



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Spring 2021

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President



Greetings everyone,

I would venture to say that if you are like me, it seemed like something was missing. There was a big hole where the Convention should have been. Along with many of you, I really missed our time together at the Annual Convention. It has been a part of our lives for many, many years. Something we look forward to during the cold of January, to re-acquaint, share stories, discuss how we do things and help each other be better at what we do. I hope and pray that we can actually be together at the 2022 Annual Convention.

I can hardly believe that we are a third of the way through 2021. The Association has been extremely busy so far this year. I have heard from some that they don't feel that there has been enough communication from the Association during these trying times, if that is so, I apologize. Without having the Convention, it's not like there wasn't anything to be done, quite the contrary. As I write this letter, the first-ever Virtual On-Demand Learning Platform has launched this week. This is a very exciting time for the Association, being able to provide high quality continuing education to the license holders of the State of Wisconsin in a very efficient and cost-effective manner that we wouldn't have thought possible one year ago. What Jennifer, Hannah and Jenni have put together in such a short amount of time is nothing short of amazing. No program like this is without its glitches, but as of day one, 70 people took advantage of the online virtual training. However, a program like this does not come without great cost, and it is not something that could be provided for free. We worked hard to keep the cost for the sessions at a reasonable level.

At the same time as the virtual learning platform, we also launched our new website. The new website has advanced technology and new options that will be of great value to our members. Be sure to log on and check it out! We have continued to work with WWWA Lobbyist, Jeff Beiriger, on legislative issues. COVID-19 has not halted these issues, which have involved many late-night Zoom meetings to be able to share our views and concerns regarding DNR proposals and scope statements. Regarding the DNR, we are working with them to provide a continuing education session titled, "DNR Updates", that will be featured on the virtual learning platform.

I want to thank you all for your continued support of the Wisconsin Water Well Association. Your membership is incredibly important to be able to further our goal of being an outstanding group of professionals, whose goal is to provide safe drinking water to our customers and to "Provide and Protect the Groundwater of Wisconsin."💧

Enjoy and be safe,

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

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WWSA MEMBERSHIP & CONTINUING EDUCATION UPDATES

By Jenni Kilpatrick, WWSA Account Executive



WWSA MEMBERSHIP UPDATE

As of March 19, 2021

161 FULL MEMBERS

23 ASSOCIATE MEMBERS

7 LIFE TIME MEMBERS

WWSA CONTINUING EDUCATION UPDATE

As of March 19, 2021

The new On-Demand Virtual Continuing Education platform has been live for nine days and there are 128 individuals actively taking courses.

While the last year has been a year unlike any other, we are thankful for your continued support. Even in these unprecedented times, WWSA is dedicated to working with our members, continuing education participants and industry supporters to provide you with the service and benefits you are accustomed to. While things may not be "business as usual," WWSA is adapting to new methods and processes in order to keep things running as smoothly as possible.

I am a new addition to the WWSA staff; however, I have worked with Association Resource Center (WWSA Association Management Company) since 2007. My main areas of focus include program and meeting organization, publication coordination, financial record-keeping, budgeting, and committee support; however, you can also find me answering the phone, responding to email inquiries and helping individuals navigate the new WWSA website. I have learned so much from this incredible organization, and Wisconsin groundwater, over the last few months – and I look forward to the future. ♦

EXECUTIVE DIRECTOR MESSAGE: I'M NOT A HYPOCRITE...OR AM I?

By Jennifer Rzepka, CAE, WWSA Executive Director

My husband often exclaims that he's "the biggest hypocrite you'll ever meet!" That phrase always made me a bit chagrined, but I've come to a much clearer understanding of what he's really been trying to say in recent years.

Sadly, the word *hypocrite* has a negative connotation. By definition, it means that someone has the appearance of acting contrary to their stated beliefs or opinions. I've learned and changed so much in 2020 while navigating my first year of full business ownership, traversing a pandemic and becoming more aware and involved with politics, matters of social justice and topics of mental health. I've thought, felt and said things in this past year that I've never even considered before – *does that make me a hypocrite?* If learning something new is positive, and growth and personal development are good things, then I cannot think of a word that's more of a catch-22 than *hypocrite*.

Children aren't chastised when they learn new facts and concepts. We stress to them that growth and change are good! Kids are on a consistent path of learning and are expected to change their worldview the more they experience and comprehend. So, at what age does that stop? Why doesn't the same hold true for adults? Why do we condition ourselves to stay committed to a claim we made based only on what we've learned up until that point in time?

Regardless of age, ***someone changing their beliefs and opinions does not mean that they are a hypocrite.*** It simply means that they have gone through something that challenged what they previously understood, and they've adjusted their values accordingly.

Integrity is a strong virtue that most people hold dear. I've seen many friends and family members struggle throughout 2020. Most strive to live their lives in an honest, authentic and veracious way. When they make strong claims and spend time and energy enforcing those beliefs, it's difficult for them to say the opposite with as much conviction. Fear seems to be the primary driver of

this negative mindset. They are often more concerned about how others may judge them so they restrain and filter the thoughts and feelings they choose to share. They're more worried that others will look poorly upon them and that their commitment and passion will be called into question if they express their change in values.

One of my favorite new viral trends is the "I was today-years-old when..." posts. People share "things they never knew" publicly, which frequently results in very real bonding among strangers about some pretty trivial things. My hope for the human race is that eventually some of that same mindset can be applied to the heavier, more serious matters impacting our society.

I hope you all join me in destigmatizing the word *hypocrite*. Let's acknowledge and celebrate personal growth and change among our families, friends and colleagues—just like we do for school-aged kids. The next time you think someone is being hypocritical, recognize that they're simply in a learning phase and consider easing their journey by asking questions about what changed for them. In time, you may find yourself learning new things and assessing some of your own personal values too. Try to give others the same kind of support and compassion you'd appreciate when the tables are turned because you may find yourself to be a *hypocrite* too. ♦

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!

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LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWSA Government Relations Advisor

The last time we were “together” by way of the *Well Log*, it was December and the elections were over. Kind of. Sort of.

Now they’re over and the focus, at least for a little while, will be on governance. At the federal level, the focus has been on pandemic relief. At the state level, the focus has been on the budget. So, let’s start there and make our way from 10,000 feet and into the weeds of the administrative rules process and NR 812....

I mentioned pandemic relief, but even before we go there, we should probably touch on one or two things that happened in December. Specifically, there was a relief package passed at that time that did two important things for the industry. First, it clarified that a company that received a PPP loan would be able to deduct eligible expenses paid with the loan proceeds. That had been in question for months following an IRS opinion that indicated expenses could not be deducted. If that opinion were left unchecked, business owners who had used the funds to weather the pandemic storm would have to find the cash to pay the additional taxes due if those expenses weren’t deductible. Federal law, however, only affects federal taxes, so there was still some question about what Wisconsin would do. More on that in a minute.

The second thing in the December relief bill may be something of an opportunity for those who drill geothermal bore holes, the legislation extended the tax credits on geothermal systems for an additional three years and made an important definitional change, putting geothermal heat pumps on the same level with wind and solar for meeting renewable energy goals. Without getting into the detail, it means that we are likely to see geothermal markets expand in the next few years, creating opportunity for the drilling industry.

The more recent pandemic relief legislation probably doesn’t contain as much direct benefit to businesses as it does to individuals and state and local units of government, but it does have as its objective what is hoped to be the last, big infusion of cash into the economy and investment into the infrastructure for making quick work of vaccinating three hundred million people. It’s way too early to say how any of this will work out.

With all the cash going into the economy, and all of it coming from federal borrowing, there is a lot of concern

about inflation. What we are experiencing today with price spikes in steel, for instance, has less to do with tariffs than a stretched supply chain. The economy slowed and then returned, for many industries, like construction, to something close to normal. Backups are happening as companies deal with COVID in their workplace or, for foreign goods, because of a lack of shipping containers, processing of those containers to reduce virus spread, and workers at the major U.S. ports.

Which brings us back to Wisconsin....

There will be a lot of money coming into the state from the federal government and the legislature and the governor are at odds over who should be able to spend that money and for what projects and how that one-time money should be reflected in the state budget. The Governor’s budget was declared dead on arrival when it was introduced. The Governor will likely claim the same thing when the legislature releases its version of the budget. And then the negotiations will really begin. The process is supposed to be done by June 30. That doesn’t seem likely, but time will tell.

One thing the governor and the legislature did agree on was to follow the federal government’s lead and to make it clear that expenses paid with PPP fund would be deductible and so business owners who receive loans would be able to have the loans forgiven with no tax liability at any level.

Within the governor’s budget are provisions related to further PFOA/PFOS research and a task force continues to work on a draft rule related to its management. That rule will be complex and controversial and is still two years away at a minimum. For now, the focus is on education and outreach. Drillers must be aware of PFOA/PFOS and where it can be found. Water should be tested. But if it’s found, there’s not a whole lot that can be done with any certainty. Education of the consumer, municipal water utilities, and the drilling community is what they are focusing on for now. Even as the discussion continues, we continue to watch for any attempt to shift liability away from the producer/user of the contaminant onto the public or private water supply industries.



Lobbyist Report continued on next page

Masks remain controversial, though public support for them remains well above 50 percent. The next few months will be more focused on vaccinations and the hope from the CDC is that support for vaccines will rise into the 80 and 90 percent range. The time has come that the industry, which is an essential industry, is eligible for vaccinations. Exactly how a health care provider knows that someone is in an essential industry is unclear, so it's best to take the situation into your own hands and contact your provider and let them know you are available to be vaccinated and eligible based on essential status. They may not change their focus from those over 65, but we're aware of instances where an appointment cancels or they have available vaccine at the end of a week. If there's an eligible arm ready and willing to go, they'd rather call you than try to figure out who to call. They don't want to waste the vaccine, so make sure they are aware of your interest.

And finally, work continues on the second of two NR 812 packages. The first was fully adopted last year. The second, dealing only with codes related to the construction of PVC wells, remains under development. The DNR is just starting on the drafting of the regulations

following several meetings with stakeholders, both within and outside the department. The focus has been on groundwater safety and quality and so they have looked at what the potential might be in our state. While there is agreement in some areas, there is not universal agreement in others. There is a long way to go in the process and we are working with the DNR at every step to be sure that there is thoughtful consideration given to the pros and the cons of using PVC - in what formations and under what circumstances and using what techniques.

The first few months of a new administration and a new legislature are always times filled with high hopes and expectations. They remain politically charged in the aftermath of elections, but they generally settle down to the business at hand. Beyond the pressing issues, there will doubtless be other issues in the months ahead. Infrastructure, rural economic development, the environment, and others will spawn a new batch of legislative and regulatory ideas and initiatives. And we'll be there, keeping an eye on them for you and for the industry. 💧

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MUSTACHIOED MUSINGS



By David L. Haupt, Master Ground Water Contractor

I hope you are all doing WELL.

I did not get much feedback on the previous “Mustachioed Musings”, so I am again pondering what I might comment on. My potentials include:

Water Quality, Water Witching, Geology, Slow Pay Customers, Fishing for Lost Tools, DNR Code, Climate Change, Hunting, Fishing, Politics, Voting Integrity, Term Limits, Village Ordinances, Investing, Panning for Gold, Rock Collections, Investing in Gold and Silver, Gambling, Income Tax, Fair Tax, Guns, Ammunition, Second Amendment, Country Music, COVID-19, Dieting and Advertising.

I managed to convince some of my inner circle that I am somewhat of an expert on most of the above topics; however, considering who might read my attempts to entertain and educate, I'll try to focus on water related issues and other random thoughts, some dating back over a half a century.

As a kid, I was told that I started doing things much younger than most kids, as evidenced here.



Way to go Dave!

Recalling the first time behind the wheel of my Dad's car at about 5 years old, he (jokingly) asked me to gas up his car. I asked him for the keys, and he reluctantly gave them to me. He came outside with me, watched as I walked to the car, drove it to the gas pump near our shop, gassed it up, drove it back up to the house and gave him the keys back. Needless to say, that became one of my chores.

As a young man who carried five-gallon pails of water across the highway to my mare, Ginger, I thought this was a good option for me to check how much influence I might have on my dad. One day as I filled the pails, I said to my dad, “Pa, no self respecting well driller would want people driving by to see the well driller's kid carrying water across the highway.” Guess what?! The next morning one of our drillers moved a rig in and the well was installed. No electric, but the hand pump was much easier than carrying water.

I frequently rode with my dad as he visited customers and discussed water related issues. I learned a lot just being involved to that extent. When I got to the age to begin driving lessons (those are still memorable), I would chauffeur him around and that was how my driver's training was accomplished. One comment he made still sticks with me. He said, “Slow down around the corners, you'll rip the tires off the car.”

When I started discussing and selecting well sites with our customers in areas where granite is the only aquifer and some is solid and seamless, sometimes resulting in dry or low producing wells, I recall my dad telling me that he would have chosen a different site on one particular property. Later that day, when the well was completed and he heard that it was a good producer, he said he drove by again, reconsidered and agreed with my selection. This brings back the old joke I told, in which I said, “My dad made one mistake in his life, he thought he was wrong.”

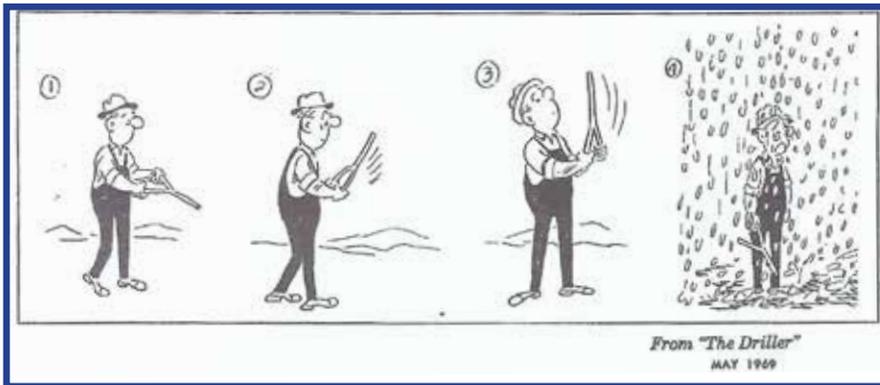
Water witching and dynamiting had been topics of discussion years ago and I still have lots of memories dealing with those issues.

Pardon me if I mentioned some of this in other articles, as I did a couple for the National Driller. Some of the witching devices I saw included a pendulum, forked stick, L rods, wooden folding rulers, a stick with store string and an onion tied to it, a broom and one with plastic opaque handles and a clear plastic tube on the end. The clear tubing had lots of interesting stuff in it. I demonstrated that one many years ago in a local tavern and when the end went down, the owner commented that was right above the beer barrels in the basement. I misplaced that one or someone stole it. I often considered making another just for demo and discussion.

Mustachioed Musings continued on next page

Mustachioed Musings continued from previous page

Regarding water witching, here is a cartoon I thought was appropriate.



I will close with a comment on one of my least favorite topics: current politics. Over the years, I met and talked personally with one President of the United States of America, three Wisconsin Governors, along with several Senators, Congressmen and Assemblymen. I have been Village President for 35 years and I do enjoy working for citizens, and with some politicians.

However, some politicians, on the other hand, are sadly lacking, in terms of what is best for the citizens and for the U.S.A.

I include this cartoon because it reflects accurately how I think politicians ought to deal with some issues.

I'll close with a little advertisement, and a bit of humor. ☺💧

David L. Haupt, MGWC



Before we vote...



A clear choice!



Dave, along with his wife and daughters, all sporting 'staches.

WWWA ELECTIONS RESOLUTION

By Jenni Kilpatrick,
WWWA Account Executive

Normally, we would be conducting Association elections during the General Membership Meeting. This is typically held during the General Membership Meeting at the Wisconsin Groundwater Conference. However, this year, the General Membership Meeting was held virtually on March 31, 2021. At the February 5, 2021 Board of Directors meeting, a resolution was passed to mimic the actions taken by the National Groundwater Association (NGWA) and extend terms and positions by one year. The full, detailed resolution is as follows:

Excerpt from February 5, 2021 Board of Director Minutes:

...due to the challenges and restrictions caused by the pandemic, the WWWA opted to mimic the standard set at the national level, and the actions taken by the National Groundwater Association:

RESOLUTION: It was resolved by the members of the Board of Directors, to extend all current Board of Director and Officer positions and terms by one year...Resolution Passed.

Please feel free to reach out to any of the WWWA Board members with questions. 💧

DNR UPDATES

“DUAL AQUIFER” DATA LAYER TO “NIAGARA DOLOMITE/ MAQUOKETA SHALE FORMATION DATA LAYER” IN THE WELL DRILLER VIEWER

By Jared Niewoehner, DNR Private Water Hydrogeologist

The DNR has modified the boundaries of the previously named “Dual Aquifer” layer in the Well Driller Viewer to improve the accuracy of the layer. Previously, the layer was bounded by roads and government boundaries. DNR has updated the layer to base the boundaries on mapped geologic units and to provide a better tool for drillers to comply with NR 812.14(10) Wis. Adm. Code, which requires wells constructed or reconstructed to withdraw water from any of the aquifers beneath the Niagara (Silurian Dolomite) and Maquoketa Shale formations to have casing that extends through the Niagara dolomite

and into the Maquoketa shale. This requirement protects the aquifers below the Maquoketa Shale from shallow groundwater contamination by preventing a direct connection between them. The layer is now listed as the “Niagara Dolomite/Maquoketa Shale Formation Data Layer” to better match language in NR 812.14(10). DNR would like to remind drillers that this area is not considered a “Special Well Casing Depth Area”, and that the casing depth requirement is based solely on geology encountered in the field. 💧

WELL DRILLER/PUMP INSTALLER ANNUAL REPORTS TO RESUME IN 2021

By Frank Fetter, DNR Private Water Policy Coordinator

Due to the COVID pandemic and Sandy Hershberger’s retirement, the annual reports to well drillers and pump installers were not sent in 2020. Annual reports will again be sent out this year; look for them in April. When you receive your annual report, please make note if it appears that any data are missing. We are aware of some issues with the DNR’s licensing and sampling databases, which could lead to your report reflecting incomplete information. Please examine the reports carefully and contact us if you notice missing information. We are working to correct the issues with the DNR databases, but not all of the missing information are database-related, especially for sampling data.

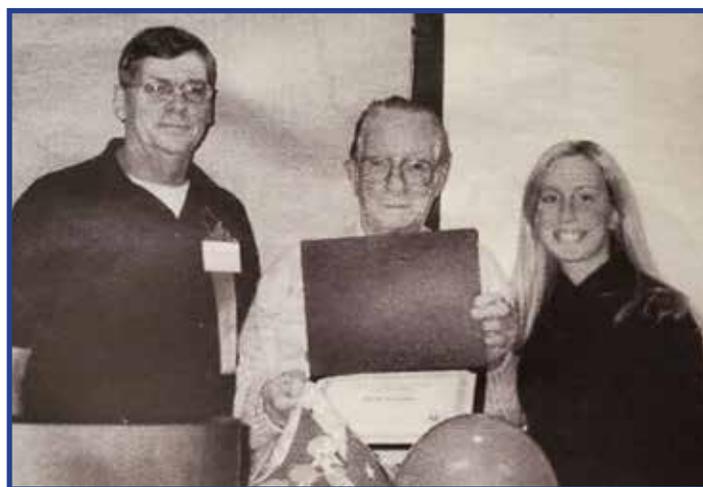
Please make sure when you submit samples that you submit them only on the First Water Quality (DNR form 3300-077), or Pump Work – Water Test Request (DNR Form 3300-265). Please fill the forms out completely, especially make sure you enter your license number and the Wisconsin Unique Well Number (if available) on the sample form. By ensuring that the proper forms are used and filled out completely we can cut down on sample data being lost or misrouted. 💧



WWWA SCHOLARSHIP RECIPIENTS — WHERE ARE THEY NOW?

By Kate Kramer, WWSA Scholarship Recipient

Hello Wisconsin Water Well Association members! My name is Kate Kramer and I received one of your WWSA scholarships several years ago (early 2000's). I am writing today to say thank you. Your scholarship helped pave the way for many exciting adventures and an immeasurable



Kate proudly receiving her WWSA scholarship!

Photo Credit: Jeff Kramer

amount of knowledge. I studied Hydrogeology at the University of Wisconsin – Oshkosh, where I was able to complete a research project that examined how well construction effected water quality in a small Wisconsin town. After graduating from UWO with my Bachelor's Degree, I was accepted at Indiana University to pursue a Master's degree in Geology. My Master's thesis took me to Antarctica, where I studied glacial sediment in the Transantarctic Mountains. Quite the adventure!

Upon graduating from Indiana University, I was offered a position as a professor with the Earth Science Department of McHenry County College in Crystal Lake, Illinois. I've been teaching geology courses at MCC for the last 12 years and can tell you I love my job; every day I get to inspire students to explore the world around us! I've even inspired several students to major in Geology! Working with students I see first-hand the need for scholarships like yours. I am so very thankful that I was awarded this scholarship, it lightened my financial burden, which allowed me to focus more on the most important aspect of school: learning. Your generosity has inspired me to help others and give back to the community. I hope one day I will be able to help students achieve their goals just as you have helped me. 💧



Here is Kate working with students on her campus' Geoscene. She designed the Geoscene as a hands-on teaching tool to showcase geologic structures to students.

Photo Credit: McHenry County College for promotional use.

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PREPARE NOW FOR SUDDEN, DESTRUCTIVE TORNADOES

By Becky Tiles, American Red Cross of Wisconsin

Springtime in Wisconsin can bring anything from blizzards and flooding, and from cool rain to unseasonable warmth. One of the most deadly and sudden seasonal weather changes comes from tornadoes. Below are a range of tips to help you prepare your family and home before a tornado, as well as free safety resources for this destructive disaster.

Tornadoes are violent: they can completely destroy well-made structures, uproot trees and hurl objects through the air like deadly missiles. Although severe tornadoes are most common in the Plains States, they can happen anywhere. Learn what to do to keep your loved ones safe.

Know your surroundings:

- Identify a safe place in your home where household members and pets will gather during a tornado: a basement, storm cellar or an interior room on the lowest floor with no windows.
- In a high-rise building, pick a hallway in the center of the building. You may not have enough time to go to the lowest floor.
- In a mobile home, choose a safe place in a nearby sturdy building. If your mobile home park has a designated shelter, make it your safe place. No mobile home, however it is configured, is safe in a tornado.

Know the difference:

A **tornado WATCH** means a tornado is possible. A **tornado WARNING** means a tornado is already occurring or will occur soon. Go to your safe place immediately!



Damage from a tornado in Kenosha County in August 2020.



Protecting Your Family:

- Talk about tornadoes with your family so that everyone knows where to go if a tornado warning is issued. Discussing ahead of time helps reduce fear, especially for younger children.
- Check at your workplace and your children's schools and day care centers to learn about their tornado emergency plans. Every building has different safe places.
- Ensure that every member of your family carries a Safe and Well wallet card.
- Make sure you have access to NOAA radio broadcasts, either through streaming an online NOAA radio station, downloading a NOAA radio app in the Apple Store or Google Play, or purchasing a battery-powered or hand-crank NOAA radio in the Red Cross Store
- Check emergency kit and replenish any items missing or in short supply, especially medications or other medical supplies. Keep it nearby.
- Prepare a pet emergency kit, for animals.
- Make a list of items to bring inside in the event of a storm.

For free resources on what to do before, during and after tornadoes and another other force of nature, download the free American Red Cross Emergency App from your app store. To prepare your team, organization or group, visit www.redcross.org/Wisconsin and click on the "Virtual Preparedness Programs" option in the top tab. 💧



An American Red Cross volunteer looking at damage following a tornado in Chetek, WI.

MARKETING MATTERS: SUPPLY AND DEMAND — HOW DO I ADVERTISE FOR SOMETHING I DON'T HAVE?

By Tara Schessler, In Time Creative

Would you wait eight months for a couch? Are you willing to buy a lime green Jeep Renegade just to be able to drive one home today? Do you have your kids' next gaming council in your Amazon cart yet for Christmas 2021? How much wine are you willing to pay for and order right now to ensure you don't run out of your favorite French blend for the rest of the year?



The year 2020 caused the entire world to stand still. The year 2021 is causing the entire world to plan-ahead, or should I say, “hurry up and wait.” Hurry up and order your furniture, appliances, vehicles. Now, wait six to twelve months to receive them. How is your patience?

All joking aside, this surge after the stand-still has created a snowball of painful problems and roadblocks for nearly every industry. From furniture, to automobiles, to technology devices, even clothing.

Automotive and gaming system manufacturers are facing the same shortage: chips! Those little microprocessors that help your new computer on-wheels (A.K.A. your vehicle) actually move, come from the same computer chip manufacturers that supply the microchip in the new PlayStation 5 you plan to get little Jimmy for his birthday.

Other retailers can't get their shipments off the barge. Overseas manufacturing facilities are waiting for the containers to come back to load up with more product to

be shipped back to the U.S. and other countries.

The shutdowns in 2020 created backlogs. But the demand that came out of the shutdowns surpassed the supply.

Add in periods of COVID-19 outbreaks, employee shortages and now the imminent need and precedence to get COVID-19 vaccines to all corners of the Earth, which is taking up shipping capacity and slowing other deliveries, means shipping goods is an absolute logistics nightmare.

Of course, all this chaos is inevitably causing the cost of materials to rise. As a business owner, how do you mitigate these increases? You predictably will have to pass them onto the consumer. Here is the good news, we're all in the same boat. And the better news is the demand is still there. Folks are still purchasing, remodeling, and trading up. And they are paying full price for it all. How can you continue to capitalize on their spending, particularly when your inventory and supply is severely diminished?

Every auto dealer I've spoken with in the past year has asked me the same thing, “How do I advertise something I don't have?”

Every furniture store with an empty showroom is asking the same question, “When will my shipments come in?”

And nearly every business with capacity to grow is asking this question, “Where can I find people who want to work?”



Marketing Matters continued on next page

The answers: Don't advertise the thing you don't have; advertise what you do have! Don't be silent. Create marketing messages that talk about what you stand for or focus on the things you do have to sell: service, customer appreciation, or product knowledge and experience. Instead of going dark and risk being forgotten, figure out how you can still show up for your customers today while positioning yourself as a business that is providing solutions and still open!

There is one key word everyone can leverage right now and that is "Growth."

- Do you have items to sell, but need to the employees to move it?
 - » Marketing message: Your company is growing, and you are hiring.
- Do you have more customers than you do product?
 - » Marketing Message: Your company is growing, and you appreciate the support from loyal customers. Ask for patience as you continue to serve them.

Your business can grow without adding a location or adding on another bay to the shop. Your business can grow by adding personnel to do the work that continues to roll through the door.

Growth is a positive word that assures people that you are here to stay. You are doing something right, and they

will trust their decision to do business with you. People do business with people they like. They also do business with people who are supporting the local community with more jobs and great benefits.

So, what I'm telling you is this. Just because your inventory is low does not mean you should stop advertising that you are open. A message of growth, appreciation, recruitment, and assurance will go a long way for your overall image in the local community.

Bonus Business Bites:

If you have the space, become the hoarder of the materials. Buy now and keep the shipments coming. Create undeniable loyalties with your suppliers and create new relationships with new product vendors. Diversify your product lines and the ways you receive them.

If you are trying to win bids and are competing purely on price, what can you leverage that your competition cannot? How can you save your customer time and money in the end? While the "per-foot" price may be different, can you win by making the "deal" more worth their while? ♦

Sincerely,

Tara Schessler

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

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

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.

WWWA MEMBER LISTING

John Abel

Aqua Care Services Inc.
Oconomowoc, WI

Gary Allen

24/7 Well & Pump Service
Oconto Falls, WI

Brad Anderson

Aqualines LLC
Minnetonka, 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

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Blau Plumbing, Inc
Hartford, WI

Michael Blum

JMI Pump Systems
Germantown, WI

Matthew Boedecker

Neumann Plumbing &
Heating, Inc.
Howards Grove, WI

Wayne Brady

Brady's Septic Service Inc.
Gresham, WI

Paul Brown

Mauston Plbg & Htg Inc.
Mauston, WI

Timothy Butterfield

Tim Butterfield Drilling Inc.
Somerset, WI

Tony Butterfield

Butterfield Inc.
Hayward, WI

Travis Butterfield

Butterfield Inc.
Hayward, WI

David Canopy

Canopy Water Works
Appleton, WI

Justin Castleman

Castleman & Sons
Plumbing, Inc.
Franklin, WI

Bruce Collins

A-1 Septic Service
Rhineland, WI

Bryan Cox

Blc Well Drlg &
Pump Service
Milltown, WI

Dennis Crow

Water Compliance
Specialists, Inc.
Lodi, WI

Richard Culton

Culton's Water Well &
Pump Service
Amherst, WI

Andrew Dahl

Dahl Well Drilling Inc.
Glenwood City, WI

Charlie Davis

South Central 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

Derrick Domres

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 Fflug

Packerland Well Service
Chilton, WI

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John Filbrandt
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Antigo, WI

David Froemel
Froemel Well
Hayward, WI

Travis Froemel
Froemel Well
Hayward, WI

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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

Benjamin Hahn
Hahn's Water Well Pump
Service Inc.
Hartford, WI

Todd Hanson
H2O Compliance
Services LLC
Sparta, WI

Michael Hanten
Water Right/Clean Water
Testing, LLC
Appleton, WI

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Stoughton, WI

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Rice Lake, WI

David Haupt
Haupt Well & Pump
Auburndale, WI

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Maple Plain, MN

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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

Jeffrey Huemann
Josh Huemann & Sons
Ringwood, IL

John Huemann
Josh Huemann & Sons
Ringwood, IL

Jim Hutmacher
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Billings, MT

Timothy Jenks
Jenks Well Drilling
Wild Rose, WI

Dave Jentges
Jentges Excavating &
Pumps Inc
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Marshall Well Drilling Corp
Wisconsin Dells, WI

Trent Johnson
Tim Butterfield Drilling Inc
Somerset, WI

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Karnosh Well Drilling
Phillips, WI

Franklin Keller
Groth Water Wells, Inc.
Mequon, WI

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Kent Well Drilling
Wrenshall, MN

Kory King
Schoenwalder Plumbing Inc.
Waukesha, WI

Travis Kittredge
Luisier Well Drilling
Oconto Falls, WI

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Klemme Bros Pump
Service LLC
Kewaskum, WI

Michael Kliss
A Wanna Services Inc
Rhineland, WI

Raymond Komarek
Komarek Well Drilling
Ogema, WI

Theodore Komarek
Komarek Well Drilling
Ogema, WI

Ronald Komarek, Sr.
Komarek Well Drilling
Ogema, WI

Jeff Kramer
Wisconsin Water
Well Association
Oshkosh, WI

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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
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Roger Lang
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We take the stress out of managing your inventory for our Wisconsin contractors. Consider the benefits of having your own mini-warehouse onsite. Make an appointment with your Headwater Wholesale sales rep to learn more about our Onsite Inventory Program.



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- NEVER PAY FOR INVENTORY BEFORE YOU NEED IT
- WE'LL MANAGE AND ORDER THE INVENTORY YOU NEED

APPLICATIONS

- RESIDENTIAL WATER WELL
- COMMERCIAL / INDUSTRIAL
- WATER TREATMENT
- LINESHAFT TURBINES
- WASTEWATER
- ENVIRONMENTAL



Franklin Electric



HeadwaterWholesale.com

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Hellenbrand Water Cond
Waunakee, WI

William Maas
Quality Water Systems
Spooner, WI

William Majeskie
Pewaukee, WI

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Wisconsin Dells, WI

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Chuck Massart Well and
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Pump Service Inc.
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Mccarthy Well
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Tim Mccarthy
Mccarthy Well Company
Shakopee, MN

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McCullough & Sons Well
Drilling
Forest Lake, MN

James McCullough
McCullough & Sons Well
Drilling
Forest Lake, MN

David McCullough II
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Ken Olson Well
Drilling & Pump
Eau Claire, WI

Paul Olson
Ken Olson Well
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Independent Plumbing
Services Inc.
Peshtigo, WI

Rick Peterson
Water Right/Clean Water
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Menasha, WI

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Michael Phelps
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Ronald Raduenz
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Jennifer Rzepka
Association Resource Center
Milwaukee, WI

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

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Ringwood, IL

Nicholas Schouten

Tim Butterfield Drilling Inc
Somerset, WI

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Christopher Smith

Bloyer Well & Pump, Inc.
South Beloit, IL

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Ralph Volkman

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Wagner Plumbing
Wautoma, WI

Bruce Walker

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Weber Well Drilling, Inc.
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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

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

Marshfield Plbg & Htg Llc
Marshfield, WI



Providing & Protecting
Wisconsin's Groundwater

Wisconsin Water Well Association (WWWA)
6737 W. Washington St., Suite 4210, Milwaukee, WI 53214
Office: 414-488-3908 • Fax: 414-276-7704 • Toll-Free: 855-947-9837
info@wisconsinwaterwell.com • www.wisconsinwaterwell.com

2020-21 WWWA MEMBERSHIP

There are countless benefits to being a dues-paying member of the WWWA. While many are intangible, WWWA 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 WWWA 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 2020-21 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 WWWA member in the 2020-21 year.

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

\$150 = FULL MEMBERSHIP (VOTING)	\$100 = ASSOCIATE MEMBERSHIP (NON-VOTING)	PAYMENT DETAILS
License # _____ Mark all that apply: <input type="checkbox"/> Pump Installer <input type="checkbox"/> Water Well Driller <input type="checkbox"/> Water Well Drilling Rig Operator <input type="checkbox"/> Heat Exchange Driller <input type="checkbox"/> Heat Exchange Drilling Rig Operator <input type="checkbox"/> Other License: _____ <input type="checkbox"/> Other License: _____	<input type="checkbox"/> Employee (of a Full Member) <input type="checkbox"/> Family Member <input type="checkbox"/> Supplier/Distributor <input type="checkbox"/> Manufacturer <input type="checkbox"/> Manufacturer Rep <input type="checkbox"/> Scientist <input type="checkbox"/> Technician <input type="checkbox"/> Hydrogeologist <input type="checkbox"/> Geologist <input type="checkbox"/> Engineer <input type="checkbox"/> Consultant <input type="checkbox"/> Health Official <input type="checkbox"/> State Government Official <input type="checkbox"/> Other: _____	<input type="checkbox"/> Check enclosed payable to: WWWA <input type="checkbox"/> Charge my credit card \$ _____ #: _____ Name: _____ Exp. Date: _____ CVV #: _____
WEBSITE ADVERTISING		<p><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</p>
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		
DONATIONS		
<input type="checkbox"/> Scholarship Fund: \$ _____ <input type="checkbox"/> Silent Auction Item: _____		

MEMBER SPOTLIGHT

PREFERRED PUMP & EQUIPMENT

The WWSA would like to thank Preferred Pump & Equipment for their continuous sponsorship support.

Preferred Pump provides water well pumps and equipment from all of the premier brands you recognize and trust. These products are constructed with state-of-the-art precision using only top quality, FDA approved Stainless Steel and PVC.

Preferred Pump prides itself first and foremost on the service they provide to their valued customers. Whether you're looking for information about water well pumps and equipment, have a credit inquiry, or have a question about your invoice, they have a dedicated and trained staff ready to help you.

Website: <https://www.preferredpump.com>



Brian Vaught
bvaught@preferredpump.com

2021 CONTINUING EDUCATION (CE) CORNER — QUICK FACTS

By Hannah Gustafson, WWSA Account Coordinator

It's that time of year again - CE Season! This year's continuing education is virtual, on-demand and broken down into one-hour long sessions. It's easy to sneak a session in for an hour in the morning, while on lunch or during a rainy day. However, please note, **the sessions do have to be completed individually**. In order to receive credit, you need to login to your individual account, watch the video and complete the quiz. All of these steps need to be taken in order for the system to award CE credit and distribute the certificate of completion appropriately.

We do recommend that everyone check out our "How-To" video and FAQ section on our [website](#) prior to starting any sessions. The video goes through resetting your password, registering, accessing CE, completing a quiz, and viewing certificates of completion.

This is new for all of us so your on-going patience and support is greatly appreciated. Here are some Quick Facts about the new CE platform and process!

- Sessions are open now, until December 1st.
- Your username is your license number.
- Logging in FIRST is strongly advised. On the website homepage, there is a green "Login" button on the right. Click that, enter your username (license number) and click "Forgot Password" to set up your password.



- Login is for **ALL** users, not just members.
- After you login and see the blue "Welcome" box, you can click "Sign up for CE" underneath the blue box. Since you were already logged in, a lot of your information will be auto-populated in the form - saving you time!
- A unique, individual email is required for CE credits and certificates to track correctly. **When registering for CE make sure you enter a unique email address (an email address not used by anyone else in our system).**
- Training is **INDIVIDUAL**. Make sure you are signed-in to your own account when registering and viewing the sessions, to receive proper CE credit.
- There is a post-presentation quiz after each video that you need a 70% to pass and receive CE credit. Quizzes can be taken again, without having to watch the entire video over again.
- Watching videos in their entirety is VERY important, the post assessment quiz will not open up if the video is fast forwarded or unfinished.

Please feel free to contact info@wisconsinwaterwell.com with any questions along the way. We sincerely hope that you enjoy the 2021 WWSA Continuing Education Sessions! 💧

**BACK TOGETHER AGAIN!
SAVE THE DATE!**



2022 WISCONSIN GROUNDWATER CONFERENCE



Conference Dates: January 19-21, 2022

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

**Stay tuned to our website
<https://www.wisconsinwaterwell.com> for updates!**

WWWA 2021 CONTINUING EDUCATION

VIRTUAL

- Available Any Day or Time
- Works with Your Schedule

ON-DEMAND

- Instantly See Your Hours
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EDUCATION

- First Aid Training
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Wisconsin's Groundwater*

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



WWWA SCHEDULE OF EVENTS

December 14-16, 2021

**NGWA Groundwater Week +
Virtual Summit
Nashville, TN**

<https://groundwaterweek.com>

January 19-21, 2022

**WWWA Wisconsin
Groundwater Conference
Kalahari Resort
Wisconsin Dells, WI**