



Providing & Protecting Wisconsin's Groundwater

WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Spring 2020

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President



Greetings everyone,

As I write this it's so encouraging to see signs of Spring popping up all around us. The sun is getting higher in the sky, Maple trees are being tapped, Earth is shaking off the clutches of Winter. I think we are all grateful for the mild Winter we had and the amount of work that was accomplished.

I reflect back on my trip to Las Vegas to the National Groundwater Convention It was great to experience the nationally recognized speakers and the various topics that were discussed. The main takeaway was working together much can be accomplished.

I look back to our own convention in January and the camaraderie that was experienced there. The many different topics that were covered, the breakout sessions, the many different and familiar vendors. The convention was a great time to get together and discuss the issues facing our industry and to have fun and enjoy each other's company.

I am proud of how our membership as gotten involved and not stayed silent concerning the issues in the forthcoming NR812 code revisions.

Our Association is only as strong as its membership. The more members we have, can only help to build and strengthen the relationship we already have with the DNR. I look forward to an exciting year ahead. New committees are being formed. One thing we are looking into is the possibility of being able to provide assistance in educating young people. Encouraging them look in to our industry as a career choice.

We want to be able to use out resources and experience and talent for good. While our mission is to provide and protect the groundwater of Wisconsin we need to remember who we are doing it for. We are doing it for the people of Wisconsin. If we can educate and elevate people, we will have accomplished our mission. 💧

Enjoy and be safe,

Rick Peterson, Clean Water Testing
920-841-3904, rick@water-right.com



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WELCOME NEW BOARD MEMBER: JEFF THRON

By the Wisconsin Water Well Association Board

The Wisconsin Water Well Association is pleased to welcome Jeff Thron as the newest member of the Board of Directors! Jeff currently works for Mantyla Well Drilling in Lakeland, Minnesota and serves on the MN Water Well Association Board of Directors. Jeff was voted onto to Board of Directors at the 2020 Annual Wisconsin Ground Water Conference at the Kalahari Resort in the Wisconsin Dells in January. We were able to speak with Jeff about his new position on the board and learn more about him!

You have served on multiple Water Well Association Boards, what made you want to be involved with the Wisconsin Water Well Association?

Yes, I serve on the board of the MN Water Well Association and am very excited to now be on the WI Water Well Association. I am interested to learn how others in the industry are making a difference. I know the other board members can teach me a lot and I am hoping to be able to share my knowledge of drilling and some of the differences between the two states. I have also been a member of the National Groundwater Association for more than ten years and have attended multiple conventions throughout that time.

How did you get involved in this field and what is your favorite part about it?

Being a well driller runs in my family, I remember when I was very young and helping my dad on the service truck by pulling levers. I started working at Mantyla Well Drilling, Inc. when I was 24 years old. I began by doing service and working the wrenches just like everyone else. I learned to run the backhoe and eventually worked my way onto the rig and earned my drilling license. In 2010 I took over the general manager position and started having more responsibility within the company. I enjoy being a well driller and meeting a variety of different people, whether it is talking on the phone, meeting customers in person, attending conventions or continuing education, meeting others in the industry and building friendships.

What is something about you that people would be surprised to learn?

In my spare time I tractor pull with my wife, daughter, father and friends. I enjoy building the tractors from the ground up and putting them on the track to see how much power they have and how much they can pull. We also spend time building and cruising in hot rods. We have a cabin in Northern MN that we like to spend time at when we can. We also run an equipment and party rental business which occupies many of our weekends in the summer. ♠



Pictured: Jeff with wife Jessica and daughter Lyndsey with their 1925 Ford Model T.

EXECUTIVE DIRECTOR MESSAGE: REBRANDING STORY: FROM SAMI TO ARC

By Jennifer Rzepka, CAE, WWSA Executive Director

My personal background is in design, through high school and college I had a singular goal, to work in press for a printing company. Like many of my esteemed colleagues, I came into the Association Management realm by fortunate happenstance, but my love for color and design elements never left me. Every time a client went through refreshing their logo or creating a theme for an event, it was exciting for me to be involved. When purchasing my company, I had the opportunity of a lifetime, to create my own logo, my own brand, I had the chance to create absolutely anything I wanted! So of course, I hit a creative brick wall.

I have no qualms about judging the company's previous logo – because *I created it!* Before the transition, the name of the company had the former owner's name in it, within the acronym. Jane A. Svinicki, CAE, created the company 34 years ago and named it clearly: Svinicki Association Services, Inc. (Figure A). I began working with the company in 2000, and even then giggled a bit when I heard the acronym referred to as the word 'Sassy'.

Figure A



Time passed and the services offered evolved into a more comprehensive, managerial level. In 2002 the company updated the name to Svinicki Association Management, Inc. (SAMI). At that time we wanted a more *professional* look to our image, so I researched professional service-based firms and designed the logo/word-mark that carried us for eighteen years and through the recent changes (Figure B). It was a decent, solid logo, but it was somewhat bland and obviously had to change as the company name certainly couldn't continue to have the previous owner's name in it!

Which brings our story to the terribly rainy day that I was stuck – both in my creative block and behind a work-

Figure B



truck on Highway 10 fretting about January 1st looming in the very near future. You never really know when inspiration is going to hit!

Then I saw the word arc. I was so dumbstruck about the perfection of it that I was laughing aloud in my car. With that simple word, everything changed (Figure C).

The Arc

A simple definition of an arc is an incomplete part of a circle. To make a circle, multiple arcs are required. To me, that is precisely how my company exists, as only a part of something. Without the staff and clients, there is no company. The symbol of the arc is monumentally representative to me.

The Three-Part Circle

On that rainy road, the multiple arc thought, naturally formed into a three-part circle. I place virtually equal weight on what comprises my company:

Company: In itself, the company must hold priority. As a business owner I've taken the responsibility of putting food on the tables of fourteen families. The company must remain profitable and reputable enough to stay solvent so I can continue to do so.

Staff: I am only one person, and all people have limitations and time-constraints. I've not opted to be a sole-proprietor, to "go off on my own" and start a company from scratch. I've taken on the responsibility of leading a team, developing other professionals, and from that be able to continue to be a relevant and evolving force over the years. It is ONLY with incredible staff involved can this company exist to provide extraordinary services to clients.

Clients: The talents of these amazing staff would be wasted if I weren't able to provide them meaningful ways to exercise what they learn about managing associations. It's critically important that I assess and seek-out clients so that they that fit well into our



Figure C



Executive Director's Message continued on next page

mission and core value structure. For as hard as our staff members work, they need to feel appreciated and valued by the clients they serve. As it is those clients who pay the company to continue developing the staff, to continue providing those services...thus completing the circle.

The Logo Style

Once the arc and circle concepts were solidified in my mind, the colorful and creative side kicked into high gear. I drew from my background and a few different concepts to create the meaning behind look:

Primary Colors: As the logo had three elements, it was an easy, natural fit for me as I've always been strongly drawn to the three bold, primary colors: Red; Yellow; Blue. My fascination stems from my background in print design. These three colors cannot be recreated by mixing any other colors, yet these three colors are the foundation of every other color combination! Akin to Association Management and my new logo, with these three "colors", these three elements, the right blend of company-staff-client, *anything* is possible.

Brushstrokes: In the Zen/Buddhist culture, *ensō* is a circle that is hand-drawn in one or two brushstrokes. I have three. I like that while every other element of this logo design is spot-on to the concept I designed it around – this one is just a little off. There's meaning there too. While we strive daily for perfection, quite often our end product is not as "perfect" as we planned. That's healthy, that's reality. When we set-out to achieve expectations we set in our mind, in a vacuum, without factoring in other people (i.e.: staff, clients, etc.), we can too easily stifle and limit ourselves. We need to have the flexibility to change and adapt in order to succeed in this profession.

Circle: Rounded shapes instill a naturally positive emotional message that gives a sense of harmony and protection, often represent unity and community.

Curves in general are also viewed as more "feminine", and being a woman-owned business is representative of who I am. Circles also have no beginning or end, they represent a cycle, which is exactly how our clients operate, on a continual cycle.

Incomplete Circle: The only concern I had in designing the shape of a circle, was that it's often viewed as the "perfect" shape. There is no such thing as perfect, and I didn't want the logo to come across as arrogant or absolute. Nothing in our business is so rigid as "a perfect circle". Referencing again *ensō*, the incomplete nature of the logo signifies movement, evolution, development – a constant progress. As in the Association Management world, nothing we do is ever *finished*.

The new logo is meant to both represent me as a person and the company as a whole. To find meaning in what I do to better myself, this company, the people and clients surrounding me and the industry as a whole, I needed something visual to continue to inspire me on a day-to-day basis. We all look for meaning in what we do. I feel truly blessed that I had the opportunity to *create* that meaning.

While rebranding was a daunting task, being able to tap into my design background is what really brought it all together – at the end of the day, Association Management is as much of an art as it is a process. 💧

Sincerely,



Jennifer Rzepka, CAE
Executive Director

Please feel welcome to contact the office with any questions or recommendation on ways to continue this exciting growth and expansion of your great association!
855-947-9837 / info@wisconsinwaterwell.com

LOBBYIST REPORT: NR 812 RULEMAKING CONTINUES

By Jeff Beiriger, WWSA Government Relations Advisor

It was May of 2019, during an NR Board meeting, that the WWSA objected to the DNR's proposed rule modifying NR 812. Specifically, we objected to language related to well casing depths, to construction standards related to flowing wells, and to a modification that eliminated one of the allowable uses of PVC casing under the current code.

Despite our objection, the Natural Resources Board, on a split vote and after extended debate, approved the agency's version of the rule. As part of their approval, they directed the agency to begin a new Scope Statement that would immediately start the process of modifying the new rule.

Working with the department staff, we realized that it made more sense to continue to work on the rule now, at the risk of a short delay, than to implement one rule only to modify it later. The department worked with the WWSA over a series of calls and meetings to develop revised language relating to well casing depths and flowing wells. During those discussions, another issue, related to allowable grouting materials in certain applications, was also addressed.

The result of all of this discussion was a revised rule that was presented to the NR Board in January 2020. At that meeting, the rule was approved and advanced to the next step in the rules process. As of this writing, the rule is just days away from the conclusion of its review period with Senate and Assembly Committees, after which it will have an additional review period in the Joint Committee on the Review of Administrative Rules. We anticipate no issues with the rules and the review periods would end by late March or early April and the rule could be finalized for the first day of either April or May.

Regarding the use of PVC for casing materials, the department indicated that there wasn't any language developed in the rules draft and so they opted to move forward with some of the changes now and to continue working on rules related to the use of PVC casing in a separate rules package. That scope statement went before the NR Board in late February and was expected to advance. When it does, a work group, on which WWSA has several appointees, will begin looking at the use of PVC casing.

Among other things, the group will look at neighboring states and national organizations to review their guidelines for use of PVC in consolidated and

unconsolidated formations and the construction standards associated with that use. The work group will likely take most of 2020 to come up with a draft before that draft is released for further study of its economic impact and a public hearing covering all aspects of the rule. Rules must be completed in 30 months or less, so any changes in this part of NR 812 will likely take place in early 2022.

[Legislative Session Nearly Complete - Water A Central Issue](#)

When he first was elected, Governor Evers declared 2019, "The Year of Clean Water" in Wisconsin. In his first budget and in administrative action, he placed a strong emphasis on a thorough analysis of the PFAS situation in the state, on the elimination of lead drinking water services, and the reduction of nitrates in our groundwater.

Even as the Governor was making his proclamation, Assembly Speaker Robin Vos was creating a Water Quality Task Force to seek out input on water-related issues and to develop a series of recommendations for potential legislative solutions. The Task Force held more than a dozen meetings, moving from south to north, with invited speakers at each meeting along with time for public testimony. WWSA testified in September in Stevens Point.

The listening sessions ended in the Fall and the Task Force began its work on the crafting of legislation. The result was a package of 13 bills (Assembly Bills 789 - 801) that were introduced in mid-January. Of that group of bills, a few have particular interest for the WWSA. The Task Force noted that this was a first step in their work and that additional bills may be introduced in future sessions.

With all of this interest in groundwater, one of the objectives was to make sure that there were few, if any, new regulations on the industry and whatever studies might have come from the reviews would be ones that would involve continued industry input. By and large, that objective has been met, but there is almost certainly more to come. The issues here are long-term. The infrastructure that is left behind is one of the most critical aspects as legislators will have continued interest in groundwater,



Lobbyist Report continued on next page

but will also be drawn to new, more pressing issues in the next legislative session.

The Task Force bills of particular interest are:

[AB 789](#)

AB 789 makes changes to the well compensation grant program administered by the Department of Natural Resources. The bill increases the amount of funds for the well compensation grant fund for 2020/2021 to \$1 million. Restriction related to contamination by nitrates only are lifted. The bill also provides the DNR with a priority method for making grants. The bill was amended so that an administrator for the well compensation grant fund would be absorbed under the current agency budget rather than being funded out of the proposed increase.

The bill has passed the Assembly 97-0. Because the Assembly has adjourned, the Senate must take up AB 789. This was anticipated, given that these are the product of an Assembly Task Force. The full Senate has not voted on its companion legislation (SB 724).

[AB 791](#)

AB 791 makes changes to the POWTS compensation grant fund by delaying its sunset by two years and requiring the Department of Safety & Professional Services to provide information about the grant fund to local units of government who would be required to distribute them to persons receiving public benefits. The bill was amended to include a septage study through the UW Stevens Point.

The bill has unanimously passed the Assembly and is awaiting Senate action.

[AB 794](#)

AB 794 requires the DNR to make public notice and conduct public hearings related to substances that are in or have a reasonable probability of entering the groundwater resource. The bill also requires the Department of Health Services to make similar notice and conduct similar hearings when adding substances identified as a public health risk.

The bill was passed along largely partisan lines and is awaiting Senate action.

[AB 799](#)

AB 799 creates an Office of Water Policy within the Wisconsin Geologic and Natural History Survey and spells out specific responsibilities for this newly created position.

Despite its fiscal impact, the bill was unanimously approved by the Assembly and is awaiting Senate action. The Senate companion bill received a 5-0 vote in the Natural Resources Committee and a 16-0 vote in the Joint

Committee on Finance (which reviews bills with increased spending). AB 799 awaits Senate action.

[AB 800](#)

Among other things, AB 800 creates grant programs for counties to test wells for the purpose of creating a map of contaminated wells or, if they have this information already, to provide this information to county residents. Grants are for no more than \$10,000.00 and must be matched by the county. The bill also requires local units of government with private wells to inform resident of the need for regular well testing.

Like AB 799, the bill has unanimously passed the Assembly and received similar 5-0 and 16-0 votes in the Senate Natural Resources and Joint Finance Committee respectively. AB 800 awaits Senate action.

[Awaiting Senate Action...](#)

With the State Assembly now adjourned, all action turns to the State Senate. That chamber has just three days – March 24, 25, and 26 – to consider all remaining legislation. Any bills that originated in the Senate and have not already been passed by the Assembly are (absent the Assembly reconvening in a special session) dead. Any bills that originated in the Assembly and have not been passed by the Assembly are also dead.

What remains are bills passed by the Assembly but not yet voted on by the Senate. Some of these bills may have public hearings, but any amendments offered by and passed by the Senate would require Assembly approval, so a Senate amendment is basically a death sentence for all intents and purposes.

Put another way, all of the Water Quality Task Force bills need to be approved exactly as they were passed by the Assembly or they will fail this session.

The Senate Majority Leader has indicated in the past that he does not like the Task Force approach to making legislation, so it is always possible that he will withhold one or more of the bills and prevent a floor vote.

[And Next Comes the Governor...](#)

Assuming the Senate acts to approve the bills, they will next go the Governor. It seems unlikely he would veto a piece of legislation that was passed with unanimous consent of the Senate and Assembly. What bills that were passed on partisan lines might draw his attention, but the Governor will almost certainly approve the vast majority of what he is sent. In a self-declared “Year of Clean Water,” these measures may not have gone as far as he would have liked, but they are progress and set the stage for additional work during the 2021/2022 budget and legislative session. 💧

2020 WISCONSIN GROUND WATER CONFERENCE RECAP

By Wisconsin Water Well Association Office

The 2020 Annual Ground Water Conference was held at the Kalahari Resort in the Wisconsin Dells from January 8 – January 10, 2020. Between the conference and Friday's Continuing Education session, we had over 350 people in attendance! Throughout the week, the event contained multiple informative meetings, great classes with excellent speakers, and lots of family fun.

The conference kicked off on January 8th with the first session of the year, Emerging Contaminants in Well Water, which was taught by WWSA Board Member Mike Hanten. Hanten's session was followed by the annual membership meeting in which all attendees were invited to listen to the Board of Directors discuss association and membership updates. At the end of the meeting, members voted Jeff Thron to join the Board of Directors. Congrats, Jeff!

Wednesday night ended with the WWSA Reception and Kids Only Movie Night. At the reception, the Lifetime Award was given to Keith Lind who will now become a lifetime member of the Wisconsin Water Well Association. Each year, the board chooses an individual who has given years of service and dedication to our industry to receive this award. President Rick Peterson also awarded Jonathan Dillenburg and Mitchell Peters with the Edwin Huntoon and Owen Wilson Scholarships.

The fun continued on Thursday with classes in the morning and early afternoon. We had local and national speakers join us to share their knowledge and expertise with all attendees. Speakers included DNR representatives Liesa Lehmann, Marty Nessman, and Frank Fetter as well as Matt Kouba, Richard Milegger, Richard Thron, Mark Borchardt, Mark Selvig, and the WI Diggers Hotline.



Board Member Terry Farago has help drawing for raffle winners.



Conference attendees enjoy the bowling tournament at Tom Foolery's.



DNR Representative Marty Nessman gives a presentation to a group of attendees.

Educational sessions were followed by the Annual Tradeshow, which sold out all booths for 2020! At the trade show, dozens of door prizes were given away to our lucky raffle winners and proceeds from the tickets were split among the WWSA Scholarship Fund, WWSA Veterans Fund, and Uganda Water for the World. Throughout the conference, raffle tickets were being sold for our door prizes: A Polaris 570 4-Wheeler, a rifle, and an automatic cross bow and the winners were announced at the end of the show.

Thursday night concluded with the WWSA Bowling Tournament at Tom Foolery's Theme Park. All games and shoe rentals were complimentary for everyone who attended, courtesy of WWSA. The last of the door prizes were raffled off and guests enjoyed drinks and appetizers.

The conference ended on Friday morning with two more sessions from speakers Jeffrey Williams and Jim Hutmacher. In addition to two more great presentations, guests were able to attend the tradeshow from 8:00 – 10:00 am.

WWSA thanks everyone who attended and looks forward to the 2021 Annual Conference! 💧

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**2021 WISCONSIN
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January 20-22, 2021
**Kalahari Resort and Convention
Center, Wisconsin Dells**

AND

CONTINUING EDUCATION SESSIONS
Early 2021
Various locations
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The Wisconsin Water Well Association Annual Conference showcases problem-solving, technologies, and the latest in products for the water well industry.

We are seeking suggestions from members for presentations, and abstracts from those interested in providing your expertise in multiple areas.

Members, please submit your suggestions for topics directly to the WWA Office via email to info@wisconsinwaterwell.com

Potential presenters, please submit your Abstract submissions no later than July 31, 2020 to info@wisconsinwaterwell.com using the form below.

If you would like to be considered to be a speaker for the 2021 Wisconsin Groundwater Conference, please complete the following:

Company: _____

Name: _____

Title: _____

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Length of Presentation: _____

Track (choose all that apply):

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Brief Overview of Description



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WHERE DOES OUR DRINKING WATER ACTUALLY COME FROM?

By Abby Quillen in partnership with Waterlogic and Ghergich & Co

The following article places an emphasis on municipal water supplies and minimizes the well drilling industries role in bringing safe, clean water to the residents of Wisconsin. While we continue to strive to correct misconceptions such as that, we realize that there is still valid information to be gleaned from this piece and thought that it was worth passing along.

— Bruce Walker, WWSA Editor

How many times do you drink water during the day? When you turn on the faucet, do you think about the process it goes through to get from its source to your glass, and what you might be consuming in addition to water? Unfortunately, most Americans don't give very much thought to this whole process, but they should be. Taken as a whole, this country drinks more than 1 billion glasses of water a day. We're not just hydrating ourselves, we're replacing vital elements of what we need to live: Sixty percent of our bodies are made up of water.

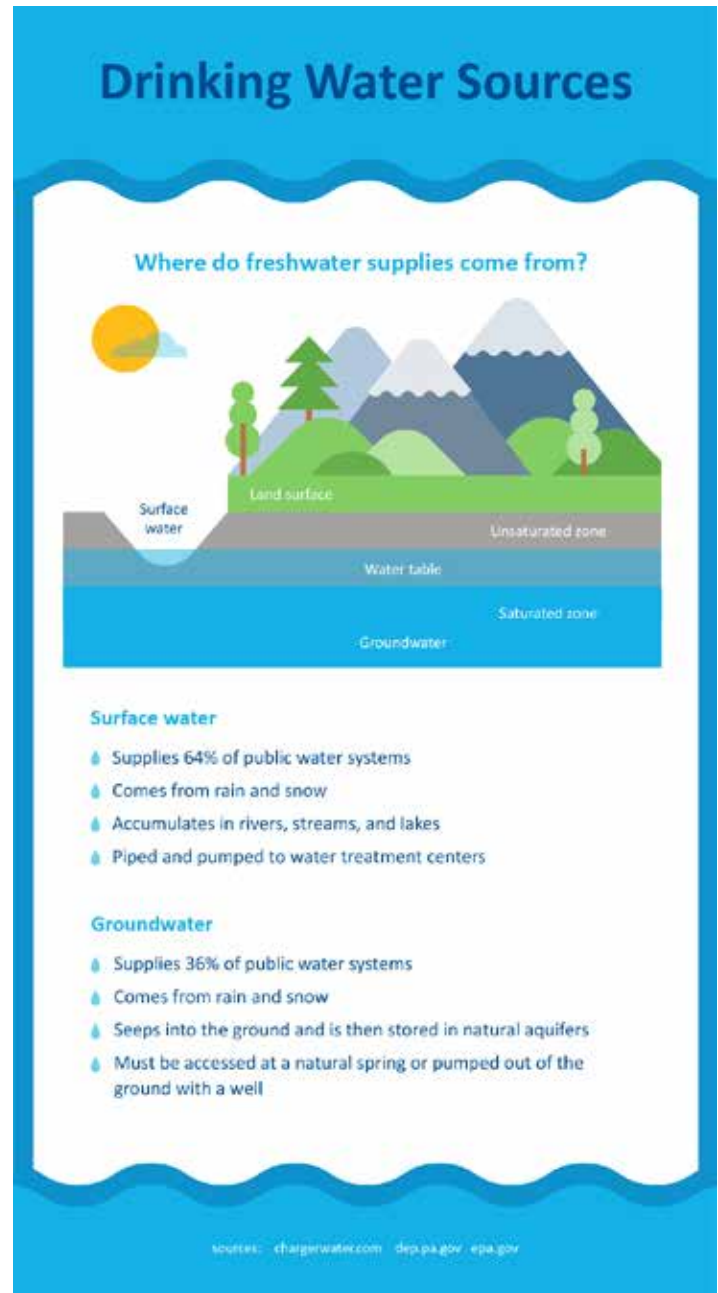
Unfortunately for far too many people in the world, and for too many people in America, the quality of drinking water is tenuous. They must disinfect it or drink something that's been purified and doesn't come from the faucet. But the question is, how do you know what the difference is and when you should be leery of the tap?

First of all, it's important to understand that all water comes from different sources. It may come from the surface of the earth, and that means it's supplied by rain and snow. We take water that's gathered in rivers, streams, and lakes, and send it to water treatment plants to begin its journey to your faucet. There are also groundwater supplies, which must be pumped out of the ground before it goes to the treatment plant.

Many different areas depend on certain water regions or watersheds, and sometimes those watersheds are far away from where they end up delivering the water to. Finally, some people must get their water from private wells because they are too far away from a municipal, treated source in order to have the same water delivery system. What does your water look like? This graphic explains it.

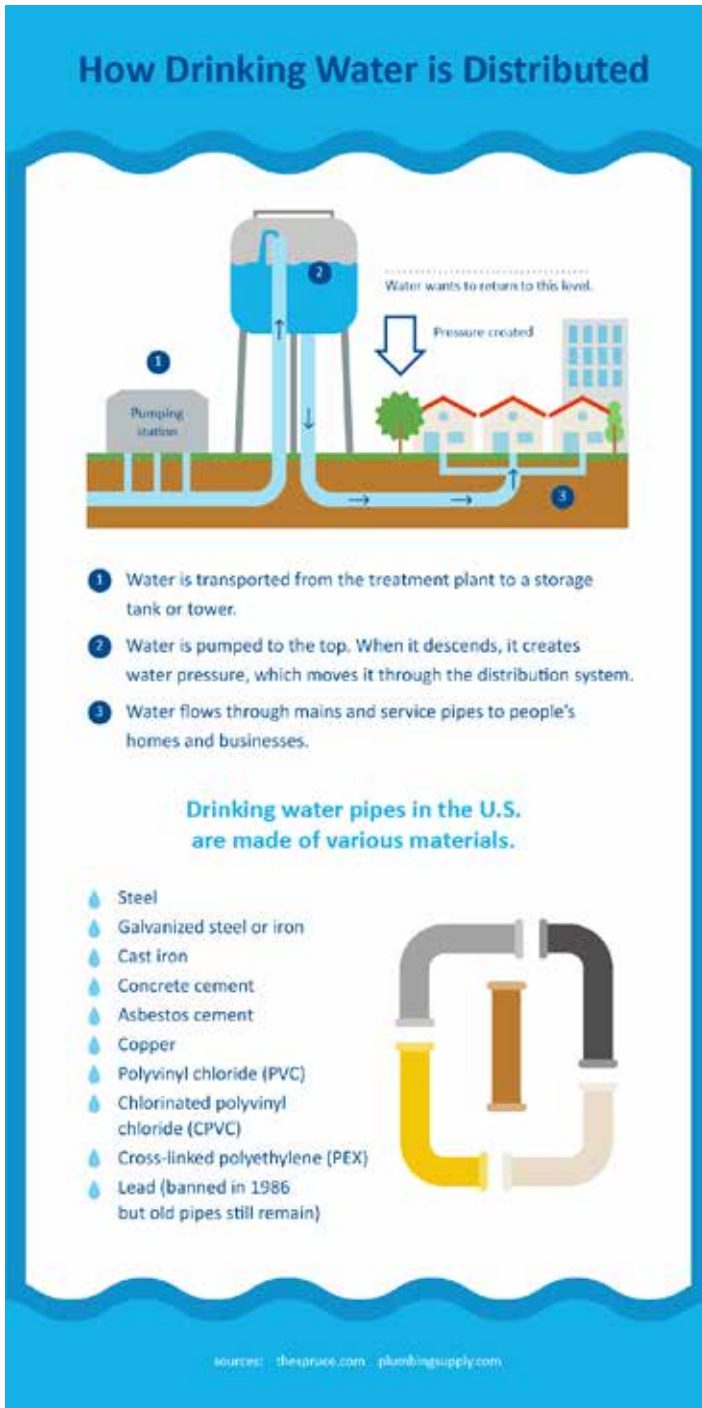
Americans drink more than 1 billion glasses of drinking water per day. We take the colorless, odorless liquid for granted, but it's a remarkable substance. It composes 60 percent of our bodies and it makes the basic molecules of life, including DNA, cell membranes, and proteins, work.

More than 780 million people around the world lack access to clean drinking water. And clean water is a



relatively recent luxury in North America. In 1908, Jersey City, NJ was the first city to disinfect their drinking water. Thousands of cities followed Jersey City's lead during the next decade, and the occurrence of waterborne diseases such as cholera and typhoid fever decreased dramatically in the U.S.

Drinking Water continued from previous page



Today, the majority of Americans have disinfected drinking water delivered to their homes and businesses. But do you know how that water makes its way to your faucet so you can make your morning coffee? Keep reading to find out how water travels from source to tap.

The majority of our freshwater supply comes from surface water, which comes from rain and snow that runs off into rivers, streams, and lakes. Those water sources aren't always nearby. Roughly 90 percent of New York City's water comes from the Catskill/Delaware watershed, which extends 125 miles northwest of the city. Chicago's water travels more than 100 miles from Lake Michigan. Atlanta's water travels

a couple hundred miles upstream from the Chattahoochee and Flint Rivers. And people in seven states stretching from Denver to Los Angeles rely on drinking water from the Colorado River.

The rest of our fresh water comes from groundwater, which originates from rain and snow that seeps into the soil. It's stored in aquifers, natural formations of soil, rocks, and sand beneath the ground. Groundwater is accessed from natural springs or pumped out of the ground by way of a well and is mainly used as drinking and irrigation water. Where the majority of states are mainly supplied with fresh water from surface water sources, Miami, Memphis, and San Antonio draw most of their water from groundwater because these locations have aquifers.

Between 13 million and 15 million American households (10 to 12 percent) rely on private groundwater wells for drinking water—either by choice or because the town they live in does not have a municipal water source (which is often the case in rural settings). Because EPA regulations that safeguard public drinking water do not apply to wells, homeowners with private wells are responsible for testing their water for bacteria, nitrates, total dissolved solids, and pH levels. It's important to use certified laboratories; local health departments often provide private well testing free of charge. If a well water sample shows high levels of contaminants, well owners can contact their public health department for instructions to retest and confirm the concentration of said contaminants. Some treatments are fairly quick and easy—for instance, adding new or better filtration systems.

Everyone else gets their water from the nation's 150,000 public water systems. Public water suppliers draw their water from both surface water and groundwater sources. This drinking water must undergo regular tests to verify it meets the U.S. Environmental Protection Agency's Safe Drinking Water Standards. The most common water treatment steps are as follows.

● **Catchment**

A series of pumps and pipes connect a water source to a treatment plant. Most treatment plants use gravity as much as possible to move the water.

● **Screening**

When the water reaches the treatment area, a large metal screen traps large debris, such as plants, trees, trash, and fish, to keep them out.

● **Coagulation and Flocculation**

Chemicals with a positive charge (called coagulants) are added to the water. Common coagulants include aluminum sulfate, ferrous sulfate, activated silica, and other chemicals. The coagulants bind with negatively charged dirt particles, and together they form larger gelatinous particles called floc.

- **Sedimentation and Clarification**

Floc is separated from the water and pumped to a sedimentation pond. Meanwhile, the water is sent on for further treatment.

- **Ozonation**

In some systems, ozone (a highly reactive colorless gas) is added to the water. Ozone consists of three molecules of oxygen bound together and is made by applying electricity to liquid oxygen. When it's pumped through water, it kills bacteria, viruses, and protozoans and reduces the concentration of iron, manganese, and sulfur. It also degrades pesticides and helps correct bad odors and tastes.

- **Filtration**

Next, gravity pulls water through filters, which are usually made from sand, gravel, granular activated charcoal, or another medium. The filters remove particles from the water.

- **Disinfection**

Chlorine gas, liquid bleach, or a chlorine compound is added to the water to kill or inactivate microorganisms. In more than 20 percent of water treatment systems, ammonia is also added to form chloramine. Sometimes, fluoride is also added to the water for dental health.

After drinking water is treated and meets the U.S. Environmental Protection Agency's Safe Drinking Water Standards, it's transported to storage facilities where homes and businesses can access safe, clean drinking water straight from their taps. American water distribution systems span nearly 1 million miles and deliver water to approximately 300 million people. Distribution systems are mostly underground and include pipes, control valves, pumps, meters, storage tanks, and hydrants.

Distribution systems must provide an adequate amount of water, and they must also provide it with sufficient pressure. Without pressure, water stands still.

Water pressure is created by pumping water to the top of a water tower or to a water tank in a high location. When the water descends, it creates force, which in turn moves the water through the mains and pipes. Residential water pressure is usually kept between 45 and 80 pounds per square inch (psi).

The pipes that transport water can be made of several different materials. Some of the most common materials include:

- **Steel**

An alloy of iron and carbon, steel is the strongest and most durable material used for water supply pipes.

- **Galvanized steel or iron**

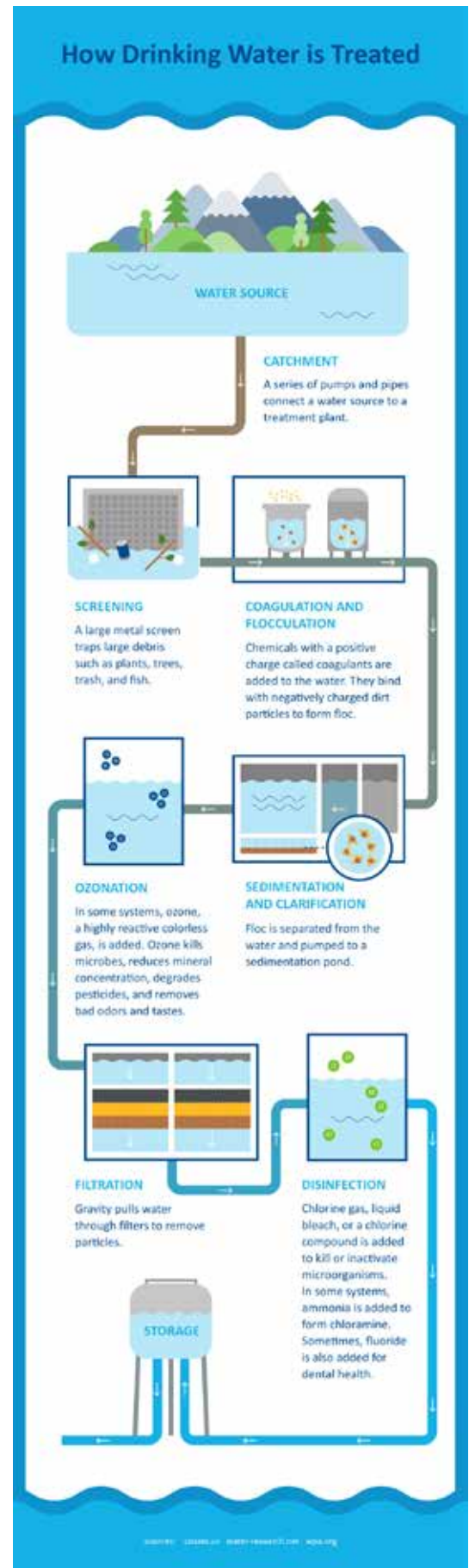
These pipes have a protective zinc coating to prevent rusting. Once popular, the use of these materials is declining because pipes corrode over time, giving water an unpleasant taste and smell.

- **Cast iron**

This iron alloy has been used for water distribution pipes for hundreds of years. It's still used today because it's incredibly durable.

- **Concrete cement and asbestos cement**

Concrete cement pipes are still used and tend to be resistant to erosion.



Asbestos cement pipes were used in the early- to mid-1900s, especially in the western states. They make up 12 to 15 percent of drinking water systems in the country. Asbestos has been banned in many countries because of concerns about workers breathing it in. Some health experts have also raised concerns about potential health effects when asbestos fibers from old pipes leach into water.

• **Copper**

A red-brown elemental metal, copper is lightweight, durable, and naturally corrosion resistant. Copper pipes can leach small amounts of copper into the water. While leached copper is not a health threat for most people, it's harmful to individuals with certain medical conditions, including Wilson's Disease.

• **Polyvinyl Chloride (PVC)**

A rigid plastic, PVC is usually only used for cold water pipes because it breaks down when exposed to heat.

• **Chlorinated Polyvinyl Chloride (CPVC)**

This type of plastic can withstand temperatures up to about 180 degrees Fahrenheit and is used for both hot and cold water pipes.

• **Cross-linked Polyethylene (PEX)**

A lightweight, flexible, and inexpensive plastic, PEX is replacing copper and galvanized steel. It's used in 60 percent of new construction residential water supply systems.

Some studies suggest PEX pipes can leach odors as well as potentially harmful chemicals into drinking water.

• **Lead**

This malleable elemental metal was used to make and solder pipes until Congress banned it in 1986 to prevent childhood lead poisoning. More than 10 million homes still get their water from older lead water service lines (the pipes that connect main service lines to a house's plumbing system).

Waterborne illnesses such as giardia, hepatitis A, typhoid, and cholera are real risks for residents and travelers who drink tap water in many parts of the world. In general, the tap water in the U.S. is safe—but American treatment and distribution systems aren't perfect. (This is evidenced by examples like the Flint, Michigan water crisis.) About one quarter of U.S. residents get their drinking water from sources that violate the EPA's Safe Drinking Water Standards. Most are in low-income, rural areas. And even if water is deemed safe to drink when it leaves a treatment center, it can be contaminated by pipes in aging distribution systems. Lead can also leach into water inside homes and businesses from old lead pipes or from brass plumbing fixtures made before 2014. Filtering water before you drink it is the best way to ensure your water is clean, safe, and tastes great. 💧

For more information, visit: <https://www.waterlogic.com/en-us/resources-blog/where-does-our-drinking-water-actually-come-from/>

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Single Issue.....	\$475

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Single Issue.....	\$250

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Single Issue.....	\$175

Advertising Graphic Requirements:

All ads must be submitted electronically via email. WWWA 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" x 4 3/4"	N/A

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

WPWS REPORT

By Jeff Beiriger, WPWS Executive Director



Groundwater Conference & WWSA

Congratulations to WWSA for another great Groundwater Conference. There were a lot of highlights – great programs, great networking, and a great buzz in the exhibit hall.

There were a couple of other items that were especially gratifying. First, a significant donation of funds raised during the WWSA reception on Wednesday evening. The funds were given to the WPWS to help us support our efforts to build more wells around the world. Similarly, the fund was one of the benefactors of the bowling event held Thursday evening.

Well Projects

We're happy to report that work has started on our next well project. What is the same is that this project, like the others we have done so far, is in Uganda. What makes this project and every one of the projects unique is the story behind the village that it will serve.

This well project will serve a community that has a significant mix of elderly and youth. The two were brought together because they did not have other family to care for them, and so this community allows the older residents to teach while the younger residents assist with some of the chores. The well allows the children to be in school and provides an irrigation source for some of the crops that will sustain the village. The well also provides a reliable source of clean water for everyone in the community. Permits for well projects are new to the country and while this is a good development, it has slowed progress on the project somewhat.

Fundraising Efforts Continue

The WPWS donation came as a result of several fundraisers in 2019, along with donations from the WWSA and other individuals. Construction of each well costs about \$5,000.00 and local residents contribute to that amount and to a fund for ongoing maintenance.

For 2020, the WPWS will continue to raise funds at two events, each of which is open to everyone from the industry and their guests:



WPWS "Iron Man" Shoot

Thursday, May 14, 2020
Woodfire Lodge at
Triple J Wing and Clay
Brillion, WI



We hope you can join us for our "Iron Man" Shoot, our annual Sporting Clays fundraising event. Help us say YES to another well project in 2020! Have fun while we raise money for this worthy project!

Gather with fellow vendors and contractors, network, show off your shooting skills, and pick up a few pointers for season ahead. Whether an expert or beginner, this event is for you. Shoot as much as you'd like (or as much as you can) during the day and try all of the course configurations including Multiple Sporting Clays Courses, Super Sporting Course, Make-A-Break Challenge, Team Target Flurry, Poison Bird, Crossing Teal, Wobble Bird and More!! You'll need at least a case of shells (250 rounds) if you plan to try everything and a couple extra boxes might be a good idea! We hope your shoulder can take it...that's why it's called an "Iron Man"!

Register yourself and a group. Bring a shotgun, shells, eye and ear protection, and any other gear you may need. Follow a few safety rules and have a blast! We'll take care of everything else! The courses open at 10:00 a.m. and we conclude with prizes and a silent auction at 3:30 p.m.

Individual shooters are \$125.00 and sponsorships, some of which include shooters, are available. More details are available by calling WPWS at 888/782-6815 or at our website.

Fall Golf Outing

If sporting clays aren't your thing, mark your calendar for our Fall Golf Outing!

WPWS Golf Outing

Thursday, September 24, 2020
Trappers Turn Golf Course
Wisconsin Dells



WPWS Elections

The following were elected to two-year terms as Directors of the WPWS: Tim Nelesen (Franklin Electric) and Ryan Venema (Wilmar Pump). Ben Longenecker (JFL Marketing) left the Board following the conclusion of his term.

Officers for the year are Tim Nelesen (Franklin Electric), President and Perry Will (Rep-Rite Burk & Associates), Vice President. ♦



SCHOLARSHIP APPLICATION

EDWIN HUNTOON SCHOLARSHIP

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.



EDWIN HUNTOON ELIGIBILITY

- 2.6 grade point average or above
- Must be child or grandchild of a current WWSA member
- Must be applying to or enrolled in a post-secondary institute (college), as a full time student

OWEN WILLIAMS SCHOLARSHIP

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."



OWEN WILLIAMS ELIGIBILITY

- 2.6 grade point average or above
- Must be child or grandchild of a current WWSA member
- Must be applying to or enrolled in a technical/trade/vocational institution, as a full time student

APPLICATION PROCEDURES

- Applications should be submitted to the Association by December 1, 2020. No exceptions.
- Applications should include written essay and two letters or recommendations.

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. The WWSA will notify the scholarship winners prior to January 1, 2021 by email.

Awards are presented at the Annual Wisconsin Groundwater Conference. Current college students will be presented the scholarship at the conference, while high school students will receive the scholarship after the completion of their first semester. Verification of current enrollment is required.

INSTRUCTIONS FOR COMPLETING SCHOLARSHIP APPLICATIONS

- Download the application or complete the form online at: wisconsinwaterwell.com
- Fill out the application, respond to both essay questions, and submit 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

THE FACTS ON PFAS

By Lori Huntoon, PG, WWSA Well Log Editor

PFAS have been in the news a lot lately, and will continue to be a focus for regulatory agencies and municipalities. It's even been highlighted in the recent Hollywood movie titled, "Dark Waters" starring Mark Ruffalo and Anne Hathaway. But what are PFAS?

PFAS are a large group of organic chemicals that have been produced for a variety of industrial uses and purposes since the 1940s. These include most materials that are stain-resistant, water-resistant, fire-resistant, or soil-resistant. In addition, most surfactants and surface treatments for paper, metals, and fabric contain PFAS constituents.

PFAS can be found in:

- carpet treatments
- cleaning products
- consumer products
- cookware
- cosmetics
- fabrics that are stain-repellant and water-repellent (Scotchguard®)
- fire-fighting foam (AFFF)
- food packaging and food paper wrappings
- insecticide formulas
- non-stick coatings (such as Teflon)
- paints
- polishes and waxes
- varnishes

Because PFAS are resistant to degradation, they don't break down readily, are highly persistent in the environment, and easily bioaccumulate in muscle material of humans, animals, and fish.

Health impacts due to exposure to PFAS can occur from eating food and drinking water contaminated with these substances. Interestingly, PFAS have been detected in blood samples collected in a variety of populations sampled including remote areas of the world, post-1940.

According to the Centers for Disease Control and Prevention, adverse human health effects include:

- developmental effects (behavior, growth, and learning) of infants and children
- high cholesterol
- hormone disruption
- increased cancer risk
- immune suppression
- reduction in ability to get pregnant

Major chemical manufacturers in the United States agreed to eliminate the use of several PFAS chemicals. However, PFAS continue to be manufactured by international facilities

and are imported into the United States in consumer products including carpet, coatings, fabrics, leather and other apparel, textiles, packaging, paper, plastics, and rubber.

A significant number of contaminated sites have been identified at airports and military bases where firefighting training takes place, as fire-fighting foam is a major source of groundwater contamination. In addition to firefighter training facilities, the biggest threats to drinking water include landfills and other waste disposal facilities, manufacturing facilities, and wastewater treatment plants.

The EPA has been evaluating the regulation of PFAS for over a decade:

- In 2009, the EPA developed provisional HAs for two PFAS constituents (PFOA and PFOS) which were related to contamination of water supply systems.
- In 2014, the EPA issued documents related to health effects for public comment and an independent panel peer review.
- In 2016, the EPA issued a lifetime drinking water health advisory for individual and/or cumulative concentrations of PFOA and PFOS at 70 parts per trillion. These non-enforceable, non-regulatory values are used by federal/

state/tribal agencies and public health officials to evaluate health effects and treatment technologies associated with drinking water contamination. It is expected that the health advisories will become more conservative as additional information regarding health effects becomes available.

States have taken on more stringent regulatory criteria and/or screening levels, as provided below:

You might be asked to sample a water well for PFAS analyses. Given the extremely low screening levels and the ubiquitous nature of PFAS in our society, cross-contamination is likely. PFAS have been determined to be present in markers (sharpies), write-in-the-rain notebooks, rain-resistant clothing and boots, gloves, auto upholstery, sampling equipment, labels, and sampling bottles. It is strongly recommended that you follow stringent procedures as described in sampling protocol provided by several states, including California or Michigan.

How much is a part per trillion?
PFAS are measured in parts per trillion (ppt); a part per trillion is described as a grain of sand in an Olympic-sized swimming pool. Another similar analogy is one cup out of the Rose Bowl stadium if it were filled to the top with water!

The Facts of PFAs continued on next page

PFAS REGULATORY CRITERIA AND SCREENING LEVELS (measured in parts per trillion)							
	PFOS	PFOA	PFNA	PFHxS	PFHpA	PFDA	GenX
USEPA advisory	70 (combined)		-	-	-	-	-
California	6.5	5.1	-	-	-	-	-
Connecticut	70 (combined)					-	-
Massachusetts	20 (combined)						-
Minnesota	15	35	-	47	-	-	-
New Hampshire	15	12	11	18	-	-	-
New Jersey	13	14	13	-	-	-	-
New York	10	10	-	-	-	-	-
Vermont	20 (combined)					-	-
Wisconsin	20		-	-	-	-	-

PFAS Free insect repellent:

- OFF Deep Woods
- Sawyer Permethrin
- Jason Natural Quit Bugging Me
- Repel Lemon Eucalyptus Insect Repellent
- Herbal Armor
- California Baby Natural Bug Spray

PFAS free sunscreen:

- Banana Boat Sport Performance Sunscreen Lotion Broad Spectrum SPF 30.
- Banana Boat for Men Triple Defense Continuous Spray Sunscreen SPF 30
- Banana Boat Sport Performance Coolzone Broad Spectrum SPF 30
- Banana Boat Sport Performance Sunscreen Lotion Broad Spectrum SPF 30
- Banana Boat Sport Performance Sunscreen Stick SPF 50

- Coppertone Sunscreen Lotion Ultra Guard Broad Spectrum SPF 50
- Coppertone Sport High-Performance AccuSpray Sunscreen SPF 30
- Coppertone Sunscreen Stick Kids SPF 55
- L'Oréal Silky Sheer Face Lotion 50+
- Meijer Sunscreen Lotion Broad Spectrum SPF 30.
- Meijer Clear Zinc Sunscreen Lotion Broad Spectrum SPF 15, 30 and 50
- Meijer Wet Skin Kids Sunscreen Continuous Spray Broad Spectrum SPF 70
- Neutrogena Ultra-Sheer Dry-Touch Sunscreen Broad Spectrum SPF 30.
- Neutrogena Beach Defense Water + Sun Barrier Lotion SPF 70
- Neutrogena Beach Defense Water + Sun Barrier Spray Broad Spectrum SPF 30
- Neutrogena Pure & Free Baby Sunscreen Broad Spectrum SPF 60+ 💧

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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

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MARKETING MATTERS: HOW TARGETED IS TOO TARGETED?

By Tara Schessler, In Time Creative

The “Niche” businesses are going to have to get “Nichier.” This is the title of an article I recently read. What does that actually mean?

According to some of the top Content Marketers (*Digital gurus who use the World Wide Web, Website Search Engine Optimization, Google AdWords, Blogs and Social Media to capture clicks, likes and shares*), businesses that hold a very specific space in the world, need to target a very specific audience and get even more specific and targeted with their advertising and marketing strategies. In other words, branding is dead. Do you believe them? Pardon my French, but I sure as Hell don't! Keep reading to find out why.

I can drone on about market shares, audience views, frequency, reach and cost per thousand people reached. You know, throw all the TV marketing jargon at you and make myself sound really smart about what I do for a living. But, I won't. The truest form of proof is in that of a testimonial or success story.

But first, a little jog down memory lane. A lot of you reading this article have just completed your continuing education credits. You gathered at CE sites throughout the state, or perhaps you came to the Wisconsin Well Water Convention at the Kalahari in Wisconsin Dells in January. Maybe you even stopped by the Wisconsin Water Well Association Booth... if you did, “Hi, again!” That was me handing out the membership hats. Good seeing you!

What happens when you gather with fellow tradesmen in your industry? You talk, right? You talk about the tough jobs you were on, the products you used to get out of a tight situation, the brand of pump you like to use for your customers and the different vendors you prefer to buy from. This is what us traditional marketers like to call “Word of Mouth.” Comradery, fellowship, loyalty and trust. All things shared amongst like-minded and like-doing people. “Word of Mouth.”

But what about the vendors who were manning those booths? They had a great opportunity to share their stories to those who would be most in need of hearing them. This is what we like to call, “Grass Roots Marketing.” Face to face, story-telling and problem solving conversations. “Grass Roots.”

When you combine the powerful “Grass Roots” approach of selling with the infinitely more powerful persuasion of good, positive “Word of Mouth,” what do

you get? New prospective buyers that you never knew existed. People that may never have been on your radar.

Here's the big question. How do you combine these two powerhouse marketing strategies in a marketing campaign? Stay tuned for that answer...

I promised a story:

Proctor and Gamble

P&G bought into the digital targeted concept of using the rifle approach: get very specific in who you are talking to, and only talk to them with your digital ad campaign. After attempting this marketing strategy with Febreze, targeting pet owners and households of larger families the brand found that sales stagnated.

Marc Pritchard, P&G's chief marketing officer, said the company has realized it took the strategy too far.

“We targeted too much, and we went too narrow,” he said in an interview, “and now we're looking at: What is the best way to get the most reach but also the right precision?”

They ended up taking the targeted demo off the campaign and opened the impressions to be served to anyone over 18 and started to see some movement for the product.

A year later, P&G ended up pulling \$200 million from their digital targeted and social media advertising.

Where did they stick the dollars? Traditional media, specifically TV. Did you catch the Superbowl ad? And their numbers grew.

But you don't have the marketing budget that P&G has, right? So, how can you compare?

One more story, closer to home:

Wild Birds Unlimited in Rib Mountain, WI.

This local wild bird food store has been a customer of mine for 10 years. Each year, we've grown her business with strategic, product specific ads during certain times of the year. And guess what, she's in every, single, one of them. She's known as “The Bird Lady.” She has a very niche product; not everyone is a wild bird lover or bird watcher. Yet, she has all walks of life coming through her doors learning how to get started in feeding their



backyard feathered friends. In 2018, she had a record year. In 2019, she had another record year. She's consistent, has established fantastic word of mouth and is the expert in her industry.

Putting it all together:

Put YOURSELF or YOUR HAPPY CUSTOMERS in your BRANDING message on TRADITIONAL media.

Traditional media casts a very large net. Some would call that waste - "Tara, I only travel 60 miles for a job, I don't need to reach four counties over that my local broadcast channel covers." Do you know someone who lives four counties over? Do you think they may have connections in your town? I never call extra viewers waste. I call them influencers. An extension of YOUR word of mouth. Or even better, adding authority and trust to the word of mouth your current customer base is spreading for you. That's what good marketing can do.

When it comes to traditional media you get the triple threat: **1.** You reach more people in one thirty second message than you could reach in a year via a "grass roots" approach. **2.** You get to tell your story in your own positive "word of mouth" to those who are in the market for your products and services as well as those influencers who aren't in the market but know a friend who is.

If you were to spend your marketing dollars solely on getting "nichier" and targeting using a digital platform that only reached a very specific corner of the market... who would you be missing? And more importantly, can you afford to be missing them? 💧

Sincerely,

Tara Schessler

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

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LOSS CONTROL INSIGHTS: THE HIDDEN DANGERS OF BLACK ICE

By Nolan Insurance

Black ice—that thin coating of transparent ice on roadways, sidewalks and parking lots—is treacherous. It's hard to see, can build up quickly and is extremely dangerous to both pedestrians and drivers.

5 Facts You Need to Know About Black Ice

EMC Senior Engineer Larry Readout helps you understand five key facts about how black ice forms and why it can be so dangerous.

- **It's nearly impossible to spot.** Black ice is transparent and often forms during low-light conditions, such as evenings and early morning hours. Black ice formed in a shaded spot tends to stick around due to the lack of sun exposure. A light dusting of snow or blowing snow can mask the presence of black ice.
- **Warm temperatures fool people into believing there's no ice.** When air temperatures are above freezing, especially in late winter and early spring, most people assume it's too warm for ice to form. However, it's the pavement temperature that matters. Frozen ground can keep sidewalks, parking lots and roadways much colder than the air, allowing ice to form. Larry says, "Don't be surprised on a 40-degree morning when a sidewalk that looks merely wet is actually quite icy."
- **All types of ice are not equal.** While all ice types can be difficult to walk across, black ice is especially tricky. "Friction on ice decreases as temperatures rise close to or above the freezing point," says Larry. "This can result in a wet layer on the surface of the black ice. Under those conditions, it's nearly impossible to walk safely over the ice unless you have traction cleats on or know how to 'ice walk' (i.e., walk upright with your head back and take short, flat-footed steps)."
- **There may be no obvious source of the ice.** It's easy to understand that melting snow on a sunny day can create ice as the sun goes down and temperatures plunge. But what if there's no snow or signs of melting? There are other causes of black ice: Heat loss through a building's roof can melt rooftop snow, which can drip onto the walkways and parking lot below. Condensation from automobile



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exhaust and melting snow from vehicles are also often overlooked as possible sources of parking lot ice.

- **Dew and fog can form black ice.** It doesn't take thawing ice and snow or freezing rain to cause ice formation. Dew and fog can freeze on the ground, turning treacherous underfoot.

Take Action Against Black Ice

Hypervigilance is critical to discovering and managing black ice. Include these steps as part of your routine winter maintenance procedures:

- Monitor pavement temperatures and inspect walkways carefully throughout the day, especially as weather conditions change.
 - Treat icy patches with a mixture of coarse sand and ice melt.
 - Place warning cones at locations where black ice is likely to form.
 - Send reminders to staff and put posters by doorways warning of potentially hazardous thaw and refreeze conditions.
- Black ice can occur on any roadway but is more likely to develop on bridges, shaded areas and overpasses. The ice may appear to be a wet spot and you may not discover the glaze until you begin to slide. Here are some preventative actions you can take when driving in thaw-refreeze conditions:
- Drive carefully and monitor temperatures, watching for any indication that ice may be present.
 - Avoid braking if you hit a patch of ice; instead, take your foot off the accelerator and hold the steering wheel straight; if your back wheels begin to slide, turn the wheel very slightly the same way.
 - Review this set of illustrated steps, [How to Drive on Black Ice](#), for more detailed information.
 - Train drivers on safe driving in black ice conditions. 💧

WWWA MEMBER LISTING

John Abel

Aqua Care Services
Oconomowoc, WI

Michael Abel

France Sales and
Services
Schofield, WI

Matt Alft

Garrison Septic
Wisconsin Rapids, WI

Gary Allen

24/7 Well & Pump
Service
Oconto Falls, WI

Paul Anderson

Paul R Anderson Well
Drilling
Ashland, WI

Brad Anderson

Aqualines
Minnetonka, MN

Jeremiah Anderson

Paul R Anderson Well
Drilling
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Daniel Antonioni

Antonioni Well &
Pump Service
Mayville, WI

Dale Arndt

Arndt & Son Plumbing
LLC
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Thomas Arts

A-1 Septic Service
Rhineland, WI

Robert Aune

Aune Well Inc
Hammond, WI

Debra Bac

CETCO
Hoffman Estates, IL

David Badertscher

Fred's Sanitary Service
Hartland, WI

Pat Baskfield

J Carpenter
Environmental, LLC
Mequon, WI

David Beecroft

D.M.B Drilling Co. Inc
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Patrick Bentley

Wells by Welch
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Ann Berkholtz

Water Wells Inc.
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Michael Berkholtz

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Windsor, WI

Martin Bethke

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Biersack Well Service
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Binz Brothers Well
Drilling
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Binz Brothers Well
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Burlington, WI

Justin Castleman

Castleman & Sons
Plumbing, Inc.
Franklin, WI

Bruce Collins

A-1 Septic Service
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Bryan Cox

BLC Well Drlg & Pump
Service
Milltown, WI

Dennis Crow

Water Compliance
Specialists, Inc.
Lodi, WI

Andrew Dahl

Dahl Well Drilling, LLC
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South Central Well &
Pump, LLC
Edgerton, WI

Jacob Davis

South Central Well &
Pump, LLC
Edgerton, WI

Marc Debrock

Webster Well Drilling,
Inc.
Minocqua, WI

Steve Demars

Demars Plumbing Inc.
North Freedom, WI

Chris DeParde

Xylem/Gouldswater
Technology
Minneapolis, MN

Robert Dewitz

Bartingale Mechanical
Inc.
Eau Claire, WI

John Dickson

John's Plumbing LLC
Wild Rose, WI

John Dillenburg

Shawano Well Drilling,
Inc.
Shawano, WI

Derrick Domres

Herr Well Drilling Inc
Dousman, WI

Nathan Domres

Herr Well Drilling, Inc.
Sullivan, WI

Gregory Domres

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Dousman, WI

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Ringle, WI

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Adell, WI

James Eberhardt

Eberhardt Plbg & Htg,
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Louis Fahey

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Farago Drilled Wells
Plainfield, WI

Joseph Farago

Farago Plumbing & Trenching
Plainfield, WI

Terry Farago

Farago Well Drilling
Plainfield, WI

Larry Ferguson

Advanced Dairy Solutions
Richland Center, WI

Fritz Fhlug

Packerland Well Service
Chilton, WI

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John Filbrandt Plbg & Heating
Antigo, WI

Jack Filbrandt

John Filbrandt Plbg & Heating
Antigo, WI

Joseph Flitcroft

Flitcroft Septic Systems LLC
Elkhorn, WI

David Froemel

Froemel Well Inc.
Hayward, WI

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Reinlander Weld Drilling
Reinlander, WI

Steven Gauger

Steve Gauger Plumbing & Heating
Burlington, WI

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Brodhead, WI

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Greenfield, WI

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Appleton, WI

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Lakewood, WI

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Rice Lake, WI

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Haupt Well & Pump
Auburndale, WI

Scott Haupt

Haupt Well Drilling
Auburndale, WI

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Burlington, WI

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New London, WI

Jay Hintzke

Hintzke Well Drilling Inc.
New London, WI

John (JJ) Hintzke

Hintzke Well Drilling Inc.
New London, WI

Nelson Hinz

Nelson Hinz Pump & Plumbing
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Daniel Hischer

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Luck, WI

Jonathan Hokenson

Mccullough & Sons
Forest Lake, MN

Tim Holzer

Davy Engineering & Labs
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Josh Huemann & Sons
Ringwood, IL

John Huemann

Josh Huemann & Sons
Ringwood, IL

John Huntington

Huntington & Son Well and Pump
Brodhead, WI

Jim Hutmacher

Wyo-Ben Inc.
Billings, MT

Tyler Hyink

Hyink Well Drilling
Sheboygan, WI

Chad Imme

Pillar To Post Home Inspectors
Webster, WI

Nick Jackels

Absolute Plumbing of WI, LLC
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Jenks Well Drilling, Inc.
Wild Rose, WI

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Belgium, WI

Steven Jentges

Statewide Septic Service
Fredonia, WI

Robert Jewell

Water Right
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Joshua Johnson

Marshall Well Drilling Corp
Wisconsin Dells, WI

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Superior Plumbing and Heating
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Judd Pumps & Plumbing LLC
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Phillips, WI

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Groth Water Wells, Inc.
Mequon, WI

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Travis Kittredge

Luisier Well Drilling
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WWWA MEMBER LISTING (CONTINUED)

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Inc.
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Pump, Inc.
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Association
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Lang Well Drilling Co
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Wayne Krueger Water
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Wausau, WI

Wayne Krueger

Wayne Krueger Water
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Gary Kuhn

S & K Pump &
Plumbing
Brookfield, WI

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& Pumps Inc
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Quality Water Systems
Spooner, WI

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McCarthy Well
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Forest Lake, MN

David McCullough II

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John Mead

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Tom Meidl

Meidl Water Systems
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Blue Mounds, WI

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Beinborn Sales &
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Ken Olson Well
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Ken Olson Well
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Quinnells Septic &
Well Service
Friendship, WI

Ronald Raduenz

RDR Septic and Well
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Prairie du Sac, WI

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WWWA MEMBER LISTING (CONTINUED)

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Arkansaw, WI

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Plover, WI

Andy Rogers

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Copmany
Oshkosh, WI

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Oxford, WI

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Big Moose Home
Inspections, Inc.
Bessemer, MI

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Huemann Well Drilling
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Nickolas Schultz

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Semingson Aberle
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Cliff Bergin &
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Martens Plumbing &
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Butternut, WI

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Heating Inc.
Burlington, WI

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Mike's Plbg, Heating &
Electric Inc.
Pulcifer, WI

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Stahl Plumbing &
Heating, Inc.
Green Lake, WI

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Russell Tallman

Joseph H. Huemann &
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Leo Vandeyacht Well
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Grand Marsh, WI

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Wisconsin Dells, WI

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Chilton, WI

Bradley Webster

Brad Webster & Sons
Drilling Inc.
Poynette, WI

Michael Weidman

Northwoods Cabin &
Home
Winter, WI

Glen Weigel

GW Plumbing Service
Inc
Boulder Junction, WI

David Werner

David Werner Pump
Service
Jefferson, WI

Anthony Weslow

Weslow Water
Systems Inc.
Green Bay, WI

Adrian Wesolski

Eckmayer Inc.
Waterloo, WI

Jack West

Federated Insurance
Owatonna , MN

Jerome Wojtkiewicz

Aqua Service
Rice Lake, WI

David Woyak

4-D Water Well And
Pump Service
Hartland, WI

Brian Zink

Marshfield Plumbing &
Heating
Marshfield, WI

IN MEMORIAM



WALTER ANTHONY GOVERT

Walter Anthony Govert, 83, of Beloit, WI, passed away surrounded by his loving family on Wednesday, October 9, 2019 in Fair Oaks Rehabilitation and Health Care Center, South Beloit, IL.

He was born November 6, 1935 in New Underwood, South Dakota, the son of Alphons and Agnes M. (Stockman) Govert. Walter was a 1953 graduate of Orfordville High School. He was a veteran of the U.S. Army Reserves serving during the Berlin Crisis of 1961. Walter married Charlene Davis on April 22, 1961 in St. Jude Catholic Church.

Walter was formerly employed by Fairbanks Morse and Weiland Well Drilling. He then became co-owner of Govert Brothers Well Drilling with his brother Leon. Walter and Charlene were owners of Goverts Coon Creek Tree Farm where they sold asparagus and Christmas trees. Walter was a hard worker and enjoyed working on the farm, fishing and hunting. He and Charlene traveled the 49 States. Walter was the former President (1992) and lifetime member of the Wisconsin Water Well Association and a former member of the Elks Club. He was also a member of Isaac Walton Trap Shooting Club.

He was predeceased by his parents, brother, Gerald Govert and sister-in-law, Penny Govert. ♦

Save the Date

2021 WISCONSIN GROUNDWATER CONFERENCE

CONFERENCE DATES

January 20-22, 2021

Location

Kalahari Resort and
Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965





*Providing & Protecting
Wisconsin's Groundwater*

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



WWWA CALENDAR OF EVENTS

MAY 14, 2020

**WPWS Iron Man Shoot
*Brillion, WI***

SEPTEMBER 24, 2020

**WPWS Golf Outing
*Wisconsin Dells, WI***

OCTOBER 28, 2020

**WWWA Continuing Education
*Rothschild, WI***