



*NCGWA
Celebrating Over
70 Years*

MARCH 2018

WATER WORDS

A Letter From The President

Hello,

My name is Chauncey Leggett, your President of the North Carolina Ground Water for 2018. I thank you for your trust in me, to serve you in this position. I will give you my best efforts in leadership, professionalism, participation and representation of this office. For me to be the best I can be, for you. I need your help. I need your ideas. I need your comments. I need your opinions. I really need your participation, because "Together is Better".

My main goal for 2018 is concentrating on the business side of running a profitable company. I feel like I am like most of you, I became a water well contractor because my father was a water well contractor. I did not run the number on a spreadsheet to see if this trade would be more profitable than another field to enter. I simply started drilling, because that's what I do. I, just like most of you, learned how to carve a living along the way. The work is hard but very rewarding. As for value of service to value of a dollar, there is nothing else that even comes close. So why do we charge just enough to get by. Are you tired of finding yourself deeper in the hole? Together we can make it better! In Greensboro at our Winter show we held some great classes on the business side of operating a company. A blue print to retirement was our first class. Are you planning and putting enough money aside for your retirement? Our second class was; What is the cost to drill per foot. Do you really know? The last class focused on safety. In this line of work sometimes we don't get a second chance because it will cost you.

The main purpose of this association is to create opportunity for our members. The Board works hard to come up with opportunities to better our members. There are two educational events coming up this Spring. One in Asheville on April 13th. The other is in Wilson on April 27th. If you cannot wait for those opportunities, then get in touch with us today on how you can participate in the insurance program that this association has endorsed.

In closing, thank you again for entrusting in me to be your President of the North Carolina Ground Water Association. My leadership is worthless without your participation. Together is Better.

My Best,

Chauncey H. Leggett

"Great things in business are never done by one person. They 're done by a team of People" - Steve Jobs

Continuing Education Opportunities

April 13, 2018 - 188 Erwin Hills Road, Asheville, NC 28806

April 27, 2018 - Wedgewood Golf, 3201 Stantonsburg Rd, Wilson, NC 27893

STATEMENT OF PUBLISHER

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PUBLICATION DATES

Articles and ad deadlines
are the first day of

MARCH

JUNE

SEPTEMBER

DECEMBER

Any and all NCGWA members are encouraged to send information on past or coming events or news articles that would be of interest to other well drillers. Please send profiles of well drillers/companies that you feel deserve to be highlighted in our newsletter.

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Elaine Christian, NCGWA, Raleigh (919-876-0687)

Save The Dates!

- ◆ National Ground Water Awareness Week - March 11-17, 2018
- ◆ Continuing Education - April 13, 2018, Asheville, NC
- ◆ Worth Pickard Scholarship Deadline - April 15, 2018
- ◆ Continuing Education - April 27, 2018, Wilson, NC
- ◆ 1st NCGWA Golf Tournament - April 27, 2018, Wilson, NC
- ◆ South Atlantic Jubilee - July 28 - 30, 2018 - Myrtle Beach Convention Center, Myrtle Beach, SC

Worth Pickard Scholarship

The N.C. Ground Water Association offers the Worth Pickard Scholarship to eligible students who are currently enrolled or who have been accepted into an accredited college or university.

Consideration will also be given to those seeking specialized courses of study, if the applicant is employed or otherwise involved in some area of the ground water industry.

For eligibility requirements and an application form visit our website at www.ncgwa.org.

The deadline for the 2018 scholarship is April 15, 2018.

Contact the NCGWA office at 919-876-0687 for more details.

Word That Can Drive Customers Away

They are conversation diverters. Just as the words ALWAYS and NEVER are. Customers and friends will challenge and doubt you with those words. Killer words make your customers, and potential customers, veer away from the real point of your conversation.

So best we eliminate them from our routine and vocabulary. It's not easy to do. If it were easy to do, everyone would be doing it . . . and we know everyone isn't doing it.

Here are the top rated killer words. Remove them from your sales and customer service conversations and watch the scene (personal and business) go smoother.

1. **“No Problem.”** – This is a biggie. The customer is thinking, “When was I a problem?” Believe we can thank the ‘islands’ for this one. When we take a cruise and ask for anything, what’s the first thing the waiter says when we want 4 desserts? Right, “No problem.” Well on the cruise it may be okay; however, back home it should be the GOLD STANDARD of “you’re welcome,” “my pleasure,” “happy to help,” and a host of other ways to let the customer know you’re glad to do that. “No problem” appears to be a big problem with your customers. Lose it. It kills the conversation. FYI “No Worries” is not a good substitute, either.
 2. **“Our computers are so slow.”** – Big excuse. Everyone’s computer runs slow occasionally. When you complain about your computer it’s perceived as though you’re complaining about your company. And perception is reality. Take the time to say, “This might take a bit longer than I’d like it to. Tell me about . . .” and then ask a benign question that will take some time and let the customer talk.
 3. **“Calm Down.”** – Oh man, does this one make the hair on the back of their neck stand up. In any movie or TV show I’ve watched lately when someone is told to “calm down,” the next words are, “Don’t you tell me to calm down.” Now you’re in an argument. There are times when the client may need to vent. Your job is to listen and come in at the appropriate time with sympathetic and empathetic wording. You telling a customer how to handle their actions isn’t a great idea. Get rid of the expression “calm down.”
 4. **“It’s not our policy.”** – Ouch! Okay, okay, most every company has policies and it’s something we need to deal with daily. What is not necessary is blurting that out first and foremost to the customer. The policy should be rephrased so it starts off in a positive way. “Reject gently.” And rephrasing policies are a good way to soften the blow and explain in a more TLC way what will happen. Next time you find yourself saying, “That’s not our policy,” stop! Regroup and reword. Buffer it with, “Let me see what we can do. Normally the policy of the company doesn’t allow last minute changes; however, I’ll double check.” (The request should be restated so the customer hears you’re going to go to bat for them.) “Let me double check” are powerful words.
- “Yes, but...”** – Hmm, what’s wrong with that? We all say it. Well, what’s wrong with that is the minute we say, “yes, but,” the client knows something negative is coming. If you have ever said, “I love you so much, but...,” usually there is a condition coming, isn’t there? Here’s one way to change that: “Yes, we can do that. There is, however, a \$50 additional fee.” Doesn’t that sound better than, “Yes but...”?

Most people have phrases and sayings they don’t like or that aggravate them. Keep a list of your killer words (along with ours) and avoid them.

Other KILLER WORDS on the list are:

- Can I be honest with you? (No. lie to me, please.)
- What was your name again? (The same as it was last time. I said it 20 seconds ago.)
- You don’t understand what I’m saying. (Then change the way you’re saying it.)

Reprinted with permission of Nancy Friedman, Keynote Customer Service Speaker, President of Telephone Doctor

Keep Us Updated

In order to keep you informed on important issues, we quickly need to contact you. Please call the NCGWA office at 919-876-0687 or email at elaine@execman.net with your email address, phone numbers, fax number and current address when changes are necessary.

First Annual NCGWA Golf Tournament and Fundraiser

The NCGWA will hold its First Annual NCGWA Golf Tournament and Fundraiser on April 27, 2018 at the Wedgewood Golf Course. The tournament will be held after the continuing education classes in the morning. The cost to play will be \$260 for a team of 4 players. The cost per person will be \$65. (If you are a single you will be put with a group.)

These prices include green fee, cart, lunch, mulligan, goodie bag, prizes and fun.

Prizes will be awarded to the top 3 teams. There will also be a Hole in One Contest, 2 Longest Drive Contest and 2 Closest to the Pin Contest.

Sponsorships are available - Hole Sponsor @ \$150 - Includes a Corporate Logo sign at one hole. We will need all sponsor information as early as possible but no later than April 20.

Special recognition will be made of Golf winners and all sponsors at the special NCGWA awards ceremony. Format for the NCGWA Golf Tournament will be a Captains choice. This format is simple. Each team member tees off and proceeds to the spot of the best drive where everyone hits their next shot. This continues until the ball is holed.

For a registration form please visit our website at www.ncgwa.org or call the NCGWA office at 919-876-0687. Please send all registration forms by April 20.

So put this date on your calendar and make plans to attend!



Couldn't Make the 2018 NGWA Ground Water Fly-In?

NGWA members from California to New Hampshire visited 70 congressional offices on Wednesday, March 7. NGWA had representatives from 17 states and used the event as an opportunity to promote the importance of investing in protecting and managing ground water resources.

During the policy briefing on Tuesday, March 6, attendees at the event heard from a range of speakers including high-level administration officials, a U.S. Senator, a Representative, and representatives from the private sector. The event culminated with a reception on Capitol Hill, providing an opportunity for attendees to chat with congressional staff and network with representatives from the Irrigation Association and Water Quality Association.

NGWA impact: NGWA volunteers helped to reinforce the importance of ground water to congressional offices, not only demonstrating the strength of NGWA's membership—but also the resources and expertise that Congress can rely on to inform policy.

Save the Dates!

**2019 Trade Show &
Continuing Education
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Greensboro, NC

January 31 - February 1, 2019

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Next NCGWA magazine deadline:

June 1, 2018

**Send items to: NCGWA, P. O. Box 41368
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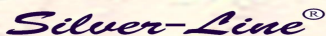
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