs	\$13.50 each
2 Signs	\$17.50 each	50 Signs	\$11.00 each
10 Signs	\$15.00 each	100 Signs	\$9.00 each



## Member Profile

### Wilmot Hydro Mechanical embraces technology and innovation

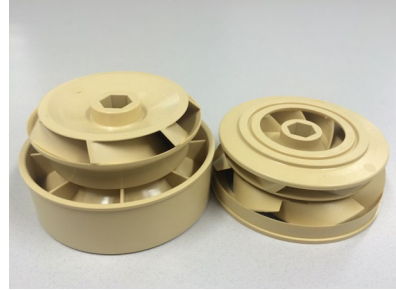
Bob Wilmot launched Wilmot Hydro Mechanical LLC more than 20 years ago because he truly loves what he does. A Stainless Steel member of the GPDA, Wilmot always strives to provide the best service to his customers in and around Stamford, CT.

He employs a crew of three to four people, and services anything having to do with pumps: sewage pumps, well pumps, sump pumps, commercial pumps and boosters, water treatment systems, de-watering systems...you name it.

This loyal GWT dealer embraces technology and innovation, so he always looks forward to trying new, groundbreaking products from GWT. His outlook is optimistic. "With great product and great support from my distributor," Wilmot philosophized, "anything is possible."

# Product News

## Introducing our new high-capacity submersible pumps

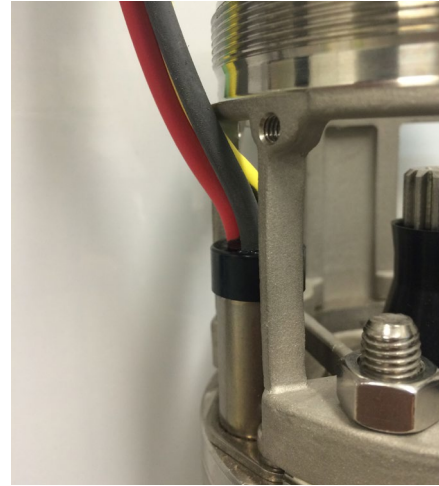


We're proud to introduce the eGS, a new 4-inch high-capacity submersible stainless steel pump that takes GWT's current GS technology to the next level. Key changes were made to the impeller and diffusers in order to improve hydraulic efficiency and increase performance, with the result being higher pressures per given horsepower.

What's more, the product line has been consolidated from six models to four: the 35GS, 45GS, 65GS, and 85GS. This consolidation provides the same hydraulic coverage with fewer models, which allows you more flexibility with your inventory. Ask your distributor for a demonstration of the new eGS.

## Improved motor adaptor on the 4" GS pump

The 4-inch GS submersible stainless steel pump is now easier than ever to install, thanks to a recent improvement. We modified its motor adaptor to improve the pathway/clearance of the motor leads, while maintaining the adaptor's high strength and increasing its stiffness.



We then conducted extensive strength testing at our R&D lab in Seneca Falls, NY, to confirm the fact that the new design has the same strength and material characteristics as the prior one. The new motor adapter is a running change and production has already begun. There will be no changes to part numbers or pricing.

## Bundle 6" products together for a members-only extended warranty

GPDA members will enjoy an exclusive two-year warranty when installing a 6" pump and motor together, and a special three-year warranty on installations that bundle a 6" pump, motor, and controller. Contact your distributor for details.

6" Pump, Motor, and Controller.		Standard	Extended
2-Year Extended Warranty	Motors: Centripro 6"	12/18 Months	24/30 Months
	Pump: L & H Series		
3-Year Extended Warranty	Motors: Centripro 6"	12/18 Months	36/42 Months
	Pump: L & H Series, Submersible Turbine Pumps with Compatible 6" Motor		
	Controls: Aquavar SPD, Aquavar CPC, Aquavar IPC or AquaStart	24/30 Months	

\* Based on GPDA Membership and the Product Purchase Rules found in the GPDA Handbook \*

## GWT products and expertise make news

### THE ABCS OF INSTALLING A VFD

This equipment can resolve household water pressure woes.

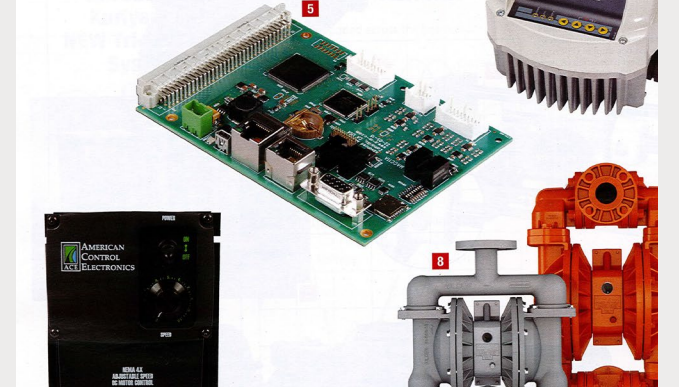
CHRIS PRESTON FEBRUARY 1, 2016

SHARE ON: f t g+ p in



### PUMPS, MOTORS & DRIVES

PRODUCT SPOTLIGHT



### Best Practices

by Chris Preston

RESIDENTIAL WATER PRODUCT MANAGER, XYLEM INC.



## A variable frequency drive installation

Homeowners rely on a continuous flow of water to do daily household activities like watering the lawn, laundry, running the dishwasher and giving the kids a bath. Often, these activities take place at the same time, which can result in a drop in water pressure.

Contractors and plumbers can provide homeowners with the steady stream of water they expect by installing a variable frequency drive. The drive speeds up or slows down the pump depending on the house-

**4. System's psi:** A new tank will typically be set at 38 pounds per square inch (psi). After the system is shut down, set the system's psi. The rule of thumb is a 20 psi differential between the set pressure and the tank pressure. For example, if your set pressure is 60 psi, the tank should be set at 40 psi.

**5. Installation instructions:** Check to see if the drive manufacturer provided installation instructions. If instructions were not provided, connect output power to the well. The wires will be color-coded,

the output current with an amp meter to determine the current load.

**8. 60, 80 Hertz:** Make sure the maximum frequency switch is set at either 60 or 80 Hertz (Hz). Use 60 Hz for match-pump motor combinations where the motor and pump horsepower are the same. For mismatched pump and motor combinations, where the motor horsepower is larger than the pump horsepower (typically two times larger), set the motor to 80 Hz.

Our communications team continues to generate exposure for Goulds Water Technology among consumers and the readers of engineering trade publications. During the first two months of this year, we placed eight articles in prominent magazines, several of which included both print and online versions.

Subjects covered a range of products, including the Aquavar SOLO2, the GSP0311 Cast Iron Sump Pump, Constant Pressure Water Controller, Variable Speed

Pump Drive, and GWT pipe and pipe accessories. Contractor and Water Technology Online both ran stories about installing Variable Frequency Drives. Phc News featured GWT in a piece called "The continued case for U.S. manufacturing," which is highlighted elsewhere in this newsletter.

Do you have an idea for a great public relations angle? Send it to [helpdesk@gpda.info](mailto:helpdesk@gpda.info).

# Industry and Xylem News

## Sharing a margarita with our members at NGWA 2015

Goulds Water Technology hosted a tropical hospitality event at the National Ground Water Association's 2015 Groundwater Expo and Annual Meeting this past December.

The Expo is a premier event held annually in Las Vegas where groundwater professionals gather for educational workshops, dynamic speakers, product demonstrations, knowledge sharing, and networking. Each year, GWT hosts a social event just for our dealers during the Expo. It's our way of saying thank you.

For this year's event, we took over the Margaritaville Las Vegas Restaurant in the Flamingo Hotel and Casino. There, more than 400 GPDA members enjoyed an open bar, buffet dinner, roaming entertainers, and a complimentary photo booth. A good time was had by all, which is pretty clear from the accompanying photo booth photos. We look forward to seeing everyone again next year.



## Strengthening our sales team

We're committed to serving our customers with continued excellence and driving growth in the U.S. – that's why we've promoted two of our finest to keep the momentum. Dave Rutz has been promoted to Director of Sales, Residential U.S., and will be responsible for growing the U.S. residential market and strategic accounts in the Central, Western and Eastern regions. After countless contributions to the industrial segment in recent years, Kevin Souza has been promoted to Regional Sales Manager, Residential Western U.S., and will oversee a team of territory managers. We look forward to seeing our sales team flourish. Congrats!



David Rutz



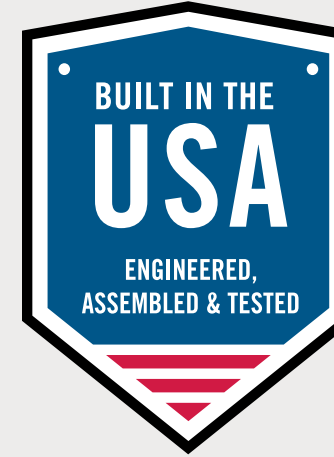
Kevin Souza

## Oldest working Goulds pump discovered in Ohio

Here's proof positive that Goulds pumps are tough and durable. A century-old Goulds "Thresher" pump was recently given to GPDA dealer Henry Schlabach of Plain City Plumbing in Plain City, OH. It came from a local farm and – amazingly – it still works.

Curious about the pump's origin and age, Schlabach enlisted the help of Julie Falsey, a customer service tech at GWT headquarters in Seneca Falls, NY. She scoured old Goulds catalogs to determine that the "Thresher" was manufactured around 1906.

According to the 1906 catalog, the "Double-Acting Force Pump" was designed "For Filling Thresher Tanks and General Use," and boasts a lift and force of 50 feet. Its starting price was \$18. Schlabach plans to recondition the vintage pump, right down to its original color of forest green, and display it in his shop.



## GWT helps make the case for American-made

Goulds Water Technology was profiled in a recent article entitled "The continued case for U.S. manufacturing." Published in the February 2016 issue of Phc News, the article points to GWT and three other companies as examples of manufacturers that are "sticking to their American roots, and remaining as high-tech and efficient as possible." The benefits of doing so, according to the article, are many.

One of those benefits, said GWT's global residential product manager Chris Preston, is access to representatives. "USA-built products not only give us a sense of pride, but also, our reps appreciate that our products are made here," Preston told Phc News. "They tour our facilities and bring their customers here to learn about the products and see how they are built. They can see the money we've invested. We wouldn't be able to do that if our facilities were in other parts of the world because they wouldn't be easily accessible."

Customer satisfaction is another benefit, according to the article, which cites a Consumer Reports study that says, "eight out of 10 Americans prefer to buy products made in the U.S. – and are willing to pay for these products if it means quality." The article goes on to explain that GWT has spent the last three years building a lean manufacturing facility in Auburn, NY, for just that reason – to produce safer, quicker, higher-quality pumps for our customers.

"On the manufacturing side," Preston explained, "our facilities are always undergoing continuous improvement. We have scanning technology to make sure all the pump pieces are in the box or that we have the right horsepower motor matched to the pump. We aim to eliminate any potential mistakes in the manufacturing process that would ultimately not provide the product the customer is looking for at the end."

To read the full article, go to <http://www.phcnews.com/content/continued-case-us-manufacturing>.



# From the Field



## Aquavar to the rescue at Mahoning Manor Estates

When both of the Jacuzzi centrifugal boosters that were feeding a small residential community failed, a smart, resourceful GPDA member replaced the old pumps with a pair of reliable Aquavar two-stage VFD booster pumps, both set at 65 psi. Not only did this decrease the pressure at peak usage times on the far end of the 32-home development, it also helped to lower the community's electric bill approximately \$25 per month by reducing the high level of amps needed to start the older motors.



## Winter dealer training in sunny Florida

Central Pump and Supply invited Tom Stephan of Goulds Water Technology to Orlando for a week of dealer training at the end of February. The training sessions, which were held at the University of Florida's IFAS Extension office, included pump basics, jets/subs, hands-on troubleshooting, use of multimeters, VFDs, and hands-on programming of the SOLO2. It also included plenty of sun. Be jealous. Be very, very jealous.



## GPDA member pulls a pump older than him

Erik Nelson is the second-generation owner of Nelson Well Services in Genoa, WI. He recently pulled a pump that his dad installed in 1970, back when he was only a twinkle in his dad's eye. Erik was born in 1973.



## GWT pumps pitch in on the chores at Fairvue Farms

A successful dairy farm in Woodstock, CT, relies on four GWT pumps to help with milk production. Three of the pumps operating at Fairvue Farms deliver thousands of gallons of water each day to 1,200 milking cows, while the fourth helps to cool the milk for transportation.

A Prime Line SP pump and two GT Irrigator pumps are responsible for delivering drinking water to the cows. The Prime Line alone pumps more than 40,000 gallons of water a day. The pumps were installed by Deep Six Plumbing & Heating, a GWT dealership that's been working with Fairvue's owners for more than 30 years.

The farm also uses a GB booster pump installed by Deep Six, which sends water through a heat exchanger to lower the freshly produced milk's temperature from 105° F to 56° F. A separate process is used to bring it down even further to 36° F, a suitable temperature at which to transport milk.

Deep Six's owners, Glen and Dan Boies, have found the relationship with Fairvue to be productive and rewarding. They're currently in the process of convincing the farm's owners to replace the Prime Line with two e-SVs coupled with two IPC drives, to add motor protection and provide the extra benefit of variable speed.



## The new OPSCO Training Center

Orchard Pump & Supply Company is pleased to announce the opening of their OPSCO Training Center. This newly remodeled space became available last August when the pump and motor repair business relocated to its new facility.

The modular meeting space is capable of comfortably seating up to 30 people in either conference or classroom style. Excellent Wi-Fi service and state-of-the-art video equipment have been installed to ensure professional presentations.

One of the main goals for this multipurpose facility is to offer training seminars here for all those willing to learn. So stay tuned for opportunities to experience the new, high-tech OPSCO Training Center for yourself.



### Programming to the rescue for thirsty turkeys

Youngpeter/Pohlman Farms of Spencerville, OH, needed to deliver 20,000 gallons of drinking water per day to 48,000 turkeys on a new 10-acre farm. So co-owner Ryan Baldauf called on GPDA dealer Bob Hasson of Hasson Well Drilling.

"In the heat of the summer, we can't afford to be without water," Baldauf explained. "Each barn holds 6,000 turkeys that we will have at five weeks old and keep for 15 more weeks. After they get big enough, we move those 6,000 out and another 6,000 come in, and the whole process starts all over again."

Hasson consulted with Brent Clum of Water Equipment Co. in Lima, OH, and GWT's Scott Zody. Together they decided that two Aquavar IPC drives and two 25GS20 submersible well pumps would best solve the watering issue. Baldauf was pleased with the results.

This was Hasson's first installation using the new IPC drives. "At first I was a little hesitant, but after discussions with Brent and Scott, we decided this would be the best option for this application," he said. "I've installed several Aquavar Solos on other locations and have been happy with this product."

"This was the first duplex job I've done and it wasn't as bad as I expected," Hasson confided. "It was a bit more programming than the Solo product, but after programming the units, I feel more comfortable with this product. I would not have done it without the help of my distributor and support from Goulds. I have more jobs in the future where I will install this product."

### REWARD: Submit your photos and tips!

Send your pictures, troubleshooting tips, and news items to [helpdesk@gpda.info](mailto:helpdesk@gpda.info). Include a brief description, names and titles of people in the photo, location, and date. Upon publication, we'll award you 1,000 GPDA Bonus Points to use as you wish.



### Pump is retired with honors after five decades of loyal service

When Charlie Gibson had a well pump installed on his southern Virginia property, the Beatles were unknown and man hadn't yet orbited the Earth. The year was 1960, and the pump was Goulds model UES07412.

Fast forward 53 years, to 2013. The property's current owner contacted Paul Barton Well Pump of Lebanon, VA, about a rust hole in the galvanized pipe. According to David Barton, the pump and control box still worked, but the owner prudently decided to install a new pump.

Impressed by the vintage find, Barton offered the owner a discount on the new pump in exchange for the old one. He then put the ES07412 on display at the dealership, where it can be seen today.

## GM Fleet Discount!

GENERAL MOTORS DISCOUNT FOR ALL MEMBERS

Xylem is pleased to extend preferred pricing to Goulds Water Technology GPDA members.

- Easy-to-use program
- Discounts vary by model

For more details, visit <http://gpda.info>

**Savings  
up to \$6,700**





# WATER COMMANDMENT #1: DO NOT COVET THY NEIGHBOR'S YARD

Order your personalized yard signs at  
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LIVES HERE.**  
Aquavar SOLO 2  
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