



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Fall/Winter 2024

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWW President



As I write this, we have just celebrated Thanksgiving, I trust that you all were able to enjoy time with family and friends. That is one of the reasons we do what we do, is to be able to provide for our ourselves and our families along with providing life giving water to the people we serve. God has given us the skills and the opportunities to do that and for this, we should be truly thankful.

I am excited to invite you to the 2025 Annual Conference on January 8-9 at the Kalahari Resort in Wisconsin Dells. This conference is the premier event for water well professionals in Wisconsin, offering unparalleled opportunities for education, networking, and industry engagement.

Education

The Wisconsin DNR requires six hours of continuing education for licensed professionals, and this conference delivers with expertly crafted sessions on current regulations, innovative practices, and technical advancements. These educational opportunities are vital for staying informed and maintaining your licensure.

Industry Innovations

The tradeshow showcases cutting-edge technologies and services designed to advance our industry. By attending, you'll gain insight into the latest tools and resources to enhance your operations and earn 1 (one) CE credit.

NEW This Year - WI DNR Operator Certification Exam

Attendees can apply to take one of the WI DNR Operator Certification Exams during our Annual Conference! Those attendees who take advantage of this opportunity will also receive a discounted registration of \$75 to the 2025 Annual Conference.

The application deadline is December 11, 2024, and applicants must submit completed applications and fees to the Wisconsin DNR. See more details on page 6.

Special Member Benefits

Association membership is extremely important to ensure that we have a voice with the regulators of our industry. The more people we have involved in the Wisconsin Water Well Association, the more influence we have in enacting the proper legislation to be able to fulfill our mission of providing such a vital necessity



President's Message continued on next page

2024 WWSA BOARD OF DIRECTORS

PRESIDENT

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

VICE PRESIDENT

Jason Hintzke
Hintzke Well Drilling
920-419-7068

SECRETARY

Jeff Haughian
Aqua-Service Inc.
715-458-2250

TREASURER

Terry Farago
Farago Well Drilling
715-335-4398

EXECUTIVE DIRECTOR

Jenni Kilpatrick
Association Resource Center
855-947-9837

DIRECTORS

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D.M.B. Drilling Co Inc
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Matt Kouba
Kouba Drilling, LLC
608-415-3014

Jeff Thron
Mantyla Well Drilling
651-226-7508

Clancy Farago
Farago Well Drilling
715-335-4398

Jeff Kramer
Retired
920-410-4864

WPWS REPRESENTATIVES

Tom Beran
Headwater Wholesale

Ezra Pett
Headwater Wholesale

President's Message continued on next page

As a WWSA member, you can enjoy exclusive perks, including a \$100 Kalahari gift card for early registration and booking your room by December 31st. These incentives add value to your conference experience and underscore the benefits of association membership.

This event is more than a conference—it's a celebration of the vital role we play in delivering safe and reliable water. I encourage you to attend, expand your knowledge, and strengthen your connections within our vibrant community. Together, we can ensure a sustainable future for Wisconsin's water resources.

I truly wish for all of you a joyful Christmas and Holiday season for you and your families. Cherish the times we have together and remember the reason for the season, celebrating the birth of Jesus. 💧



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

WWSA MEMBERSHIP UPDATE

As of November 15, 2024

196 FULL MEMBERS

62 ASSOCIATE MEMBERS

10 LIFETIME MEMBERS

39 FULL MEMBERS
2nd Member from
the same company



**MORE DETAILS
ON PAGE 23!**

EXECUTIVE DIRECTOR'S MESSAGE: GEAR UP FOR SUCCESS IN 2025: JOIN US AT THE ANNUAL CONFERENCE

By Jenni Kilpatrick, WWSA Executive Director



As the year winds down, it's the perfect time to look ahead and ensure your business is ready to thrive in the coming year. That's why we're thrilled to invite you to our Annual Conference, an event designed to equip you with the tools, knowledge, and connections you need to succeed in 2025.

WWSA Annual Conference: January 8-9, 2025

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

The Annual Conference is truly the crowned jewel of the WWSA educational programming – and gives you the greatest opportunity to customize your learning experience. We are offering 10+ different educational sessions in addition to the Tradeshow (which is eligible for CE credit) – you are in control of what you attend. A sneak peek into some of the topics:

- DNR Updates
- DNR Systems: Well Driller Viewer, Online Variance Submittal, and New Lab Reporting System
- OSHA Updates
- Centrifugal (Submersible) Pump Curves
- Variable Frequency Drives
- Bacteria and Microorganisms
- Directional Boring
- Well Inspection
- Contracts – and Protecting Your Business
- The Changing Regulatory and Business Environment of the Groundwater Industry and How Those Changes Affect YOU!
- Well Driller Panel
- Well Development
- ...and More!

The Annual Conference is structured to allow you to connect with peers, industry experts, and potential collaborators. From informal meetups to networking events, you'll build relationships that can help propel your business forward.

This isn't just an event—it's your launchpad for success.

Bring Your Team: Share the experience and align your goals for the new year.

Set Clear Goals: Identify the key challenges you want to address and attend sessions tailored to those needs.

Plan Ahead: Use the insights gained to update your business strategy, budget, and marketing plan for 2025.

Following the Annual Conference, we begin our Continuing Education Road Show. See below for the dates and locations. Just a reminder – there will be no in-person continuing education sessions after April. Please plan accordingly. Our On-Demand CE Platform will open late February, and will be available through December 1, 2025

- January 10, 2025 – Kalahari Resort and Convention Center, Wisconsin Dells
- April 1, 2025 – Sleep Inn & Suites, Eau Claire
- April 2, 2025 - Comfort Suites/Rock Garden Banquet & Conference Center, Green Bay

If there is anything the WWSA can do to help you gear up for the new year, please don't hesitate to reach out. I look forward to seeing you at the Annual Conference, and other WWSA events throughout the year!

855-947-9837 / info@wisconsinwaterwell.com 💧

Sincerely,

A handwritten signature in black ink that reads "Jenni Kilpatrick". The signature is written in a cursive, flowing style.

Jenni Kilpatrick, CAE
Executive Director

GROUNDWATER WORD SEARCH

Can you find all of the words hidden in the water droplet?

M R W H Z W M X T
 A C W Z D A V S G K Q V U
 W Y Q W O C O N T A M I N A N T K
 J Z R G Q R N R T B E U N U V L W K G
 R Z U I S A N D S Y X G R Y N E N I K U T
 D N L B U F X S K E O A T S G V R N W K K
 T O A D L B H F H D D R K I W H T Q I J A R P
 F K T L D V U P A P A X V C O R E C H A R G E
 F E R I V E R Y R E F I U Q A D N A D H S E W V X
 C H W S V O S E Y N F E V U E T P J U Y Q Y A K F
 Z A C D F X Y C N O I T A R T L I F N I U S F T R
 P R E C I P I T A T I O N A K Q X T O V N T T M I Q A
 F E U P Z G C I A Z Z G X F Q J P T W N Y E I Y N H W
 K C K G T A O S A B F B E L C Y C R E T A W E L L S T
 Y X A F A Y O E J S Y F G R O U N D W A T E R O R
 E G G G N J R K V P R D A G W P Q B O J S K C A I
 Y N O N M W O S S R F T M N C Y N F F Z R L N M A
 V O L S L P A C I Z M O J S Q I P R O D S K O
 R S T O X S H P N E L B A T R E T A W P R H M
 T J S E K G M G K T C Q A W U Z W I F G F
 M N W D G V Y S K O Q P K W I A R H R T F
 N A A N O T S D E T A R U T A S N H H
 U S I A R J R J H G J L T O K W C
 B O S D W W O G Q I F M X
 K Y Y P N K O N L
 H X N

AQUIFER
 CONSERVATION
 CONTAMINANT
 HYDROGEOLOGY
 GROUNDWATER
 INFILTRATION
 LAKE

POROSITY
 PRECIPITATION
 RECHARGE
 RIVER
 RUNOFF
 SAND
 SANDSTONE

SATURATED
 SPRINGS
 TRANSPIRATION
 WATER CYCLE
 WATERSHED
 WATER TABLE
 WELL

Word Search and Crossword Puzzle generated using
puzzlemaker.discoveryeducation.com



Center for Watershed Science and Education
 College of Natural Resources
 University of Wisconsin-Stevens Point





ATTENDEE REGISTRATION

25

WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE



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

JANUARY 8-9, 2025



EVENT OVERVIEW

The 2025 WWA Annual Conference is an opportunity for attendees to receive their required continuing education credits, while also creating lifelong professional connections. This family-friendly event includes continuing education classes, the tradeshow, welcome reception, silent auction, raffles, the annual bowling tournament and more.

CONTINUING EDUCATION

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

RAFFLE

Make sure to purchase your tickets for a chance to win one of MANY amazing prizes! Ticket sales will begin at the General Membership Meeting on Wednesday, January 8th. The drawings will be held in the exhibit hall on Thursday, January 9th.



HOTEL

Kalahari Resort and Convention Center

1305 Kalahari Drive
Wisconsin Dells, WI 53965

Room Reservations: 1-877-254-5466

\$132.50/night Single or Double Occupancy-Standard

Room upgrades and weekend reservations are subject to increased rates. Contact the hotel for rates and availability.

Room rates available until December 7, 2024. Reservations must be made by calling the hotel directly at 877-254-5466. **Mention "WWA 2025 Room Block" to receive the discounted rate.** You can also reserve your room online: <https://book.passkey.com/event/50860309/owner/57143/home>

MEMBERS ONLY

Special Deal for WWA Members

Become a 2025 member, make your hotel reservation AND pay your registration fee before 5:00 pm on December 31, 2024 to receive a **\$100 Kalahari Gift Card!** Rooms must be booked under the WWA room block AND the name associated with the attendee registration.



WI DNR – OPERATOR CERTIFICATION EXAMS

- Exam application postmark deadline: 12/11/2024.
 - Applicants must mail completed exam applications and fees to be registered for the session.
 - » Exam applications and fees must be mailed to:
Wisconsin DNR
Operator Certification EA/7
PO Box 7921, Madison, WI 53707-7921
 - Pump installer applications can be found on our exams webpage <https://dnr.wisconsin.gov/topic/opcert/exams.html>
 - Water Well Driller and Heat Exchange Driller exam applicants must request an application by emailing DNRDGLicensing@wisconsin.gov
 - Additional information can be found on our exams webpage: <https://dnr.wisconsin.gov/topic/opcert/exams.html>
For questions, call 608-261-6300
- If you are registered for one of the Operator Certification Exams, please reach out to our office to take advantage of a special rate of \$75 to attend the Annual Conference.

SCHEDULE-AT-A-GLANCE

Program and speaker specifics will be provided in advance of the Conference.

Wednesday, January 8, 2025

9:00 am - 12:00 pm

WI DNR – Operator Certification Exams

(Pre-Registration Required, See Information on Page 2)

9:30 am - 12:30 pm

DNR Advisory Meeting

(Private Meeting, By Invitation Only)

2:30 pm - 3:30 pm

Breakout Session: Up to 1 CE Credit

3:30 pm - 4:30 pm

Breakout Session: Up to 1 CE Credit

5:00 pm - 8:00 pm

Welcome Reception: Including Scholarship Awards and Lifetime Member Presentations
Sponsored By Headwater Wholesale

» 6:30 pm - 7:30 pm

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



Thursday, January 9, 2025

7:00 am - 8:00 am

Breakfast

8:00 am - 12:10 pm

General Session and Breakouts Including DNR Update/Session

Up to 4 CE Credits

12:10 pm - 1:10 pm

Lunch

12:00 pm - 5:00 pm

Tradeshow: Exhibits; Raffle Prizes; Silent Auction; Reception
1 CE Credit per year for attending tradeshow

1:10 pm - 2:10 pm

Breakout Sessions: Up to 1 CE Credit

2:15 pm - 3:15 pm

Breakout Sessions: Up to 1 CE Credit

5:00 pm

Tradeshow Ends

7:00 pm - 8:00 pm

WPWS Happy Hour & Prize Giveaway

8:00 pm - 10:00 pm

Annual Bowling Tournament



LOBBYIST REPORT: ELECTION SEASON IS OVER

By Jeff Beiriger, WWSA Government Relations Advisor

Squeezing the Lemon, One Last Time

It seems like this year's elections have been going on forever. It also seems as though the pervasiveness of the election was like nothing we'd ever seen before. So many emails, phone calls, mailers, and text messages....

You remember being told that this was, "The most consequential election of our lifetime," right? And the reason you were told that may have had a basis in fact, but you have to dig deeper. Why did both parties want you to have a fear of missing out if you didn't vote?

The reason is that small changes make a big difference. Let's start with the idea that Wisconsin ranks among the top states when it comes to voter turnout. In fact, in 2020, nearly 86 percent of us voted. For comparison, no other state cracked 80 percent. Oklahoma's voter turnout was a full 30 percentage points less than ours.

In Wisconsin, you're trying to squeeze the last little bit of juice out of the lemon, and that takes a whole lot of pressure, and that's what all the fuss was about.

Since 2016, 400,000 more Wisconsinites have been voting in presidential elections. In 2016, the new voters broke for Trump. In 2020, for Biden. And this year, for Trump again. We are truly a battleground state, with each election relying on 1 or 2 percentage points of increased turnout, and less than 1 percentage point difference.

Nationwide, the opportunity to recruit new voters is much higher than in Wisconsin. In fact, among the seven key battleground states this year, Michigan was our closest competitor for turnout at 73 percent. That trickles down to as low as 64 percent in Nevada. It's just harder to find new voters here, and in an election where the division among the candidates at the top of the tickets was so stark, and so many people had made their choice so early on, the target was new voters.

In the past, the general idea was that Democrats won high turnout elections and Republicans won low turnout elections. That's no longer true. Both sides have effective ground games in place in our state and can get to historically high turnout for their candidates. The question is, can they get just a few more?

And that's the story. In almost every Congressional District, you see 400,000 votes cast, plus or minus a few.



Compared to 2020, the numbers are within a few thousand. But 2,000 in one district and 5,000 in another, of new voters breaking your way, and you win the race.

What's interesting too, in our state, is the willingness of voters to split their ticket. In 2022, Tony Evers won and so did Ron Johnson. This year, Donald Trump won, and so did Tammy Baldwin. It's not a lot of voters who split tickets, but enough to swing elections.

Implications

On the federal level, it's too early to tell about control of the House. First, there are races where there are counts and recounts happening. But even if Republicans gain control, it's unlikely that they will have a significant majority. That means that just a few votes can wreak havoc on plans to move legislation or to move it quickly. We've seen this last session, when a slim majority created problems for two Speakers – Kevin McCarthy and Mike Johnson. Whether the caucus will work together or not remains to be seen. For sure, there are key parts of the agenda that will move, but there may be some more controversial pieces that will meet with resistance.

And even if they pass the House, Republicans picked up a couple of seats in the Senate, but not enough to be filibuster proof, which would require 60 seats to be in their control. The filibuster is just a rule, not part of the Constitution, so it can be set aside, but there's a lot of tradition favoring its continuation.

That means that there will be legislative progress, but that the expectation should be much higher for action from the Executive Branch. There, you can see swift action of federal rules, agency funding and staffing (eliminating Civil Service), foreign policy (Israel and Ukraine being the prime examples), and border control. Tariffs too, as that is an Executive Branch responsibility as is some of the energy policy, such as drilling restrictions.

You can expect an extension of the tax cuts passed in 2017, though not necessarily additional cuts. That remains to be seen. So, if your business has been wondering about the phase-out of the Qualified Business Income Deduction

Lobbyist Report continued on next page

or the 21 percent rate, that likely won't happen now. Nor will we likely see an increase in the estate tax.

Training grants will still be available, but their structure may look different under the new administration, with fewer restrictions on how and when they can be used, though possibly with less funding.

And before any of that happens, beginning in early 2025, there is still a debt ceiling discussion, continuing resolutions, a bill on FEMA's supplemental funding for disaster relief, national defense authorization, and the Farm Bill to address this session. It's still going to be a volatile time, even with the elections over.

Wisconsin Elections

Closer to home, not much is going to change. The Governor has two years left on his term and Republicans still control both chambers. The only real change is that a Republican veto-proof majority is no longer a possibility given the redistricting that took place prior to the election.

Democrats picked up seats in both chambers as a result of redistricting and may be within striking distance of taking control of one or both chambers when the 2026 elections are held. During mid-term elections (halfway through the presidential term), the opposition party – the Democrats, in 2026 – tend to pick up more seats across all elections than does the party in power.

What that means is that a lot will be riding on the top of the ticket in Wisconsin in 2026. Evers will not be running again, so both parties will be offering up fresh faces and ideas during the primaries, hoping one can capture the imagination of voters and ride a wave into office, pulling their party with them.

NR 146/NR 812 – An Update

The 146/812 Code Committee will meet next on November 13. If the committee work ends this Fall, as planned, the rule will be drafted, then go to two public hearings – one to discuss the fiscal impact and the second to consider the text of the rule.

After that, three legislative committees before it is finally implemented. In other words, there's still a way to go.

Please stay in touch with WWWW regarding your thoughts on the rule changes. We want to provide valuable testimony at the hearings, and the best way to do that is to hear from all of you.

NR 140

Work on standards under NR 140 is on hold following a fiscal estimate that came in high enough to require additional legislative oversight. Until that happens, the DNR cannot continue working on the rule. More on this in 2025.

Federal Regulations Struck Down, Delayed By Courts

Two rules that would have affected business owners were struck down by courts recently, causing their implementation to be delayed. The new administration will determine whether to try to fix the rules to be compliant with the judges' orders or, more likely, set the rules aside permanently, meaning no action is required now or at any future time.

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The first rule would have been effective January 1 and would have affected required overtime, expanding the number of workers who would be eligible to include most salaried workers making less than \$1,128 per week.

The second rule related to a requirement for new businesses and existing business to register under the Corporate Transparency Act. The stated intent of the bipartisan legislation was to find ways to identify and address shell corporations that are used to shelter money for terrorist organizations. Registration took about 10 minutes, for those who filed before the December 31 deadline. No filing is required at this time.

The Corporate Transparency Act – Have You Completed YOUR Required Report?

Effective January 1, 2024, a new federal law went into effect and an important deadline is approaching fast!

Under the Corporate Transparency Act, a bill that was passed by the U.S. Congress with bipartisan supermajorities, an existing business must register under the program by January 1, 2025. The stated intent is to address shell corporations used to shelter money used in terrorist organizations.

All new businesses created after January 1, 2024, must be registered within 90 days. Businesses will file a Beneficial Ownership Information Report with the Financial Crimes Enforcement Network. Any changes

to filed documents must be made within 30 days of the change. The new legislation requires multi-layered corporations to peel back the layers of ownership.

Filing is easy, taking 10-15 minutes and requiring proof of identification for those filing (driver's license, passport, etc.). Talk with your lawyer or accountant for more information. 💧



JOIN THE WISCONSIN WATER WELL ASSOCIATION

The WWWA, 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 WWWA scholarships for their children and grandchildren
- Advise and assist in the enactment and enforcement of equitable laws and regulations
- Encourage and promote research pertaining to the water well industry
- Cooperate and network with other organizations in related industries

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

MUSTACHIOED MUSINGS



By Terry Farago

Well just sitting at my desk on this rainy day, looking back at the summer, and at things we did and did not get done yet.

All in all it has been a good summer. Little more repair bills then I would like, but as they say things do not break down if they are sitting in the shop.

I am sure everyone looking at not having enough or the right help. I have no idea how to help us in that area.

People just do not want to do our type of work. It's hot in summer, cold in winter, dirty and wet, but the feeling I get when you give someone water and see their face's when all is done, is a good feeling.

As I have talked to many Driller's they have had a good year, and a safe one also.

As fall is here it's looking for a job to put the rig up where I could be deer hunting off the tower. I always wanted to do

that, but getting to dam old to climb the tower.

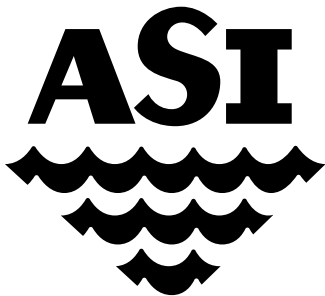
With a few more new guys starting and some old friends selling out, is giving us plenty of work. As our office folks are putting a good show and classes together in Wisconsin Dells in January. Hopefully you can come and enjoy a few days away and look at the new things out there, and meet some new people and talk with old friends also.

I feel like our group is getting smaller, but I do not care how long you have been doing this kind of work. There is something to learn or pass on to somebody else.

I think that is what I like about our little part of the world we live and work in. We are all there to help each other.

Hope to see a lot of you folks in the Dells this year. 💧

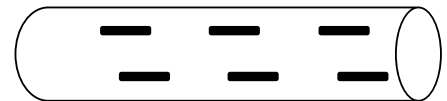
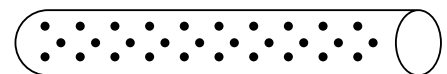
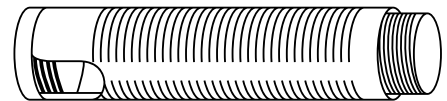
Keep the bits turning,
Terry



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CALL FOR ADVERTISERS!

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

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

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

You can request an invoice or pay now using our online form <https://wwwa.memberclicks.net/advertising-opportunities-form>. Or please feel free to call our association office 414-488-3908 for any questions or payment over the phone.

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

Website Advertising

Full year \$180

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

Ad Size	Single Issue	Full Year
Full Page	\$475	\$1,300
Half Page	\$250	\$700
Quarter Page	\$175	\$500

ADVERTISE TODAY!

WWWA WELL LOG ADVERTISEMENT PRICING

Full Page Advertisement

Entire Year \$1300

Single Issue.....\$475

Half Page Advertisement

Entire Year\$700

Single Issue.....\$250

Quarter Page Advertisement

Entire Year\$500

Single Issue.....\$175

To advertise, submit an article, or recognize industry members In Memoriam please contact the Association office at 414-488-3908 or e-mail us at info@wisconsinwaterwell.com.

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" 4 3/4"	N/A

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

The PFAS Issue continued on next page



2025 CONTINUING EDUCATION

**REGISTER TODAY FOR 2025 CONTINUING EDUCATION
ONLINE AND IN-PERSON OPTIONS AVAILABLE!**

DNR REQUIRES 6 HOURS OF CONTINUING EDUCATION ANNUALLY PER LICENSE TYPE

You are invited to attend WWSA's 2025 Continuing Education Sessions. The WWSA regularly provides continuing education to 1,000+ licenseholders at locations all across Wisconsin and online.

ONLINE CONTINUING EDUCATION

The On-Demand Virtual trainings can be taken at any time up until December 1st.

Paying for access to 6 credits online gives the participant access to the entire training library!

IN-PERSON CONTINUING EDUCATION

Each In-Person location provides up to 6 PI and WD credits, and a minimum of 2 HE credits.

- Renew or join the WWSA to receive the member discount!
- Check-in starts at 7:00 am. Arrive by 8:00 am to receive full credit and to not risk losing your seat to a walk-in.
- Fees include continental breakfast, morning break and lunch.
- NO REFUNDS - but registrations may be transferred to another person or location with a 72-hour notice of change.

2025 CONTINUING EDUCATION CALENDAR

Class size is limited based on location, so register early to guarantee your spot!

-OR-

**REGISTER FOR THE ONLINE/ON-DEMAND SESSIONS
AND TAKE THEM AT YOUR LEISURE!**

Credits for each license type at each location are listed below.

Location	WD	PI	HE
Wisconsin Dells - 1/10/25	6	6	2
Eau Claire - 4/1/25	6	6	2
Green Bay - 4/2/25	6	6	2
Online/On-Demand/ Virtual - ANYTIME!	6	6	6

** If you are interested in the Continuing Education offered during the Conference, January 8-9, 2025, please fill out the **separate** Annual Conference Attendee Registration.*

Friday, January 10, 2025
Kalahari Resort & Conference Center
1305 Kalahari Dr
Wisconsin Dells, WI 53965
877-253-5466

Tuesday, April 1, 2025
Sleep Inn & Suites
5872 33rd Avenue
Eau Claire, WI 54703
715-874-2900

Wednesday, April 2, 2025
Comfort Suites/Rock Garden
Banquet & Conference Center
1951 Bond Street
Green Bay, WI, 54303
920-499-7449

**Call hotels directly for reservations.
(Rates differ based on location.)**

Presenters, topics and DNR approval of credit will be posted to the website:
www.wisconsinwaterwell.com

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ATTENDEE INFORMATION Please fill out a separate form for each participant.

Name _____

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Check all license types that apply: Pump Installer / Water Well Driller / Water Well Drilling Rig Operator
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SELECT CLASS

	DATE(S)	LOCATION	DEADLINE
<input type="checkbox"/>	Tuesday, April 1, 2025	Eau Claire	3/1/25
<input type="checkbox"/>	Wednesday, April 2, 2025	Green Bay	3/1/25
<input type="checkbox"/>	ANYTIME!	Online/On-Demand/Virtual (CE must be completed by 12/1/25)	12/1/25

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COST	Before Deadline	After Deadline	Walk-in/Onsite
IN-PERSON			
WWWA MEMBER:	<input type="checkbox"/> \$150	<input type="checkbox"/> \$190	<input type="checkbox"/> \$250
NON-MEMBER:	<input type="checkbox"/> \$220	<input type="checkbox"/> \$260	<input type="checkbox"/> \$320
ONLINE/ON-DEMAND/VIRTUAL – Full access price.		<i>Register on website for individual course pricing.</i>	
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Make checks payable and return with form to:
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Fax application to
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WPWS UPDATES

ANOTHER SUCCESSFUL GOLF OUTING

By Jeff Beiriger, WPWS Executive Director

September 11 was another picture-perfect day for our golf outing! About 40 people joined us for the WPWS golf outing at Evergreen Golf Club in Elkhorn for a day of relaxation and camaraderie.

Many thanks to our event sponsors:

- Federated Insurance
- Headwater Wholesale
- Rundle-Spence
- Walter Products
- Wisconsin Water Well Association

Our best group (Steve Hoerth, Mike Reчек, Ryan Steffes, and Seth Schulz) came in at a sizzling -9, with several groups right on their heels. But we play for fun, so golfers of every level were with us!

For the hole events, the following were winners:

Jordan Struck - Closest to Pin, Longest Putt

Tim Cummins - Closest to Pin

Jason Patterson - Longest Drive

Steve Pickhardt - Longest Putt

Ezra Pett - Longest Drive

Our 2025 event will be back at Evergreen on Wednesday, September 17 (11:45 a.m. Shotgun).

Funds from all of our outings are used to help support well projects around the world. 💧



EVERGREEN Golf Club



CALL FOR WEBSITE ADVERTISERS!

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

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

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

You can request an invoice or pay now using our online form <https://wwwa.memberclicks.net/advertising-opportunities-form>. Or please feel free to call our association office 414-488-3908 for any questions or payment over the phone.

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

Website Advertising

Full year \$180

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

MARKETING MATTERS: BACK TO BASICS

By Tara Schessler, In Time Creative

Quiz Time! If I were to ask you to list every place you spend your marketing or advertising dollars annually, could you? Most business owners and marketing managers will list the larger ticket items. But wait, there's more! What about things like: the church bulletin, little league team sponsorships, the business card ads on the menus at your favorite Supperclub? Yes, those are marketing dollars too!

Every advertising dollar counts. Collectively, it all adds up. After years of continuing to pay for these small ad space opportunities, adding a little here and a little there, you'll soon find that your marketing spend has tripled yet the return on those dollars is likely declining.

Keeping track of your ad dollar distribution is incredibly important. What's more important is measuring the ad dollars accurately. When your ad spend is too fragmented and in too many places, how are you able to measure what is working?

The title of this article is Back to Basics. Think about the first few years you were in business. You likely agonized over every single dollar spent. You weighed your decisions carefully. You said "yes" to very few opportunities. Now, 5, 10, 20 years later, those "yeses" start to compound. You carry over the same small advertising commitments each year. Then, add another one or two the next year. In the end, these small opportunities add up to big dollars that could be holding you back from making more strategic investments that may provide much bigger results.

Here's a crazy idea. Say "NO" to everything and start rebuilding your marketing strategy one campaign at a time. Get back to basics. Keep in mind the Tradigital approach we've talked about in the past. Traiditional Media advertising, namely Broadcast TV, can be the most efficient way to share your message to the masses. Add in some targeted video marketing for another layer

of exposure to the audience most likely to do business with you and you are on your way to a very comprehensive and measurable campaign. Traditional PLUS Digital = Tradigital.

Bonus Business Bites:

In a meeting with a business owner recently, we asked the question "Where do you advertise?" We wrote down the list, adding annual dollars spent to each product. Then



BONUS

we asked, "What is your annual marketing budget?" Would you believe me when I told you that the annual marketing budget given was about \$80,000 LESS than what the list added up to? Do this exercise with your business. COUNT EVERYTHING! And if there are other people with the ability to say "yes" to advertising opportunities, be sure to account for their purchases as well.

Another story: A local business was advertising on a broadcast TV station in the market. When the owner was asked about the campaign, he replied that he did not purchase anything for the month. Turns out, he was out of town and someone else said "yes" to an opportunity that month without him knowing about it.

These stories are NOT uncommon. Take charge. Know your spending. Get Back to Basics. 💧

Sincerely,
Tara Schessler
TV Local Sales Manager,
Digital Sales Manager



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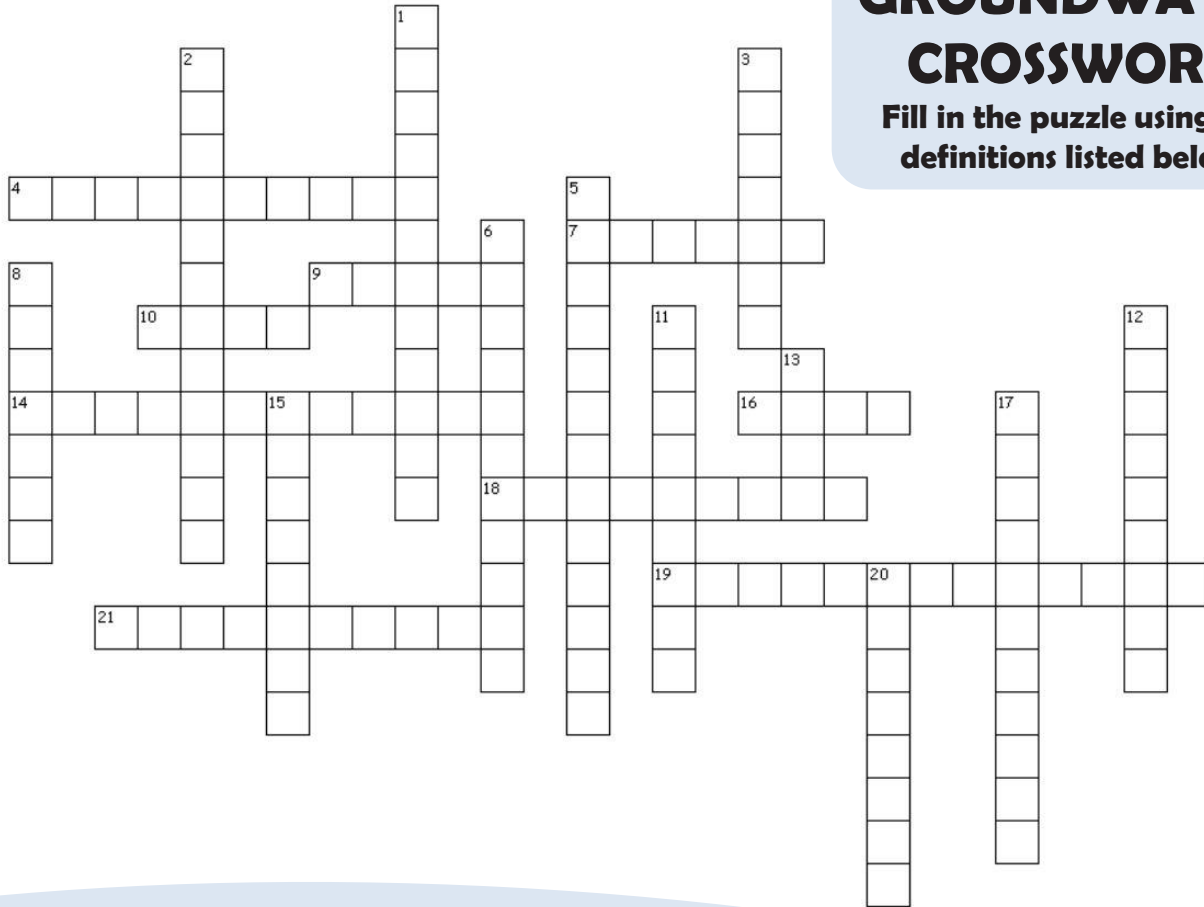
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GROUNDWATER CROSSWORD

Fill in the puzzle using the definitions listed below!



— ACROSS —

4. The top of the groundwater resource, where all the empty spaces between the soil particles or rock are completely filled with water.
7. Occurs when rain falls or snow melts faster than water can soak into the soil.
9. A flowing waterbody. Found at points on the landscape where the water table meets the land surface.
10. A vertical hole that extends below the water table. Serves as a window into our groundwater resources; also can be used to bring groundwater up to the surface.
14. Water soaking into the ground. Part of the water cycle.
16. Loose granular material found on beaches/deserts.
18. The specific land area that contributes water to a lake, river or stream.
19. The process where plants uptake water and then give off water vapor through leaf pores. Part of the water cycle.
21. Water's unending journey across land, water, sky and underground. (Evaporation, transpiration, precipitation, infiltration, etc.)

— DOWN —

1. Using water wisely so that it is not wasted, thus saving some for the future.
2. Branch of geology that studies groundwater.
3. A rock/soil formation that can store groundwater (i.e. groundwater's underground home).
5. Rain, snow, etc.
6. Water beneath the earth's surface.
8. Places where water flows naturally from an underground aquifer to the earth's surface are called _____.
11. When empty pore spaces within the soil or aquifer materials are completely filled with water.
12. Stone made of cemented sand. (Note: This stone makes a great aquifer since groundwater easily moves between cemented sand grains.)
13. An area filled with water, surrounded by land.
15. Replenishment of water in the ground.
17. An impurity in water/soil/air that can harm humans or the environment.
20. A measure of the empty spaces between soil particles or other geologic materials.



NATIONAL GROUNDWATER AWARENESS WEEK

March 9-15, 2025



10 WAYS TO PROTECT AND CONSERVE GROUNDWATER

1. Go native

Use native plants in your landscape. They look great, and don't need much water or fertilizer. Also choose grass varieties for your lawn that are adapted for your region's climate, reducing the need for extensive watering or chemical applications.

2. Reduce chemical use

Use fewer chemicals around your home and yard, and make sure to dispose of them properly — don't dump them on the ground!

3. Manage waste

Properly dispose of potentially toxic substances like unused chemicals, pharmaceuticals, paint, motor oil, and other substances. Many communities hold household hazardous waste collections or sites — contact your local health department to find one near you.

4. Don't let it run

Shut off the water when you brush your teeth or while shaving, and don't let it run while waiting for it to get cold. Keep a pitcher of cold water in the fridge instead.

5. Fix the drip

Check all the faucets, fixtures, toilets, and taps in your home for leaks and fix them right away, or install water conserving models.

6. Wash smarter

Limit yourself to just a five-minute shower, and challenge your family members to do the same! Also, make sure to only run full loads in the dish and clothes washers.

7. Water wisely

Water the lawn and plants during the coolest parts of the day and only when they truly need it. Make sure you, your family, and your neighbors obey any watering restrictions during dry periods.

8. Reduce, reuse, and recycle

Reduce the amount of "stuff" you use and reuse what you can. Recycle paper, plastic, cardboard, glass, aluminum and other materials.

9. Natural alternatives

Use all natural/nontoxic household cleaners whenever possible. Materials such as lemon juice, baking soda, and vinegar make great cleaning products, are inexpensive, and environmentally-friendly.

10. Learn and do more!

Get involved in water education! Learn more about groundwater and share your knowledge with others. 💧

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2025 WWA MEMBERSHIP

There are countless benefits to being a dues-paying member of the WWA. While many are intangible, WWA 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 2025.

The Board of Directors hopes that 2025 will continue to be a strong membership year with many returning and new members who will help the WWA 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.

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 WWA member in the 2025 year.

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

<input type="checkbox"/> \$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company		PAYMENT DETAILS <input type="checkbox"/> Check enclosed payable to: WWA <input type="checkbox"/> Charge my credit card \$ _____ #: _____ Name: _____ Exp. Date: _____ CVV #: _____ <i>Please return by fax:</i> 414-755-1346 <i>or scan/send to:</i> info@wisconsinwaterwell.com <i>or mail to address at top.</i> <i>Any questions, please call:</i> 855-947-9837
<input type="checkbox"/> \$100 = FULL MEMBERSHIP (VOTING) - ADDITIONAL Members from same company		
License # _____ Full Members MUST hold at least one license Mark all that apply: <input type="checkbox"/> Pump Installer <input type="checkbox"/> Heat Exchange Driller <input type="checkbox"/> Water Well Driller <input type="checkbox"/> Heat Exchange Drilling Rig Operator <input type="checkbox"/> Water Well Drilling Rig Operator <input type="checkbox"/> Other License: _____		
<input type="checkbox"/> \$75 = ASSOCIATE MEMBERSHIP (NON-VOTING)		
License # _____ Mark all that apply: <input type="checkbox"/> Employee of a Full Member <input type="checkbox"/> Manufacturer Rep <input type="checkbox"/> Engineer <i>but who does NOT hold a license</i> <input type="checkbox"/> Scientist <input type="checkbox"/> Consultant <input type="checkbox"/> Family Member <input type="checkbox"/> Technician <input type="checkbox"/> Health Official <input type="checkbox"/> Supplier/Distributor <input type="checkbox"/> Hydrogeologist <input type="checkbox"/> State Government Official <input type="checkbox"/> Manufacturer <input type="checkbox"/> Geologist <input type="checkbox"/> Other: _____		
<input type="checkbox"/> \$400 = CORPORATE MEMBERSHIP		
License # _____ Name of Administrative Member: _____ Email of Administrative Member: _____		
PRINTED NEWSLETTER OPTIONS		
WEBSITE ADVERTISING		
Full Page Ad: <input type="checkbox"/> \$1,300 full year / <input type="checkbox"/> \$475 single issue Half Page Ad: <input type="checkbox"/> \$700 full year / <input type="checkbox"/> \$250 single issue Quarter Page Ad: <input type="checkbox"/> \$500 full year / <input type="checkbox"/> \$175 single issue		
<input type="checkbox"/> \$180 = Large Banner Ad (380 x 380 pixels)		
DONATIONS		
<input type="checkbox"/> Scholarship Fund: \$ _____ <input type="checkbox"/> Silent Auction Item: _____		



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WWWA CALENDAR OF EVENTS

January 8-9, 2025

**2025 Annual Conference
Kalahari Resort and
Convention Center
Wisconsin Dells, WI**

January 10, 2025

**Continuing Education Roadshow
Kalahari Resort and
Convention Center
Wisconsin Dells, WI**

April 1, 2025

**SleepInn and Suites
Conference Center
Eau Claire, WI**

April 2, 2025

**Comfort Suites/Rock Garden
Banquet & Conference Center
Green Bay, WI**