

Governmental priorities

Like most Americans, I have a love-hate relationship with government. I love the positive force that government can be in shaping our future history. I also hate the pedantic nature of the bureaucracy we have established to drive that force.

The impact of a democratic republic, which is oftentimes referred to in modern political correctness as a 'constitutional democracy,' is to 'move the needle' of change in very small increments. And Americans thrive on talking, arguing and debating these incremental changes, regardless of which side of the political spectrum one finds themselves.

Along with religion and particular social issues, plus the support of our favorite athletic team, governmental discussion can generate some vehement verbiage on both sides of any point. But there is often a very clear viewpoint of right and wrong in a free enterprise economy on 'moving that needle' because of misplaced government priorities.

This viewpoint is especially confusing to many around the world whose governments are much more polaristic and oppressive than ours ever has ever been. They are sometimes not sure what we are talking, arguing or complaining about.

Having been a former elected and currently appointed local official, I can speak first hand that sometimes we don't know either. But, in some cases, the egregious nature of government priorities is very clear and becomes quite unbearable.

This is where we find ourselves on the argument of banning bottled water. It is unconscionable that any level of government or any bureaucratic unit would in any way find this a good idea.

It is simply ridiculous.

Somehow the bottled water industry is targeted as the reason for rising oil prices, improper waste management, the lack of complete plastic recycling, global warming and probably, for some, the lack of world peace. While there are contradictory assessments on plastic bottle safety, until these are definitely proven, this is another case of unnecessary government social engineering for the wrong reasons and in the wrong way.

For decades, health and nutritional experts have been telling us all to drink more water. Yet a convenient and portable source is now under attack...just because it is.

And the social engineers are trying to pit one form of conditioned and purified water against another to help sell their weak argumentation; tap water is okay, but not bottles! But we know by watching similar government intrusion via brine discharge discussions in California that any business activity relative to conditioned and purified water is under threat, whether bottled or not.

Any way to get potable water in the hands of anyone who needs it is an excellent method; there is no best, better or worse way. It is all good and it all has value to our health and to our global societies, whether for convenience of individuals or necessary use in times of global disaster.

As the old political adage goes, your life, limbs and property are always in danger any time the legislature is in session. And the entire bottled beverage industry, not just water, should beware of this intrusion.

Take a few minutes and write your local city council members, state and government officials and retail business leaders on your support for rejecting any bottled water restrictions. Also make sure to support the organizations protecting your rights and all segments of our industry in any way you personally can.

Let's move the needle of government priorities back to our side on this issue. After all, government should have more important things to do...like world peace.

PS—If you are interested in learning more about the history of the water conditioning and purification industry, please check out the story on page 78 about efforts being put forth by the WQA Task Force to professionally digitize and record our terrific past.



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