

IN THIS ISSUE

Letter from the President	1
Board of Directors.....	2
WPWS Report: Golf Outing, Water Walk, and Well Update	2
Executive Director's Message ...	3
Lobbyist Report: State Budget Grabs the Headlines, But It's Not the Only Story	4
Marketing Matters: Why TV?	5
2018 Call for Presentations	6
Manufacturers Spotlight.....	7
High Capacity Well Legislation	7
Suppliers Spotlight	8
2017 Wisconsin Ground Water Conference	8
Scholarship Application	9-10
In Memoriam: H. Malcolm "Mal" Richert	11
Advertising in WWWW Well Log Newsletter	11
WWWA Calendar of Events...	12

LETTER FROM THE PRESIDENT

By Rick Peterson, WWWW President

I would like to welcome everyone to our Summer 2017 revival edition of the WWWW Newsletter. The newsletter has historically been such an important part of the association that we, as your Board, decided we had to bring it back. The newsletter will continue to improve, grow and remain a valuable resource that industry professionals will want to continue to be a part of.

It has been a busy first 5 months of 2017 with many new and exciting changes. We have contracted with a new association management company; Svinicki Association Management, Inc. (SAMI) is now handling all of our association management business. Jennifer Rzepka and Haley Rykowski have been working very hard for us and have many creative ideas for our association as we move forward.

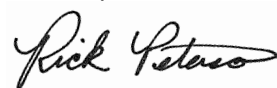
We are in a time of transition, as we look for creative ways to continue to provide quality programs for Continuing Education and demonstrate a real value in being a member of the Wisconsin Water Well Association. So far this year, we have reduced the costs of our television advertising program, while increasing exposure in key markets, all in an effort to increase business opportunities for our members.

We are reaching out to all of you in the water well industry and encouraging you to become a member of this 'new' and growing association. We envision the WWWW to be a support mechanism for our members and a resource for our industry, as well as an opportunity to highlight the many career opportunities available in the water well industry to our youth.

I look forward to our Annual Conference in 2018. We are striving to make the Conference "the place to be" for everyone in our industry to gather, exchange ideas, learn from industry leaders... and each other. The Conference should be a place for vendors to bring new products and ideas to help in our daily activities, as well as a place to bring our families to step away from our busy schedules for a while and enjoy spending time together.

I look forward to serving you during my term as President and hope that together, we can continue to make the Wisconsin Water Well Association an organization we can all be proud to be a member of.

Sincerely,



Rick Peterson



WWWA BOARD OF DIRECTORS

PRESIDENT

Rick Peterson
Water Right, Inc.
920-841-3904

VICE PRESIDENT

Jason Hintzke
Hintzke Well Drilling
920-419-7068

SECRETARY

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Bruce Walker
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Water Systems
608-584-5000

Jerry Ellis
Rundle Spence
(Water & Septic
Division)
414-640-6930



WPWS REPORT: GOLF OUTING, WATER WALK, AND WELL UPDATE

By Jeff Beiriger, WPWS Executive Director

Thanks to everyone who came out to Trappers Turn for the WPWS/WWWA Golf Outing in May. More than 50 golfers helped us to raise more than \$2,000 for our next well project! Sponsors included the following: A.O. Smith, Alloy Machine Works, Federated Insurance, First Supply, Franklin Electric, H2Optimal, Marshall Well Drilling, Preferred Pump, Rep-Rite Burk, Rundle-Spence, Walter Products, and the WWWA. We'll be doing it all again this Fall, so mark your calendar for Tuesday, September 19!



Just a few days earlier, on May 12, Terry Marshall, Jerry Ellis, and Jeff Beiriger participated in the second annual Water Walk in Wisconsin Dells. Eighth-grade students walked two miles with empty water jugs before filling them and making the return walk. Students were sponsored



and the results of their efforts and a few industry matching donations helped push the total raised to around \$1,800.

Funds from the Golf Outing and the Water Walk will be used to construct a third well in Uganda. Previously, the groups have raised and donated more than \$10,000 to construct two wells at a clinic in one village and a school in another. The third well will also be located at a school in another village. Dwight Hanson of H2Optimal, a member of the Wisconsin Pump & Well Suppliers Association and an exhibitor at the Groundwater Conference, coordinates the selection and construction of each project on our behalf.

For more information about the outing, walk, or the well projects, contact Jeff Beiriger at 888/782-6815 x1 or jeff@assocmgmtservices.com.

EXECUTIVE DIRECTOR MESSAGE

NEW BEGINNINGS

By Jennifer Rzepka, CAE, WWWA Executive Director

Easter is commonly known as a time for new beginnings, and on Good Friday the office of Svinicki Association Management, Inc. (SAMI) was thrilled to learn that the WWWA Board of Directors selected our office to provide association management services for the next chapter in WWWA's history.

While the experience will be new for WWWA, SAMI has been providing services to more than 25 clients for the past 30+ years. Jennifer Rzepka, CAE became Executive Director, replacing that position previously held by Cynthia Denman. Jennifer has been serving clients in this role for more than 17 years and brings a plethora of diverse experience to the organization. She will work with the Board of Directors on setting strategic direction, working with the DNR, orchestrating the Board, planning meetings of the association, and guiding the Board on ways to expand the value it provides to members.

As primary Account Coordinator, Haley Rykowski is the voice that members will hear when they call in. Haley handles all the essential operations of WWWA. As we move into the future she will be the primary individual responsible for all elements of membership, communication, meeting management, financials and other daily activities. In this time of transition, it is Haley who has recreated the Well Log newsletter (with plans to continue to expand the "Big Issue" in fall complete with advertising opportunities), and she is currently in high gear preparing for Fall membership renewals.

The most important task in the coming months is to ensure that the exceptional quality of the educational content offered through the WWWA remains in line with the Continuing Education needs defined by the DNR. Content and speakers are currently being sought for the 2018 trainings. If you have an idea, request or recommendation, please see page 6 for more details.

The two will work alongside Lobbyist Jeff Beiriger, who will continue to provide regulatory and legislative oversight to the WWWA. One of the most impactful undertakings of the WWWA is involvement in the DNR's effort to revise NR 812, which has not been revised for over 20 years. This well and heat exchange construction and pump installation rule affects all licensed well drillers, heat exchange drillers and pump installers.

NR 812 rule changes will focus on 3 major areas:

1. Correct errors or unclear language
2. Streamline procedures and requirements
3. Update construction standards

Public hearings are planned for Spring of 2018. For more information, visit DNR's NR 812 Rule Changes web page. (<http://dnr.wi.gov/topic/Wells/nr812.html>)

We are energetic and eager to hear more about what members are looking for from their membership in the WWWA. Please reach out with questions and suggestions on how we can help the Wisconsin Water Well Association make your membership dollars the best investment you can make in your business!

NEW OFFICE CONTACT INFORMATION:

**Wisconsin Water Well Association
(WWWA)**

6737 West Washington Street, Suite 4210

Milwaukee, WI 53214

Toll-free: 855-947-9837

Direct: 414-488-3908

www.wisconsinwaterwell.com



Jennifer Rzepka, CAE:
jennifer@wisconsinwaterwell.com



Haley Rykowski:
haley@wisconsinwaterwell.com

LOBBYIST REPORT: STATE BUDGET GRABS THE HEADLINES, BUT IT'S NOT THE ONLY STORY

By Jeff Beiriger, WPWS Executive Director



The first six months of any legislative session are always dominated by the deliberations surrounding the State Budget and why wouldn't they be? The budget is, after all, a financial representation of the priorities of the governor and the legislature. It is, for many legislations, the reason that they went to Madison – to affect the budget process and how we prioritize the various needs and interests in Wisconsin.

In this budget, the Governor has followed a format similar to each of the other budget proposals he has made. First, hold the line on taxes and look to growth in incomes and the economy to generate new revenue. Second, hold the line on spending and streamline government. If there's anything left for new spending, look to use those funds to invest in areas where there are further gains – economic, social, and political – to be made.

This year, it's all about transportation funding. Even as the Joint Committee on Finance works its way through the various department budgets, there's no agreement on how to address the gap in transportation funding. Is the gas tax the right way to go? The sales tax? Borrowing? Delaying projects? Each comes with its own set of pros and cons and the governor and the legislature don't necessarily agree in their analysis of each option.

The effect of this on the industry is to continue the pressure on agencies to do more with the same or do the same with less. Agency funding is flat and staffing vacancies aren't being filled. Agencies are reeling in many of their activities that aren't specifically required by the statutes or the rules. Probably the most pointed example of that in our industry is the new approach to continuing education and the presence of DNR staff at each of our continuing education programs.

The good news is that the budget continues the Wisconsin Fund for at least another two years. The Fund helps homeowners pay for failing septic systems that might otherwise affect the groundwater. One concern in the Governor's proposal was the continued push to review and restrict occupational licensing. While most of the focus has been on licenses issued by the Department of Safety & Professional Services, the real driver behind the licensing push is from outside Wisconsin, where several national groups – both liberal and conservative – have questioned whether licenses are artificially inflating prices and preventing people from getting jobs.

The proposed budget targeted plumbing, electrical and fire protection licenses and also created a licensing review council. While all of that language has been removed at this point,

the issues aren't going away. Separate legislation is almost certain to follow. Whether that light shines on the drilling and pump installing industry remains to be seen, but we're preparing now for what may come. Frankly, there's never a bad time to remind legislators that there is a place – where public health and safety is at risk – where regulation is appropriate. If water-related illnesses aren't in the news every day, that's not an indication that the industry no longer needs to be regulated. It just might be an indication that the regulations we have are working!

HIGH CAPACITY WELL LEGISLATION

Governor Scott Walker recently signed into law, 2017 Act 10, high capacity well legislation. Under certain conditions, Act 10 allows a high capacity well owner to construct a replacement well, or reconstruct an approved existing high capacity well without going through another Wisconsin Department of Natural Resources (DNR) approval process and application fee. Actions no longer requiring prior high capacity well approval under Act 10 can be found on page 7.

The conditions of the original well approval apply to the reconstructed or replacement well including approved pump capacity. Any action taken under this section must be code complaint. Requirements associated with Public Water Supply or Community Wells approvals are still applicable. Replacement wells must be constructed to appropriate standards under the law. The well owner must notify DNR of any of reconstruction, construction or ownership transfer of the well within 90 days. The DNR will continue to rely on the existing well construction report, the filling and sealing report, and change of ownership form to meet the notification requirements specified in Act 10. New wells will be given a unique well identification numbers and will not use the same number as the well being replaced.

The bill also designates certain areas where metered pumping reports are required. The DNR is then required to analyze the pumping reports and other data and, if necessary, to recommend to the legislature ideas for new legislation that might address groundwater and surface water drawdown within the study area. The bill also creates a narrowly tailored opportunity for lake districts and associations within the study areas to use high capacity wells as a way to restore lake levels to their average seasonal levels.

The Department will also be developing program guidance on the implementation of Act 10 and additional information will be available at the agency's website and from the WWWW.

MARKETING MATTERS: “WHY TV?”

By Tara Schessler

In the world of marketing you may encounter a lot of shiny pennies; those new, innovative ways reach a specific audience to earn more potential customers. What am I talking about? You know, the new wave of digital marketing: social media, Facebook, Twitter, LinkedIn, SEO (Search Engine Optimization), GEOFencing, Digital Targeted, E-mail Marketing, etc. The list goes on. In this edition of Marketing Matters I want to touch on why the WWWW Board of Directors has chosen Broadcast Television for their form of advertising.

First, I'll start by saying, I do believe that some of the above avenues of marketing have validity and can be very effective if used efficiently. However, when dealing with a limited budget, limited man hours and limited resources that the WWWW is faced with each year, they have chosen the most efficient way to reach the masses, TV. Any way you slice it, the best way to measure your advertising dollar is by looking at the cost per thousand people reached in your targeted demographic. In the case of your business, we are trying to reach Women ages 35 and older. And here's why.

So, you may say, “I've never seen the TV commercial.” And I'll ask, are you a woman?

The female head of household is the decision maker on where to shop, what to buy and who to call for in-home services 66% of the time. That means if there is concern about the water her children are drinking, the water she is using to wash the clothes or do the dishes, she is going to be the one who calls the professional to have it checked out. It's my job to get her attention with compelling commercial messages in order for her to find YOU!

For the past 5 years, the WWWW has purchased TV advertising state-wide using one station per market. We place 30 second commercial messages during the most watched newscasts in these markets according to the viewing habits of these female heads of household. She is a loyal viewer, creature of habit. The news is on in the background while she runs about the home, and in some cases she may just be able to sit down to watch it. Am I being stereotypical? Perhaps, but understanding the nature of your prospective customer is key to knowing where to place the message.

This female head of household is also the one to do the research for whom to contact when building a new home and all that entails. Or perhaps she's in the process of buying a new home and didn't realize a home inspector isn't all that's

needed to ensure her Water Well system is up to date. Our three key messages for 2017 were: New Construction, Property Transfers and the Dangers to your Water Well System after a Flooding.



The WWWW is advertising and that means new leads for you; but only if you market yourself as part of the WWWW if you are a member. Do you use the logo in any of your marketing? This Fall the Board will analyze the results of the Spring, 2017 advertising campaign via web site statistics. It would be greatly appreciated if, in the meantime, all members who have any input on the following could contact the WWWW office for the Board to discuss in that October meeting:

1. Did you see the commercial in 2017?
2. Have you received any leads or prospective customers who found you on the WWWW Web site?
3. Can you contribute any new business from the WWWW TV advertising?
4. What would you like to see in future marketing efforts for the Association as a whole?

If you are not a WWWW member, the Board of Directors would love to hear from you as well. The purpose and strategy behind the annual TV marketing campaign is to support WWWW Members, generate leads and prospective customers for them and to encourage water well users to protect Wisconsin's groundwater.

In summary, when thinking about the most effective way to spend your advertising dollar, think cost per thousand people reached. Don't jump down the digital rabbit hole without doing some extensive research and be sure your creative concept or message is a compelling one. I look forward to sharing the results from the 2017 Spring marketing campaign later in the year.

CALL FOR PRESENTATIONS

2018 WISCONSIN GROUND WATER CONFERENCE

January 16-18, 2018

Kalahari Resort, Wisconsin Dells

~ and ~

CONTINUING EDUCATION SESSIONS

Early 2018

Various locations throughout
the State

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 membership for presentations, and abstracts from those interested in providing your expertise in multiple areas.

Members, please submit your suggestions for topics directly to the WWWA office via email to haley@wisconsinwaterwell.com.

Potential presenters, please submit your abstract submissions no later than October 2, 2017 to haley@wisconsinwaterwell.com using the form below or go to wisconsinwaterwell.com.

If you would like to be considered to be a speaker for the 2018 Wisconsin Ground Water Conference, please complete the following:

Company: _____

Name: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Length of Presentation: _____

Track (choose all that apply):

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

Brief Overview of Description

MANUFACTURERS SPOTLIGHT

FRANKLIN ELECTRIC — MOVING WATER AROUND THE WORLD!

Franklin Electric is a global leader in the production and marketing of systems and components for the movement of water and automotive fuels. They serve customers around the world in residential, commercial, agricultural, industrial, and municipal applications. Products include submersible pumps, surface pumps, motors and controls, drives and protection systems, and packaged systems.

They help customers around the world boost water pressure, supply water to a household, water a garden, irrigate crops, or tend to livestock.

You likely know that Franklin Electric supports our industry in many ways, including underwriting the expenses for the NGWA McElhiney Lecture Series in Water Well Technology. But did you know that Franklin Pumps are helping prevent turtle extinctions? They recently partnered with the Turtle Survival Alliance to help improve habitats for some of the most endangered turtles in the world. Read more on their website: <http://www.franklinwater.com/more/news-events/news-frankly-speaking/2017/05/new-video-franklin-pumps-helping-prevent-turtle-extinctions/>.



Franklin Electric

With WWSA, Franklin Electric has provided significant participation in the annual WWSA convention every year, sponsoring bowling teams, donating to the scholarship fund, participating in the exhibit hall and sponsoring the social hour, in addition to many other contributions to the association.

The WWSA appreciates all of the support from Franklin Electric throughout the years.

HIGH CAPACITY WELL LEGISLATION

Submitted by Wisconsin Department of Natural Resources

Governor Scott Walker recently signed into law, 2017 Act 10, high capacity well legislation. Under certain conditions, Act 10 allows a high capacity well owner to construct a replacement well, or reconstruct an approved existing high capacity well without going through another Wisconsin Department of Natural Resources (DNR) approval process and application fee. Actions no longer requiring prior high capacity well approval under Act 10 include:

- Repairing or maintaining a well;
- Reconstructing, as defined in Wisconsin Administrative Code NR 812.07 (85), a well to substantially the same depth and specifications as the existing well;
- Constructing a replacement high capacity well if: The well being replaced is permanently filled and sealed.
 1. The replacement well's purpose is to prevent contamination; or
 2. The replacement well is constructed to substantially the same depth as the existing well and either within a 75-foot radius of the existing well or farther away from the nearest groundwater protection area than the existing well.

- Transferring ownership of the land along with the well and its DNR approval.

Act 10 states the conditions of the original well approval apply to the reconstructed or replacement well including approved pump capacity. In addition, the well owner must notify DNR of any of reconstruction, construction or ownership transfer of the well within 90 days. The DNR will continue to rely on the existing well construction report, the filling and sealing report, and change of ownership form to meet the notification requirements specified in Act 10.

Any action taken under this section must be code complaint. Requirements associated with Public Water Supply or Community Wells approvals are still applicable.

The Department will be developing program guidance on the implementation of Act 10 and additional information will be incorporated within the DNR's high capacity well webpage. Contact water use staff at 608-266-2299 or via email at DNRHICAPAPPLICATIONS@wisconsin.gov, if you have any questions on these changes or for assistance siting a replacement well.

SUPPLIERS SPOTLIGHT

REP RITE BURK & ASSOCIATES — SERVING THE INDUSTRY FOR OVER 70 YEARS!

Rep Rite Burk & Associates are manufacturer's representatives dedicated to the plumbing, heating, water treatment, water system, on-site and irrigation markets.



Founded in 1946, Roger L. Burk & Associates began with the wholesale plumbing market. Roger Burk, its founder, used to take the train out to the Dakota's to make his sales calls to the west. Bob, Roger's son, began operating the company in 1986 with Bill Cutter partnering in 1989. In 1992, Jim Valentine's Wisconsin-based company, Rep Rite, merged with Bob and Bill to form a new company doing business as Rep Rite Burk & Associates. Rep Rite Burk's territory includes; Minnesota, Wisconsin, North and South Dakota, the Upper Peninsula of Michigan and Northern Illinois.

A lot has changed over the last 70 years, but one thing has always remained...their commitment to total customer satisfaction! At Rep Rite Burk they boast having over 150

years of industry experience among their employees. Customers and the manufacturers they represent depend on their vast knowledge, customer service and insight.

As a plumbing manufacturers representative in Minnesota, Wisconsin, North & South Dakota and Northern Illinois, they are committed to taking care of your marketing and customer service needs.

The WWSA greatly appreciates all of the support from Jim and his staff.



2017 WISCONSIN GROUND WATER CONFERENCE

By Lori Huntoon, WWSA Newsletter Editor

The 2017 WWSA Groundwater Conference was a success due to the hard work and efforts of many who worked to ensure that everyone had a good experience. From January 18th to 20th, over 200 people came together at the Kalahari Resort and Convention Center in Lake Delton, Wisconsin for education, networking, and camaraderie.

Over 25 members attended the Annual Members Meeting on Wednesday. There was a wonderful turn-out for the cocktail reception and Scholarship Silent and Live Auction Wednesday evening; if you weren't there, please plan on joining in on the fun in 2018!

The Lifetime Member Award was given to **John Hyink**. Scholarship recipients were **Hannah Bohn**, **Zachary Brubaker**, and **Jeremy Holzer**. WWSA Members of the Year were **Rick Peterson** and **Terry Marshall**. Together, the Silent Auction and live auction for the traveling plunger contributed significant donations for the Scholarship Fund.

This year's focus was "Safety: Yours and Those Around You." Presentations included Confined Space Entry, Trenching Safety, and Overhead Electric Lines. The latest news impacting the groundwater industry was disseminated and as always, a lot of problem solving was conducted in the halls.

The exhibit hall featured over 50 exhibitors, several rigs and utility vehicles, a Vendor's Showcase, reception area, Casino Night, and a Children's Play Area. Much thanks to our sponsors: Wisconsin Pump and Well Suppliers (Diamond Sponsors); Nolan Insurance Agency (Platinum Sponsors); 2MDSI and Franklin Electric (Gold Sponsors), and; Federated Insurance, First Supply, and Grundfos Pumps (Silver Sponsors). The Annual Bowling Tournament was made possible by sponsorships from 2MDSI, Atlas Copco, First Supply, Hole Products, Preferred Pump, and Rep Rite Burk.

Thank you to all who participated; we look forward to seeing each of you at the Annual Groundwater Conference in January 2018!

SCHOLARSHIP APPLICATION

EDWIN HUNTOON SCHOLARSHIP

Edwin W. Huntoon (1917-2011)

Ed Huntoon served the WWWA 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. He served as the Waupaca County Wellhead Protection Committee Chairman until his passing at the age of 93.



EDWIN HUNTOON ELIGIBILITY

- 2.6 Grade point average or above
- Must be child or grandchild of a current WWWA member.
- Those applying to or enrolled in a post-secondary institute (college), as a full time student.

OWEN WILLIAMS SCHOLARSHIP

Owen W. Williams (1922-2014)

Owen Williams served the WWWA 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, creation of continuing education classes, and promotion of Association membership. He encouraged others to "make greater strides to meet the challenge of protecting the environment."



OWEN WILLIAMS ELIGIBILITY

- 2.6 Grade point average or above
- Must be child or grandchild of a current WWWA member.
- Those applying to or enrolled in a technical/trade/vocational institution, as a full time student.

APPLICATION PROCEDURES

- Applications should be submitted to the Association by November 1. No exceptions.
- Applications should include written essay and two letters of recommendations.

APPLICATION SELECTION PROCESS

- Personal information is removed from application and a number is assigned to the application.
- Applications are then sent to a review committee.
- The committee makes their choices based solely on the information provided by the applicant and submitted references.
- The WWWA will notify the scholarship winners prior to January 1, 2018 by email.
- Awards are presented at the Annual Wisconsin Ground Water Conference.
- Current college students will be presented the funds at the conference, while students entering college the following Spring will be sent the funds after the completion of their first semester.
- Verification of current enrollment is required.

INSTRUCTIONS FOR COMPLETING SCHOLARSHIP APPLICATIONS

- Complete required application form.
- Attach both required essays:
 - ◊ What would this Scholarship mean to you? (approximately 500 words)
 - ◊ How would you use these Scholarship funds? (approximately 250 words)
- Provide two reference letters from persons who can attest to character and assess academic ability.



SCHOLARSHIP APPLICATION

I am applying for:

☐ Edwin Huntoon Scholarship ☐ Owen Williams Scholarship

PERSONAL INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____ Email: _____

Parent Names: _____

Current WWWA 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:

Questions: 414-488-3908

WWWA Scholarship Fund
6737 W. Washington St.
Suite 4210
Milwaukee, WI 53214

IN MEMORIAM:

H. MALCOLM “MAL” RICHERT

H. Malcolm “Mal” Richert was born Feb. 21, 1939 and died March 2, 2017 in Milwaukee, WI after a lengthy illness. He was preceded in death by his parents Harvey M. Richert and Alberta V. Richert nee Terrebonne. Mal is survived by his son, Randall, Col. USAF Ret. (Andrea) of Freeburg, IL and two grand-daughters Jessica and Shelby. He is further survived by brothers Gary (Nancy) Richert, Fred “Rick” Richert (Lia) and sister Portia. He is also survived by nephews Bradley, Brian and Timothy Richert and niece Kristin Brandner, and other relatives and friends, especially Todd Clark, and Colin Coffey.

Mal was best known as General Manager of Fred Richert Pump Company/Richert Pumps of the Greater Milwaukee

area. Mal followed in his grandfather’s and father’s footsteps running this family business since 1932. He served as President of NARI, the Milwaukee Remodeling Association, and the Wisconsin Water Well Association.

Mal was a 1957 graduate of Pius XI High School and graduated from Lakeland College in 1967 playing football in both HS and college. He received his MBA from the University of Wisconsin-Milwaukee. Mal was very active in auto racing; sponsoring several cars and serving as President of Wisconsin Fans for Auto Racing. He had a love for history, naval ships and was an avid dog lover especially his two Australian Shepherds Trixie and Jazz, Memorials to Lakeland University, Sheboygan, WI Athletic Department.

GENERATIONS OF WELL DRILLING

by Terry Farago

Being in business for over 57 years, third generation workers are working for us now. Clancy Farago has been drilling for about 4



months while his father is on the rig to help, standing back and letting Clancy Farago do this 100 foot screened well on his own. It makes a Granddad and Father proud to see their grandson/son get water flowing out of a well.

ADVERTISE TODAY! WWWA WELL LOG ADVERTISEMENT PRICING

Full Page Advertisement

Entire Year (4 issues)\$1300
Single Issue..... \$375

Half Page Advertisement

Entire Year (4 issues)\$850
Single Issue.....\$250

Quarter Page Advertisement

Entire Year (4 issues)\$600
Single Issue.....\$175

Advertising Graphic Requirements:

All ads must be submitted electronically via email or on a CD. 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:
haley@wisconsinwaterwell.com



*Providing & Protecting
Wisconsin's Groundwater*

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



WWWA CALENDAR OF EVENTS

AUGUST 8-9, 2017

NGWA Groundwater Solutions: Innovating to Address Emerging Issues for Groundwater Resources (symposium #5013). Arlington, Virginia. For more information, check out <http://www.ngwa.org/Events-Education/Pages/calendar.aspx>.

AUGUST 27 - SEPTEMBER 1, 2017

World Water Week 2017. The annual focal point for the globe's water issues. This year's theme is Water and Waste: Reduce and Reuse, and will tackle some of the biggest and most complex challenges facing water professionals today (Stockholm International Water Institute; www.siwi.org).

SEPTEMBER 6, 2017

Virtual Conference - After the Drought
Gain insight into what efforts were found to work, and which didn't, in mitigating the effects of the United States' recent drought — and what can be done going forward — during this three-hour virtual conference. With invited speaker Ken Bradbury, Ph.D. of the Wisconsin Geological and Natural History Survey.

SEPTEMBER 19, 2017

Fall Golf Outing- Water for the World Fundraiser. Helping to bring water to Wisconsin and to the World, proceeds from this outing will be used to support well projects where throughout the world.

SEPTEMBER 28-31, 2017

International Conference on Groundwater. Includes the 2017 NGWA Foundation McElhiney Lecture (underwritten by Franklin Electric). Bogota, Colombia.

DECEMBER 4-7, 2017

NGWA Groundwater Summit
Nashville, TN
groundwatersummit.com

JANUARY 17-19, 2018

2018 Wisconsin Ground Water Conference
Kalahari Resorts & Conventions,
Wisconsin Dells, WI

FEBRUARY 21-22, 2018

Wisconsin Geothermal Conference.
Holiday Inn, Stevens Point.