



Onsite Program

2026

Wisconsin Water Well Association Annual Conference

January 7-8, 2026

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

*Welcome Attendees,
Vendors & Families*



Wisconsin Water Well Association

6737 W. Washington St., Suite 4270, Milwaukee, WI 53214
Office: 855-947-9837 • info@wisconsinwaterwell.com • wisconsinwaterwell.com

Welcome from the WWWA President

On behalf of the Wisconsin Water Well Association, welcome to the 2026 WWWA Annual Conference. We sincerely hope that you and your family have a wonderful time at the Kalahari Resort and Convention Center.

Our Conference programming includes numerous educational tracks to ensure that you can participate in as many sessions as possible. We continue to have expanded Tradeshow hours to offer you additional time with industry partners. The Annual Conference is a place for all to gather, whether you are there as a license holder, business owner, office administrator, or family member. This year, we are excited to include two business related sessions presented by the Wisconsin Water Well Association Legal Counsel, Attorney David Turciano. The content will focus on contracts and business practices and protections. A maximum of two business practice credits are permitted annually for each license type.

This year, the Association will be raffling off a Pheasant Hunting Excursion, Fishing Charter, Apple iPad (2025 Release), Franchi Affinity 12 Gauge, 3.5 Magnum, Max-7, Franchi Momentum Elite Bolt-Action Rifle 300 Winchester Magnum, Kendra Scott Jewelry Package, Ninja CREAMi Ice Cream Maker, Royall RG032 Open Range Pit BBQ Grill, Spa Kalahari and Salon- 50 Minute Relaxation Massage & 50 Minute Spa Pedicure, 2 Kayaks and Paddles, TenPoint S-430 Viper with Scope

and Three Arrows, and Yeti TUNDRA® 65 Cooler. There will also be a special raffle for the Wally Clark Scholarship Fund. Ticket sales will begin at the General Membership Meeting on Wednesday, and you can purchase tickets from any WWWA Board Member. Winners will be announced on Thursday night during the Tradeshow.



I would like to thank all the exhibitors and sponsors who have helped to make this conference possible. We are excited to have 50 booths this year, along with 5 vehicles/rigs on display. From donating items to the silent auction and door prizes, to sponsoring bowling lanes at our Annual Bowling Tournament, we are very grateful for their generosity.

I continue to be humbled and honored to be the President of this fine organization and I look forward to connecting with you during this conference. Thanks to all of you, as we continue to provide and protect Wisconsin's most precious resource: groundwater.

A handwritten signature of the name "Rick Peterson".

Rick Peterson, WWWA President

Going the Distance
for over 75 years

The logo features a map of the state of Wisconsin with several cities marked by stars: Hazelhurst, Stevens Point, Delavan, and Morris. A water pump is shown on the left, with a bucket labeled "WILMAR" at the base. The text "Going the Distance for over 75 years" is positioned above the map.

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The logo consists of the word "WILMAR" in a bold, sans-serif font inside an oval shape, with "PUMP & SUPPLY" in a smaller font below it.

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Schedule-at-a-Glance

Specific to sessions eligible for Continuing Education hours:
PI = Pump Installer / **WD** = Water Well Driller / **HE** = Heat Exchange Driller

Wednesday, January 7, 2026

9:00AM – 4:00PM

WI DNR – Operator Certification Exams
Africa Breakout 10
(Pre-Registration Required)

9:00AM – 12:00PM

WI DNR – Private Water Advisory Council
Ebony
(By Invitation Only)

12:00PM – 5:00PM

Registration Open
Registration Booth #3

2:30PM – 3:30PM

Variable Speed Pump Systems, More Than Just Constant Pressure
Tom Beran, Headwater Wholesale
Tamboti

1=PI; 1=WD; 0=HE

2:30PM – 4:30PM

Keeping Your Edge: Could You Pass the Pump Installers Licensure Exam Today?
Bernie Friedenfels, Bernie's Well & Water

Aloeswood

2=PI; 2=WD; 0=HE

3:30PM – 4:30PM

Ensuring Sustainable Withdrawal: The Regulatory Approach to High-Capacity Wells
Adam Freihofer, WI DNR

Tamboti

1=PI; 1=WD; 0=HE

5:00PM – 8:00PM

WWWA Reception – Everyone is invited!

- Hors d'Oeuvres and Cash Bar
- Lifetime Awards and Member Recognition

Marula/Aralia/Mangrove

6:00PM – 7:30PM

WWWA General Membership Meeting

All attendees welcome to attend!

Marula/Aralia/Mangrove

6:00PM – 10:00PM

Exhibitor Set-up
Kilimanjaro Ballroom

Schedule-at-a-Glance continued on next page



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Schedule-at-a-Glance *continued*

Specific to sessions eligible for Continuing Education hours: **PI** = Pump Installer / **WD** = Water Well Driller / **HE** = Heat Exchange Driller

Thursday, January 8, 2026

7:00AM – 5:00PM

Registration Open

Registration Booth #3

7:00AM – 12:00PM

Exhibitor Set-up

Kilimanjaro Ballroom

7:00AM – 8:00AM

Breakfast

North Hallway

8:00AM – 9:00AM

DNR Updates

Marty Nessman, WI DNR

Kalahari Ballroom A/H

1=PI; 1=WD; 1=HE

9:00AM – 3:15PM

Coffee Available

South Atrium (9:00AM–12:15PM)

Kilimanjaro Ballroom (1:15PM–3:15PM)

11:15AM – 12:15PM

BREAKOUT SESSIONS – CHOOSE ONE

- **Behind the Pump: Real-World Lessons from Well Pump Installers**

Tom Beran, Headwater Wholesale; Scott O'Brien, Xylem / Goulds Pump; Ezra Pett, Municipal Well & Pump; Troy Simonar, CTW Corporation

Africa Breakout 10

1=PI; 1=WD; 0=HE

- **Diagnosing and Solving Water Quality and Corrosion Issues in Wells**

Andrew Jacque, Water Quality Investigations

Africa Breakout 20

1=PI; 1=WD; 0=HE

- **It's Ok to Not Be Ok**

Karen Schmitz, Regional Medical Center

Africa Breakout 30

1=PI; 1=WD; 1=HE

- **DNR Breakout Session: NR 812 and NR 146 Code Revisions**

Jared Niewoehner, WI DNR

Kalahari Ballroom A/H

1=PI; 1=WD; 1=HE

Schedule-at-a-Glance continued on next page



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9:05AM – 10:05AM

The Changing Regulatory Environment: What You Need To Know About The Issues Affecting Our Industry – Today and Tomorrow

Jeff Beiriger, Government Relations Advisor, Wisconsin Water Well Association

Kalahari Ballroom A/H

1=PI; 1=WD; 1=HE

10:10AM – 11:10AM

BREAKOUT SESSIONS – CHOOSE ONE

- **Drilling into Insight: A Candid Talk with Well Drillers**

David Beecroft, D.M.B. Drilling Co.; Terry Farago, Farago Well Drilling; Jason Hintzke, Hintzke Well Drilling; Matt Kouba, Kouba Drilling, LLC

Africa Breakout 10

1=PI; 1=WD; 1=HE

- **Hydrogeology for Water Industry Professionals**

Pete Chase, Wisconsin Geological & Natural History Survey

Africa Breakout 30

1=PI; 1=WD; 1=HE

- **Water Well Rehabilitation**

Troy Simonar, CTW Corporation

Kalahari Ballroom A/H

1=PI; 1=WD; 0=HE

Schedule-at-a-Glance *continued*

Specific to sessions eligible for Continuing Education hours: **PI** = Pump Installer / **WD** = Water Well Driller / **HE** = Heat Exchange Driller

Thursday, January 8, 2026

12:15PM – 1:15PM

Lunch

Tamboti/Aloeswood/Marula/Aralia

12:15PM – 5:15PM

Tradeshow – Open 5 hours, but only 1 hour of credit may be applied per year.
Kilimanjaro Ballroom 1-8
1 = WD; 1 = PI; 1 = HE

RAFFLE – Find a WWA Board member to purchase tickets for your chance to win a Pheasant Hunting Excursion, Fishing Charter, Apple iPad (2025 Release), Franchi Affinity 12 Gauge, 3.5 Magnum, Max-7, Franchi Momentum Elite Bolt-Action Rifle 300 Winchester Magnum, Kendra Scott Jewelry Package, Ninja CREAMi Ice Cream Maker, Royall RG032 Open Range Pit BBQ Grill, Spa Kalahari and Salon- 50 Minute Relaxation Massage & 50 Minute Spa Pedicure, 2 Kayaks and Paddles, TenPoint S-430 Viper with Scope and Three Arrows., or a Yeti TUNDRA® 65 Cooler. Only 500 tickets available, act fast!
Drawing at 4:30PM.

DOOR PRIZES – Drawings will be announced throughout the evening. Listen for your name to be called!

BREAKOUT SESSIONS – CHOOSE ONE

1:20PM – 3:20PM

- **Keeping Your Edge: Could You Pass the Pump Installers Licensure Exam Today?**

Bernie Friedenfels, Bernie's Well & Water

Africa Breakout 10

2=PI; 2=WD; 0=HE

1:20PM – 2:20PM

- **How Well Construction Reports Help Us Understand Wisconsin's Geology & Hydrogeology**

Maureen Muldoon, Wisconsin Geological & Natural History Survey

Africa Breakout 20

1=PI; 1=WD; 1=HE

- **From Risk to Readiness: Mastering Contracts and Tariffs**

David Turiciano, Attorney, Turiciano Law S.C.

Africa Breakout 30

1=PI; 1=WD; 1=HE

- **That's Going to Leave a Mark!! Are You Ready?**

Karen Keys, Retired, Trauma Quality Coordinator

Kalahari Ballroom A-H

1=PI; 1=WD; 1=HE

2:25PM – 3:25PM

BREAKOUT SESSIONS – CHOOSE ONE

- **Dash Cameras and Vehicle Safety**

Dave Nosek, Badger Fleet Solutions

Africa Ballroom 20

1=PI; 1=WD; 1=HE

- **Managing Risk with Confidence: Legal Essentials for Customer and Employee Relations**

David Turiciano, Attorney, Turiciano Law S.C.

Africa Breakout 30

1=PI; 1=WD; 1=HE

- **Ensuring the Hole You Drill Makes a Good Well**

Dave Johnson, Retired, WI DNR

Kalahari Ballroom A-H

1=PI; 1=WD; 1=HE

3:15PM – 5:15PM

Tradeshow

Cash Bar

Kilimanjaro Ballroom 1-8



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Schedule-at-a-Glance *continued* on next page

Schedule-at-a-Glance *continued*

Specific to sessions eligible for Continuing Education hours: **PI** = Pump Installer / **WD** = Water Well Driller / **HE** = Heat Exchange Driller

Thursday, January 8, 2026

3:15PM – 5:15PM

Tradeshow

Light Hors d'Oeuvres

There will be cheese, sausage and vegetable platters served. This will not constitute as a meal.

Kilimanjaro Ballroom 1-8

3:15PM – 5:15PM

Tradeshow

Kids Area: Cookie Decorating & Coloring & Activities

Kilimanjaro Ballroom 1-8

7:00PM – 8:00PM

WPWS Happy Hour & Prize Giveaway

Everyone is invited! Special thanks to WPWS for hosting this wonderful event!

Tom Foolery's Volcano Lounge

8:00PM – 10:00PM

Bowling Tournament

Everyone is invited!

- Hors d'Oeuvres and Cash Bar
- Games and Prizes
- 20-lanes of bowling – Bowling games & shoe rental FREE for WWA thanks to generous donations by the sponsors!

Tom Foolery's Bowling Lanes

SAVE THE DATE

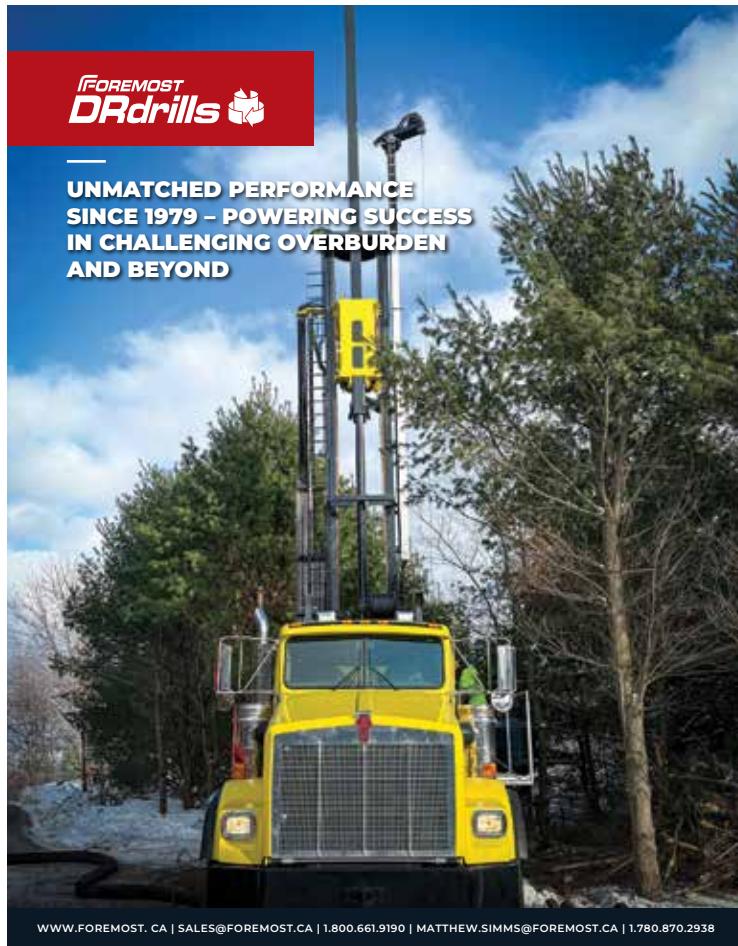
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Speaker Session Details

Wednesday, January 7, 2026

2:30PM – 3:30PM (concurrent with 1 other session)

Variable Speed Pump Systems, More Than Just Constant Pressure

A detailed look in understanding centrifugal (submersible) pumps in combination with a variable frequency drive with the relationship in varying a pump's speed. This will include content in understanding a pump systems strength, weaknesses as limitations in constant pressure, constant level & constant flow. The presentation will include effects of varying a pumps speed with regards to flow, pressure, energy savings and pump system life. Content will also include other benefits of use of variable frequency drives including soft start, soft stop, energy conservation, varying controls, motor protection and more.

Thomas J. Beran, Commercial / Industrial Sales, Headwater Wholesale

Tom has over 40 years of Fluid Handling experience servicing an array of industries including water, wastewater, chemical manufacturing, pulp & paper, automotive, food manufacturing, mining & more. He has experience in trouble shooting a wide variety of centrifugal & positive displacement pumps, process valves, chemical handling equipment and various motor speed controls including hydraulic, variable pitch pulley, Eddy Current, DC-SCR and variable frequency drives.

2:30PM – 4:30PM (concurrent with 1 other session)

Keeping Your Edge: Could You Pass the Pump Installers Licensure Exam Today?

This two-hour interactive session is designed to reinforce knowledge required for the Wisconsin pump installer licensure exam. Using an audience response system, participants will answer 60+ exam-style questions aligned with code and industry standards. Real-time polling results will guide discussion, with focused review of questions where responses indicate common knowledge gaps. The session emphasizes compliance, best practices, and practical application.

Bernie Friedenfels, Owner, Bernie's Well & Water

Bernie is a Master Plumber and Pump Installer. He is a Past President and current Board Member with the Wisconsin Plumbing Heating Cooling Contractors Association. He is also a member of the Wisconsin Water Well Association. Bernie has a passion for education of both groundwater professionals, and the public.

3:30PM – 4:30PM (concurrent with 1 other session)

Ensuring Sustainable Withdrawal: The Regulatory Approach to High Capacity Wells

Do you know whether you're drilling on a high capacity well property—or what additional requirements apply if you are? This session will provide an overview of Wisconsin's high capacity well application process, regulatory framework, and technical review procedures, as well as the role of the DNR's Water Use Section in supporting these activities. Attendees will also learn about current trends in high capacity well applications and review case studies that illustrate common challenges and considerations.

Adam Freihofer, Water Use Section Manager, WI DNR

Adam Freihofer currently serves as the Water Use Section Manager within the Wisconsin Department of Natural Resources' (WDNR) Bureau of Drinking Water and Groundwater. He oversees the implementation of Wisconsin's groundwater quantity program that involves the Great Lakes Compact, high capacity wells, surface water withdrawals, diversions, and water quantity monitoring.

Thursday, January 8, 2026

8:00AM – 9:00AM

DNR Updates

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.

Marty Nessman, Private Water Supply Section Chief, Wisconsin DNR

Marty has been the Private Water Section Chief since January 2021, prior to that he was the Private Water Field Supervisor since 2014. Marty started his career with the DNR as a Private Water Supply Specialist in 2006 working out of the Fitchburg Service Center after spending 10 years as a hydrogeologist with an environmental consulting company.

9:05AM – 10:05AM

The Changing Regulatory Environment: What You Need To Know About The Issues Affecting Our Industry – Today and Tomorrow

2025 saw some significant changes for our industry – new codes, changes to grant programs, and more. But if you step back, you see more of the picture. There have been changes in a number of programs affecting employees and employees alike. OSHA regulations, tariffs, environmental regulations, and more are changing the way that our industry operates.

Step back further still, and you can see the trends that are affecting our industry today and into the future, the biggest of which is dealing with an aging workforce and new approaches to attracting and retaining employees and utilizing new avenues for training.

But wait. There's more! 2026 will be an election year, and the outcome will further affect the direction of our industry. We won't cross the line into politics, but we will consider how various outcomes could alter the course of our industry.

Jeffrey J. Beiriger, Government Relations Advisor, Wisconsin Water Well Association

Jeff has spent most of his career working on policy issues related to water industries. He has extensive experience with well drilling, pump installing, plumbing, POWTS, septic pumping, and geothermal industries.

As the Government Relations Advisor for WWSA, he has been at the table, representing the industry, on both legislation and administrative rules including driller/pump installer licensing, geothermal licensing, NR 812, NR 146, NR 140, and other matters. He has also served as a member of the most recent code advisory committees.

10:10AM – 11:10AM (concurrent with 3 other sessions)

Drilling into Insight: A Candid Talk with Well Drillers

This interactive fireside-style discussion brings together experienced well drillers to share real-world perspectives on groundwater protection, well construction, and regulatory compliance in Wisconsin. Panelists will discuss practical challenges, evolving industry practices, and lessons learned from the field, with content aligned to Wisconsin DNR standards and expectations. Attendees will gain insight into best practices that support safe, compliant, and sustainable groundwater development.

David Beecroft, D.M.B. Drilling Co.; Terry Farago, Farago Well Drilling; Jason Hintzke, Hintzke Well Drilling; Matt Kouba, Kouba Drilling, LLC

10:10AM – 11:10AM (concurrent with 3 other sessions)

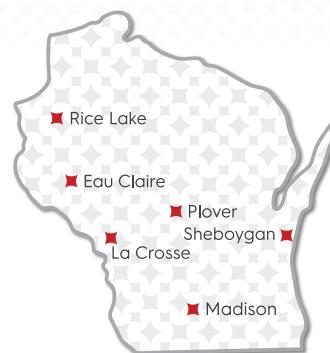
Hydrogeology for Water Industry Professionals

This session will discuss general hydrogeology topics including water movement and how geology impacts that movement, how groundwater chemistry can change as it moves. What groundwater chemistry can tell us about groundwater movement and how to use this information to deliver better water to customers.

Speaker Session Details continued on next page



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Speaker Session Details *continued*

Thursday, January 8, 2026 *continued from previous page*

Pete Chase, P.G., Hydrogeologist, Wisconsin Geological and Natural History Survey

Pete Chase, P.G. is a Hydrogeologist at the Wisconsin Geological and Natural History Survey. Schooled at UW Milwaukee, he has worked with lots of smart people on a wide variety of water projects, mostly in Wisconsin for over 30 years.

10:10AM – 11:10AM (concurrent with 3 other sessions)

Water Well Rehabilitation

Well rehabilitation is often overlooked due to time and perceived cost. Water wells routinely require maintenance to maintain specific capacity. All wells will lose capacity over time and understanding the processes to rehabilitate a well will provide greater value for your company.

Troy Simonar, CTW Corporation

Troy is a licensed Wisconsin water well driller and pump installer with over 35 years in the industry managing all aspects of drilling and pump installation; Superfund projects, extensive water well remediation, large diameter water wells to 1550' and pumps to 10,000gpm. He has been blessed to have spent his entire career in this amazing industry – proudly serving Wisconsin residents and communities.

11:15AM – 12:15PM (concurrent with 3 other sessions)

Behind the Pump: Real-World Lessons from Well Pump Installers

Pump installers are invited to speak and ask questions at our Pump Installers Panel. The panel members will include both pump installers and equipment suppliers to answer your questions to issues you may find in well rehab, pump sizing & installation, piping, wire sizing, electronics, constant pressure applications and more. This will be a dynamic discussion with your questions being answered on a real-time basis.

Tom Beran, Headwater Wholesale; Scott O'Brien, Xylem / Gould Pump; Ezra Pett, Municipal Well & Pump; Troy Simonar, CTW Corporation

11:15AM – 12:15PM (concurrent with 3 other sessions)

Diagnosing and Solving Water Quality and Corrosion Issues in Wells

This session will discuss factors in groundwater wells that can cause water quality and corrosion issues. Understanding these factors will help pump installers diagnose and solve water quality and/or corrosion issues, and will help well drillers to potentially avoid issues in wells that they drill.

Andrew Jacque, PhD, PE, Chief Scientist, Founder, Water Quality Investigations

Dr. Andrew Jacque is the Chief Scientist and Founder of Water Quality Investigations (WQI). WQI has developed specialized methods to assess water quality and corrosion issues in water-based systems. In groundwater wells, these methods focus on determining whether issues are caused by the geologic setting, construction materials, operational characteristics, water composition, naturally biofilm formation, and/or maintenance activities, which help to determine the underlying cause of any so that appropriate interventions can be implemented.

11:15AM – 12:15PM (concurrent with 3 other sessions)

It's Ok to Not Be Ok

This session provides a practical overview of mental health considerations for men over 50, with a particular focus on business owners and leaders. Participants will explore how stress, burnout, and suppressed emotions commonly present in this population, how to recognize early warning signs, and strategies to support healthier work-life balance and stress reduction.

The discussion will examine what burnout is, factors that contribute to it, who is most at risk, and how leaders and managers can play a critical role in prevention—both for themselves and their teams. Attention will also be given to the physical, mental, and family impacts of unaddressed emotional stress.

The session concludes by addressing mental health stigma and the importance of open conversation, highlighting regional awareness efforts such as Iowa's "Make It OK" initiative and Wisconsin's "Saying, Not Saying" campaign. Attendees will leave with increased awareness, practical tools, and reassurance that support is available—and that it is okay to talk about mental health.

Karen Schmitz, MSN, PMHNP-BC, Behavioral Services Provider, Regional Medical Center

Nursing was never on the life agenda of Karen Schmitz, she really believes she was led to it. Being drawn towards business, she sought a business management diploma first but then went back

to school, earning a bachelor's degree in accounting. She then owned and operated a flower shop for over 14 years. The ambulance director was quite persistent and convinced her to take EMT classes and join the Edgewood Ambulance. This sparked a desire to help people and learn more about the medical field. Ultimately, she jumped into nursing courses with the challenges of operating a successful business, partnering with a busy husband, and keeping up with two young daughters. The learning continued and she is now a Behavioral Services provider at Regional Medical Center in Manchester, Iowa. Karen's mission is to become the type of provider that will listen and be part of a solution in terms of Brain Health and ending the stigma surrounding such issues.

11:15AM – 12:15PM (concurrent with 3 other sessions)

DNR BREAKOUT SESSION: NR 812 and NR 146 Code Revisions

Revisions to the well and pump code are expected to be in place in March of 2026. This training will provide information on the changes made to Chapters NR 812 and NR 146 related to pump installation, well drilling and the licensing and continuing education for well drillers and pump installers.

Jared Niewohner, Private Water Supply Field Supervisor, WI DNR

Jared Niewohner is the Private Water Field Supervisor for the Drinking Water & Groundwater Program in the DNR. Jared supervises nine field staff statewide who enforce the Well Drilling and Pump Installing code, Ch. NR 812. Since joining DNR in 2014, Jared has served as a Water Use Intake Specialist, a Private Water Supply Specialist, a Private Water Hydrogeologist, and a Water Use Hydrogeologist. Jared holds a BS in Geoscience from the University of Iowa. Following college, Jared worked for a water well drilling company in Iowa where he learned the ins and outs of drilling before moving to Wisconsin to work for the DNR.

1:20PM – 3:20PM (concurrent with 3 other sessions and Tradeshow)

Keeping Your Edge: Could You Pass the Pump Installers Licensure Exam Today?

This two-hour interactive session is designed to reinforce knowledge required for the Wisconsin pump installer licensure exam. Using an audience response system, participants will answer 60+ exam-style questions aligned with code and industry standards. Real-time polling results will guide discussion, with focused review of questions where responses indicate common knowledge gaps. The session emphasizes compliance, best practices, and practical application.

Bernie Friedenfels, Owner, Bernie's Well & Water

Bernie is a Master Plumber and Pump Installer. He is a Past President and current Board Member with the Wisconsin Plumbing Heating Cooling Contractors Association. He is also a member of the Wisconsin Water Well Association. Bernie has a passion for education of both groundwater professionals, and the public.

Speaker Session Details *continued on next page*



Speaker Session Details *continued*

Thursday, January 8, 2026 *continued from previous page*

1:20PM – 2:20PM (concurrent with 3 other sessions and Tradeshow)

How Well Construction Reports Help Us Understand Wisconsin's Geology & Hydrogeology

Staff of the Wisconsin Geological and Natural History Survey (WGNHS) use the information on well construction reports (WCRs) in almost all of our projects. We rely on information on the well's location, construction, geology, and water levels and specific capacity information in order to understand Wisconsin's geology and hydrogeology. In this session, I'll describe the mission of the WGNHS and illustrate how accurate well construction reports help us do our work by sharing some specific projects.

Maureen Muldoon, PhD, MS, Geologist, Wisconsin Geological & Natural History Survey

Dr. Maureen Muldoon received both her Ph.D. (Hydrogeology, 1999) and M.S. (Pleistocene Geology & Hydrogeology, 1987) from the University of Wisconsin-Madison, and her bachelor's degree from Washington University in St. Louis. She started her career with the Wisconsin Geological & Natural History Survey (WGNHS) in 1987, then moved to UW-Oshkosh for 21 years where she was a professor of Geology. In 2019 she returned to the WGNHS where she conducts groundwater research. She is both a licensed geologist and licensed hydrologist in the state of Wisconsin.

1:20PM – 2:20PM (concurrent with 3 other sessions and Tradeshow)

From Risk to Readiness: Mastering Contracts and Tariffs

This session equips business owners with practical legal insights to better understand, manage, and mitigate risks related to contracts and tariffs. Attorney Turiciano will breakdown key contract provisions, common pitfalls, and the business impact of tariffs, translating complex legal concepts into clear, actionable guidance. Attendees will gain strategies to strengthen agreements, improve compliance, and make informed decisions that protect their operations and bottom line.

David Turiciano, Attorney, Turiciano Law, S.C.

David Turiciano collects money for construction companies, banks, auto lenders, wholesalers, manufacturers and commercial property management companies. David graduated from Loyola Law School. He practices law in Wisconsin and Illinois.

1:20PM – 2:20PM (concurrent with 3 other sessions and Tradeshow)

That's Going to Leave a Mark!! Are You Ready?

This session will cover trauma and medical related topics relevant to those who work in the groundwater industry.

Karen Keys, BSN, RN, Retired Trauma Quality Coordinator

Karen Keys has been in the healthcare industry for nearly 30 years and is now retired. Primary focus through her career has been in pre-hospital emergency medicine, the fire service, and nursing profession with all nursing years worked in the Emergency Department setting. Career related educational achievements include all required National Fire Academy courses, Emergency Medical Technician courses, and Wisconsin State Fire Chief's Association courses to include all levels of firefighter, EMT-I, Fire Instructor, Incident Command, Driver Operator, Emergency Medical Dispatch, and more. With a bachelor's degree in nursing, and a secondary bachelor arts degree in healthcare management as well as national certifications in trauma. Completion of courses through FEMA – Department of Homeland Security for mass casualty incidents, hazardous materials, and train the trainer.

Professional nursing career Karen worked in both a Level 3 and Level 1 trauma centers in Wisconsin. Titles held include RN, EMS Coordinator, Stroke Coordinator, Trauma Coordinator, Stop the Bleed Instructor (AHA), and Trauma Program Quality Coordinator. In the Fire Service, moved through all ranks and retired as Assistant Chief with oversight of EMS. Additionally, she worked as a clinical instructor teaching EMT students in hospital settings for Waukesha County Technical College. In conjunction with the Trauma Coordinator role, Karen contracted with the State of Wisconsin as a hospital site reviewer to review trauma centers for compliance with classification guidelines.

Karen has presented at many conferences over her career including the Southeast Regional Trauma Advisory Council (SERTAC) and the Brain Injury Association of Wisconsin. Karen has held board positions, leadership positions and membership with multiple related affiliations including Society of Trauma Nurses and Emergency Nurses Association.

In addition to her multifaceted career, Karen is married, a mother of 2, and a grandmother to 3 amazing kids. Karen keeps busy with several hobbies. Including gardening, quilting, and snowmobiling.

2:25PM – 3:25PM (concurrent with 3 other sessions and Tradeshow)

Arriving Safely: Dash Cameras and Vehicle Safety

Employee travel presents unique safety and liability risks. This session explores proven approaches to improving driver safety from the office to jobsites and home, while helping organizations reduce accidents, protect employees, and control associated costs.

Dave Nosek, Badger Fleet Solutions

Dave Nosek is the owner of Badger Fleet Solutions. Badger Fleet Solutions has been business for 20 plus years. They specialize in GPS fleet and asset tracking solutions, ELDs and Dash Cameras.

2:25PM – 3:25PM (concurrent with 3 other sessions and Tradeshow)

Managing Risk with Confidence: Legal Essentials for Customer and Employee Relations

This session provides businesses with an HR-focused legal perspective on managing risk in day-to-day interactions with employees and customers. WWWA attorney, David Turiciano, will address key compliance issues, workplace policies, employee relations challenges, and customer-facing risks, translating legal requirements into practical guidance. Attendees will gain tools to strengthen HR practices, reduce liability, and confidently navigate sensitive situations while supporting a compliant and respectful workplace.

David Turiciano, Attorney, Turiciano Law, S.C.

David Turiciano collects money for construction companies, banks, auto lenders, wholesalers, manufacturers and commercial property management companies. David graduated from Loyola Law School. He practices law in Wisconsin and Illinois.

2:25PM – 3:25PM (concurrent with 3 other sessions and Tradeshow)

Ensuring the Hole You Drill Makes a Good Well

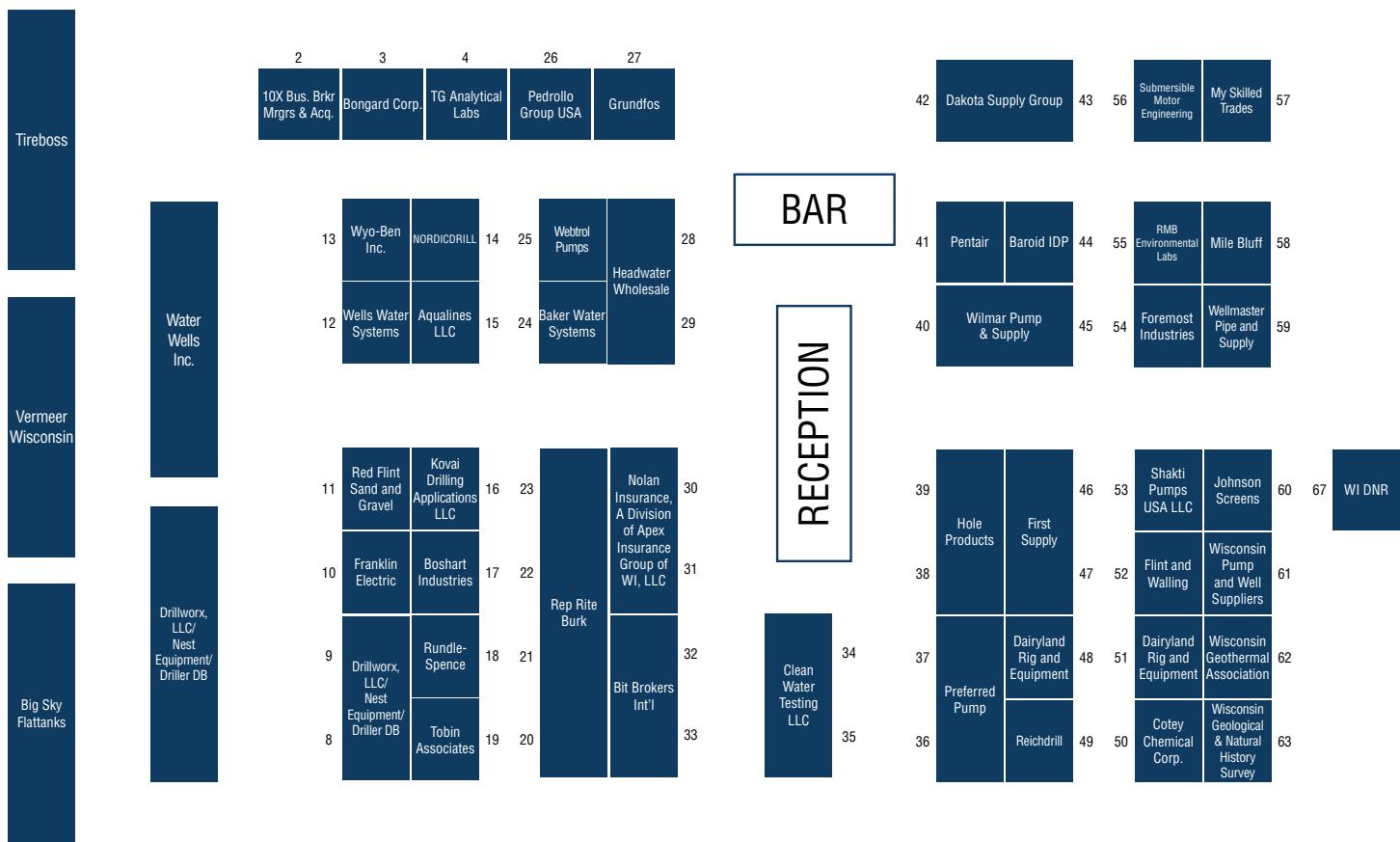
This presentation will discuss the types of water quality problems ranging from natural contaminants like arsenic and metals to anthropogenic contamination. It will then move to resources that are available to aid in fixing these problems and how to design wells around potential issues. A number of new statewide graphs and visual materials will be shown and explained.

Dave Johnson, Retired, WI DNR

After 33 years with the DNR's Groundwater Section Dave recently retired. His work in the Groundwater Section included the NR141 monitoring well code, Crandon Mine groundwater model review, work on Special Well Casing Depth areas and general assistance to department staff. He graduated from Gustavus Adolphus College in St Peter MN with degrees in Biology, Geology and Chemistry. After a year in the Texas oilfield he earned a MA in secondary science education at the University of St Thomas. He later returned to school and earned a MS in Water Resources Management from UW, specializing in Hydrogeology.



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Thank you for attending the Conference this year and we look forward to seeing you next year in 2027!



Special Thanks to the Wisconsin Pump and Well Suppliers (WPWS) for their Sponsorship Support!



Please be sure to join the WPWS for a reception immediately prior to the Bowling Tournament in Tom Foolery's Volcano Lounge on Thursday, January 8th. Reception begins at 7:00PM.

See you there!

A blue, starburst-shaped graphic with the words "PRIZE GIVEAWAYS!" written in white, bold, sans-serif letters.

SAVE THE DATE

**2027 WWSA
ANNUAL CONFERENCE**

CONFERENCE DATES

JANUARY 6–7, 2027

Kalahari Resort and Convention Center,
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