



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Fall/Winter 2021

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President



Greetings everyone,

As Thanksgiving and year-end draw near, I like to count my blessings and take stock of the good things that have happened throughout the year. That's harder than ever as we're nearing the two-year mark of this pandemic.

Still, the time without the Annual Conference has given your WWWA Board time to reflect on the value of membership and make some changes that hopefully you will also find of great benefit:

Edwin Huntoon/Owen Williams Scholarship

Previously, there were two \$1,000 scholarships offered with different qualification requirements. These have been combined into one scholarship with a single, simple application, and the amount has been tripled! The WWWA will be awarding two of these scholarships each year, and there are only two qualifications:

- Applicant must be a family member of a WWWA member
- Applicant must be applying to or enrolled in a post-secondary institute (college), as a full-time student.

The application process is simple too, the applicants should just send the office a written essay (between 250-500 words) and two letters of recommendation: info@wisconsinwaterwell.com

That's all there is to it! Applications are accepted through Thanksgiving, and the recipients will be notified by year-end. We hope members find even more value in the higher award amounts that can help their family members through their college years.

Lowered Dues for Additional Company Members and Associate Members

All individual members of WWWA used to pay \$150, whether they were a voting member or not, and regardless of if they held a license. To draw a clearer delineation between those with voting rights and non, and to lower the dues for some, the revised categories and amounts are:

Full Members must have a license number:

- \$150 = Full Membership (Voting) - FIRST member from a member company
- \$100 = Full Membership (Voting) - ADDITIONAL members from same company

Association Members do not need a license number:

- \$75 = Associate Membership (NON-Voting)

Just a reminder, each *member* of the WWWA pays dues to receive member benefits, it's not a company membership. But there are now discounts for those additional members.

Classified Advertisements

As a new membership benefit, WWWA has created a Classified Ad section of the website. Everyone can use it, but it's FREE for WWWA members! This new tool is for posting used



Letter from the President continued on next page

2021-22 WWA BOARD OF DIRECTORS

PRESIDENT

Rick Peterson
Clean Water Testing, LLC
920-841-3904

VICE PRESIDENT

Jason Hintzke
Hintzke Well Drilling
920-419-7068

SECRETARY

Jeff Haughian
Aqua Wells
715-458-2250

TREASURER

Terry Farago
Farago Well Drilling
715-335-4398

DIRECTORS

David Haupt
Haupt Well & Pump
Co., Inc.
715-652-2711

Jeff Kramer
Retired
920-410-4864

Perry Will
Rep Rite Burk
651-769-5614

Jeff Thron
Mantyla Well Drilling
651-226-7508

David Beecroft
D.M.B. Drilling Co Inc
715-653-4202

Tim Nelesen
Franklin Electric
920-205-5755

Mike Hanten
Clean Water Testing, LLC
920-733-7590

Letter from the President continued from previous

equipment or surplus product on the new website. More details are available online, visit www.wisconsinwaterwell.com and click on "News & Events", then "Classified Advertisements", or see page 22.

Website Banner Ads

With the fresh new look to the website it's a great benefit for any company that wants to post a banner ad. The ads appear in rotation on every single page of the site at the right side of the screen following the menu items. This advertising opportunity is only available to members and is \$180 for a 380 pixel square sized ad for the whole year. You can sign-up for this with your membership dues renewal in 2022.

I hope you all find value in some of these new and expanded benefits for members and start planning to join us onsite in January when we get back together in person at the Kalahari for the 2022 Annual Conference – a blessing I'm always grateful for!

For now, enjoy the two main holidays in November, Thanksgiving and Deer Hunting! Have a safe and successful hunt. I wish for you all a blessed Christmas holiday with your loved ones and I'll look forward to seeing you at the Annual Conference in the New Year.

Sincerely,



Rick Peterson, Clean Water Testing
920-841-3904, rick.peterson@cleanwatertesting.com

WWWA MEMBERSHIP UPDATE

As of October 1, 2021

178 FULL
MEMBERS

27 ASSOCIATE
MEMBERS

7 LIFE TIME
MEMBERS

EXECUTIVE DIRECTOR MESSAGE: IFFERMENTS > AFFIRMATIONS

By Jennifer Rzepka, CAE, WWSA Executive Director

If you haven't encountered the term Impostor Syndrome yet, a simple Google search explains that it refers to the internal experience of believing that you are not as competent as others perceive you to be. Internal being the operative word.

This definition is usually associated with intelligence and achievement, and it has strong links to perfectionist tendencies. With such prevalent aggression and negativity in daily news stories and social media outlets, it's not surprising that Impostor Syndrome has been affecting more people in recent years, whether they realize it or not. When you're hearing non-stop negativity from external sources, most people default to filtering everything through a similar negative filter. Which is why "when it rains, it pours" is essentially a self-fulfilling cliché.

Most of my friends and colleagues have faced some degree of Impostor Syndrome in their lives— be it because of their career choices, their relationships or how they handle parenting challenges. Oftentimes, it's impacted by seeing snapshots of other people's lives through what they choose to publicly post on social media channels. Those tiny glimpses are never the whole story, but those posts, comments and photos feed into the negative internal narrative of someone struggling with Impostor Syndrome. Seeing content like this can further harm someone struggling with their own value, someone who holds unreasonably high standards for themselves or someone who is clinging to unmet expectations of where they feel they "should" be at this point in life.

The emotional drain of Impostor Syndrome is significant! It erodes our sense of confidence and self-worth, leads to extreme emotional exhaustion and often results in burnout. We're all our own worst enemies. We tend to do this to ourselves.

I don't want to discount the countless self-help and positive-thinking resources available. There are amazing people who have dedicated their lives to helping others cultivate a better mindset. Still, it's a harsh reality-check to learn that—even with the immeasurable number of articles and books out there, healthcare and insurance companies acknowledging and providing more mental health aid, the prevalence of stunning motivational speakers, the commonplace of wall signs and notebooks with positivity reminders and encouragements on every page and the weakening mental health stigma— many people can still end up stuck in this terrible mindset.



Positive affirmations are a primary recommendation of mental health professionals in helping people improve their self-worth and counter panic and anxiety. These intentional, consistent reminders are meant to build healthy, confident and positive thinking patterns. Some of the most common affirmations are:

- Don't hold back.
- Don't give up.
- I can do it.
- I am enough.

Unfortunately, for someone with Impostor Syndrome—or a loud, negative internal voice—

these don't work. They feel like lies, like impossibilities. It's a very black-and-white way of perceiving the world. I've recently encountered a new, more gentle way to reach a more "grey" way of thinking, a better mental balance. Perhaps affirmations don't feel wholly true today, but that doesn't mean they aren't possible. Look what happens when the affirmations above are changed into iffermations:

- What if I don't hold back?
- What if I don't give up?
- What if I can do it?
- What if I am enough?

Very different, yet still very powerful phrases. Affirmations are absolutes, iffermations feel more like possibilities.

Writing deeply personal articles like this always makes me feel a little vulnerable. There's always part of me thinking, "Who cares. It probably won't impact anyone's life, what I have to share doesn't really matter that much." But...what if? What if someone cares, what if it does impact someone's life and what if it really does matter?

So, if this article resonates with you, maybe this new technique will help open your mind to a different way of thinking. Consider giving it a try and being a little more kind to yourself; it just may help you take that next tentative step towards something amazing:

- What if you ARE perfect for that job?
- What if you ARE the expert?
- What if they DO care about you more than you know?
- What if...? 💧

Sincerely,

A handwritten signature in black ink that reads "Jennifer Rzepka, CAE". The signature is written in a cursive, flowing style.

Jennifer Rzepka, CAE
Executive Director

LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWSA Government Relations Advisor

“Ah, winning was easy, young man, governing’s harder.”

~ George Washington to Alexander Hamilton (from Hamilton, An American Musical)

Let me start by saying that I loved *Hamilton, An American Musical*. Saw it twice and I’d see it again, but next time, I hope, on Broadway.

For context, having won the Revolutionary War, it is now up to Washington, Hamilton, and others to set revolutionary thoughts aside and get to the difficult work of governing. And it is very difficult work...

There are so many needs. So many opinions. Leadership, constituents, potential primary challengers, and more to consider. And the things you need to know and understand to make good decisions is almost impossible to fathom. Few that are elected know much of anything about education, the environment, tax policy, transportation, crime, workforce development, or countless other issues. But they will be asked to vote with a simple yes or no on matters related to all of them. It’s hard work, but there’s a work-around.

To win their “war,” which is an election, they must have a perspective and then apply that particular perspective to issues as they arise. And that helps, but it’s hardly nuanced. Indeed, more decisions used to be based on policy than politics, but today, when perspectives are applied to almost everything, legislators find themselves drawn in to more and more battles that divide them. The business of government is just that – a business. But it is not like your businesses. It’s not entrepreneurial, but institutional. For example, A decision to paint the White House purple isn’t something that one person can do, but you can paint your drill rigs and pickups whatever color you like.

Indeed, governing is harder because it requires the ability to recognize that what you are doing today will create a precedent for tomorrow. If districts are drawn in a way to favor one party or the other, what happens when – not if – the balance of power shifts. Or when executive power is transferred away to the legislature. What happens when – not if – the balanced of power shifts.

The back and forth struggles we have been witnessed at the federal, state, and local levels all rely on a simple strategy going forward, and that is to do everything possible to make sure that the power shift never happens. Control redistricting, control the courts, control



the candidates. Each helps secure the majorities and then build from there.

And yet the best ideas are not vesting in any individual or party. We need each other to discuss ideas – even with people who may disagree with you – to help make better decisions for all of us. We need our friends on both sides of every issue and let’s face it, the only one who is going to agree with you on every issue is the person looking at you in the mirror. None of us agree 100 percent with one another, let alone a political party’s platform. We’re individuals and we love the independence that is afforded us in this country to exercise our choices.

Winning is easy. Governing is harder.

Winning is easy because it’s binary. One person wins and the other person loses. It’s not really all that messy. Governing is harder precisely because it is messier, requiring empathy for the views of others, an open mind, and a longer view. It involves policy – which is intricate and detailed and requires a scalpel – and not politics, which is far less detailed, where a broadsword will work just fine.

Point is, my friends, it’s good to be excited about politics. But politics, and winning and losing, is not governing. Let’s get excited about governing and the difficult choices it requires. Let’s work toward a way to disagree but still respect that the person you disagree with is not always trying to win and lose or help a friend and hurt a foe. Sometimes, they’re just doing the best they can with a very messy situation. Governing is hard...

Administrative Rules

NR 146 (Testing): The date for the hearing on the permanent rule related to agency testing is scheduled for October 12. The agency has acknowledged and shares our concerns regarding test integrity, particularly as it relates to online testing. We continue to ask for an in-person testing site at the Groundwater Conference in January each year.

NR 812 (PVC): DNR recently provided feedback regarding the Economic Impact Analysis on this rule. The rule will next move to a public hearing scheduled for October 7. We have been in touch with the agency regarding our opposition to the rule and discussed ways

Lobbyist Report continued on next page

to address our concerns through the variance process. The Scope Statement clock is running and there is a long way to go in this process yet.

NR 809: The Scope Statements to modify NR 140 (DG-31-20) and NR 809 (DG-25-20) related to PFAS and other groundwater contaminants were approved by the NR Board, allowing the agency to continue to work on draft rules for public hearing. The process is expected to take some time and will almost certainly spark a good amount of public comment. We will be monitoring progress on the drafts as they advance.

Legislation

AB 500/SB 501 – Energy Passive Groundwater Recharge Product: This bill has been introduced as of August 24 and referred to the Assembly Committee on the Environment and the Senate Committee on Labor and Regulatory Reform. We are registered against the legislation and testified against it at an assembly hearing on October 6. All the authors and sponsors are from the Northwest part of the State – Senate District #1 – so the bill appears to be targeting an issue as constituent in that area of the state. We expect that there will be others who will push against the bill too, many of whom are close to the Governor and his environmental agenda.

SB 469 – Reciprocity of Licenses: This bill would require that there be a pathway for individuals licensed in other states (for a minimum of one year) to become licensed in Wisconsin. State testing would still be required, but with a few exceptions, licensure in another state would make the person eligible to test in Wisconsin. The bill limits its scope to DSPS licenses, so driller and pump installers would not be affected as drafted. This sort of bill is interesting in that it garners support on both sides of the aisle. The Obama and Biden administrations have each asked for changes in the laws to allow people to more easily move from state to state to work. This at the same time as the Walker administration in Wisconsin and the Trump administration sought to do something similar. Given Labor's opposition, it seems unlikely to pass, but you just never know...

AB 419/SB 361 – PFAS: These bills are not destined for much action, but reflect the thinking of Assembly

and Senate Democrats on the PFAS issue, including the setting of groundwater and drinking water standards. Essentially, the bill requires the DNR to apply DHS recommended groundwater standards until such time as an emergency or permanent rule establishing such standards is in effect.

Of Note:

NR Board Chair: The Attorney General is suing the chair of the NR Board, asking that the court compel the chair to step down. The Governor's appointee has not been confirmed by the Senate, so the current chair has taken the position that he is to remain in that role until such time as his successor has been nominated and confirmed. Thus, the balance of power between Walker appointees and Evers appointees remains tilted to Walker, something the administration would like to change. Absent cooperation from the Senate, the administration's only option was to ask the courts to address this situation.

Federal Infrastructure: When the U.S. Senate passed the infrastructure bill, there were a lot of folks who thought that something big had happened. It was big, but it wasn't the end of the line for the bill. It still needed House approval and the votes weren't there for a stand-alone infrastructure bill unless there was a second bill dealing with a broader set of administration requests for "infrastructure" as defined more broadly than roads and bridges and underground utilities. The House passed the infrastructure bill when it had the votes to begin work on the larger (\$3.5 trillion versus \$1.0 trillion) package. The smaller is to be paid for by unused COVID relief funds. The larger would require new taxes, and so it faces an uphill climb, even though it will only require a majority of the votes in the Senate, not a filibuster-proof vote of 60. Every legislator becomes critical, so look for that bill to get modified significantly before final consideration. Included in the package would be energy-related incentives for things like geothermal systems and funds for rural infrastructure, including POWTS community sewer and water systems and funding for private systems (repair and replacement of POWTS and well systems, supplementing funds in the Wisconsin Fund and Well Compensation Fund). 💧

MUSTACHIOED MUSINGS



By David L. Haupt, Master Ground Water Contractor

Happy 3rd quarter. I hope your summer was rewarding.

My biggest challenge with writing articles is to choose something I think prospective readers will enjoy reading.

Sometimes I try to throw in a little of what I consider humor. Sometimes I feel the urge to educate. Sometimes current events prompt me to go into explanation on how some politicians are inappropriately and/or intentionally trying to manipulate things. Last, sometimes I just share life experiences that I think the readers might find interesting. All that said, I might include some of each.

Having written some articles for the National Driller, I am trying to recall all the details of the various topics. After all, I don't want to be repetitive and bore you.

Recent news about increasing amounts of salt in groundwater and an email from Jeff Beiriger to the WWSA Board prompts me to share a couple of my personal experiences with salty groundwater.

The first one that comes to mind was probably over 40 years ago. I stopped for lunch at a restaurant in Babcock, WI. I put a little sugar in my coffee and when I took a sip, it tasted salty. I addressed the owner and waiter, and said some roundhead must have put salt in the sugar container. They went on to explain that their water was salty. I tasted the water and confirmed that they were correct. I did a little personal investigation and noted that the water softener backwash water discharged out the back side of the restaurant quite close to their well. A little more investigation concluded that well was a shallow sand point and the discharge water did not have too far to influence the salt concentration and quality of the water from the point. If memory serves, a new deeper replacement well eliminated that problem.

Another salty water situation was at the intersection east of the CWA airport near Mosinee. That one still is not clear to me as the well was properly cased and grouted and the water entered the well was from considerable depth into the granite formation. There was a County salt shed nearby, but that was no longer used to store road salt. Neither the tavern well across the road on the east side, nor the old veteran's well on the south side appeared to be affected. There was another inquiry from a landowner about ½ mile

west of that intersection. A new well was drilled for a new house on the adjacent lot and both were hooked up to the new well. My assumption is that most of the salt came from the salt storage and some from the salt used in the winter on the roads.

Another salty situation was in Clark County. We drilled a well for a residence under construction and after the pump was installed, the owner called and said his water tasted salty.



This was a rather remote area and there was no salt storage anywhere nearby. I even went so far as to call the Geological Survey to inquire if there was even a remote chance over geological time that some sea water had gotten trapped in the bedrock. The conclusion they came up with was no that was not logical. That left only one logical reason that there was salt in that well and that was that someone put salt into the well.

Soon thereafter I had some other customers to visit in that part of the world so I bought a package of little paper cups and called the homeowner to see if we could meet there. This house was under construction at the time so they were not yet living there. He agreed to meet me. I asked him to hook up a hose and let the water run until I got there. It was something shy of an hour and when I got there I took a paper cup, filled it with water and handed it to him. I filled one for myself and we both took a drink. Neither of us tasted any salt. I told him to check with his pump installer and find out if he added salt. Turned out that the pump installer did add salt with the chlorination as someone told him that was the thing to do. After I explained the situation to the pump installer I was confident that would not happen again.

This topic could involve some serious changes to the way the industry handles the situation.

My doctor advised me to minimize the amount of salt used because salt causes the body to retain fluid.

All that said, I will close this session. "Please pass the salt." 💧



2022 WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE

ATTENDEE REGISTRATION

CONFERENCE DATES

January 19-20, 2022

LOCATION

**Kalahari Resort and
Convention Center**

1305 Kalahari Drive

Wisconsin Dells, WI 53965

For Room Reservations Call: 877-254-5466

2022

6737 W. Washington St., Suite 4210, Milwaukee, WI 53214

Office: 855-947-9837 • info@wisconsinwaterwell.com • wisconsinwaterwell.com

Event Overview

The 2022 WWA Annual Conference is an opportunity for attendees to receive their required continuing education credits, while also creating lifelong professional connections. This family-friendly event includes CE classes, the trade show, awards banquet and silent auction, raffles, the annual bowling tournament and more.

CONTINUING EDUCATION

The WI DNR requires licensed water well drillers, heat exchange drillers, pump installers and rig operators to attend six (6) hours of continuing education during each calendar year for each license held. The WWA provides 6 hours of continuing education for water well drillers and pump installers on Thursday. If you have any questions, please contact the WWA office.

RAFFLE

Make sure to purchase your tickets for a chance to win one of MANY amazing prizes! Ticket sales will begin at the General Membership Meeting on Wednesday, January 19. The drawings will be held in the exhibit hall on Thursday, January 20th.



Kalahari Resort and Convention Center

1305 Kalahari Drive
Wisconsin Dells, WI 53965

Room Reservations: 1-877-254-5466

\$114/night Single or Double Occupancy-Standard Room upgrades and weekend reservations are subject to increased rates. Contact the hotel for rates and availability.

Room rates available until December 18, 2021. Reservations must be made by calling the hotel directly at 877-254-5466. **Mention "Wisconsin Water Well Association" to receive the discounted rate.**

You can also reserve your room online:
<https://book.passkey.com/e/50234757>

MEMBERS ONLY Special Deal for WWA Members

Become a 2022 member, make your hotel reservation AND pay your registration fee before 5:00 pm on December 31, 2021 to receive a **\$100 Kalahari Gift Card!**



Rooms must be booked under the WWA room block.

Schedule-at-a-Glance

Wednesday, January 19, 2022

9:30 am - 12:30 pm

DNR Advisory Meeting

(private meeting, by invitation only)

12:30 pm - 1:30 pm

Breakout Session: Up to 1 CE Credit

1:30 pm - 2:30 pm

Breakout Session: Up to 1 CE Credit

3:00 pm - 4:00 pm

General Membership Meeting: Regulatory/Legislative; Marketing; Elections; WWA Updates

4:00 pm - 6:00 pm

Reception: Reception; Scholarship and Lifetime Awards Presentation; Silent Auction

Thursday, January 20, 2022

7:00 am - 8:00 am

Breakfast

8:00 am - 12:00 pm

**General Session
Including DNR Update/Session
Up to 4 CE Credits**

12:00 pm - 1:00 pm

Lunch

12:00 pm - 5:00 pm

Trade Show: Exhibits; Children's Area; Raffle Prizes; Reception: 1 CE Credit per year for attending trade show

1:00 pm - 2:00 pm

Breakout Sessions: Up to 1 CE Credit

2:00 pm - 3:00 pm

Breakout Sessions: Up to 1 CE Credit

5:00 pm

Trade Show Ends

7:00 pm - 8:00 pm

**WPWS Happy Hour &
Prize Giveaway**

8:00 pm - 10:00 pm

Annual Bowling Tournament

Attendee Registration Form

Contact Information

Please register using this page, or online (preferred) at www.wisconsinwaterwell.com

Full Name: _____
(As it will appear on badge)

Company Name: _____
(If applicable)

Mailing Address: _____

City: _____

State: _____ Zip: _____

Mobile: _____

Other Phone: _____

Fax: _____

Email: _____

License # _____

Mark all that apply:

- Pump Installer Water Well Drilling Rig Operator
 Water Well Driller Other License: _____
 Heat Exchange Driller
(or Heat Exchange Drilling Rig Operator)

Family Members Attending

The WWWW is a family friendly association. Bring your families and make a mini-vacation out of the trip! As always, there will be a fun kids area in the tradeshow. Immediate family members may participate for free.

Please list names:

Spouse/companion: _____

Child #1 _____ Age: _____

Child #2 _____ Age: _____

Child #3 _____ Age: _____

Child #4 _____ Age: _____

Child #5 _____ Age: _____

Child #6 _____ Age: _____

Any special needs?:

Scholarship Donation

The Edwin Huntoon/Owen Williams Scholarship was established to reward students planning to obtain a higher education. Each year, scholarships are based on the availability of funds provided through contributions from Wisconsin Water Well Association Members.

Are you able to make a contribution this year?

Item for Silent Auction: _____

— or —

Monetary Contribution: \$ _____

Participation Counts

Total # (including you) attending
Wednesday, January 19th Reception: _____

Total # of children participating in the
Children's Area of the Trade Show: _____

Total # (including you) attending
Thursday, January 20th Bowling Event: _____

Payment Information Please fill out a separate form for each attendee.

Conference Cost: Member = \$150 Non-Member = \$190 \$ _____

Note: Onsite registration rates are \$250 for members; \$290 for non-members, register in advance to save!

Exhibit Hall Only: Member = \$50 Non-Member = \$90 \$ _____

Note: Immediate family (spouse and children) are complimentary.

Additional Sponsorship Total \$ _____

TOTAL \$ _____

Questions? If you have questions regarding the 2022 WWWW Annual Conference, please contact us: Office: 855-947-9837 • info@wisconsinwaterwell.com

PLEASE MAIL WITH PAYMENT TO:

Wisconsin Water Well Association
6737 W. Washington St., Suite 4210
Milwaukee, WI 53214
FAX: 414-276-7704
Questions? 855-947-9837 or
info@wisconsinwaterwell.com

Please make a copy
for your records

Or pay by credit card

Name on Card: _____

Credit Card #: _____ Security Code: _____

Exp. Date: _____ Signature: _____

Cancellation Policy: All refund requests must be made in writing to the WWWW office via mail, fax or email. Phone requests will not be honored. No refunds allowed after January 1, 2022. All refund requests are subject to a \$50 processing fee.

WIN MONTHLY PRIZES

sign up today to our newsletter to enter automatically



USE YOUR CAMERA



WE GOT

FLAVORS

with a cherry on top



OH YES, WE DO! We also have valves, and lots of them!

You might know Flomatic for our robust and efficient check valves or the space saving Cycle Gard® Constant Pressure Pump Control Valves. Maybe you started using our Automatic Flow Control Valves for low yielding wells.

With one of the widest selections of valve products in a variety of materials, pressure ratings, and configurations you can count on Flomatic to help you complete your next job – *no matter how complex the application.*



FLOMATIC® VALVES

High Quality Valves Built To Last...

VIRTUAL CE STILL AVAILABLE THROUGH DECEMBER 1, 2021

Virtual Continuing Education

Virtual continuing education is still available! You can access training any day/time that is convenient for you.

Courses are broken down into hour-long segments, giving you the freedom to complete one hour individually on a rainy afternoon or do three hours of education over a weekend. Your training schedule is up to you!

You are also able to see your completed credits in real-time and print off completion certificates immediately after finishing your course.

Pump Installer, Well Driller, Heat Exchange Well Driller, Journeyman Plumbing and Master Plumbing credits are offered.

To get started sign up online and pick the courses that interest **you!** 💧

2021 WWA Continuing Education (CE) Sessions

Available virtually March 10, 2021 through December 1, 2021.

DNR REQUIRES 6 HOURS OF CONTINUING EDUCATION PER LICENSE TYPE ANNUALLY

Pump Installer- Red, Well Driller- Blue, Heat Exchange Well Driller- Green, Journeyman Plumber- Light Blue, and Master Plumber- Purple.

Be Red Cross Ready

Nick Cluppert, American Red Cross and Becky Tiles, American Red Cross Volunteer

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller; 1.0 Heat Exchange Well Driller credits

DSPS approved for: 1.0 Journeyman Plumber and 1.0 Master Plumber credit

This presentation provided by Red Cross will cover disaster preparedness information around general preparedness as well as specific information related to Winter Weather/ Cold and Extreme Heat. This will help individuals be better prepared for these types of emergencies and provide guidance on how to recognize different physical signs and symptoms related to cold and extreme heat.

CE SESSION COUNTS

| IN-PERSON | | ONLINE |
|---------------|-----|--------|
| Rothschild | 72 | 448 |
| Stevens Point | 124 | |

Groundwater Project through Proper Septic Systems

Sara Heger, University of Minnesota, Onsite Sewage Treatment Program

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller; 1.0 Heat Exchange Well Driller credits

DSPS approved for: 1.0 Journeyman Plumber and 1.0 Master Plumber credit

Septic systems are one source of potential contamination to groundwater. This presentation will discuss how proper septic system design, installation and management treats the contaminants found in human wastewater. Emerging issues of chemicals and nitrogen removal will be discussed.

UV Technology Basics

David Ries, Regional Sales Manager Trojan Technologies Residential Division (VIQUA)

Approved by DNR for: 1.0 Pump Installer and 1.0 Well Driller credits

DSPS approved for: 1.0 Journeyman Plumber and 1.0 Master Plumber credit

The presentation will focus on UV technology basics. Touching on how to promote UV, disinfection differences and the changes in regulation around UV in WI.

Nebraska Water Well Grouting Study

Tom Christopherson, Nebraska Department of Health and Human Services

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller; 1.0 Heat Exchange Well Driller credits

Tom Christopherson from the Nebraska Department of Health and Human Services discusses the results from a study of grout used to seal water wells. In a series of several unique videos, he will demonstrate the success and failure of different types of grout well seals.

Safety Around a Drilling Rig

Matthew Kouba, Kouba Drilling

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller; 1.0 Heat Exchange Well Driller credits

Rig safety is critical for well drillers, pump installers and for all who use it. Identifying problem areas and what to expect around a well drilling rig will help save lives. This presentation will go through a step-by-step drill rig safety protocol and discuss the proper safety equipment to wear.

Continuing Education continued on next page

Solar Pumping Solutions and Application

Tim Nelesen, Franklin-Electric

Approved by DNR for: **1.0 Pump Installer**; **1.0 Well Driller**;
1.0 Heat Exchange Well Driller credits

Solar-powered solutions have become more prevalent in recent years. Applying solar-powered pumps to well systems has become more achievable and is less complicated/expensive than you may think. This session will cover where and how to apply solar-powered well pumps.

Wisconsin Department of Natural Resources (DNR) Update-FREE SESSION

Marty Nessman, Private Water Section Chief, Bureau of Drinking Water and Groundwater, Wisconsin Department of Natural Resources

Approved by DNR for: **1.0 Pump Installer**; **1.0 Well Driller**;
1.0 Heat Exchange Well Driller credits

In a similar way to how the DNR has presented from the WWWW Groundwater Conference in the past, our new Private Water Section Chief, Marty Nessman will share updates on recent DNR staffing updates and position/funding sources and the work DNR performs with those; Code updates and implementation issues; WCR/WAR data from 2020; information on special projects, special casing depth area revisions, geology coding of WCRs; online WCR enhancements; enforcement and technology updates; Well Driller Viewer enhancements and more.

Drilling Reactive Clay & Shale

Jim Hutmacher, Wyo-Ben

Approved by DNR for: **1.0 Well Driller**;
1.0 Heat Exchange Well Driller credits

Anyone who has spent any amount of time in the drilling industry has had problems with reactive clay and shale. We have learned it will swell, cave, be sticky, cause bit balling and mud rings. These problems all cause a loss in penetration rates, production, and efficiency. This short presentation will give some suggestions on how to solve some of these problems as you adapt them to your own personal experiences. We will discuss testing, the use of polymers, and better drilling practices to increase your success.

Water Well Rehabilitation Chemicals & Best Practices

Kristine Kinzel, Laval Underground

Approved by DNR for: **1.0 Pump Installer** and **1.0 Well Driller** credits

Picking a chemical for a well rehabilitation project can be difficult, but by asking the right questions and doing research, you can find the best solution for your project. This session will discuss how to do this specifically for Iron Bacteria Biofouling and Mineral Scaling issues downhole.

High-Efficiency Submersible Motors

Tim Nelesen, Franklin-Electric

Approved by DNR for: **1.0 Pump Installer** credit

This session on High-Efficiency Submersible Motors – Permanent Magnet Motors v. Induction motors. Line Shaft Turbine v. Submersible Installations will talk about the differences between standard submersible induction motors and improved efficiency of submersible permanent magnet motors. Additionally, we will discuss the differences, positives and negatives regarding submersible v line shaft turbine installations.

Things You Didn't Know You Could Do with a Variable Frequency Drive (VFD)

Tony Eisinger, Franklin-Electric

Approved by DNR for: **1.0 Pump Installer** credit

Variable Frequency Drives (VFDs) give us a lot of flexibility other than just the standard constant pressure benefits. With fully functional VFDs, we can use advanced programming features, relays, and integration to accomplish creative control tasks to solve an issue in the field. This workshop will discuss examples of these unique applications and how VFDs accomplished the desired solution. 💧



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IT'S BEEN AN INTERESTING YEAR. AGAIN....

By Jeff Beiriger, WWSA Government Relations Advisor

On behalf of the members of the Wisconsin Pump & Well Suppliers, let me start by thanking you for your patience through some pretty challenging times in the supply chain. There are a lot of reasons for those challenges, but together, we will continue to work through them.

This year has reminded us about relationships and how we can, through good communications, do the very best we can for our companies, our customers, and our industry. We have such a vital role in our communities so it's critical that we talk with one another and keep expectations in sync.

It's a time for being realistic about what can be done and focus on solutions. We know there are plenty of talented people working hard to solve the supply chain issue and we may have a few ideas for them, but mostly, we have to stay focused on what we can do right here and right now, and it all starts with good communications.

I heard someone say on a podcast that they thought that this time in the business cycle – something new to most of us – is going to make us better in the end. It's a good way of looking at it. We're all learning. Together. The point the podcast was making is that we have become better at planning because we have had to deal with scarcity.

Remember when toilet paper and Lysol wipes were hard to find? It took a little while, but now they're back on the shelves. It was a little disorienting to have to make a "plan" to buy toilet paper, versus just running to the store knowing the shelves were stocked. More to our businesses, thinking about vehicle purchases is something that is now a planning horizon of a year versus a month, a week, or a few days. And we're probably better for it – for planning our purchases – than not. It's just the learning curve is steep and uncomfortable....

At WPWS, our mission, since 1952, has been to serve as the representative body of the manufacturers and suppliers for products and services to the Wisconsin groundwater industry. In 1952, I don't think many could have predicted what a year like this would bring, but some things are timeless – like communications, relationships, ethical business practices, education, and a commitment to the responsible use of our groundwater resources. We've been there for you and we'll be there for you, for the WWSA, for the industry, and for the customers we serve.

See YOU soon at the WWSA Annual Conference!



Another Successful Golf Outing!

Thanks to everyone who took time out of their very busy schedules to join us for the WPWS Annual Golf Outing. It was a beautiful day for golf on September 16! We returned to Trappers Turn in Wisconsin Dells and had near-record attendance. Thanks to our sponsors and donors, we will raise more than \$2,000.00 to help us help others as we continue to build wells for those who need them.

Thanks to our sponsors:

- Baker Manufacturing
- Franklin Electric
- Headwater Wholesale
- Rep-Rite Burk
- Rundle-Spence
- WPWS
- WWSA

Taking home the first-place trophies (sponsored by the WWSA), with a score of -11, was the team of:

- Lance Gehring
- Ryan Gehring
- Chris Schlicher
- Kyle Roth

Flag event winners (also sponsored by WWSA) were:

- Lucas Antonioni
- Jamie Branton
- Aaron Gilson (x2)
- Adam Snelten

Join us for event next year:

WPWS Golf Outing

Thursday, September 15, 2022
Trapper Turn
Wisconsin Dells, WI



Photo credit: Jeff Beiriger



Edwin Huntoon / Owen Williams Scholarship

TWO \$3,000 scholarships awarded

INFORMATION ABOUT OUR SCHOLARSHIPS

Edwin W. Huntoon (1917-2011)

Ed Huntoon served the WWSA as Editor of the newsletter, and was a proponent of the water well industry throughout the world. He started in the industry as a driller in the rock quarries, then for the US Army during WWII and on water supply projects around the world. Ed was a licensed pump installer, master plumber, and journeyman plumber. He was the recipient of the NGWA Life Member Award in 1991, and the NGWA Oliver Award in 1995 for outstanding contributions to the groundwater industry. He served as the Waupaca County Wellhead Protection Committee Chairman until his passing at the age of 93.

Owen W. Williams (1922-2014)

Owen Williams served the WWSA as Executive Secretary, and represented the Association at many conferences, meetings, and legislative sessions. He served in the Navy aboard the USS Barb during World War II, and served as State President of the US Submarine Veterans. He devoted significant time and energy in the formation of the Wisconsin Water Well Guild, creation of continuing education classes, and promotion of Association membership. He encouraged others to "make greater strides to meet the challenge of protecting the environment."



SCHOLARSHIP ELIGIBILITY

- Applicant must be a family member of a WWSA member
- Must be applying to or enrolled in a post-secondary institute (college), as a full-time student

APPLICATION PROCEDURES

- Applications should be submitted to the Association by Thanksgiving, November 25, 2021. No exceptions.
- Applications should include written essay (between 250-500 words) and two letters of recommendation.

APPLICATION SELECTION PROCESS

Personal information is removed from each application and is assigned a number. Applications are then sent to a review committee. The committee makes their choices based solely on the information provided by the applicant and the references submitted. Recipients are selected by Christmas and will be notified before year-end.

An applicant's future plans within the water well industry will be considered when evaluating recipients but is not a requirement.

Proof of acceptance or enrollment will be required prior to issuance of the award in the form of a check.

Recipients may be asked to provide a summary report upon graduation. Past recipients may be periodically contacted by the office to provide career updates.

INSTRUCTIONS FOR COMPLETING SCHOLARSHIP APPLICATIONS

- Download the application or complete the form online at: <https://wwwa.memberclicks.net/scholarship-form#/>
- Fill out the application, and submit your essay and two letters of recommendation from persons who can attest to your character and assess academic ability
- Submit the form online or send to the WWSA Office: 6737 W. Washington St., Suite 4210, Milwaukee, WI 53214, info@wisconsinwaterwell.com.

WHAT SHOULD WE MANAGE: AQUIFERS OR GROUNDWATER?

By Alfonso Rivera, Reprinted with permission by the NGWA and author

A hotly debated subject has emerged under the context of transboundary aquifers (TBA). When planning any type of arrangement to manage an aquifer spanning to or more jurisdictions, MoU, Minutes, legally binding agreements, etc., what should be managed—the aquifer or the groundwater flowing through the aquifer? Is there a trend of misunderstanding between the two terms? In the realm of hydrogeology, there is no dispute on the existence of clarity about the differences between groundwater and aquifers. However, this does not seem to be the case for the law and policy literature, which are strong components of any type of agreement to share a TBA.

Most of the concepts relative to aquifers and groundwater are well known in physical and chemical hydrogeology, but when groundwater and/or aquifers traverse two jurisdictions, other factors, not the least *the boundaries* of aquifers, acquire a more complex meaning. Groundwater sciences need to imbed other interrelated aspects with TBA, such as cooperation, collaboration, social interaction, agreements, prejudices, asymmetries, shared management, and others.

A new vocabulary, new concepts, and more accuracy in terminology have emerged over the last 20 years under ISARM (Internationally Shared Aquifer Resources Management). However, there are disagreements because cultural, political, economic, and social factors differ around the world. In addition to its natural boundaries, *jurisdictional boundaries* need to be added to the TBA. Two examples of contrasting conceptual definitions of aquifers are the Groundwater Bodies in Europe, and the Administrative Aquifers in Mexico. In the former, aquifers are defined by jurisdictional boundaries (subunits in river basins crossing jurisdictional borders); in the latter, aquifers are defined by administrative boundaries (delimited by basin aquifer boundaries, or state geographical boundaries within the country); in both cases the natural boundaries of aquifers are neglected in the management.

Through ISARM we have come to a point where we cannot talk only of aquifers (being transboundary) while ignoring the scales of the dynamics of groundwater either as a flux, or in storage. The issues arrive when we plan and try to implement *shared* management. In that case, which one should be used? Well, that is not in the menu, that is *à la carte*; it depends on specific conditions and local circumstances. We cannot manage the same

situation in a TBA located in an arid region with fossil groundwater (e.g., Nubian), as compared to one located in a humid region with “modern” recharge (e.g., Guarani).

It has become contentious defining the unit of management in the transboundary context. There seems to be a paradigm shift in the way aquifers are perceived and studied when dealing with multiple jurisdictions with transboundary issues; the very nature of the TBA concept is still being debated. Should the complete aquifer be considered?

One practice requires parsing out aquifers by dividing them into groundwater flow systems and identifying their relations to each other based on scientific, social, economic and political needs, and issues. Another approach claims that for simpler locally-based groundwater management scenarios, effective TBA areas could be defined by identifying the priority areas of an aquifer using “pumping hot spots.” As this practice is constantly evolving, the concept of groundwater management units under the TBA context will be further defined as new study cases are completed.

In large and small TBA, such as the Guarani, and the Genevese, the emphasis is in the shared management of groundwater (the resource), while at the same time recognizing the nature and extent of the aquifers (the container).

The Draft Articles on the Law of Transboundary Aquifers (DA) were adopted with UN General Assembly resolution #63 in 2008 (ILC 2008). This non-legally binding resolution recommends shared management of TBAs, without mentioning groundwater (article 14). The DA provided a definition of TBA where: only the saturated zone is considered aquifer, only aquifers with modern recharge, and aquifers including other resources within the aquifer (“utilization of TBA includes extraction of heat, minerals, and storage and disposal of any substance”; art. 2). These would imply that shared management of a TBA would not only be about groundwater.

Management of groundwater at the scale closer to the jurisdictional boundaries, should be chosen rather than the full aquifer. Managing shared groundwater, however, requires new elements, e.g., social, economic, and political needs, to complement the knowledge of groundwater dynamics; these new parameters need

Aquifers or Groundwater? continued on next page

Aquifers or Groundwater? continued from previous page

be incorporated into the groundwater flow systems closer to the jurisdictional boundaries. Ideally, we should privilege shared groundwater management, and at the same time, improve shared governance of the full aquifer to avoid aquifer misuse (overdraft, land subsidence, contamination). 💧

Reference

ILC. 2008. Report of the United Nations International Law Commission, 60th session, chapter IV, E, Draft Articles on the law of transboundary aquifers, UN Doc. A/63/10. <http://www.un.org/law/ilc/>. 2.

CALL FOR ADVERTISERS!

We would like to invite you to advertise in our printed *Well Log* or on our website!

Our website means opportunities for online advertising! We now have scrolling ad opportunities on all pages of our website, a full year is only \$180 to be seen on every page. Traffic on the website has been boosted due to virtual continuing education access and a contractor search tool for well-owners.

The WWSWA *Well Log* circulates to 1500+ industry representatives spanning three different states (Wisconsin, Illinois and Michigan) with top articles from the DNR, marketing professionals, industry leaders and business owners.

You can request an invoice or pay now using our online form <https://wwwa.memberclicks.net/advertising-opportunities-form>. Or please feel free to call our association office 855-947-9837 for any questions or payment over the phone.

Make sure your business is viewable by industry leaders, well-owners and colleagues alike! 💧

Website Advertising

Full year \$180

Graphic must be 380 pixel by 380 pixel .jpeg file.

ADVERTISE TODAY! WWWA WELL LOG ADVERTISEMENT PRICING

Full Page Advertisement

Entire Year \$1300

Single Issue.....\$475

Half Page Advertisement

Entire Year\$850

Single Issue.....\$250

Quarter Page Advertisement

Entire Year\$600

Single Issue.....\$175

To advertise, submit an article, or recognize industry members in Memorium please contact the Association office at 855-947-9837 or e-mail us at info@wisconsinwaterwell.com.

Advertising Graphic Requirements:

All ads must be submitted electronically via email. WWSWA *Well Log* is designed on a Macintosh platform. Accepted software: print quality PDF files (preferred), Adobe Illustrator, Photoshop, and InDesign. Fonts and linked graphics must be included with electronic files. Minimum 300 dpi on graphics and photos. Ads not supplied properly may incur additional charges. Ads not sized properly will be scaled proportionately to fit.

Please contact our office for more information: info@wisconsinwaterwell.com

| Ad Sizes | Vertical (W x H) | Horizontal (W x H) |
|--------------------|------------------|--------------------|
| Trim Size | 8 1/2" x 11" | |
| Full page (float) | 8" x 10 1/2" | N/A |
| Full page (bleed)* | 8 1/2" x 11" | N/A |
| Half page | 3 3/4" x 10" | 8" x 4 3/4" |
| Third page | 2 1/2" x 10" | 8" x 3 1/2" |
| Quarter page | 3 3/4" 4 3/4" | N/A |

*Bleed Ads need to allow an additional 1/8" on all sides for trimming.

MARKETING MATTERS: THE GREAT RESIGNATION: I QUIT!

By Tara Schessler, In Time Creative



Now hiring. Help Wanted. Join Our Team.

Sound familiar? It appears you can't listen to the radio without hearing 5 recruitment ads in a row. Or drive down the road without seeing help wanted signage outside of multiple local businesses. But why?

There are few theories ranging from unemployment benefits and federal moratorium on evictions, to potential workers going back to school. However, there is another real situation occurring right now, *The Great Resignation*.

The Pandemic has affected every single person who walks this earth in different ways. Workers were told to work from home. Perhaps they were laid off due to shutdowns. This time spent at home away from their work environment gave space for some serious contemplation.

Fast forward to the World opening again. The huge consumption wave of products and goods. The pent-up spending and eagerness to be entertained once again. Demand skyrocketed, however, not everyone returned to work. And if they did return, they didn't stay long. In April of 2021, the US saw more than four million people quite their jobs, according to a summary from the Department of Labor – the biggest spike on record. – U.S. Bureau of Labor Statistics.

The bottom line, workers are burnt out, stretched thin and expect more from their employers.

The Great Resignation: I Retire!

Mergers, acquisitions, successions. In the past 18 months I personally have had more conversations with advertising partners and business owners about their next five years and their plans for retirement. In some cases, retirement seemed to happen overnight!

The truth is, the Baby Boomer Generation have all reached the age 55 or older and "early" retirement is a strong conversation occurring with financial advisors every day. The Pandemic put some serious stress on small businesses and the passion may have been dented for some owners and executives. Full or partial retirement to be able to do something they love painted a much sweeter picture than holding on to keeping the doors open and their business alive.

For those waiting it out for another five years, they are elbows deep in succession planning or perhaps being open to a buy-out. Change is hard, but major life changes like whether to stay or sell can be extremely difficult.

You may be asking, what in the world does this have to do with marketing?

If you're low on employees, you're not alone. Recruiting is a full-time job and it's going to take some money to earn those workers. Place your recruitment advertising in new places not typically used for help wanted ads: TV advertising yields some of the most quality applicants, targeted Digital and OTT ads can target the exact employee you're looking for within a certain geographic region.

Once you hire the new employee, be sure the work culture is one in which that employee would like to work for long term. Retention is another full-time job.

If you're looking to retire, share with your successors or the company executives who bought you out what marketing approach worked best for you. Introduce the marketing consultants who helped you throughout the years, so the handoff is seamless for both parties. This will help your advertising reps as well as the new ownership with consistency and help build their new relationship.

Bonus Business Bites:

What is OTT and Targeted Digital Advertising?

- OTT (Over the Top) Advertising seems confusing. Here's a quick definition: Target advertising to a specific audience when they watch programs on TV's using connected devices like Roku, Amazon Fire Stick or smart TV apps. OTT also offers advertising during program watched on streaming devices like computers, tablets, and mobile phones.
- Targeted Digital Advertising: Choose a specific audience type within a specific geographic area to receive your ads wherever they are online.

Have marketing questions? E-mail me anytime at tschessler@waow.com. My ideas are free! 💡



DNR UPDATES

By Bob Gundrum, Private Water Licensing Coordinator, Wisconsin Department of Natural Resources

January 1, 2023 is the date that Well Construction Reports (WCRs) need to be submitted electronically using the online WCR reporting system. Please consider signing up sooner!

Advantages of using online WCR:

- Request and receive Wisconsin Unique Well Numbers (WUWNs) by email
- Your WCRs are reviewed more quickly by DNR staff statewide
- If there is an error in a WCR, you will be able to fix it before submitting
- You have direct access to the Well Driller Viewer

Sign up for access to online WCR:

- Email your request to this mailbox: DNRDGPrivateWaterWebSupport@wisconsin.gov
- If you already do Well Filling and Sealing (WAR) forms online, it will just be a 'flip of the switch' to give you access
- WUWNs will be assigned to use right away

You can watch short videos that walk you through submitting a WCR step-by-step online at <https://dnr.wi.gov/topic/Wells/drillerPumpInstall.html>.

If you have any questions about online well construction reporting, contact Deb Lyons-Roehl, DNR Natural Resources Program Specialist, at Deborah.LyonsRoehl@wisconsin.gov.

[Wisconsin DNR Driller and Pump Installer License Exam Administration Update](#)

The department is in final stages of transitioning to third-party administration of Water Well Driller, Heat Exchange Driller and Pump Installer license exams. The current exam application process requires an "Urgent Exam Request" form to be completed and submitted online. This form will soon be removed from the department's site and new application forms will be posted to the DNR Operator Certification Exams page. The applicant will need to download the form before submitting the completed application by mail to the department with the required Wisconsin DNR exam application fee. The department will process and approve the application within 10 days of receipt. Approved applications will be sent to the third-party administrator for registration and scheduling. The applicant will then be contacted to schedule a time and

location for their exam. Exams can be taken remotely from home using an "online exam platform" if the applicant has reliable internet service, a working web cam, microphone and any modern Windows or Mac OS X computer. Alternatively, the exam can be scheduled at 1 of 7 lab locations around the state, including:

- Green Bay
- Fond du Lac
- Milwaukee
- Madison
- La Crosse
- Racine
- Stevens Point

The department is working to add an additional lab location for applicants in northwest Wisconsin.

Starting in October, exams will be proctored by the third-party administrator. Exam policies regarding open-book code references are being revised to accommodate this platform. Exam application fees payable to the Wisconsin DNR will remain the same at \$25.00 for Pump Installers, \$50.00 for Water Well Drillers and \$50.00 for Heat Exchange Drillers. An additional registration fee in the amount of \$90.00 will be paid to the third-party administrator to register the applicant to take the exam from the "online exam platform" or at one of the seven available lab locations across the state. Exam results will be made available immediately upon completion of the exam. A "Score Report" will be provided to the applicant following the exam that provides a break-down of results listed by exam question content area.

[New Private Water Field Supervisor](#)

The Wisconsin Department of Natural Resources (DNR) has announced that Stacy Steinke has been appointed as the new Private Water Supply Field Supervisor in the Bureau of Drinking Water and Groundwater. Stacy will be starting her new position on Aug. 16, 2021 and will be working out of the Eau Claire Service Center.



Stacy has been with the DNR for almost 10 years and has spent much of that time as a Private Water Field Specialist, working with well drillers and pump installers, coordinating with our DNR team and helping customers with their private well and drinking water questions. Prior to her career at the DNR, she completed a bachelor's degree and master's coursework in natural resources at the

DNR Updates continued on next page

University of Wisconsin-Stevens Point and spent several years traveling Wisconsin and the upper Midwest as an environmental consultant.

A few words from Stacy:

In my “free” time, my husband and I and our three young boys operate our family farm, raising grass-fed beef; run a farm-stay Airbnb; and I serve as a non-partisan town board supervisor. We love all things outdoors and when we’re

not working, you can find us fishing, hunting, swimming in the river or exploring the woods and prairies. I am thrilled and humbled to be the new Private Water Field Supervisor. I feel incredibly fortunate to help lead this program with an amazing team of incredibly capable people and where I get to work with a very respectful regulated community while helping to ensure the protection of drinking water for Wisconsin’s private well owners. 💧

NOW AVAILABLE! WWWA CLASSIFIED ADVERTISEMENTS

By Hope Vandenhouten, WWWW Coordinator

As a new membership benefit, WWWW has created a Classified Ad section of the website. For FREE, WWWW members may post used equipment or surplus product on this section of the website, and all visitors to the WWWW website.

Here is the link to the Classified Ad Section: <https://wwwa.memberclicks.net/advertising-opportunities-form>

Classified Ad Details:

- Non-members may post at \$175 per posting, payment required prior to posting.
- Postings are limited to 250 words + contact information/details.
- Posts may have up to four (4) images/photos included.
- Posts are published for up to 30-days or until they’re sold, whichever comes first.
- WWWW office has full editing rights on posts.
- WWWW office has full discretion of whether or not a post is published.
- Posts are intended to offload used or over purchased equipment and product.
- Posts are not intended for sale of new items. 💧

JOIN THE WISCONSIN WATER WELL ASSOCIATION

The WWWW, a trade association of well drillers, pump installers, manufacturers, and suppliers was established over 60 years ago. Our mission is simple: to provide and protect Wisconsin’s most precious resource, groundwater. Our purpose is to increase the industry’s knowledge and understanding of proper drilling, pump installation, and well filling and sealing techniques.

Members have the opportunity to:

- Appear in the member listing on the website and newsletter
- Apply for exclusive WWWW scholarships for their children and grandchildren
- Advise and assist in the enactment and enforcement of equitable laws and regulations
- Encourage and promote research pertaining to the water well industry
- Cooperate and network with other organizations in related industries

Visit us at www.wisconsinwaterwell.com to renew online or download an application.

WWWA MEMBER LISTING

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Aqua Care
Services Inc.
Oconomowoc, WI

Gary Allen

24/7 Well & Pump
Service
Oconto Falls, WI

Brad Anderson

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Minnnetonka, MN

Daniel Antonioni

Antonioni Well &
Pump Service Inc.
Mayville, WI

Dale Arndt

Arndt & Son Plumbing
Brooklyn, WI

Thomas Arts

A-1 Septic Service
Rhineland, WI

Robert Aune

Hammond, WI

Debra Bac

Cetco
Hoffman Estates, IL

Andrew Bailey

Baroid IDP
New Richmond, WI

Dave Baldwin

Mobile Drill Intl
Indianapolis, IN

David Beecroft

D.M.B Drilling Co. Inc
Shell Lake, WI

Ann Berkholtz

Water Wells Inc.
Windsor, WI

Michael Berkholtz

Water Wells Inc.
Windsor, WI

Robert Biersack

Biersack Well Service
East Troy, WI

Steve Binz

Binz Brothers Well
Drilling
Hurley, WI

Wayne Binz

Binz Brothers Well
Drilling
Hurley, WI

Steve Binz, Jr.

Binz Brothers Well
Drilling
Hurley, WI

James Blau

Blau Plumbing, Inc
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Michael Blum

JMI Pump Systems
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Matthew Boedecker

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Wayne Brady

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Timothy Butterfield

Tim Butterfield
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Tony Butterfield

Butterfield Inc.
Hayward, WI

Travis Butterfield

Butterfield Inc.
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David Canopy

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Justin Castleman

Castleman & Sons
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Bruce Collins

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Rhineland, WI

Bryan Cox

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Dennis Crow

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Andrew Dahl

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Charlie Davis

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Well & Pump
Edgerton, WI

Jacob Davis

South Central
Well & Pump
Edgerton, WI

Marc Debrock

Webster Well
Drilling, Inc.
Minocqua, WI

Steve Demars

Demars Plumbing Inc.
North Freedom, WI

John Dillenburg

Shawano Well
Drilling, Inc.
Shawano, WI

WWWA MEMBER LISTING (CONTINUED)

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Herr Well Drilling Inc
Dousman, WI

Gregory Domres

Herr Well Drilling Inc
Dousman, WI

Nathan Domres

Herr Well Drilling Inc
Sullivan, WI

Edward Drews II

Drews Well Drilling
Ringle, WI

James Eberhardt

Eberhardt Plbg &
Htg, Inc.
Adell, WI

Mark Euclide

Euclide Well
Drilling Inc.
Sturgeon Bay, WI

Ryan Euclide

Euclide Well
Drilling Inc.
Sturgeon Bay, WI

Jeffery Faherty

Faherty & Son Well
Drlg LLC
Platteville, WI

Tyler Fain

Richardson
Well Drilling
Minocqua, WI

Clancy Farago

Farago Well Drilling
Plainfield, WI

Joseph Farago

Hancock, WI

Terry Farago

Farago Well Drilling
Plainfield, WI

Larry Ferguson

Advanced
Dairy Solutions
Richland Center, WI

Fritz Flug

Packerland
Well Service
Chilton, WI

Ryan Filbrandt

John Filbrandt Plbg &
Htg Inc
Antigo, WI

David Froemel

Froemel Well
Haward, WI

Travis Froemel

Froemel Well
Hayward, WI

Robert Gingles

Eckmayer Inc
Waterloo, WI

Martin Govert

Govert Well &
Pump Inc.
Brodhead, WI

Joe Grimme

H&N Plumbing &
Heating
Fennimore, WI

James Groth

Groth Water
Wells, Inc.
Cedarburg, WI

Benjmain Hahn

Hahn's Water Well
Pump Service Inc.
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Water Testing, LLC
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Stoughton, WI

Jeff Haughian

Aqua-Service, Inc.
Rice Lake, WI

David Haupt

Haupt Well & Pump
Auburndale, WI

John Henrich

Bergerson
Caswell, Inc.
Maple Plain, MN

Jason Hintzke

Hintzke Well
Drilling Inc.
New London, WI

Jay Hintzke

Hintzke Well
Drilling Inc.
New London, WI

John Hintzke

Hintzke Well
Drilling Inc.
New London, WI

John (JJ) Hintzke

Hintzke Well
Drilling Inc.
New London, WI

Nelson Hinz

Nelson Hinz Pump &
Plumbing
Pickett, WI

Daniel Hischer

Kirk Hischer
Well Drilling
Luck, WI

Jonathan Hokenson

McCullough & Sons
Forest Lake, MN

Wayne Holly

Wayne Holly Well
Drilling
Iron River, WI

James Hornung, Jr.

Hornung Well Drilling
Merrill, WI

WWWA MEMBER LISTING (CONTINUED)

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Josh Huemann & Sons
Ringwood, IL

John Huemann
Josh Huemann & Sons
Ringwood, IL

Jim Hutmacher
Wyo-Ben Inc.
Billings, MN

Timothy Jenks
Jenks Well Drilling
Wild Rose, WI

Dave Jentges
Jentges Excavating &
Pumps Inc
Belgium, WI

Joshua Johnson
Marshall Well
Drilling Corp
Wisconsin Dells, WI

Trent Johnson
Tim Butterfield
Drilling Inc
Somerset, WI

Donald Karnosh
Karnosh Well Drilling
Phillips, WI

Franklin Keller
Groth Water
Wells, Inc.
Mequon, WI

Robert Kent
Kent Well Drilling
Wrenshall, MN

Kory King
Schoenwalder
Plumbing Inc.
Waukesha, WI

Travis Kittredge
Luisier Well Drilling
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Carl Klemme
Klemme Bros Pump
Service LLC
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Michael Kliss
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Rhineland, WI

Raymond Komarek
Komarek Well Drilling
Ogema, WI

Theodore Komarek
Komarek Well Drilling
Ogema, WI

Ronald Komarek, Sr
Komarek Well Drilling
Ogema, WI

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Wisconsin Water Well
Association
Oshkosh, WI

Louis Kraus
Lang Well Drilling
Co Inc.
Wausau, WI

Craig Krueger
Wayne Krueger
Water Systems
Wausau, WI

Wayne Krueger
Wayne Krueger
Water Systems
Wausau, WI

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S & K Pump &
Plumbing
Brookfield, WI

Gary Kuhn
S & K Pump and
Plumbing
Menomonee Falls, WI

Steven Kuhn
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Pumps Inc
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Lang Well Drilling
Co Inc
Wausau, WI

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Dan's Pump Service
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Scott Lovelace
Lovelace Pump
Company & Well
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Hellenbrand
Water Cond
Waunakee, WI

William Maas
Quality Water Systems
Spooner, WI

William Majeskie
Pewaukee, WI

Terry Marshall
Marshall Well
Drilling Corp.
Wisconsin Dells, WI

Jeffrey Martens
Martens Plumbing &
Heating, Inc.
Mukwonago, WI

Charles Massart, III
Chuck Massart Well
and Pump Repair LLC
Forestville, WI

Thomas McAfee
McAfee Well Drlg &
Pump Service Inc.
La Valle, WI

Michael McCarthy
McCarthy Well
Shakopee, MN

WWWA MEMBER LISTING (CONTINUED)

Tim McCarthy
McCarthy Well
Company
Shakopee, MN

Daniel McCullough
McCullough & Sons
Well Drilling
Forest Lake, MN

David McCullough
McCullough & Sons
Well Drilling
Forest Lake, MN

James McCullough
McCullough & Sons
Well Drilling
Forest Lake, MN

David McCullough, II
McCullough & Sons
Inc
Forest Lake, MN

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Meidl Water
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Whitelaw, WI

Jim Mergen
H & N Plumbing
& Heating
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Columbus, WI

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Mukwonago, WI

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Butterfield Inc
Hayward, WI

Douglas Morin
Morin & Johnson
Niagara, WI

Erik Nelson
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Service LLC
Genoa, WI

Laverne Nelson
Nelson's Plbg &
Elec Inc.
Tomah, WI

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Nolan Insurance
Agency LLC
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Kelly Oium
Oium Well Drilling &
Pump Service
Strum, WI

James Olson
Eau Claire, WI

Kevin Olson
Ken Olson Well
Drilling & Pump
Eau Claire, WI

Paul Olson
Ken Olson Well
Drilling & Pump
Eau Claire, WI

Adam Owsley
Herr Well Drilling Inc
Sullivan, WI

Jack Pagenkopf
H & N Plumbing
& Heating
Fennimore, WI

John Pelke
Pelke Plumbing & Well
Drilling Inc.
Durand, WI

Matthew Peters
Independent Plumbing
Services Inc.
Peshtigo, WI

Rick Peterson
Water Right/Clean
Water Testing, LLC
Menasha, WI

Matthew Phelps
Midwest Well
Drilling LLC
Cornell, WI

Michael Phelps
Midwest Well
Drilling &
Hydro-fracturing, LLC
Cornell, WI

James Pueschner
JP Home
Inspections LLC
Rhineland, WI

Dennis Quinnell
Quinnell's Septic &
Well Service, Inc.
Friendship, WI

Ronald Raduenz
RDR Septic and Well
Service LLC
Watertown, WI

Rich Reinart
The Home
Inspector LLC
Prairie Du Sac, WI

Roger Renner
E.H. Renner &
Sons, Inc.
Elk River, MN

Paul Roberts
Roberts Irrigation
Co Inc.
Plover, WI

Andrew Rogers
Rogers
Pump Company
Oshkosh, WI

Thomas Roos
Roos Well Drilling Inc.
Oxford, WI

Thomas Ruemenapp
Big Moose Home
Inspections, Inc.
Bessemer, MI

Jon Rush
Rush Well Drilling LLC
Black River Falls, WI

WWWA MEMBER LISTING (CONTINUED)

Jennifer Rzepka
Association
Resource Center
Milwaukee, WI

Kenneth Schaefer
Ken Schaefer Well
Pump and Water
Treatment
Consulting LLC
Slinger, WI

Michael Schmitt
Huemann Well Drilling
Ringwood, IL

Nicholas Schouten
Tim Butterfield
Drilling Inc
Somerset, WI

Patrick Schreiner
Schreiners Plumbing
& Heating
Marshfield, WI

Ivan Semingson
Semingson Aberle
Plumbing LLC
Pigeon Falls, WI

Peter Sharpe
Neumann Plumbing &
Heating, Inc.
Howards Grove, WI

James Shepard
Martens Plumbing &
Heating, Inc.
Mukwonago, WI

Todd Sinz
T.L. Sinz Plumbing, Inc.
Menomonie, WI

Steven Slager
Central Well Drlg &
Pump Service Inc.
Brandon, WI

Randol Smart
Smart Plumbing and
Heating Inc.
Butternut, WI

Allen Smith
Bloyer Well &
Pump, Inc.
South Beloit, IL

Christopher Smith
Bloyer Well &
Pump, Inc.
South Beloit, IL

Randy Soper
Mike's Plbg, Htg &
Elec Inc.
Pulcifer, WI

Eric Stahl
Grundfos
Rochester, MN

Steven Stahl
Stahl Plumbing &
Heating, Inc.
Green Lake, WI

Michael Steffl
Steffl Drilling &
Pump Inc.
Willmar, MN

Todd Sticha
NDS Drilling Supply
Company Inc.
Elko New Market, MN

Kenneth Sweeney
Ken Sweeney Well
Drilling & Pumps
Franklin, WI

Russell Tallman
Joseph H. Huemann
& Sons
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Steve Tesmer
Eckmayer Inc.
Waterloo, WI

Brian Van Beusekom
Ingleside Engineering
& Const
Loretto, MN

Troy Van De Yacht
Leo Van De Yacht Well
Drilling
Green Bay, WI

Jim Vander Galien
Sam's Well Drilling
Randolph, WI

Tom Vandeyacht
Ground Source Inc.
De Pere, WI

Ralph Volkman
Ralph's Water
Conditioning LLC
Black Creek, WI

Trisha Vukodinovich
Aqua Well & Pump
Systems Inc
North Prairie, WI

Vern Wagner
Wagner Plumbing
Wautoma, WI

Bruce Walker
Wisconsin Well &
Water Systems LLC
Grand Marsh, WI

Mark Weber
Weber Well
Drilling, Inc.
Chilton, WI

Reid Webster
Woodruff, WI

Michael Weidman
Northwoods Property
Inspections
Park Falls, WI

Glen Weigel
GW Plumbing
Service Inc
Boulder Junction, WI

Steffen Wellstein
Wells, Inc.
Risingsun, OH

David Werner
Werner Pump Service
Jefferson, WI

WWWA MEMBER LISTING (CONTINUED)

Anthony Weslow
Weslow
Water Systems
Green Bay, WI

Jack West
Federated Insurance
Owatonna, MN

Jerome Wojtkiewicz
Aqua Service
Rice Lake, WI

David Woyak
4-D Water Well And
Pump Service LLC
Hartland, WI

Lloyd Wurzer
Cahoy Pump Service
Sumner, IA

John Zimmerman
Zimmerman Pump
Boyd, WI

Brian Zink
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Htg LLC
Marshfield, WI

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Providing & Protecting
Wisconsin's Groundwater

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info@wisconsinwaterwell.com • www.wisconsinwaterwell.com

2021 WWWA MEMBERSHIP

There are countless benefits to being a dues-paying member of the WWWW. While many are intangible, WWWW members receive discounted event registration, including registration for Continuing Education and the option to participate in special 'member-only' perks like the annual scholarships, contributions to the tri-annual *Well Log* and more.

Please visit www.wisconsinwaterwell.com to find a more detailed listing of membership benefits and details on the networking and educational opportunities coming in 2021.

The Board of Directors hopes that 2021 will continue to be a strong membership year with many returning and new members who will help the WWWW fight for what's good and right – *Water the Wisconsin Way: Fresh. Clean. Safe.*

Dues to the Wisconsin Water Well Association are not deductible as charitable contributions for federal income tax purposes, but may be deductible as ordinary and necessary business expenses. The percentage of your 2021 dues that represents non-deductible lobbying costs is 20%

We hope to have your support!

CONTACT INFORMATION

Full Name: _____

Company: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Alternate Phone: _____

Email: _____

YES! I want to be a WWWW member in the 2021 year.

Note: Membership Fee is *per individual* (not per company), valid January 1 - December 31.

| | | |
|---|--|--|
| <input type="checkbox"/> \$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company | | PAYMENT DETAILS <input type="checkbox"/> Check enclosed payable to: WWWW <input type="checkbox"/> Charge my credit card \$ _____ #: _____ Name: _____ Exp. Date: _____ CVV #: _____ <i>Please return by fax:</i> 414-276-7704 <i>or scan/send to:</i> info@wisconsinwaterwell.com <i>or mail to address at top.</i> <i>Any questions, please call:</i> 855-947-9837 |
| <input type="checkbox"/> \$100 = FULL MEMBERSHIP (VOTING) - ADDITIONAL Members from same company | | |
| License # _____ <i>Full Members MUST hold at least one license</i> Mark all that apply: <input type="checkbox"/> Pump Installer <input type="checkbox"/> Heat Exchange Driller <input type="checkbox"/> Water Well Driller <input type="checkbox"/> Heat Exchange Drilling Rig Operator <input type="checkbox"/> Water Well Drilling Rig Operator <input type="checkbox"/> Other License: _____ | | |
| <input type="checkbox"/> \$75 = ASSOCIATE MEMBERSHIP (NON-VOTING) | | |
| License # _____ Mark all that apply: <input type="checkbox"/> Employee of a Full Member <i>but who does NOT hold a license</i> <input type="checkbox"/> Manufacturer Rep <input type="checkbox"/> Engineer <input type="checkbox"/> Family Member <input type="checkbox"/> Scientist <input type="checkbox"/> Consultant <input type="checkbox"/> Supplier/Distributor <input type="checkbox"/> Technician <input type="checkbox"/> Health Official <input type="checkbox"/> Manufacturer <input type="checkbox"/> Hydrogeologist <input type="checkbox"/> State Government Official <input type="checkbox"/> Geologist <input type="checkbox"/> Other: _____ | | |
| PRINTED NEWSLETTER OPTIONS Full Page Ad: <input type="checkbox"/> \$1,300 full year / <input type="checkbox"/> \$475 single issue Half Page Ad: <input type="checkbox"/> \$850 full year / <input type="checkbox"/> \$250 single issue Quarter Page Ad: <input type="checkbox"/> \$600 full year / <input type="checkbox"/> \$175 single issue | | WEBSITE ADVERTISING <input type="checkbox"/> \$180 = Large Banner Ad (380 x 380 pixels) |
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*Providing & Protecting
Wisconsin's Groundwater*

6737 W. Washington St.
Suite #4210
Milwaukee, WI 53214



WWWA SCHEDULE OF EVENTS

January 19-20, 2022

2022 WWSA Annual Conference

**Kalahari Resort
Wisconsin Dells, WI**