



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Summer 2025

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWW President



Greetings everyone,

I hope this message finds you and your families well and enjoying a safe and productive summer season.

I'm writing to inform you of some significant updates that required thoughtful and challenging decisions. As many of you know, the Well Log has been printed and mailed to our members for decades. It's been more than just a newsletter—it's been a tangible connection to one another and to our shared mission in the groundwater industry here in Wisconsin.

Unfortunately, due to the continued rise in printing and mailing costs, the board, including myself, have made the difficult decision to transition the Well Log to a digital-only format starting with this issue. We know some members will miss the printed version, and this decision was not made lightly. However, to ensure we remain financially responsible and able to meet the needs of our members, this change is necessary.

We are committed to delivering the same high-quality content in the digital format. It will be distributed via email and available online, and we'll continue working to ensure the new format is user-friendly and accessible. We welcome your feedback and suggestions as we make this shift.

In addition to the publication change, we are also evaluating our membership dues. It has been more than a decade since any increase was made, and during that time, costs have steadily risen across the board—from event venues and insurance to basic operational expenses. While we have done everything possible to avoid a dues increase, we are considering implementation of a modest dues adjustment to continue providing valuable services and support to our members.

The board will discuss this matter at our upcoming meeting, and any proposed changes will be communicated clearly, with opportunities for member feedback before anything is finalized.

I want to sincerely thank each of you for your continued support, understanding, and involvement in our Association. Your dedication to our industry is what keeps the WWWW strong and dynamic.

As this is one of the busiest times of year for many of us, I also want to encourage you to take time for your families. As recent tragedies around the country have reminded us—we don't know what tomorrow holds – and the time we have with our loved ones is precious. Our children grow up fast, and it seems our grandchildren even faster. Please cherish every moment you have with them. 💧

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



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EXECUTIVE DIRECTOR'S MESSAGE: THE POWER OF MENTORSHIP FOR THE GROUNDWATER INDUSTRY

By Jenni Kilpatrick, WWA Executive Director

Mentorship plays a vital role in shaping successful careers—especially in the groundwater industry, where hands-on experience and shared knowledge are key to growth. Providing mentorship to individuals entering or advancing in the industry not only strengthens the workforce but also ensures the transfer of historical knowledge and expertise from one generation to the next.

Mentorship is not just for those new to the groundwater industry. You can serve as a mentor for someone interested in advancing to a different position within your company, someone who is seeking additional certification, someone who is interested in learning more about the business-side of your operation, or someone who simply is interested in bettering themselves in their career.

Mentorship offers more than technical training. It has the power to provide encouragement, real-world insight, and career guidance that helps individuals new to the industry navigate challenges and build confidence. Whether it's helping someone understand the nuances of the job or advising a mid-career tradesperson on leadership development or preparation for succession, mentorship creates a ripple effect of growth, retention, and professional pride.

As the demand for skilled workers continues to rise, there's never been a better time to invest in mentorship. Your time, knowledge, expertise and experience can have a lasting impact.

Here are some simple ways to begin mentoring at your company:

- Invite a new employee or someone interested in the industry to shadow you for a day.
- Share career stories and best practices.
- Offer feedback and encouragement after observing their work.
- Help them set short-term goals.
- Help them prepare for licensure exams, certification, or re-certification.
- Introduce them to others in your network.

As groundwater professionals, you have the power to strengthen individual careers, and the future of the groundwater industry.

Please feel free to reach out to me with any feedback, suggestions, or ideas. If mentorship is an area of interest for you, I would love to chat.

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

Sincerely,



Jenni Kilpatrick, CAE
Executive Director



WWA MEMBERSHIP UPDATE

As of July 16, 2025

205 FULL MEMBERS

78 ASSOCIATE MEMBERS

11 LIFETIME MEMBERS

40 FULL MEMBERS
2nd Member from
the same company



2026 CALL FOR PRESENTATIONS



The Wisconsin Water Well Association annual conference showcases problem-solving, technologies, and the latest in products for the water well industry.

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

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

Potential presenters, please submit your interest no later than September 30, 2025 to info@wisconsinwaterwell.com using the form below.

2026 WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE:

January 7-8, 2026 | Kalahari Resort and Convention Center, Wisconsin Dells

~ and ~

CONTINUING EDUCATION SESSIONS:

**Subject to Change*

January 9, Wisconsin Dells • April 7, Eau Claire • April 8, Green Bay (Rock Garden)

If you would like to be considered to be a speaker for the 2026 WWSA Annual Conference and Continuing Education Sessions, please complete the following:

Company: _____

Name: _____

Address: _____

Phone: _____ Email: _____

Length of Presentation: _____

Track (choose all):

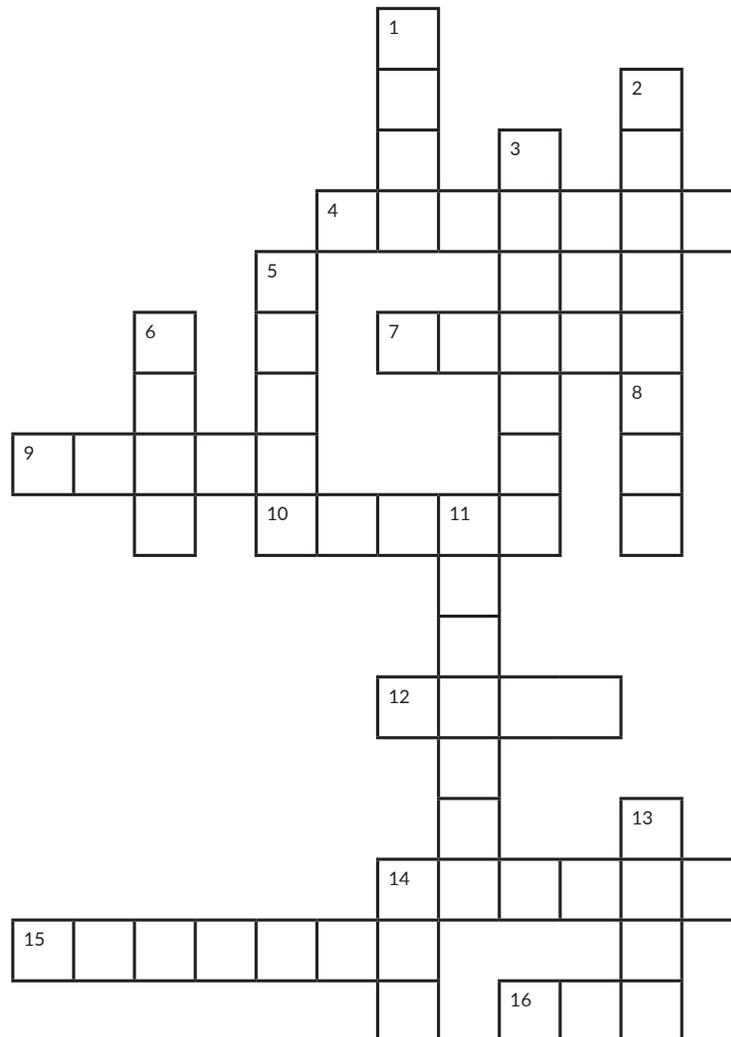
- | | | |
|---|---------------------------------------|---|
| <input type="checkbox"/> Well Driller | <input type="checkbox"/> Rig Operator | <input type="checkbox"/> Business Management |
| <input type="checkbox"/> Pump Installer | <input type="checkbox"/> Geothermal | <input type="checkbox"/> Legislative/Regulatory |

Title of Presentation: _____

Brief Description of Presentation:



WATER TERMS CROSSWORD PUZZLE



DOWN

4. A large underground rock formation that stores water
7. Ensures water moves in one direction
8. Portable equipment used to drill wells
9. The casing material most often used in Wisconsin wells
10. Type of energy sometimes used to pump water
12. The part of the well that brings water to the surface
14. Type of well that taps into sand or gravel
15. A layer that prevents water infiltration
16. Common type of pump for residential wells

ACROSS

1. A tool used to measure depth in a well
2. Contamination risk in poorly constructed wells
3. Licensed professional who installs wells
5. Water pulled from the ground
6. The unit used to measure water depth
11. Wisconsin's underground water source
13. Test often performed to check water safety
14. Regulates well construction and water safety in WI

See Correct Answers on listed on the bottom of page 18

2025 VIRTUAL CONTINUING EDUCATION PLATFORM

VIRTUAL CONTINUING EDUCATION

Registration is open for the 2025 Virtual Continuing Education Platform! All courses MUST be completed by 11:59PM to be valid for renewing your 2026 license/s.

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

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

CE SESSION COUNTS		
as of 7/16/25		
IN-PERSON		ONLINE
2025 Annual Conference	215	110 as of 7/22/25
Wisconsin Dells	141	
Eau Claire	68	
Green Bay	96	

New courses will be rolling out throughout the year at various times so keep your eyes open for topics that interest you! Below is the current list of courses being offered:

25-001 DNR Systems

Sara Fry, Wisconsin DNR; Raquel Sanchez, Wisconsin DNR

1=PI; 1=WD; 1=HE

Every year, there's something new in our industry. This presentation doesn't focus on products and services but instead focuses on the various layers of regulation that affect us, paying particular attention to those things that have changed in the past year and those that will likely change in the coming year. In addition, this program will look at some of the broader trends that affect the businesses and individuals need to know about to survive and thrive.

25-002 DNR Updates

Marty Nessman

1=PI; 1=WD; 1=HE

This session will provide updates on the Private Water Supply Section and how they affect licensed drillers, pump installers and rig operators. Includes updates on staffing,

code revisions and other relevant information.

25-003 11 Things You Need to Know

Jeff Beiriger, Government Relations Advisor, Wisconsin Water Well Association

1=PI; 1=WD; 1=HE

Every year, there's something new in our industry. This presentation doesn't focus on products and services but instead focuses on the various layers of regulation that affect us, paying particular attention to those things that have changed in the past year and those that will likely change in the coming year. In addition, this program will look at some of the broader trends that affect the businesses and individuals need to know about to survive and thrive.

25-004 OSHA 2025 Updates

Mary Bauer, OSHA Eau Claire Area Office

1=PI; 1=WD; 1=HE

This session will provide an explanation on how OSHA prioritizes job sites inspections and what happens when we conduct inspections. Trenching hazards will be discussed along with the standard to prevent trench collapses. Other hazards relating to digging or drilling will be discussed.

25-005 Bacteria and Microorganisms

Michael Schnieders, Water Systems Engineering, Inc.

1=PI; 1=WD; 0=HE

The session will serve to educate the audience on the natural occurrence of bacteria in groundwater wells and also what the presence of certain bacteria and microorganisms can tell us about the well's stability and need for maintenance. The information will be based on evaluation of active municipal and residential wells across the USA.

25-006 Water Well Development

Water Well Development, Jim Hutmacher, Wyo-Ben

1=PI; 1=WD; 1=HE

This session offers a comprehensive overview of the well development process, covering key preparatory steps such as using drill fluids, PAC polymers, and chlorine for gravel packing, as well as flushing techniques. Participants will learn the critical components of development, including removing mud and drill fluids, enhancing permeability, and eliminating fine particles near the well bore. Emphasis will be placed on the importance of thorough development to ensure long-term well performance, optimal production, and water quality. Attendees will gain insights into

Continuing Education continued on next page

determining when and how much development is required, effective bidding strategies, and the best methods for achieving success, from air lifting to over-pumping. This training is essential for professionals seeking to maximize well efficiency and ensure high-quality outcomes.

25-007 Understanding Centrifugal Pump Curves

Tom Beran, Headwater Wholesale

1=PI; 1=WD; 0=HE

This course will include a brief overview of a basic pump curve with a greater understanding of the more advanced elements within the curves, an understanding of this information and how it affects the application of the pump. This information includes but is not limited to; understanding Total Dynamic Head (TDH), Flow, Net Positive Suction Head (NPSH), minimum flow, maximum flow, deadhead, efficiency, effects of larger vs small diameter impellers, effects of varying a pump's speed and how understanding this information as applying it can have real effect on the service life of a centrifugal (submersible) pump.

25-010 10 Things You Need to Know

Bernie Friedenfels, Bernie's Well & Water

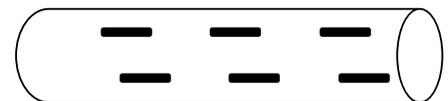
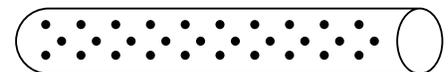
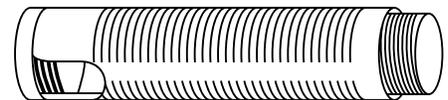
2=PI; 2=WD; 2=HE

This session will focus on the essential steps for evaluating the safety, performance, and condition of water wells. This session will cover critical aspects such as adhering to code (NR 812), DNR resources, coordinating the business side of the inspection, assessing water quality, and identifying signs of wear, contamination, or structural issues. ♦



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DNR UPDATES

By Marty Nessman, Private Water Supply Section Manager



A NEW DNR FACT SHEET ON WELL DISINFECTION!

The DNR's Drinking Water and Groundwater Program recently published a new fact sheet on well disinfection. This valuable information will help well drillers and pump installers with the sometimes-difficult task of disinfecting wells.

This handy fact sheet provides a review of important regulations for licensed well drillers and pump installers. Other helpful information includes how to deal with problem wells, arsenic, bacteria and a friendly reminder – More Chlorine is Not Necessarily Better!

Locate this new fact sheet and others on the DNR's [Fact Sheets for Well Drillers and Pump Installers webpage](#) or use this direct link:

- [Well Disinfection – A Fact Sheet for Well Drillers and Pump Installers](#)

Please direct any questions about well disinfection or related private well issues to Jared Niewoehner at Jared.Niewoehner@wisconsin.gov or 920-210-8105. 💧

FROM BENEATH THE BEDROCK: WELL DRILLING TAPS INTO DRINKING WATER FOR MANY

By Jonna Mayberry, Public Information Officer, DNR Office of Communications

About 70% of Wisconsinites get their drinking water from groundwater pumped from wells, including private and municipal public wells. But how does this water get from beneath the ground to our taps? It's a big process.

The initial goal of water well drilling is to penetrate the "overburden," which is the gravel, sand and other materials that cover the bedrock. The latter is what the driller is trying to reach.

In some areas, there is no overburden, and in other places, there are hundreds of feet of it – it all depends on the area's geology.

Sometimes, well drilling yields surprises. Occasionally when drilling, for example, the drill can drop suddenly because it hits an uncharted underground cave.

Well drilling is a dangerous and difficult job. Businesses are often owned by a family, with knowledge passed from one generation to the next. Some younger people are not interested in the job, so there are fewer well drillers these days.

"Well drillers work long hours in dirty and dangerous conditions," said Marty Nessman, the DNR's private water section manager. "Drilling businesses are having trouble finding workers, but providing clean, safe water for Wisconsin is really important and fulfilling work."

The Wisconsin Water Well Association provides continuing education to well drillers to improve the safety of the industry and is a great resource for anyone interested in learning about well drilling as a profession, Nessman said.

Tools Of The Trade

The technology behind well drilling has evolved and modernized over the years. Previously, a lot of work was done manually, which was time-consuming and left room for error.

Now, well drilling is very efficient, Nessman said. "They use water, air or drilling mud, and the drill rigs can get through anything really quickly."

The main type of technology used today is a rotary drilling machine, a giant truck-mounted machine with a hydraulic pump. This large hammer drill constantly spins, but when it hits obstacles, it makes a powerful impact that fractures the rock.

Occasionally, a type of drill called a cable tool is used. This is a percussive tool that relies on repeated impact.

Getting To Clean Water

To bypass potential contamination risks, wells must be drilled deep; this is where the DNR can help.

"We work with well drillers to provide them tools and advice they can use to determine the well's depth and avoid potential water quality issues before they drill," Nessman explained.



Climbing the mast of a rotary well drilling rig, from the DNR archives.

From Beneath the Bedrock continued on next page



Well drillers provide an essential service for Wisconsin homes relying on private water supplies.

One important practice involves the well casing, a tubular structure placed in the drilled well hole to maintain the well opening. To help prevent contamination, the open space between the casing and the drill hole is filled to ensure that only clean water under the bedrock is accessed and no contaminated surface water is mixed in.

This encasement is formed by pumping grout — often cement or bentonite clay mixed with water — into the shaft. The grout hardens, completely sealing the outside of the well shaft.

When drilling, it's easy to tell when groundwater is reached because it violently erupts, so much that a person would probably get knocked over if in its path.

Once the water is hit, a pump is lowered into the well. To get water to the property, a hole is drilled into the casing, and a device called a pitless adapter is installed to direct the water. The well itself is usually sealed, and water does not flow directly from it.

Test For Safety

While most private water wells in Wisconsin provide safe drinking water, some may become contaminated with bacteria and other contaminants.

Well testing is recommended annually to check for bacteria and nitrates, along with arsenic in some areas of the state. Take action immediately if you suspect a problem with your water or if you notice a change in water quality.

Learn More

Visit the DNR's website for information and resources on private wells in Wisconsin, including drilling, testing and more. If your drinking water is from a public water system, check the Environmental Protection Agency's Consumer Confidence Reports for information about your community's water supply.

[Visit the DNR's website for information and resources on private wells in Wisconsin](#), including drilling, testing and more. If your drinking water is from a public water system, check the [Environmental Protection Agency's Consumer Confidence Reports](#) for information about your community's water supply. 💧

NOW AVAILABLE! WWWA CLASSIFIED ADVERTISEMENTS

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

Classified Ad Details:

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

MUSTACHIOED MUSINGS



By Terry Farago

Well, here we are in our busy time and all Mother Nature throws at us is rain and storms. I have been talking to family out west and they got hail and snow. People think it is weird, but I have seen it snow every month of the year when I lived out there. I talked to a driller I know out that way, and they are as busy as we are here. It sounds like everyone in our state has plenty of work going on, which is good.

Sitting here writing this and watching it rain again, I got a letter last week saying they are going to put 2,000 acres of a solar farm just down the road from our house. I am undecided of what to think, in one way for a few of have to abandon some big wells and after the DNR did the study here. We have potato plants that need more water and people with new sheds that cannot get wells to do what they want, so it might help this.



man, John Zortman, which supplied a lot of things in the drilling world.

It makes me feel upset and sad, we are losing our elders, but we need to get some young blood into this world, while we still have people to show them how to work with mother nature giving us her most valuable resource - WATER. It used to be family members keeping this industry going now we have to look outside of our family for help.

I feel very lucky that I have had a father and a group of older guys around the state to help me, now my son and grandson are working beside me. I am hoping to carry on this great thing we all call work but enjoy poking Mother Nature for water. 💧

Thanks,
Terry



I had a couple of the WFWA staff up to our place to play and pet our cattle, we had fun for a few hours. Then a trip to our shop to look at the rig, after that we had to get them a little time to walk around the shop floor with a look at some of the things that we use every day.

Just last week, a driller from Michigan called me and needed help with some stuff that he bought down by us, we helped him out, to me that shows to me that we are all just a big family, that can take some time out to help each other. We are all doing the same thing and giving people clean fresh water and enough work for all of us.

We took some time out and went up to Jim Olsen's visitation and talked with his family, now we lost another



LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWSA Government Relations Advisor

Through the Lens of History – A Perspective on Politics Today

First, the following represents a history lesson put together by me. It's not exactly a political/administrative update, which we'll get to, but I hope it's helpful to share some perspective about the politics of today. If you're frustrated, read on. If not, thanks for reading anyway. We're in a safe space, I trust, to share ideas.

If you are looking for some light, summer reading, allow me to suggest, *Discours de la Servitude Volontaire*, an essay written by Étienne de La Boétie around 1577. Boétie was a friend of Michel de Montaigne, whose essays I would also recommend, though that runs to about 1,200 pages once translated to English. Boétie's essay is quite a bit shorter...

Discours de la Servitude Volontaire, when translated, is the *Discourse on Voluntary Servitude*. And what does that mean? Basically, it's a point of view about the nature of governance and, more specifically, the way that people choose to be governed. The key point is that collectively, the people always have the option to self-govern, but they voluntarily choose to skip that option, choosing instead to let someone else govern them.

The essayist suggests there are reasons why people might do this, including habit and their ability to profit from this arrangement. But neither is compelling to Boétie, and he reminds his readers that they could also disobey their rulers and remove them whenever they considered it necessary. That is to say, political power emanates from the people.

You may remember the term "popular sovereignty" from your history classes. Or not. The founding fathers of this nation were well aware of this concept when they created our system of government. One of those fathers, Benjamin Franklin said, "In free governments, the rulers are the servants and the people their superiors and sovereigns."

And while it's easy to say that this was the main point of the American Revolution, it's also important to note that Americans at that time weren't really looking to go there. The idea was to be sovereign to a king, but to have a greater voice in decisions affecting them – to have the same rights as all other people of Great Britain, including representation and, importantly, the choice to live under a king.

So, our revolution wasn't as revolutionary as, say, what would happen in France over the three decades between the late 1780s and mid-1810s. That was the time of Lafayette, Robespierre, and Napoleon. In the end, the French Revolution failed, and a king was restored to the throne. Still, its goal – to displace a king and let the people

rule instead – was far more revolutionary than what had started in the United States.

But the United States got there anyway – to a system of governance where the people, not the government (whether an elected body or a tyrant), was the source of power. From then until now, we've been trying to unpack the implications of popular sovereignty.

If the people rule themselves, how do we bring order to society? If we bring order to society, how do we know when we have gone too far, and government is imposing its will and taking away freedoms?

If you follow the path of history, you'll see today's political parties develop along these lines, though today, the issues are more about economics than individual liberties. In other words, should the government be hands on or hands off when it comes to managing the economy? Which matters more – the capital or the labor? But both parties have made the success of the economy foundational to their party's platform. Who prospers from that success is what creates political tension.

Some of the best examples of the struggles with popular sovereignty trace back to the founding fathers themselves, including two who authored the Declaration of Independence. Thomas Jefferson said this, "The issue today is the same as it has been throughout all history, whether man shall be allowed to govern himself or be ruled by a small elite." John Adams said this, "Our Constitution was made only for a moral and religious people. It is wholly inadequate to the government of any other." Right from the beginning, Jefferson chose no government and trust in the people and Adams expressed his doubts about those who weren't moral or religious – of good character, in other words – who should be the ones making decisions for others.

So, which is it? Your answer should be telling. Not right or wrong – that's something we may never figure out, despite the inevitable pendulum swing between the two points of view – just telling. We've been trying to figure it out here and around the world for hundreds, if not thousands, of years.

Kingdoms have had great success. Until they don't. Democracies have had great success. Until they don't.



Government Relations Update continued on next page

Government Relations Update continued from previous page

But Boétie suggests that what underlies both systems – and all others – is the willingness of the people to be governed. Boétie places a great burden and responsibility on each of us. It is to recognize that we are in power – over our own lives, over our communities, over our industries, and indeed, over our governments. You can find success and failure in each, but that success or failure is on us, not on royalty or elected leaders.

If you want good government, start by being good – at home, at work, in the community. What you'll find, I think, is that most people are just like you. They have a shared sense of what's good and what's bad, and that we agree a whole lot more than we disagree. But there are people who benefit from dividing us, precisely because they fear popular sovereignty. There is, today, what has been described as an "exhausted majority" in our country. Those are the people who are simply tired of too much of one side or the other and want to find a better path forward, but they lack options. They yearn for compromise. They are progressive, but want to move forward conservatively. Baby steps, not giant leaps forward (or back).

If you are among the exhausted majority, remember that we, the people, have the choice. It starts with asking the current political leaders to do better. And if they won't, it means voting for new leaders. And if you don't like your choices for leaders, it means pushing for new ways to elect leaders. And if you still don't like your options, it means becoming the next generation of leaders. And a good place to start is with the history of how we got here.

In all things, we can be just a little bit better. I think – and it's just my opinion – the first steps toward whatever is next start with you and with me. The French Revolution ended, but the American Revolution didn't because it wasn't about a war or a specific period of time. The American Revolution was, and is, an experiment. Can we really govern ourselves? Can we be free and maintain a society where people's "inalienable rights" are protected, despite passing laws to govern our interactions?

Friends, the revolution continues today, and the answer will be decided by us...

State Budget

The State Budget was likely going to be delayed, but pressure to finish before the feds passed their budget drove the process at the end.

Like any legislation of this size and scope, there are likely some things that will be viewed favorably by most, but there are other things that can break the deal, driving legislators to vote against the budget. And that's the job – to make a thumbs up or thumbs down decision on the bill. It doesn't mean any legislator is against a tax break or against funding for local governments, only that there are other parts of the bill that also need to be considered.

While the State thought it would have plenty of money, the discussion has shifted dramatically as the stability of

federal transfer payments has waned. The choices facing legislators now are whether to step in with State funds to replace what isn't transferred, or to let those programs die. Legislative choices are not ones with clear cut "red" district or "blue" district implications and, with redistricting, the consequences of losing a few votes can swing the elections in 2026.

In the world of POWTS, the Wisconsin Fund appears to be coming back again for another two years, but the income cut-offs and the nature of eligible POWTS systems all but guarantee that the funds will not all be used.

In light of the uncertainty, a tax exemption on drill rig equipment is unlikely, but the idea is out there and circulating among legislators, and there isn't resistance to the idea as much as finding the resources to pay for it.

DNR Secretary

The newly appointed Secretary of the DNR has not been confirmed and it's quite possible that she will never be. At least for now, the budget is the priority, and as long as the agencies are not getting out of line with the legislature, there's really no difference between the agencies being run by confirmed secretaries or by interim secretaries still waiting for confirmation.

Regulatory Proposals

The changes to NR 812 have been through a public hearing and the WWSWA testified in general support, but noted where a few changes were needed for clarity and where a few changes would be better received by the industry. In their follow-up message to the Private Water Advisory Committee, the DNR seems amenable to the changes proposed by the WWSWA.

Changes to NR 146 are following the same track as NR 812, and again, WWSWA provided comments and the DNR seems agreeable to the association's suggestions.

The next step in the process is to go to the NR Board, then the Assembly and Senate committees of jurisdiction before the final step, when it goes to the Joint Committee on Administrative Rules. If all stays on track, the new rules could be in effect in December 2025 or January 2026.

NR 140 is being worked on, but work has been delayed because of an anticipated fiscal note of more than \$10 million dollars over two years. That threshold triggers an automatic stop that necessitates a lower fiscal note or the approval of the legislature before work can continue. It seems unlikely that a rule addressing PFAS levels will fall below the threshold, so one option is to split NR 140 and complete those sections unrelated to PFAS, with that version of the rule falling below the threshold and able to advance to the next stages of the process.

Private Water Advisory Committee

The Committee met in May. Among the issues discussed was the status of the ARPA Well Compensation Fund. The

Government Relations Update continued from previous page

money has been committed, and no more projects will be approved unless some of the currently approved projects fall through. The time limit to utilize the funds will make it difficult to rush through the additional projects, so some funds may be allocated, but remain unspent. Overall, the program has been a big success, with far more wells being corrected under the ARPA guidelines, which are more generous with regard to who qualified and under what conditions.

The Committee discussed welding requirements, and it seems likely that the DNR will hold fast on the requirement for six hours of welding training. The Department did, however, concede to allow for individuals to take a practical exam, with a certified welding instructor, and if they pass, no welding class(es) would be required.

Drinking and Groundwater Advisory Committee

WWWA made a presentation to this Committee in May and noted its concerns about the movement of arsenic containment areas outside of those defined by the DNR, which seem to follow county lines. The concern is contributing to updated maps and having access to that information to help customers make better, more informed decisions regarding the construction and maintenance of their well.

The DNR noted that it agreed with the WWWA and suggested further discussions to find ways to work together. One possibility is a presentation at the Groundwater Conference.

The DNR also expressed interest in learning more about the continuing decline in the number of drillers and pump installers and how this might be affecting the ability of the industry to serve customers around the State.

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PFAS

The DNR has issued new drinking water advisories on 50 potable wells in the Town of Peshtigo. With updated DHS guidelines, the number of affected wells increased from 32 to 50. Owners have been notified. JCI/Tyco, who have been identified as the source of the PFAS, have been asked to test, communicate, and provide alternative safe drinking water in the affected area.

Office of Rural Prosperity > Training Grants

A request for a meeting has been sent to the Office of Rural Prosperity regarding the potential for training grants.

Road Weight Limits

Representative Novak has been contacted regarding a redraft of the 2023-2024 bill that he worked on with the WWWA. The idea is to bring stakeholders together this year and try to find any points of conflict and, in turn, compromises that would allow the bill to advance.

Federal Policy Changes

The pace of change in Washington, DC remains accelerated. And erratic. In some cases, legal challenges are creating situations where policies are changed, only to be restored, and then changed again on appeal. In other cases, tariffs being the best example, the administration is announcing and withdrawing tariffs without much predictability, making it difficult for many industries to adapt/adjust to the new environment.

Other changes that may affect the industry/Trades are: Low Flow Fixtures, EPA, Green Energy Tax Credits/ Deductions, and Affordable Health Care.

A tax bill is being advanced in the legislature and it's difficult to predict what will happen with the bill. Republicans are using the reconciliation process, which circumvents the potential for a Senate filibuster. Doing that, however, requires the bill to remain free of non-budget language, which it is not.

More than that, there are some in the Republican Party who are not happy with the bill because it fails to reduce government deficits, and it raises the debt ceiling. That, and concern that the political fall-out from the bill could be significant, especially when program cuts affect districts that are critical to maintaining majorities in the mid-term elections. Just a few votes can cause a district to flip in 2026, possibly handing the majorities in Congress to Democrats.

WPWS

The Association is looking to appoint a second individual to the WWWA Board of Directors.

The WPWS golf outing will be Wednesday, September 17, 2025 at Evergreen Golf Club in Elkhorn, Wisconsin.

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Schedule

11:00 a.m. – 11:45 a.m.
 Registration/Box Lunch
 Driving Range

11:45 a.m.
 Shotgun Start – Scramble Format
 On-Course Beverages (2)
 Flag Events

4:30 p.m.
 Steak Cookout
 Cash Bar
 Prizes/Raffles

Registration

\$140.00 Golf, Lunch, Dinner, Prizes
 \$100.00 Golf/Lunch Only
 \$ 40.00 Dinner Only

Registration deadline is September 10.

Sponsorships/Prize Donations Welcome
 Well drillers, pump installers, suppliers, and other industry partners and friends are welcome!

Collared shirts and non-metal spikes are required.



**As an industry, we help people from one end of the state to the other.
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FALL GOLF OUTING WEDNESDAY, SEPTEMBER 17, 2025



Evergreen Golf Club
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[MAP](#)

Name	Company	Member/ Guest (circle)	Golf/ Lunch/ Dinner \$140	Golf/ Lunch \$100	Dinner Only \$40
_____	_____	M G	_____	_____	_____
_____	_____	M G	_____	_____	_____
_____	_____	M G	_____	_____	_____
_____	_____	M G	_____	_____	_____

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\$140.00 per person includes golf, cart, box lunch, steak cookout, beverages (2), prizes.

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jeff@assocmgmtservices.com

MARKETING MATTERS: OPTIMISM IN 2026

By Tara Schessler, In Time Creative

Have you heard the good news? Economists are predicting optimistic growth and business development in 2026! I've even heard auto dealers rumbling about good things coming. And if an auto dealer says things are looking up, then it must be true!

According to reports, disinflation and eventually lower interest rates are on the horizon, which will support and encourage investment and borrowing later this year and into 2026.

Let's drill down and apply this to your business. See what I did there?

As the U.S. economy enters a more stable phase and interest rates are expected to ease into 2026, the Midwest stands out as a region poised for meaningful growth—particularly in housing and construction. Known for its relative affordability, the Midwest offers a strong value proposition for both buyers and builders. Building permits are on the rise, especially in mid-size cities and suburban areas where demand remains high and land is more accessible.

This surge in residential construction is not only helping to close the long-standing housing supply gap, but also generating new opportunities for job creation, local investment, and long-term economic development. Builders are shifting their focus toward efficient, moderately priced homes that align with market needs.

For businesses in construction, real estate, and related services, now is the time to act. As competition increases, companies that invest in clear, consistent marketing will be best positioned to capture market share. Establishing a strong local presence, optimizing digital visibility, and clearly communicating value will be key to meeting demand—and standing out in a revitalized Midwest housing market.

So, the question remains, how are you seizing market share for your business? Simply hanging up an open sign and parking your truck in the driveway doesn't create demand for your products or services. If people are building, how do they know to call you?

Be searchable, be recognized, be loud with your distinguishing points of business.

Bonus Business Bites:

Remember the three C's of a good marketing strategy: Concise – Pick one thing. Consistent – Talk about the one thing often. Concentration – Focus on saying that one thing to your key audience on one platform. Frequency is key. 💧

Sincerely,

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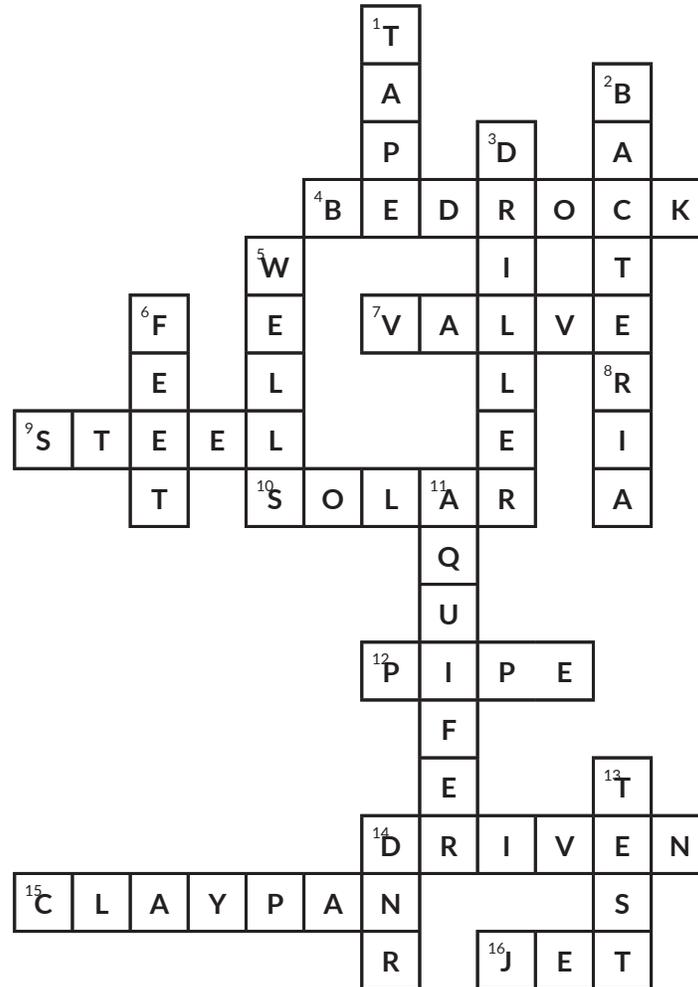
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- Advise and assist in the enactment and enforcement of equitable laws and regulations
- Encourage and promote research pertaining to the water well industry
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Bruce A Walker
Wisconsin Well & Water
Systems LLC
Grand Marsh, WI

Jason Walther
Mike's Plumbing
Balsam Lake, WI

Michael Jon Walther
Mike's Plumbing
Balsam Lake, WI

Mark N Weber
Weber Well Drilling, Inc.
Chilton, WI

Bradley S Webster
Webster & Sons Well
Drilling Inc.
Poynette, WI

Michael T Weidman
Northwoods Property
Inspections
Park Falls, WI

Glen G Weigel
GW Plumbing Service Inc
Boulder Junction, WI

Alan J Wepking
Wepking Pump Service,
Inc.
Lancaster, WI

David Werner
Werner Pump Service
Jefferson, WI

Anthony J Weslow
Weslow Water Systems
Green Bay, WI

Jack West
Federated Insurance
Owatonna, MN

Randy E Williams
Water Well Solutions
Pewaukee, WI

Jeff Wirtz
24/7 Well & Pump
Service LLC
Suring, WI

Jerome Wojtkiewicz
Aqua Service
Cameron, WI

Raymond Young Jr
Chicken Young's Well
Drilling
Gillett, WI

Jeffery L Zielieke
Zielieke Well Drilling Inc.
Campbellsport, WI

John Zimmerman
Zimmerman Pump &
Supply LLC
Boyd, WI

Herbert E Zoellick
HezPaz Enterprizes
Wisconsin Dells, WI

Aaron Zuehlke
Brodhead, WI



WWWA Scholarship

Edwin Huntoon / Owen Williams Scholarship

Two \$3,000 Scholarship Awards

Edwin W. Huntoon (1917-2011)

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

Owen W. Williams (1922-2014)

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

Applicant must be:

- A current member of WWSA or family member of a current member
- Applying to or enrolled at a post-secondary institute as a full-time student

To Apply:

Scan code at right with mobile device, visit wisconsinwaterwell.com, or fill out and mail in the application on the following page.

Submission deadline: November 17, 2025





Edwin Huntoon / Owen Williams Scholarship Application

PERSONAL INFORMATION

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Phone Number: _____ Email: _____
Parent Names: _____
Current WWA Member? Yes No Name of Member/Company: _____

HIGH SCHOOL/COLLEGE INFORMATION

High School Graduation Date: _____ GPA: _____
College Applied to: _____ Accepted? Yes No
If no, when do you expect acceptance?: _____
Intended field of study?: _____ Career Objective?: _____
What influenced your choice?: _____
Please list high school activities: _____

Please list community activities: _____

WORK HISTORY

Please list your work history

ESSAY QUESTIONS - Please use a separate sheet of paper to respond.

- What would this Scholarship mean to you? (approximately 500 words)
- How would you use these Scholarship funds? (approximately 250 words)

APPLICATION SUBMISSION

Completed applications should be submitted to: **WWWA Scholarship Fund**
6737 W. Washington St.
Suite 4210
Milwaukee, WI 53214

Questions: 414-488-3908



Wisconsin Water Well Association (WWWA)
 6737 W. Washington St., Suite 4210, Milwaukee, WI 53214
 Office: 414-488-3908 • Fax: 414-755-1346 • Toll-Free: 855-947-9837
 info@wisconsinwaterwell.com • www.wisconsinwaterwell.com

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.

\$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company

\$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: _____

\$75 = ASSOCIATE MEMBERSHIP (NON-VOTING)

License # _____

Mark all that apply:

<input type="checkbox"/> Employee of a Full Member <i>but who does NOT hold a license</i>	<input type="checkbox"/> Manufacturer Rep	<input type="checkbox"/> Engineer
<input type="checkbox"/> Family Member	<input type="checkbox"/> Scientist	<input type="checkbox"/> Consultant
<input type="checkbox"/> Supplier/Distributor	<input type="checkbox"/> Technician	<input type="checkbox"/> Health Official
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Hydrogeologist	<input type="checkbox"/> State Government Official
	<input type="checkbox"/> Geologist	<input type="checkbox"/> Other: _____

\$400 = CORPORATE MEMBERSHIP

License # _____

Name of Administrative Member: _____

Email of Administrative Member: _____

PRINTED NEWSLETTER OPTIONS

Full Page Ad: \$1,300 full year / \$475 single issue

Half Page Ad: \$700 full year / \$250 single issue

Quarter Page Ad: \$500 full year / \$175 single issue

WEBSITE ADVERTISING

\$180 = Large Banner Ad
(380 x 380 pixels)

DONATIONS

Scholarship Fund: \$ _____ Silent Auction Item: _____

PAYMENT DETAILS

Check enclosed payable to: WWA

Charge my credit card \$ _____

#: _____

Name: _____

Exp. Date: _____

CVV #: _____

Please return by fax:
414-755-1346
or scan/send to:
info@wisconsinwaterwell.com
or mail to address at top.
Any questions, please call:
855-947-9837

IN MEMORIAM

THOMAS B. DURANT

October 26, 1937 - February 27, 2025

Thomas “Tom” Bruce Durant of Laona, Wisconsin passed away at his winter home in Phoenix, Arizona. He was 87 years old. He was born on October 26, 1937, in Brown Deer, Wisconsin to the late Joseph and Alice (Sturzl) Durant.

He was a lifelong learner who valued hard work, nature, his community and the people he loved. Tom had a profound love and understanding of the natural world, which was reflected in his prolific gardening. His garden flourished, always yielding more than enough to share with neighbors and friends. He was, by his very essence, a lifelong learner with a brilliant mind, always seeking knowledge and new experiences.

Tom’s career as a Plumber began in 1956, working alongside his father, Joe Durant, at Durant Plumbing and Heating. In 1962, he earned his Master Plumber certification and continued his dedicated work in the trade until his retirement in 2024.

Beyond his profession, Tom was deeply involved in his community. He was a proud member of the Laona Lions Club for 60 years, where he also served as President. He was also a founding member of Peshtigo Joe’s Hunting Club, where he

enjoyed hunting and playing cards in their hunting cabin on the Peshtigo River. Tom recently became a 25-year proud member of “Friends of Bill W.”

Other lifetime hobbies included watching the Milwaukee Brewers (or listening on his radio by the garden), fishing at “Gospel Creek”, and taking care of the deer that roamed the backyard of his rural Laona home.

He is survived by his loving children, Patty (Scott Robinson) Durant, Bob (Kathy) Durant, and Kat (David Torres) Durant, who will continue to honor his legacy. He is further survived by his grandchildren, Alison Robinson, Matt Robinson, Brad (Erika) Fox, Courtney Fox, Kelley Fox as well as many extended family members.

Tom is preceded in death by his beloved wife, Marge Durant, who passed away in 2020, as well as his parents, Joseph (Alice) Durant and a brother, Bill Durant. Tom will be remembered for his dedication to his craft, his commitment to his community, his deep appreciation for nature, and his generosity of spirit. 💧



IN MEMORIAM

JOHN J. ZORTMAN

August 7, 1951 – June 18, 2025

With heavy hearts, we announce the passing of John J. Zortman, beloved husband, father, grandfather, great-grandfather, brother, and friend, who departed this life on June 18, 2025, at the age of 73.

John was a man of quiet strength, unwavering integrity, and boundless compassion. He proudly served his country as a member of the United States Navy, within the Silent Service, aboard the USS Sailfish SS 572, dedicating part of his life aboard submarines beneath the sea. After his military service, John continued his commitment to serving others as a proud member of the Rib Mountain Volunteer Fire Department, always ready to put others before himself.

John had many passions in life, including restoring and appreciating classic cars and motorcycles, wood carving and playing golf. He loved working with his hands and finding joy in the details of the things he created or nurtured. He treasured the friendships he built over the years—he had a wide circle of friends who will surely miss his humor, wisdom, and unwavering support.

Those who knew John will remember his gentle heart, his readiness to help others—regardless of who they were or where they came from—and his

ability to connect deeply with everyone he met. He was the kind of man who would offer a hand without needing to be asked and expect nothing in return.

John is survived by his devoted wife, Sharon, and their three children: Kristine (David) Paul, Andrew (Annette) Zortman, and Jennifer (Brad) Knispel. He was a proud grandfather to Macy (Tim) Osman, Jenna Downing, Natali Knispel (fiancé Justin Klein), Jackson Knispel, Hannah Zortman, and Corbin Zortman. He was a joyful great-grandfather to Myles, Mia, and Griffin. He is also survived by his loving siblings, Katey Lopez and Jim Zortman.

John's legacy of love, service, and selflessness will continue to inspire all who had the privilege of knowing him.

Thank you to the medical staff at Aspirus Hospital, Cancer Center, and Radiology, each of whom John considered very special for their loving care of him and his family.

He will be deeply missed and forever remembered. 💧





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



WWWA CALENDAR OF EVENTS

2026 Annual Conference
January 7-8, 2026
Kalahari Resort and Convention Center
1305 Kalahari Drive
Wisconsin Dells, WI 53965