

# The Blue Line

The Foust Marketing, Inc. Newsletter

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## The Fable of the Two Woodsmen



The following is an excerpt from Hal Becker’s book, “Can I Have 5 Minutes of Your Time?”

Two woodsmen had a contest to see who could chop the most wood on a given day. One guy is big, 270 pounds, and the other small. The big guy looks at the small guy and thinks,

“There’s no way this guy can beat me.” The contest last eight hours. Every 45 minutes the small guys takes a break. He just leaves and goes somewhere. The big guy thinks, “Yep, there’s no way that small guy is going to beat me.”

When they chop the wood, it’s put in separate areas. At the end of the day, the piles are measured. Guess what? The small guy has chopped twice as much wood as the big guy.

The big guy is furious. He can’t believe it. He says to the small

guy, “I don’t understand. First, I’m twice your size and twice your strength, and you’ve chopped twice as much wood. On top of that, every 45 minutes you took a break, a nap—I don’t know what you did. How did you cheat me and beat me?”

The small guy says, “I didn’t cheat. It was easy to beat you because every 45 minutes, when you thought I was taking a break, I was out back sharpening my ax.”

Let’s sharpen our ax this year for continued success.

**Industry Events**

- WQA Aquatech USA Conference, Orlando FL, Mar. 9-12 2010
- NACE Corrosion, San Antonio, TX, Mar. 14-18, 2010
- IAPD Annual Convention, Indianapolis, IN, Sep. 21-25, 2010
- AWT Annual Convention, Reno, NV, Oct 20-23, 2010

**Notes of Interest**

- “The wisest of the men I’ve talked to mostly have said the same things: talk to your father and mother, talk to your wife, talk to your kids...Be there for the small moments, appreciate yourself, don’t be afraid to be too happy.” — **Bill Scanlon**
- “I can do all things through Him who strengthens me.” — **Philippians 4:13**

**Company News**

- More information on our quality pumps and controls in the next issue of the newsletter.

## Industry Focus—Water Treatment Industry



There are four basic areas of water treatment: Process water treatment for conditioning of water for a manufacturing process, which may be necessary even though the source is city water; Boiler water treatment for conditioning of boiler feed water to eliminate erosion, corrosion, and scale build-up; Cooling Tower water treatment to eliminate corrosion scale and slime; and Drinking water treatment to sterilize, fluoridate, filter, control odor and taste.

A Cooling Tower is an open recirculating cooling water system used to extract heat from processes or equipment. Examples include air conditioning chillers,

industrial processes, and related equipment. It can be a large device, in the form of a tower-shaped building, in which warm water is cooled by evaporation caused by circulating currents of air.

Using pumps and controllers help increase energy efficiency, reduce water consumption, reduce manpower, and optimize chemical utilization by:

- Controlling conductivity to prevent scaling.
- Controlling pH by metering acids and caustics to maintain a pH range that prevents corrosion.
- Controlling ORP by metering bromine or chlorine to prevent biological growth and fouling.
- Metering inhibitors such as polyphosphates or molybdates to inhibit corrosion.
- Injection of copper sulfate for algae control in cooling tower.
- Sulfuric acid injection to prevent delignification of cooling tower lumber.

A Boiler is the part of a steam generator where water is converted into steam and consists of metal shells and tubes. The object is to generate heat to make steam for use in a plant.

Boiler feed water is chemically treated to eliminate erosion, corrosion, and scale buildup. Applications include:

- Controlling conductivity to prevent scaling.
- Metering phosphates, polymers, or chelates to inhibit scale formation.
- Metering sodium bisulfite to scavenge oxygen and prevent corrosion.
- Metering corrosion inhibitors such as cyclohexamine and morpholine.

Both these water treatment processes involves chemicals and potential for corrosion. The applications are ideal for plastic pipe, valves, fittings, metering pumps, controls, timers, and pre-engineered skid systems.

## Letter from the Foust Marketing Team



Bryan Foust, President

We would like to express our appreciation to our customers and our principals. 2009 was a challenging year, but we were able to revise goals and expectations to be successful.

We have a strong sense of faith and know that we are blessed company. Despite the economical and political uncertainty, we are comforted to know that there is a God that is in control and trust that hard work and relationships we have built over

the years will prove beneficial.

The Foust Marketing team consists of Josh Wehrl, Jerry Weathers, and Bryan Foust. Jerry rejoined us this year and we are excited to have him back with our team. We are also excited about the addition of Pulsafeeder pumps and controls to our quality product line.

The opportunities in the water treatment market have provided an excellent opportunity with all our products. We are looking to add a tank, and filtration line this year to enhance our product offering.

We will continue to focus on developing product specifications. We welcome the opportunity to earn your business.

*The Foust Marketing Team*

## The Blue Line—Win Athletic T-Shirt!

Foust Marketing will continue to offer prizes for each issue of *The Blue Line*. This issue will be a T-Shirt of your favorite NCAA, MLB, or NFL team (*Aggies pictured right for Jerry*) courtesy of **Foust Marketing**.



Enter by visiting our website with the correct answers to the following questions.

1. What was the moral of The Fable of The Two Woodsmen?
2. How can Pulsafeeder pumps and controls optimize chemical utilization?
3. Why does boiler feed water need to be chemically treated?
4. What does our company focus on developing?
5. What does Bill Scanlon's quote tell us not to be afraid of?

Foust Marketing is excited to announce the winner of our newsletter "Year End Prize", the new *Flip UltraHD*. **Russell Kreko** with Regal Plastics (pictured below) was our winner from all entries from 2009.



Complete the entry form at [www.foustmarketing.com/entryform.htm](http://www.foustmarketing.com/entryform.htm).



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