

## MEETING THE SERVICE CHALLENGE



By **ERIC RIMMEL**,  
FLINT & WALLING PRESIDENT

**Service...**

I am sure everyone has seen that service has been impacted last year and into this year due to lack of help or materials. This has resulted in increased airline delays, larger classes for children due to fewer teachers, restaurants with slower service, reduced hours at many businesses, and many other examples. We fondly remember better times when everyone's needs were met more effectively.

F&W has had challenges that have impacted our business just like everyone within our industry. While we work to improve lead times and supplier material deliveries, we sincerely know a key segment of our business is our ability to provide service to our customers. In 2022 we further increased our capabilities to serve our partners by making significant changes in July. We re-organized our sales team, added two new territory salesmen, and placed additional customer service for troubleshooting calls and technical support. Our new customer service team members will be thoroughly trained on our product line and will work in the field alongside our mid-west partners to fully understand what our customers see in the field. It is our commitment to be best within our industry.

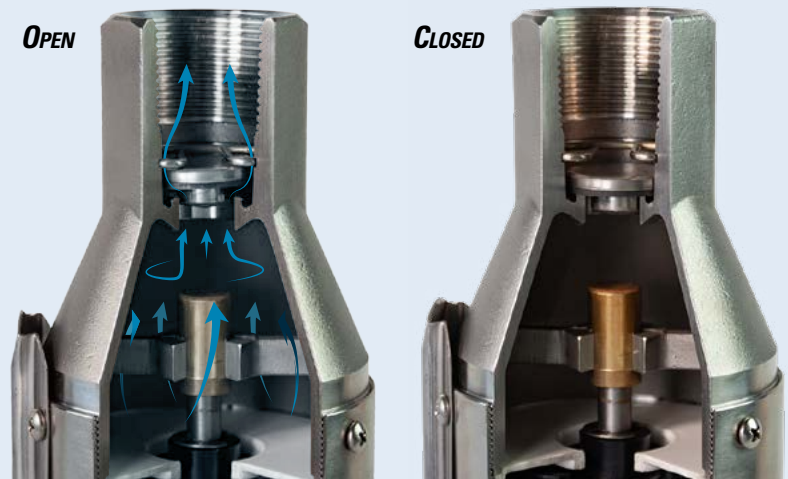
I wish all of you a great summer season for both your family and business.



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### CHECK VALVE ENHANCEMENT



By **CHELSEA YOGUELET**, MARKETING MANAGER

Flint & Walling is pleased to present the enhancement to our pre-installed check valve on COMMANDER® series pump ends. An upgraded stainless steel check valve is replacing the traditional poppet design.

Our intention is to differentiate the COMMANDER® series line and maintain our position as a premium submersible pump in the industry. This upgraded check valve completed a nationwide field test alongside our upgraded 304L stainless steel pump shaft and motor coupling. The shaft and coupling were introduced in April 2022.

Please see the list of models currently updated with the new check valve design:

MODEL	DESCRIPTION	LAUNCH DATE
4F19S10	19GPM, 1HP PUMP END	8/19/2022
4F19S10301	19GPM, 1HP, 3W PMA	8/19/2022
4F19S10305	19GPM, 1HP, 2W PMA	8/19/2022
4F10S07	10GPM, 3/4HP PUMP END	8/22/2022
4F10S07301	10GPM, 3/4HP, 3W PMA	8/22/2022
4F10S07305	10GPM, 3/4HP, 2W PMA	8/22/2022
4F10S05	10GPM, 1/2HP PUMP END	9/26/2022
4F10S05005	10GPM, 1/2HP, 115V, 2W, PMA	9/26/2022
4F10S05001	10GPM, 1/2HP, 115V, 3W, PMA	9/26/2022
4F10S05301	10GPM, 1/2HP, 3W PMA	9/26/2022
4F10S05305	10GPM, 1/2HP, 2W PMA	9/26/2022

We will continue to provide updates as the roll out progresses. Please contact your F&W sales representative if you have questions or concerns.

# MEET YOUR SALES TEAM

## BEN PAINTER - DIRECTOR OF SALES AND MARKETING

Flint & Walling has been working to reestablish their focus and vision for how to support their customers throughout the last year. Over the last 12 months, six new territory managers have been hired and three new regional managers promoted. These guys are passionate about what F&W stands for and prioritize customer service above all else. They're an important part of the end goal of delivering industry leading customer support.

The effort to strengthen customer service internally saw the introduction of our Groundwater Support Team. This dedicated line is for professionals only. Their goal is to offer faster access to a more focused and knowledgeable resource. Tony and our Groundwater team can be reached at 1-800-628-2313 or gwtech@flintandwalling.com.

Lastly, marketing continues to support our customers behind the scenes. This year introduced a significant update to F&W's Partners Program and an expanded selection of compacted literature. The new Field Reference Guides are available for submersible, jet, and centrifugal pumps.

Sales and customer support haven't always been a perceived strength for F&W. The sales team is working hard to reinforce the emphasis on supporting you and your business. A quote from Knute Rockne, one of the greatest college football coaches of all time, sums it all up nicely.

*"Build up your weaknesses until they become your strengths".*

## REGIONAL MANAGERS

### Luke McLemore - 260-242-3555 - lukem@flintandwalling.com - Region 1

Luke has been with Flint & Walling for almost three years and is currently the Midwest and Northeast Regional Sales Manager. He is an avid sports fan and likes to spend time outdoors. He spends many weekends at the lake with his wife of five years and two daughters, ages 2 and 4. Luke was born and raised near Kendallville in Fort Wayne, IN.

### Mike Messana - 910-638-6414 - mikem@flintandwalling.com - Region 2

Mike has been with Flint & Walling for over three years and is currently the regional sales manager for the southeast and mid-atlantic. He previously worked in industries including: construction dewatering, sewer bypass, pump rentals, and as a pipe support engineer for nuclear power plant design. He also managed projects for dewatering, the treatment of effluents, and the processing of municipal and industrial sludge. Mike played baseball while earning his BS in Civil Engineering from the Florida Institute of Technology. He is an avid golfer, football fan and enjoys cooking and traveling. Mike lives in Pinehurst, NC.

### Harley Mayes - 260-318-3931 - hmayes@flintandwalling.com - Region 3

Harley has been in the Water Well Industry for the past 24 years. 19 of those he worked in distribution covering the South West portion of the US. He has four children and one grandson with another grandchild on the way. When not working he enjoys riding his Harley Davidson motorcycle, attending and working concerts as well as being around friends and family. For his 50th birthday, he is excited to actually ride to the Sturgis Motorcycle Rally in Sturgis SD.

## REGION 1 SALES TEAM - MIDWEST AND NORTHEAST

### Nate Popp - 260-599-4510 - natep@flintandwalling.com

Nate's spent the past 25 years employed by a family owned company in the HVAC industry. Working in a family business taught him the value of building strong relationships through honest communication and delivering quality service. We feel that this experience will greatly assist him in exceeding F&W customer expectations in the ND, SD, MN, WI, and MI area. When not working, Nate is a family man and prioritizes spending time with his wife and two young daughters. Residing in Minnesota, he is an avid outdoorsman who enjoys fishing and hunting trips with family and friends.

### Ryan Stout - 260-308-8113 - rstout@flintandwalling.com

Ryan brings much needed sales experience to the NE, KS, IA, and MO market. He's spent the last four years as a territory manager for Fluid Flow Products. His time in outside sales taught him the importance of accurate and timely communication. He developed strong relationships through prompt follow up, customer training events and his emphasis on getting in the field where the product is used and installed.

### Todd Ortman - 260.585.7915 - toddo@flintandwalling.com

Todd has been in the water industry for the past 28 years. He has been with his family's water supply contracting business for over 20 of these years and also worked in various other aspects of the industry. He is covering the Midwest portion of the country and resides in Indiana. On his time away from work, Todd enjoys snowmobiling, snow skiing, barefooting, and wake boarding with his wife and son.

## REGION 2 SALES TEAM - SOUTHEAST AND MID-ATLANTIC

### Tyler Jones - 260.226.2280 - tjones@flintandwalling.com

Tyler will be celebrating his fifth year at F&W this year. Previous to the groundwater industry, he worked in the pharmaceutical industry. Outside of work, Tyler enjoys live music, researching local history, genealogy and rooting on the Purdue Boilermakers.

### Jeremy Dunham - 260-615-0896 - Jdunham@flintandwalling.com

Jeremy brings 25 years of working in the water systems industry. He spent fifteen of those working for a large water well driller in Connecticut. In the Fall of 2013, He began working as an outside salesman for a water well distributor. During his nine year tenure in outside sales, he emphasized the importance of customer relationships and prided himself on being upfront, honest and accountable. When he is not working, Jeremy enjoys spending time with his wife of 13 years, Robyn, and their 11- year-old son, Carter.

## REGION 3 SALES TEAM - WESTERN

### Alex Urquhart - 260-349-5142 - AlexU@flintandwalling.com

Alex began his career with the water industry 19 years ago. Some of that time he was managing the CA/NV territory for F&W and Wolf Pumps. He is now back expanding his old territory to also include UT CO and WY. He possesses strong leadership skills and a motivation to continually exceed customer expectations. When he is not working, Alex enjoys hiking, camping and playing music together with his wife of 17 years and their 3 children.

### Keenan Hendricksen - 260-599-4310 - khendricksen@flintandwalling.com

Keenan grew up in the industry and has worked 6 years total in distribution along with four years in the construction field. Hobbies include hunting, fishing and coaching high school football. Keenan has been married to his wife Megan almost four years. They have one daughter Kennedy Jo and two dogs Remi and Millie They enjoy spending our summers at our family property and exploring Montana.

### Tony Armbruster - 260-318-1491 - tarmbruster@flintandwalling.com

Tony resides in Arizona and enjoys spending time with his wife, two children and four grandchildren whenever possible. When not working, you can catch Tony sharpening up his hobbies. He'll likely be found on a golf course or hunting to name a few. Another hobby he had while he lived in Washington was to train Labradors as hunting dogs.

## MANUFACTURERS SALES REPRESENTATIVES

**O'NEILL & DUNBAR, INC.**  
Ernest Dunbar - 512-626-1305  
ernie@codinc.net

**DAHAN & ASSOCIATES**  
Paul Dahan - 561-718-5638  
dahannassociates@aol.com

**SOLO SALES COMPANY**  
Tom Hawkins - 303-322-4270  
tom@solosalescompany.com

**SALES SERVICE PLUS, INC.**  
Ken Matzoll - 248-694-1961  
kmatzoll@salesserviceplus.com

**GROUPONE NORTHEAST INC**  
Ron Nursey - 845-453-0235  
ronnursey@gmail.com



# POWER TO THE PUMP

*The only 4-inch submersible motor made in the USA.*

Flint & Walling builds our own premium 4" 1/2-2 HP, 60HZ submersible motors using a majority of U.S. content, right here in Kendallville USA.

We insist on using quality materials, skilled American workers, and testing our products again and again.

Other questions? Let's talk.  
800.584.8089 or visit [FlintandWalling.com](http://FlintandWalling.com) to locate a distributor near you.

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**F&W**  
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## NEW PROGRAM REWARDS

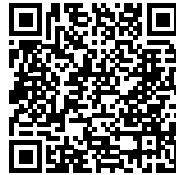
By **CHLOE FURNISH, MARKETING COORDINATOR**

Over the past few years, Flint & Walling has been taking notes from their customer's feedback on the rewards program. They are thrilled to announce the launch of the new rewards website [shop.flintandwalling.com](http://shop.flintandwalling.com). All current and future partners are encouraged to email [FW@everythingbranded.com](mailto:FW@everythingbranded.com) if they have any portal questions or merch suggestions!

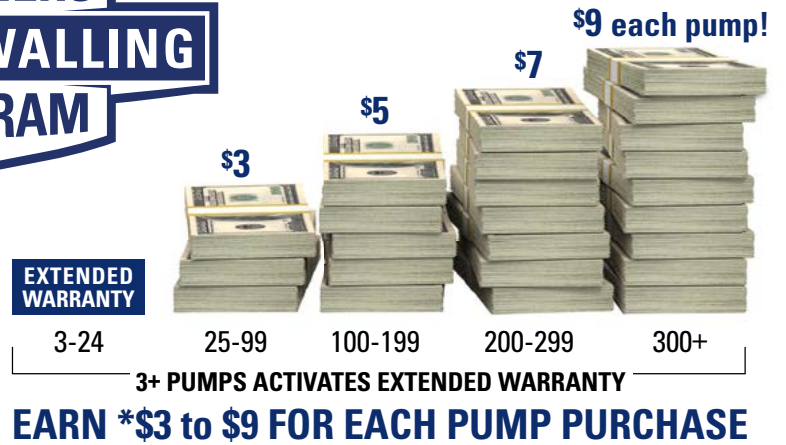
If you're a dedicated F&W Authorized Dealer, be sure to participate in the 2023 Partners Program. 3+ valid submissions grants customers a limited product warranty. Buy more than that? Starting January of 2024, the more you buy; the more you earn. Customers will have one calendar year to spend more reward dollars than ever before.



Scan the QR Code below to find the Partners Program web page in [flintandwalling.com](http://flintandwalling.com)



## YOU ASKED. WE LISTENED.



\*Rewards scale with purchases made within a calendar year and will be applied to your account to spend. Points do not roll over year over year. Rewards earned through the F&W Partners program can only be redeemed on the website: [shop.flintandwalling.com](http://shop.flintandwalling.com)

Please reach out to your local salesman for the new submission template. Going forward, we are strictly accepting submissions through this form. We appreciate your understanding!

## ENHANCING PRODUCT QUALITY



In the summer of 2022, F&W added the industry's best motor varnish oven to the 56 frame motor production line. This required a lot of reorganization and work removing and re-pouring concrete in order to make room for the large oven. This equipment improves product quality and overall output. The entire production team is excited to have this oven on F&W's manufacturing floor.

**SHOWN FROM LEFT TO RIGHT:**

Alan Steffe, Austin Mead, Lander Gropp, Daniel Hollopeter, Josh Miller (in front a bit), Roy Repine, Nathaniel Henry (in back), Randy Shepherd, Andrew Jones, Tony Carpenter, Dylan Raymond, Jerry Hunter, Lisa Mulkey (holding parts), Mia Bailey, Zoi Kester, Nichole Harter