



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Spring 2025

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President

Greetings Everyone,

I hope this letter finds you all in good health and high spirits after the mild winter we've just experienced. Like many of you, I am looking forward to a prosperous year ahead—one where we can all benefit from increased demand while continuing to provide a safe and reliable product, delivered by skilled professionals committed to honing their craft. Whether it's through attending the January convention to exchange ideas and experiences with peers or participating in CE classes tailored to your specialties, ongoing education remains essential to our growth.



At this year's convention, attendees had the opportunity to choose from 16 different live, in-person continuing education sessions. With over 50 vendors present, there were numerous chances to engage with industry leaders and explore new, innovative products entering the market. Each year, we strive to make the convention the premier event for learning, networking, and professional development. After all, only through quality education and training can we continue to grow as an industry and enhance our professional reputation.

Our Association, through appointed representatives, has been actively involved in the NR146 and NR812 Rules Revision committee meetings. The NR812 revision specifically addresses the Pump Installing portion of the code. Discussions between committee members and DNR staff have been productive, though some continuing education-related issues have been challenging to navigate. However, based on recent meetings, I am confident we are close to reaching a resolution that benefits both sides. I deeply appreciate the strong and respectful relationship between the DNR and our Association.

Wishing you all a safe, successful, and fulfilling work season. And most importantly, don't forget to cherish time with your loved ones—they are the foundation of our success. 💧

God Bless,

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

Find us on

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Headwater Wholesale

GOVERNMENT RELATIONS ADVISOR

Jeff Beiriger
888-782-6815

WWA MEMBERSHIP UPDATE

As of April 7, 2025

201 FULL
MEMBERS

42 ASSOCIATE
MEMBERS

12 LIFE TIME
MEMBERS

40 FULL MEMBERS
2nd Member from
the same company

**MORE DETAILS
ON PAGE 23!**



EXECUTIVE DIRECTOR MESSAGE

By Jenni Kilpatrick, WWSA Executive Director

On behalf of the WWSA Board of Directors and Education Committee, we extend our sincere gratitude to each of you who contributed to the success of this year's Annual Conference. Your presence, engagement, and insights helped create a truly meaningful and memorable event.

To our attendees – thank you for your enthusiastic participation, thoughtful questions, and commitment to learning and collaboration.

To our speakers and panelists – your expertise and passion inspired rich dialogue and deepened our understanding of key issues shaping our field.

To our industry partners and sponsors – your generous support and innovative contributions elevated the quality and impact of the conference.

Our Trade Show and Bowling Tournament would not be possible without the support of our amazing and generous sponsors and exhibitors:

- **Diamond Sponsor**
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 - » TG Analytical Laboratories

I also must offer my thanks to those who donated to our silent auction. The quality and number of items donated was absolutely incredible. The support of the WWSA Scholarship Fund, and of WPWS, was remarkable. It shows the power of the groundwater industry community, and how much you believe in the education of the future.

We are incredibly grateful for the presenters that volunteered their knowledge and time to educating license holders both in-person and through our On-Demand Platform. Featured topics for 2025 education include:

- 10 Things You Need to Know to Perform a Well Inspection
- 11 Things You Need to Know! The Changing Regulatory and Business Environment of our Industry and How Those Changes Affect YOU!

- An Advanced Look at Understanding Centrifugal (Submersible) Pump Curves
- Bacteria and Microorganisms Found in Well System
- DNR Data Systems
- DNR Updates
- OSHA Procedures and Trenching Emphasis Program
- Water Well Development

You can access our on-demand continuing education courses 24 hours a day, 7 days a week. The on-demand platform will be closing on December 1st – please plan accordingly.

If you have any suggestions for, or interest in presenting a continuing education session in 2026, please be sure to complete the Call for Presentations, found in this edition of the *Well Log*.

I cannot say enough about this amazing community!

Since I became involved with the WWSA back in 2021, one thing has been apparent – the community related to this organization, along with the family involvement and support, is incredible.

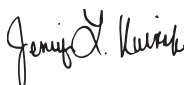
The emotional presentation of the Lifetime Membership and Honorary Membership during the Annual Conference defines the amount of care, passion and love there is for this industry. However, I feel that behind every passionate, amazing professional is an equally amazing family, who shares in the love for the industry. Family involvement can play a vital role in supporting someone's career by providing encouragement and a stable foundation from which to pursue professional goals. Whether it's offering words of motivation during challenging times, helping with responsibilities at home, or celebrating achievements, family members can create an environment that fosters growth and resilience. Their belief in a person's potential often serves as a powerful motivator. This support becomes a cornerstone of long-term success, helping individuals navigate the ups and downs of their career journey with a sense of belonging and purpose.

My heartfelt congratulations to our newest Lifetime Member, Terry Marshall, and our newest Honorary Member, Dennis Quinell – and their families – for their contributions to the groundwater industry.

Please feel free to reach out to me with any feedback, suggestions, or ideas. Looking forward to the year ahead!

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

Sincerely,

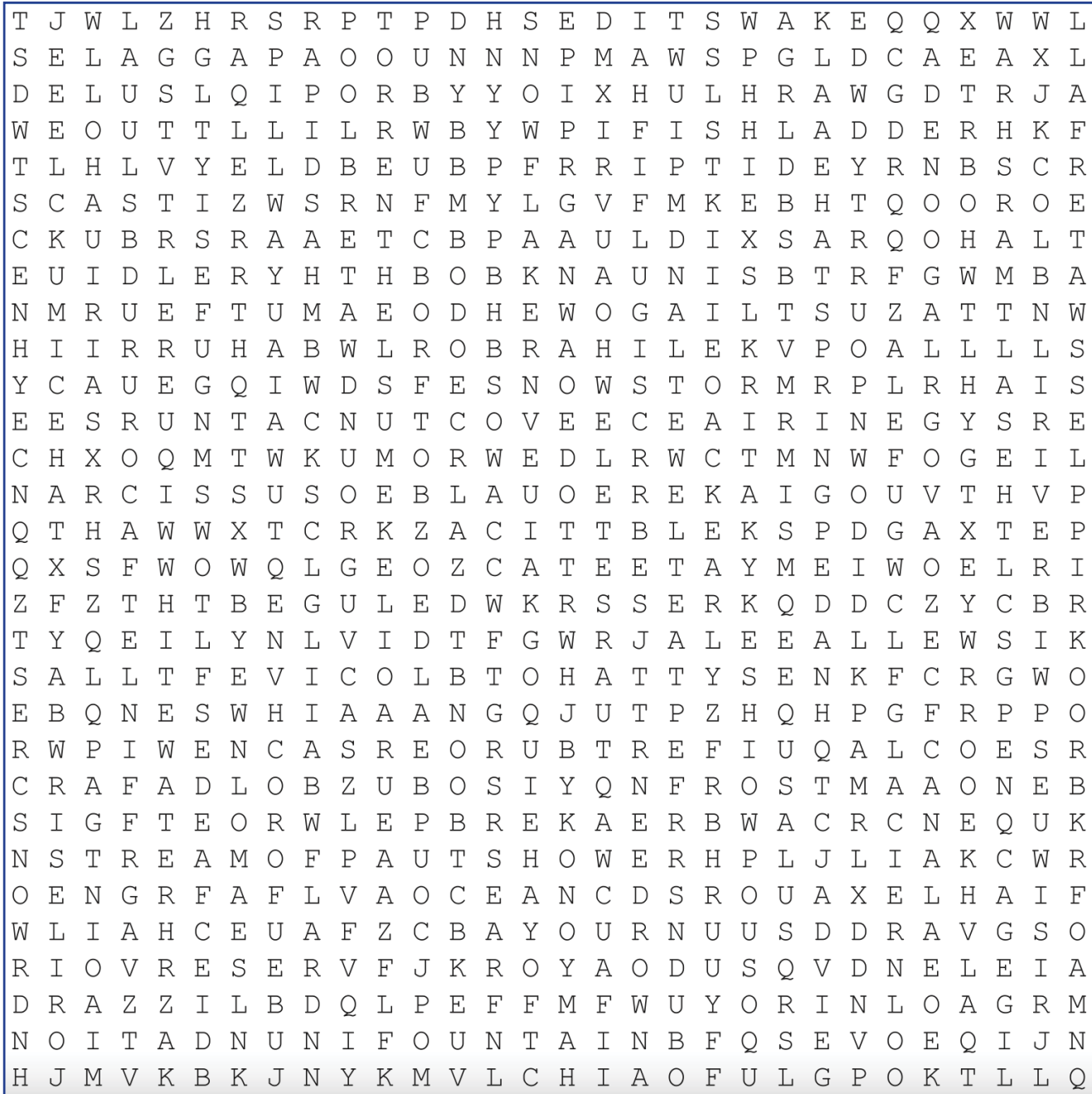


Jenni Kilpatrick, CAE
Executive Director





WATER TERMS WORD SEARCH



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CLOUDBURST
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DOWNPOUR
EDDY
EFFLUENT
ESTUARY
FISH LADDER
FLOOD
FOAM
FOG
FOUNTAIN
FROST

GLACIER
GROUNDWATER
GULF
HAIL
HARBOR
HAZE
HEADWATERS
ICE
ICEBERG
ICICLE
IGLOO
INLET
INUNDATION
LAGOON
LAKE

LOCK
MARSH
MIST
NARCISSUS
OCEAN
POND
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PRECIPITATION
PUDDLE
RAIN
RAINBOW
RAPIDS
RESERVOIR
RIPPLE
RIPTIDE

RIVER
RIVULET
RUNOFF
SALT LAKE
SALT MARSH
SALTWATER
SEA
SHOWER
SLEET
SLOUGH
SLUICE
SNOW
SNOWFLAKE
SNOWPACK
SNOWSTORM

SOUND
SPILLWAY
SPRAY
SPRING
STEAM
STRAIT
STREAM
SURF
SWAMP
SWELL
TIDE
TORRENT
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THANK YOU TO OUR 2025 ANNUAL CONFERENCE SPONSORS!

The Wisconsin Water Well Association sincerely thanks each of our sponsors for making the Annual Conference possible! Your support helps us fight for what is clean and right – water the Wisconsin way!

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LOBBYIST REPORT: SO, WHAT HAPPENS NEXT?

By Jeff Beiriger, WWWA Government Relations Advisor

A couple of weeks back, I was invited to present a government relations update to a contractor group. Then, and now, I'm tempted to focus on matters of the state, and ignore what's happening at the federal level. After all, the extent of my lobbying reach is Madison, for the most part. Groups like NGWA are your voice in Washington, DC.

Still, it's hard to ignore the context of the times in which we are living. So, let's look at Madison, then broaden our view. Chances are, some of what's happening in Madison will become inexorably entwined with changes in our federal government, so it's unlikely we'll be able to separate the two completely.

Better buckle up for this one, folks. It's going to be a bumpy ride...

State Matters

Indeed, state matters are going to matter more than ever. And already, we are wading into the waters of changes at the federal level.

In his State of the State and Budget Address, Governor Evers made it clear that Wisconsin would not be moving away from its commitments to education and mental health, and he talked about Wisconsin stepping into a greater role when it comes to things like sensible gun laws, reducing the cost of child care and prescription drugs, and to things like affordable healthcare, reproductive rights, clean energy, and LGBTQ rights.

There's not a whole lot of direct impacts on our industry. Matters of water and the environment were hardly mentioned, and even the economy – including the rural economy – was largely ignored in this year's gubernatorial addresses. He did talk about employment, but mostly in the context of apprenticeship – which is something we are working toward, but don't have in place just yet.

The Budget

A budget is a financial representation of your goals for the next year or two, and the Governor delivered his budget to the legislature in February. And they immediately declared it dead on arrival, rejecting the Governor's plan for one of their own. That's pretty typical when there's a mixed government, and not altogether unheard of even when the governor and the legislature are from the same party.

But there will be some kind of agreement eventually.

They'll negotiate common ground from a good place – a multi-billion-dollar surplus.

The fundamental question is, what do you do with the money? Republicans say, "give it back" in the form of tax cuts. Democrats say, "give some of it back, but invest the balance in programs/services that can help all of society." So, there's an agreement that will include some sort of tax cut, and likely some additional investments through increased spending.

But there will always be an eye toward what's next. That's what the government is there for – to help parse through those sorts of decisions. What's next when that surplus is gone? Do we have to raise taxes? And what's next if lower tax rates can't support ongoing operations as costs rise? And will the economy perform at the projected levels and what's next if it doesn't? Government is about exactly the debate playing out in Madison – how do we balance today with tomorrow?

Remember, with redistricting, the balance of power is more equal in the legislative branch. And with mid-term elections generally favoring the party not in power in DC, both parties have to be mindful of the fact that the Senate and Assembly could both be in play in 2026, meaning one or both of the chambers could flip for the first time in more than a decade.

Wisconsin Elections

And speaking of flipping, there is an election happening this Spring for the Wisconsin Supreme Court. Whoever wins that seat will have a great deal to say about the direction of the Court. These are non-Partisan elections, but let's not kid ourselves. There are conservatives and liberals in the race, and they are each being backed by powerful interests who hope that winning that seat can alter the direction of Wisconsin for at least as long as the next election for the Court.

Regardless of who wins, the fact that there is so much money pouring into the state from outside our borders suggests that the stakes are remarkably high, despite the Court's jurisdiction being limited to matters that only really affect Wisconsin. At some point, people in Wisconsin need to either push back on the outside forces,



or accept that they are the new normal, with millions being spent to elect officials who rarely make more than six figures.

NR 146/NR 812 – An Update

The 146/812 Code Committee continues to meet and, if all goes as planned, its work will be complete this Fall. There will still be public hearings, legislative, and NR Board reviews, so we're not there yet. 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/EPA and PFAS

Work on 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. Even as that happens, the federal EPA has announced that it will no longer develop PFAS standards for drinking water, something that would have dramatically changed the landscape for state regulators, who would need to comply with the federal standards within two years. What that means is that the State's current standards will remain in place for a while.

Federal Changes

And finally, let's look at changes at the federal level.

Pretty much as soon as this is written, it will be obsolete. That's because there has been a tornado of Executive Orders and court cases to respond to those orders. There have been proposals made and withdrawn within days of one another, and a lot of statements made to open negotiations, but not necessarily reflect an acceptable, final solutions.

If disruption is your thing, you have to love it. If stability is your thing, this has been a challenging couple of months. Generally, the business community has wanted change, but they have wanted predictable change. They're getting change, but struggling to figure out how to respond to the pace of change or to know that the change is done, so they can settle into a new reality.

For our industry, tariffs are one of those changes. They will affect the cost of steel, for certain. They have been introduced and placed on hold and reintroduced, and it's hard to know what's next. Will they continue? Will other countries respond in a way that makes the tariffs disappear? Will other countries escalate a trade war?

And how will the economy respond? The initial response to the implementation of the tariffs has resulted in a whole lot of nervous investors who saw their portfolios slashed by 4 and 5 percent in just a few days. Will the market

rebound? And if so, when? And will the market signal other changes in the economy, such as changes in the interest rates, the cost of fuel, the availability of skilled labor? It's pretty hard to know.

If you're looking for crystal ball answers, they're hard to find. Someone once said that historians are better at predicting the past than predicting the future, so looking at the past may not tell us much about the future. But we have travelled this path before, in the late 19th and early 20th century. It's that part of our nation's history that we all sort of ignored, after Reconstruction and before World War II. It's worth revisiting if that's your thing. It was a period of time marked by an Industrial Revolution and a Gilded Age. By trust busting and strikes. By immigration bans and expansion of our footprint around the world. By the creation of National Parks, by a global pandemic, and by a world war that made the United States a global power, something we'd never really bargained for.

Like most things, it was a period of time that was better for some and worse for others, largely depending on your perspective and station in life. What we know is that, as a nation, we survived to become who we are today. So, even if every issue isn't identical, we're clearly at a similar inflection point, asking who we are as a nation. If the future was decided by people who lived in the past, keep in mind, we are those people to our children and our children's children. It's up to us... ♦



The image is a promotional graphic for Headwater Wholesale. At the top, the logo features a stylized blue 'H' with a water drop shape integrated into it, followed by the text 'HEADWATER WHOLESALE' in a bold, sans-serif font. Below the logo, the text 'Your Wisconsin Wholesale Water Well Distributor!' is written in large, white, bold letters against a dark blue background that resembles water. At the bottom, the website 'headwaterwholesale.com' is displayed in a smaller, white, sans-serif font.

MUSTACHIOED MUSINGS



By Terry Farago

Well we had a very good show in the Wisconsin Dells this year. We had some good classes that were full. We also had a full exhibit room with a few new things on the market, including two drill rigs, so you could kick some tires.

Thank you to the Wisconsin Well and Pump Suppliers and everyone else for some very nice door prizes.

We tried something new with the Annual Meeting by having it a little later in the day, I think it helped. We had a few more people at the meeting, which I think is important, to give the WWSA board more views on the things to do, also adds some fun to the meeting.

As the one that made the show in the Wisconsin Dells, seen our staff doing the best to make sure the classes, food went off the best it could. This time of year is hard for them trying to keep things going smooth as possible. There are times I do not know how they do it.

The Board members helped a little more, which is one part of being on the board. I tip my hat to everyone that helped out.

Well it is that time of the year WEIGHT LIMITS on the roads. The WWSA board has been working for over a year to try to get the rule allowing us to get our rigs and tender trucks exempt on this. If a beer truck can go down the road, why cannot we because we are doing a service for the people. So if you have any time call or write your congressmen and put your word out there. The more things they hear or see would help us move forward on this.

Hopefully you all have a safe and busy summer. 💧

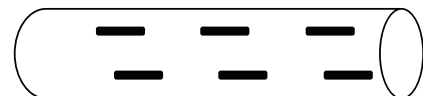
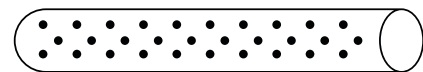
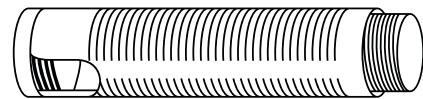
Terry Farago



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DNR UPDATES

By Marty Nessman, Private Water Supply Section Manager

WAMS TRANSITION TO MYWISCONSIN ID COMING SOON



The Wisconsin Web Access Management System (WAMS) will be replaced by MyWisconsin ID in the summer of 2025. This change only affects the login process, NOT the workflow after logging in.

What Is MyWisconsin ID?

MyWisconsin ID allows users to securely access various participating online state services using one username and password. Website: https://det.wi.gov/Pages/MyWisconsin_ID_Self_Registration.aspx

What Does The Change Mean For Me?

- You will need to self-register for a MyWisconsin ID account to prepare for the transition. Continue using your WAMS login until you are prompted to use your MyWisconsin ID login information.
- Users cannot share accounts, as signing in will require multi-factor authentication. Multi-factor authentication is an electronic security process requiring users to prove their identity using two verification methods.
- Users who use the Switchboard to sign in to DNR reporting services will notice a temporary change to the Switchboard webpage.

Temporary Switchboard Change

Because DNR switchboard applications are moving to MyWisconsin ID at different times, you will need to determine whether you should log in through MyWisconsin ID or WAMS. It will be best to use the Switchboard webpage rather than any bookmarked links you may be using.

- On the Switchboard webpage, look for the bullet point with the system you want to log into. It will be located under the section that indicates you should sign in through MyWisconsin ID or WAMS.
- If users previously bookmarked the WAMS page, you may see a link redirecting you to the Switchboard page. These changes are temporary until all DNR systems have migrated to MyWisconsin ID.

Linking MyWisconsin ID To WAMS Data

When WAMS officially transfers to MyWisconsin ID in the summer of 2025, users will need to link their MyWisconsin ID to their WAMS data.

When prompted, users should click 'transfer' and enter their old WAMS login information so their WAMS data and

DNR Updates continued on next page

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Franklin Electric

DNR Updates continued from previous page

roles can link to MyWisconsin ID. IMPORTANT: Facilities that previously shared a WAMS account should coordinate who will 'transfer' the WAMS data. Coordination is important because the WAMS data can only be claimed once by one user.

Questions?

Visit the MyWisconsin FAQ webpage for answers to common questions, or contact the MyWisconsin

ID account service desk at 608-471-6667 or DNRDGPrivateWaterWebSupport@wisconsin.gov.

Well drillers and pump installers subscribed to DNR email updates will be notified when the transition to MyWisconsin ID has happened. Email DNRDGPrivateWaterWebSupport@wisconsin.gov if you would like be added to the DNR pump installer or well driller email updates list. 💧

NEW ROUND OF ARPA WELL GRANTS

On January 28, 2025, Governor Evers and the Wisconsin Department of Natural Resources (DNR) announced a new round of American Rescue Plan Act (ARPA) Well Grants to support the replacement, reconstruction, treatment or abandonment of contaminated private and non-community wells. The program will provide up to \$5 million for grants and has the same income eligibility requirements as the previous round of grants. The DNR began accepting applications for the new round of grants on February 3, 2025.

Eligibility Criteria:

- For a contaminated well serving a residence, family income may not exceed \$100,000 for the prior calendar year.
- For a contaminated non-community public system well, business income may not exceed \$100,000 for the prior calendar year.
- Determining contamination:
- One sample from a certified lab that exceeds a primary drinking water standard, two samples for fecal bacteria.

Award Amounts:

- The maximum award amount under the program will be \$16,000.
- The cost share requirement under the program will be \$0.

Other Important Information And Contacts:

- Grant applications will be accepted until August 31, 2025, or until funds run out.
- All work associated with these grants must be completed by July 31, 2026.
- Reimbursement requests must be submitted to the DNR. All grants will need to be paid out by December 31, 2026.
- Application materials are available on the ARPA Well Abandonment Grant Program webpage and the ARPA Well Compensation Grant Program webpage.
- Questions about the program can be sent to DNRARPAWellGrants@wisconsin.gov.

- The DNR has an email list to sign up to receive updates about the program. Interested parties can sign up to receive these updates. Under the "Grants and Loans" category, check the box next to "ARPA Well Grant."

To Help Get Payment Quickly:

The DNR needs to inspect the well and pump installation prior to payment. Notify your regional water supply specialist as soon as all well construction and pump installation activities are completed.

Submit the well construction report for the new well and the abandonment report for the old well promptly.

Make sure that the well owner receives your invoice and sends in their payment claim when all the work is done. We can't make payment until we receive a claim from the awardee. 💧

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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.

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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.

WPWS UPDATES

GOLF OUTING, SILENT AUCTION & PIZZA PARTY

By Jeff Beiriger, WPWS Executive Director

GOLF OUTING

WPWS will hold its Annual Golf Outing on Wednesday, September 17 at Evergreen Golf Club in Elkhorn, Wisconsin.



EVERGREEN Golf Club

The event includes lunch, golf, on-course beverages, dinner, and prizes. A portion of the proceeds go to help support well projects for those lacking potable water, both in the U.S. and around the world.

Registration and sponsorship will open in May.



SILENT AUCTION

WISCONSIN **PUMP & WELL** SUPPLIERS

WPWS and WWWA held a Silent Auction during the Groundwater Conference, and we were thrilled to see the response from the industry – from those donating products to those purchasing them. The proceeds are used to support well projects and scholarships sponsored by the partnering organizations.

Almost immediately, we committed to bring back the Silent Auction for 2026, and we're already planning improvements to the process that will allow us to include more products/services, secure more bids, and raise even more money to support the industry.

Again, thanks to everyone who participated!

PIZZA PARTY

And while we're thanking people, WPWS wants to thank all of its members who provided us everything we needed to host the Pizza Party prior to the bowling event on Thursday evening of the convention.



We are always reminded that the greatest value in attending a conference/convention or in-person continuing education program comes not only from the speakers, but from the quality conversations that take place among attendees and with exhibitors. We appreciate the opportunity to bring everyone together over beer and pizza to create greater breadth and depth in our relationships.

We're a better industry when we work together, and if a little beer and pizza helps make that happen, WPWS is proud to have been a partner with WWWA in making that happen! 💧

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 4/7/25

IN-PERSON		ONLINE
2025 Annual Conference	215	55 as of 4/7/25
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

Continuing Education continued from previous 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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MARKETING MATTERS: THE WELL DRILLER'S DAUGHTER

By Tara Schessler, In Time Creative

It was June Dairy month, and I was a young seller at the local broadcast TV station in Wausau, WI. I was given the task to knock on doors and sell a sponsorship. Before long I found myself across the desk from an owner of an insurance company in the small town of Medford, WI. He kindly listened to my pitch, politely rejected the sponsorship, but expressed interest in other advertising opportunities. It was this interest that sparked a conversation, a flood of memories and... a new nickname.

He told me a story about one of his first calls as a young insurance rep. He called on Abe Haupt. Yes, you read that right. I beamed and said, "I know him!"

The gentleman smiled and explained the conversation with Mr. Haupt was cut short after he called him a "well digger." We laughed and I then continued with, "My Dad is a Well Driller and I've known Abe Haupt for many years." From that point forward, this new client of mine called me... The Well Driller's Daughter. A badge of pride I would call it. But why?

Ever since I could remember I was riding along shotgun with my dad on the weekends, looking at job sites, turning off test-pumps, coiling up hoses. Wherever he was, that's where I wanted to be.

I remember sitting at his desk in his office, careful not to touch anything, while pretending to take phone calls. I loved listening to him talk on the phone, helping people with their questions. Forever the educator – that's my dad.

His passion for helping people and the industry he loves shines brightest when he is working with the Wisconsin Water Well Association. When I was somewhere between 7-9 years old, he took me to a WWWA meeting down in Madison. I was in awe of the large conference room and big table. I sat next to my dad, was given a notepad and pen

and decided I was going to take notes and write down questions to ask him afterwards.

At the head of that table was Ed Huntoon. He had such a presence. The President of the Association felt like such a powerful and important position. When Ed spoke, people listened. I know my dad respected him greatly, and therefore so did I.

In January 2025 all these memories flashed back as I watched my father, Terry Marshall, accept the Lifetime Membership Award during the Annual Meeting at the

Wisconsin Groundwater Conference. It was one of the proudest moments I have ever experienced and brings tears to my eyes just writing about it.

Unbeknownst to our father, my sisters and I were able to be there to witness decades of service, passion and commitment come full circle for our dad with this award. We surprised him and were so grateful to be able to listen to Board President Rick Peterson's kind words and observe as our father received this great recognition from the WWWA board.

Our father was blessed with three daughters, no sons. But he never allowed our gender to prevent us from learning about the water well industry. He encouraged every inquisitive moment, answered endless questions and gave us every opportunity to be a part of Marshall Well Drilling.

While my sister Natasha and her husband Josh take over the family business, a new generation of commitment and dedication to the industry emerges. In this same evening it was with great pride to see my brother-in-law step into a Director position on the WWWA board. Congratulations brother!



Marketing Matters continued on next page

Marketing Matters continued from previous page

In 2014, my little sister Dana was awarded one of the Ed Huntoon/Owen Williams Scholarships. She is a laser-focused, driven woman with a successful career in accounting. Her memories of this annual event over the years are many. I'm sure her scholarship night and this annual membership award night will forever be cherished.

While I personally chose a different route for a career, I have been given the opportunity to share my expertise in the marketing field with the Association over the past 13 years. Even as a grown woman, I still have that same desire to be where my father is.

The Wisconsin Water Well Association stands for much more than an organization that brings people together for a common purpose, keeping Wisconsin's groundwater fresh, clean, and safe. It stands for tradition, family, progress, passion and so much more.

Thank you to the WWWA board of directors for recognizing our father's legacy. Terry Marshall, your work isn't done yet. There are lessons to be taught and progress to be made. Thank you for a lifetime of achievement in showing us all what passion with direction can accomplish. 💧

Sincerely,

Tara Schessler
TV Local Sales Manager, Digital Sales Manager



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IN MEMORIAM

RYAN EUCLIDE

July 16, 1979 – January 4, 2025

Ryan M. Euclide, 45, rural Sturgeon Bay, a devoted husband, father, son, brother, and friend passed away unexpectedly Saturday evening, January 4, 2025.

Ryan was born July 16, 1979 to Mark and Cindy (Doell) Euclide. Ryan graduated from Southern Door High School with the class of 1998; he then went on to graduate from NWTC with a technical degree in diesel mechanics.

Ryan met the love of his life in 1996 while in high school. On May 31, 2003 Ryan married his true soulmate Tonya Garceau at St. Francis Xavier Catholic Church in Brussels. Together they had two beautiful children: Logan and Riley.

Ryan used his degree and worked at Brooks Tractor in De Pere until joining the family business with his mom and dad. Ryan was blessed to work alongside his father at Euclide Well Drilling since August 2004. Ryan's main passion was his wife and children; Ryan was so proud of being their father and husband. Ryan could be found beaming with joy and pride at their events. Ryan was a proud Uncle, always teasing his nieces and nephews, he loved each one of them so very much. Ryan was always willing to lend a helping hand to those he cared for.

In summers, Ryan enjoyed camping with his family at Harbour Village and spending quality time with Tonya, Logan, Riley, and his mom and dad. Ryan loved tinkering, fixing, and driving RC cars; he was the 'RC mechanic' of the campground. Ryan enjoyed spending time with his best friend and brother-in-law Keith; they were always there for each other, laughing, teasing, fixing something, or just talking.

In 2021, after Ryan's accident, a little kitten showed up at their house. Lucky became a family cat and an emotional support cat for Ryan.

Above all else, Ryan cherished his time with Tonya and the kids; Ryan loved his special bonding time with Logan, going to many rock and metal concerts in the past few years.

Ryan also enjoyed and cherished his special cuddle time with Riley every night, reading books together and watching movies. Ryan had a special love for doing Lego's with the kids and was looking forward to taking them to the Lego Store in Florida in March.

Ryan is survived by his wife Tonya, son Logan and daughter Riley. He is further survived by his parents Mark and Cindy Euclide, sister and brother-in-law, Jennifer and Matt Shefchik and their children, Marissa and Kadince; maternal grandmother Virgil Doell, father and mother-in-law, David and Mary Garceau; other in-laws, Amanda and Keith Nelson and their children, Nathaniel, Faith, David and Isaac; Jesse and Sherry Garceau and their children, Danica and Asher. Special friends, Jack and Jenny Brandenburg and their children, Grace, Ethan and Wyatt. Ryan is further survived by many aunts, uncles, cousins and friends.

Ryan was preceded in death by his maternal grandfather Orville Doell, his paternal grandparents John (Jack) and Marie Euclide, cousin Troy Tremble, and Tonya's grandparents Vincent and Mildred LeGreve and Roger and Dorothy (Granny) Garceau.

The Euclide family would like to express a sincere thank you to the Door County Sheriff's office, first responders, and all who assisted with the life saving measures. Also, thank you to Sue Johnson for being with the family during our time of need. Your compassion will not be forgotten.

In lieu of flowers, a memorial fund will be set up for Ryan's family. 💧



Ryan – Watch over us, keep our babies safe, and guide them from above. 7+21 years was not enough. I will love you always.
-Tonya

IN MEMORIAM

RAYMOND “RAY” HOFMAN

July 16, 1969 – April 13, 2025

Raymond William Hofman, 55, of Waupun, peacefully entered his heavenly home with loving family by his side on Sunday, April 13, 2025 after an 11-month courageous battle with brain cancer.

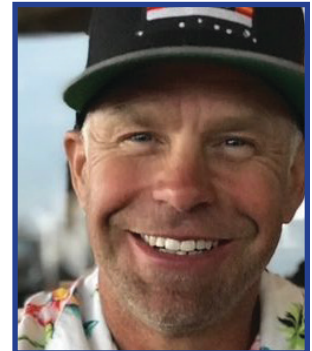
Ray was born July 16, 1969 in Waupun, the fifth of eleven children born to Gerrith and Phyllis Hofman. Ray graduated from CWC in 1987 and continued running the family farm until 1991 when he joined his wife's family business, Sam's Well Drilling. He worked as a skilled rig operator & part-owner for 34 years. Ray met the love of his life in high school, Brenda Vander Galien, and they were married at Second Christian Reformed Church in Randolph on August 6, 1993. Ray was a member of First Christian Reformed Church in Waupun and over the years served as a Cadet Counselor, Youth Group Leader, Catechism Teacher, Deacon and Elder.

Ray lived life to the fullest, embracing every moment with a competitive spirit, a love for adventure and the joyful heart of a big kid, a.k.a. “the world's oldest 12-year-old.” He pursued his passions with energy and enthusiasm – whether he was riding his street bike, traveling and road racing around the nation with his buddies, tearing through ice or

dirt on bikes, long-distance running or carving down the slopes on skis. Ray always put camaraderie and community ahead of the activity. Ray also found joy in mentoring others, generously sharing his knowledge about how to fix their bikes and how to . . . “Ride like Ray!”

Ray is survived by his wife of 31 years, Brenda; mother, Phyllis Hofman; four brothers, Henry (Kris), Matt (Sarah), Peter (Kristi), Sam (Katie); six sisters, Gretchen (Darrall) Schaver, Elizabeth (Jim) Vander Galien, Shelly (John) Bronkhorst, Vanessa (Paul) Buteyn, Jessica (Ron) Van Der Pol, and Abby (Jeff) Vree; father and mother-in-law, Sam (Sylvia) Vander Galien; sister-in-law, Lori Vander Galien; brothers-in-law, Jim (Elizabeth) Vander Galien, Sid (Alysa) Vander Galien; 41 nieces and nephews; 22 great nieces and nephews with one on the way.

Ray was preceded in death by the unborn children he and Brenda lost through miscarriage, losses they carried with quiet strength and enduring love; also, his father, Gary. 💧



SEEKING NOMINATIONS FOR LIFETIME AND HONORARY MEMBERS

We are reaching out to invite your recommendations for individuals to be considered for **Lifetime and Honorary Membership**. These special recognitions are awarded to members who have made outstanding contributions to our organization and industry.

If you know someone whose dedication and impact deserve this honor, please submit their name along with a brief explanation of why you believe they should be recognized.

To make nominations please email us at info@wisconsinwaterwell.com.

IN MEMORIAM

JAMES OLSON

February 14, 1938 – April 15, 2025

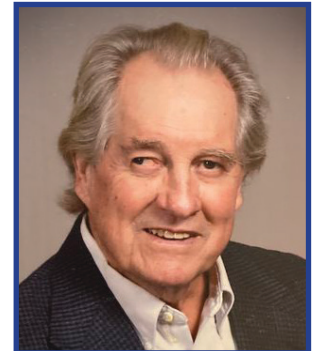
James David Olson age 87, passed away Tuesday April 15th 2025 at River Pines in Altoona, Wisconsin surrounded by his children and loved ones. He was born on February 14th 1938 in Rockford Illinois to David and Irene (Reiter) Olson. He was a 1956 graduate of Eau Claire High School and an 8-year veteran of the 397th Engineering Corps National Guard in radio communications. He married the love of his life Georgiann Marie (Kawell) on June 7th 1958 and was married for 62 years until her passing in 2020. He was a 4th generation water well driller owning Olson Brothers Well Drilling, and hydro-fracking for many years. He shared his knowledge of drilling with his children, many of whom continued well drilling reaching through 6 generations. He traveled the world, including getting water for a church in Haiti. He had worked on over 10,000 wells in his lifetime, including many which were donated to churches, schools, and parks.

Jim co-authored a book on Geology. He served on the board and as president of the Wisconsin Water Well Association. He was often consulted for his expertise in well drilling and geology. He was a member of Chippewa Valley A's, Terrific T's, Seymour Township Fire Department, Cub Scout leader and knights of Columbus #974. He played lead guitar for over 50 years in his band "the 3 J's". He was a kind, loving man who always had a hand to help, many jokes and the

gift of gab. He was a member of Saint Bridget's Church for over 50 years & helped cook fabulous chicken at annual picnics.

He and his wife Georgiann loved to travel in their motor coach visiting loved ones & seeing this beautiful country together.

Jim is survived by 5 children, Patricia (Norb Brown), Bernadette Werner, Andrea (Steven Smith), Christopher Olson, Maria (Michael Phelps). 22 grandchildren, 18 great grandchildren. His sisters, Mary (Keith Cooley), Peggy (James Novak), Rebecca (Michael Shilts), and Kathleen (Dennis Arneson). Sister-in-law Janice (George Hepfler). Many nieces, nephews, cousins, friends and loved ones. Jim was preceded in death by his wife Georgiann, his parents, brother Thomas Olson, son Peter Olson, granddaughters Natasha, Jade and great granddaughter Pearl. He leaves behind so many happy memories with all who were blessed to have known him. We believe he's playing music, singing and dancing now with everyone who was awaiting him in heaven. The family would like to extend their appreciation to the staffs at River Pines & St. Croix Hospice for their loving care. 💧



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. 💧



Wisconsin Water Well Association (WWWA)
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Office: 414-488-3908 • Fax: 414-755-1346 • Toll-Free: 855-947-9837
info@wisconsinwaterwell.com • www.wisconsinwaterwell.com

2025 WWWA MEMBERSHIP

There are countless benefits to being a dues-paying member of the WWWA. While many are intangible, WWWA members receive discounted event registration, including registration for Continuing Education and the option to participate in special 'member-only' perks like the annual scholarships, contributions to the tri-annual *Well Log* and more.

Please visit www.wisconsinwaterwell.com to find a more detailed listing of membership benefits and details on the networking and educational opportunities coming in 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 WWWA fight for what's good and right – **Water the Wisconsin Way: Fresh. Clean. Safe.**

Dues to the Wisconsin Water Well Association are not deductible as charitable contributions for federal income tax purposes, but may be deductible as ordinary and necessary business expenses.

We hope to have your support!

CONTACT INFORMATION

Full Name: _____

Company: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Alternate Phone: _____

Email: _____

☐ **YES!** I want to be a WWWA member in the 2025 year.

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

MEMBERSHIP OPTIONS		PAYMENT DETAILS
<input type="checkbox"/> \$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company		<input type="checkbox"/> Check enclosed payable to: WWWA <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 # _____ <i>Full Members MUST hold at least one license</i>		
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		<input type="checkbox"/> \$180 = Large Banner Ad (380 x 380 pixels)
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		
DONATIONS		
<input type="checkbox"/> Scholarship Fund: \$ _____ <input type="checkbox"/> Silent Auction Item: _____		



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