

WISCONSIN

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Fall 2018

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President

Greetings everyone,

With Fall almost past us and Winter staring us in the face, it seems like everyone is scrambling to make up for lost time and unable to enjoy any part of Fall. The amount of unrelenting rain that we've experienced has put a real strain on the industry to try to meet the demands of our clientele. The amount of work that we have is a really nice problem to have.



Once again, we are being bombarded with political ads on TV and Radio, everywhere we turn. We need to be informed

about the candidates we are going to vote for, but it is almost impossible to decipher what's true and what's false in the unending onslaught of partisan funded ads we are subjected to. It is up to all of us do our research and get out and vote, no matter how busy we are.

Our annual Groundwater Conference will be here before we know it. I urge you all to read the Executive Director's Message in this newsletter and get registered early. There are significant savings for those who do. We are working closely with the DNR to provide meaningful continuing education classes that are informative and worth the time and money spent on those required credits. Please let us know if you have any worthwhile suggestions for topics you would like to see covered and we will try to get a program approved by the DNR. Please contact the WWWA office with any suggestions.

We hope you are able to read and enjoy these issues of the Well Log. We are always looking for contributors for articles related to our industry, so please consider getting involved and sharing your knowledge.

Enjoy and be safe,

Rick Petero

Rick Peterson, Clean Water Testing 920-841-3904, rick@water-right.com

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WPWS REPORT

By Jeff Beiriger, WPWS Executive Director

WPWS HELD SPORTING CLAYS EVENT THIS FALL, TO HOLD GOLF OUTING IN SPRING

On Tuesday, October 23, the Wisconsin Pump & Well Suppliers held an "Iron Man" Sporting Clays event at Triple J Gun Club in Brillion. Participants shot as much or as little as they wanted during the day and competed for a number of competition prizes as well as door prizes. Industry manufacturers and wholesalers provided event sponsorship and the proceeds from the day were used to continue the industry's support for well construction projects around the world.

On Tuesday, May 14, 2019, WPWS will return to Trappers Turn Golf Course in Wisconsin Dells for our annual industry golf outing. The event starts at noon and includes lunch, golf, cart, on-course refreshments, dinner, and prizes. Registration will open in March and sponsorship opportunities will be available. Proceeds from the event go to support the well construction projects around the world.



Save the Date!

Tuesday, May 14, 2019 Trappers Turn Golf Course Wisconsin Dells, WI

EXECUTIVE DIRECTOR MESSAGE: ACT FAST – RENEW, REGISTER AND PAY BY DEC 31st to save Over 90% on membership dues!

By Jennifer Rzepka, CAE, WWWA Executive Director

It's that time of year again; dues renewals will be arriving by mail soon. All the information on the great savings for WWWA members will be coming to you in one complete package this year, including:

- Membership Dues Renewal
- Annual Conference Registration
- Continuing Education (CE) Registration

Once again in the 2018-19 membership year GREAT savings are lined up for members of the WWWA!

The dues rate stays the same at \$150 (membership year is Nov 1-Oct 31). Registration cost for the Annual Conference and CE sessions also remains the same: \$150 for members, \$190 for non-members (\$250 and \$290 respectively if registering onsite, day-of event.) For that rate, members save \$40 on registration for a CE session or the Annual

Conference, <u>PLUS</u> the Conference Committee is again providing a Kalahari \$100 gift card to Annual Conference attendees who take care of their payment before year-end.

Once you take advantage of those discounts, <u>the true</u> <u>cost of membership is really only \$10</u>! But remember, you have to #1) renew your dues, #2) register for the Annual Conference and #3) pay for those by December 31st to receive your \$100 gift card onsite at the Kalahari.

Sincerely,

genniger Ryepka, CAE

Jennifer Rzepka, CAE Executive Director

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LOBBYIST REPORT: LICENSING REVIEW

By Jeff Beiriger, WPWS Executive Director

As part of the most recent State Budget, the Department of Safety & Professional Services (DSPS) was charged with the responsibility for conducting a review of all occupational licenses that are issued by any of the State agencies, which includes the DNR. What that means is that the licenses for well drillers, drill rig operators, pump installers, and heat exchange drillers are all subject to the agency's review.

When the DSPS submits its final report to the legislature and the governor's office later this year, it will make recommendations as to whether licenses should be maintained in a profession and, if so, whether there are any changes that might improve the licensing process. To guide their study, the State Budget provided the DSPS with an outline of sorts, in the form of questions it should respond to as it reviews each license category.

Though public input was not included as part of the DSPS review, the Wisconsin Water Well Association recently sent a letter to DSPS Secretary Laura Gutierrez providing the association's insights into licensing of well drillers, pump installers and related occupations.

We think it's important for you to understand the scope of the review and the nature of our responses. Below, in bold type, are the most important of the questions that the DSPS was to respond to. Following, in italics, are the responses of the WWWA.

(a) an evaluation of whether the unregulated practice of the profession, occupation, or trade can clearly harm or endanger the health, safety, or welfare of the public, and whether the potential for harm is recognizable and not remote or speculative;

Each of the above-listed licenses relate to providing and/ or protecting the State's groundwater resources. The risk to the groundwater and to the safety of the public is very real if unlicensed individuals and companies were to practice these trades. If the history or disease and death related to contaminated water has faded from our memory in the United States, we need only to look at the dire circumstances that exist in many countries around the world. Contaminated water is the means by which epidemics have and continue to plague people around the world.

Here, through codes, permits, licensing and enforcement, we have come to take the quality of our drinking water for granted. If we do not share the experiences of other countries, it's not because we have an inherently better water supply, but because we have done more to regulate those who are providing that water. Frankly, that's the reason for heat exchange driller licensing. Thought that trade does not provide drinking water, it must be recognized that any time a hole is drilled into the aquifer below, the potential is there



for the drill hole to become a conduit for contamination to the water below. That same logic applies to those who seal wells, or open wells to replace the pumps within. Even as the industry performs work for one property owner, that work has the potential to affect the groundwater below which knows no property lines. Put another way, this industry provides legacy installations. What we do today can affect our state's future and it's critical that we do everything we can to ensure that work is performed properly the first time.

(b) an evaluation of whether the public reasonably benefits from the occupational license requirement

Over the past several years, the association has been involved in the construction of well projects in Africa. Our purpose for these projects is humanitarian, but they also serve as a reminder to those in our industry that the rest of the world is a very different place from Wisconsin. Wells are built for communities to share and in doing so, children are relieved from the responsibility of walking several miles to and from a surface water source to provide water for their families. These children are then able to attend school and in doing so, a world of opportunity opens itself to them.

We're far removed from this situation – both in time and distance – in our country, but the effects of clean water and how it has altered our society for the better simply cannot be overstated. If we cannot take for granted that we have an abundant supply of water in our state, neither should we take for granted those measures we have put in place to preserve and protect that water supply.

(c) an evaluation of whether the public can be effectively protected by any means other than requiring an occupational license

No, we do not believe that there is another means by which the public can be effectively protected. Well drilling, heat exchange drilling, and pump installing all require significant knowledge of codes, product, geology, water science, equipment and more. This knowledge is gained in part through education and in part through practice in the field. There's simply no other way to gain the requisite experience than under the guidance of another licensed individual.

> Lobbyist's Report continued on page 6 WWWA FALL NEWSLETTER 2018 • WELL LOG



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Lobbyists Report continued from page 4

The industry requires significant capital investments into proper equipment and is not the type of work that individuals should be doing by renting equipment for a do-it-yourself project as there is too much at stake for the groundwater below. While some trades allow property owners to perform their own work without a license, here, one has to consider not only the potential risks to the property owner, but to the groundwater below. That groundwater, if contaminated, could affect owners of adjacent properties and, where there is a municipal well nearby, possibly an entire community.

While it's hard to know what will come of the study, it was important that the industry's voice be heard now, while the report is being prepared, rather than later, when dozens of groups will likely be preparing rebuttals to the agency's findings where the industry and the agency disagree. Before we can begin to advocate, we must first educate legislators and regulators about the benefits of groundwater and the professionals who protect and provide it to millions of Wisconsin residents, visitors, and businesses.

Elections Take Center Stage

With the primary elections behind us now, we're into the home stretch of the Fall elections. At the top of the ticket, Governor Walker will be challenged by Tony Evers, the current Superintendent Public Instruction. For the U.S. Senate, State Senator Leah Vukmir will challenge incumbent U.S. Senator Tammy Baldwin.

At the state level, Democrats will find it challenging to attack Republicans on the economy, something that is a major driver for voters. If there is a point of attack, it will be the Foxconn deal and whether that will produce the projected returns and whether that deal was good for all of Wisconsin and not just the southeastern part of the State. Beyond the economy, it looks like transportation will be a major issue and, not surprisingly, education will be an issue as well. The race has narrowed in recent polls and the favorability rating for Governor Walker is hovering right around fifty percent, largely based on party affiliation.

The Vukmir versus Baldwin race has also narrowed in recent days and that race will place the Trump administration front and center in the contest. Republicans want to solidify their control of the Senate and a win in Wisconsin provides an additional cushion against a "blue wave" that might sweep Democrats into office. Democrats are hoping that their party will rally in opposition to the President and the resulting turnout will send Senator Baldwin back to D.C. along with a number of newly-elected Democrats across the country.

Behind the scenes, Democrats hope to delay a vote on a U.S. Supreme Court justice until after the Fall elections in the hopes that they can win the U.S. Senate and take control of the confirmation hearings. There are also rumblings among Democrats about possible impeachment proceedings should any evidence on any of several ongoing investigations lead to misconduct by the President. While these arguments may not resonate with highlypartisan voters, they are the sorts of issues that can tip an independent voter into one column or the other (much like the opportunity to appoint a Supreme Court justice might have affected the 2016 Presidential election).

Democrats would like to win back Wisconsin as a demonstration that the Republican wave of 2010 has been turned back and rejected by voters. Republicans would like to have at least two more years with full control at the State and National level to further advance their agendas. There's a lot at stake and that means a whole lot of money will be pouring into our state. Brace yourself for a whole lot of political advertising during your favorite shows and sporting events!

After the Elections, What's Next?

The WWWA Legislative Committee met recently to begin a discussion about legislative priorities for the coming session. While election outcomes may affect the priority and the probability of moving particular pieces of legislation, they do not affect the issues facing the industry. No matter who wins the election, we will still have a skilled labor shortage. No matter who wins the election, we will still be working to strike the balance between groundwater use and protection. No matter who wins the election, we will still look to licenses, codes, permits, reviews, and enforcement to be a part of our industry.

If you have ideas about the upcoming legislative session, please share them by contact Jeff Beiriger, WWWA Government Relations Advisor, at jeff@assocmgmtservices.com or 414/331-2059. •







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CONTINUING EDUCATION SESSIONS Early 2019 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 members for presentations, and abstracts from those interested in providing your expertise in multiple areas.

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

Potential presenters, please submit your abstract submissions no later than December 15, 2018 to info@wisconsinwaterwell.com using the form below or go to wisconsinwaterwell.com.

If you would like to be considered to be a speaker for the 2019 Wisconsin GroundWater Conference, please complete the following:

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SCHOLARSHIP APPLICATION

Wisconsin's Groundwater

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 guarries, 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
- Must be applying to or enrolled in a post-secondary institute (college), as a full time student

APPLICATION PROCEDURES

- Applications should be submitted to the Association by December 1, 2018. No exceptions.
- Applications should include written essay and two letters or recommendations.

APPLICATION SELECTION PROCESS

Personal information is removed from each application and is assigned a number. Applications are then sent to a review committee. The committee makes their choices based solely on the information provided by the applicant and the references submitted. The WWWA will notify the scholarship winners prior to January 1, 2019 by email.

Awards are presented at the Annual Wisconsin GroundWater Conference. Current college students will be presented the scholarship at the conference, while high school students will receive the scholarship after the completion of their first semester. Verification of current enrollment is required.

INSTRUCTIONS FOR COMPLETING SCHOLARSHIP APPLICATIONS

- Download the application or complete the form online at: wisconsinwaterwell.com
- Fill out the application, respond to both essay questions, and submit two letters of recommendation from persons who can attest to your character and assess academic ability
- · Submit the form online or send to the WWWA office

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
- · Must be applying to or enrolled in a technical/trade/ vocational institution, as a full time student

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The facility also manufactures above ground jet pumps and booster pumps for varied applications including shallow well, wash down, pressure boosting, reverse osmosis, and many others.

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SUPPLIERS SPOTLIGHT

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THE BARABOO RANGES: THE AGE OF THE BARABOO QUARTZITE

By Tom Riewe

For more than half of the 20th Century geologists considered Baraboo Quartzite to be 1,800 million years old. This age was based on an incorrect interpretation – accepted by many geologists at that time – that the granite formation (*Baxter Hollow Granite*) that lies beneath the quartzite had intruded up into the base of the quartzite.

Baxter Hollow Granite is part of the Montello Batholith that formed 1,750 million years ago in central Wisconsin. This granite formation is exposed at the base of the quartzite just outside the south limb of the Baraboo Ranges. (Photo 1. & Figure 1.) Based on research done in the 1940s, geologists reasoned that, if the Baxter Hollow Granite had intruded up into the quartzite, the quartzite had to have been there when the intrusion occurred. And the quartzite, therefore, would have to be older than the granite.

The age of the Baxter Hollow Granite had been accurately established by several accepted radiometric dating methods that are used to determine the age of igneous and some metamorphic bedrocks.* [also see sidebar] Using these methods geologists were able to establish an age of 1,750 million-years for this granite formation. Since, at that time, the quartzite was thought to be older than this granite, they assigned an age of 1,800 million years to the quartzite – 50 million years older than the granite. (These radiometric agedating methods could not be used for the Baraboo Quartzite because it was originally sandstone and these dating methods are not directly applicable to sedimentary rocks.)

*These include igneous rocks like granite, rhyolite, diorite, andesite, gabbro & peridotite; and metamorphic rocks like gneiss and schist.

However, in the latter part of the 20th Century evidence came to light that placed doubts on the age of the quartzite in relation to the underlying Baxter Hollow Granite. Their relative ages had, in fact, been difficult to determine because the contact between these two bedrocks is not exposed in any known outcrops. In 1959 eight drill cores were constructed in the Baxter Hollow area by the Army Corps of Engineers – for an unrelated experimental project. These drill cores were extended into the western part of the south limb of these ranges and penetrated through the Baraboo Quartzite into the top of the Baxter Hollow Granite. (Figure 2.)

In the late 1990s, Professor L. Gordon Medaris of the Department of Geosciences at the University of Wisconsin, Madison – who had been studying these issues – surmised that somewhere in this area these two bedrocks might actually be found in direct contact. With



Photo 1. Baxter Hollow, seen in the distance as a dark notch in the south limb of the Baraboo Ranges. It is a stream gorge that extends northward into the east-west oriented ridge. (Photo by author – taken from the south end of Stones Pocket road)



(Gray and red granite and quartz diorite beneath Baraboo Quartzite in Baxter Hollow)

Figure 1. Map showing the location of the Baxter Hollow Granite (in striped red) in relation to the south limb of the Baraboo Quartzite Ranges (in pink). (from Dalziel and Dott Jr., 1970)



The Baraboo Ranges continued from previous page

this in mind he decided to reevaluate the archived drill cores to see if he could find evidence for such a contact.

His analysis focused on a segment of one of the drill cores, where the quartzite and the granite are in proximity. In due course he found, sandwiched between the bottom of the quartzite and the top of the granite, a thin petrified soil layer (*paleosol*). (Photo 2.) This layer displayed characteristics of an ancient soil that had developed on top of the granite. The soil formed sometime after 1,750 million years ago, the age when the granite originally crystallized at depth, got uplifted and became exposed at the surface. Subsequently, the paleosol was recrystallized by the same metamorphic processes that transformed the original Precambrian sandstone layers into the Baraboo Quartzite. Medaris suspected that the petrified soil layer must have been deposited on a geologic *unconformity*.*

*An unconformity represents a significant gap in the geologic record. Where an unconformity exists within the bedrock strata one or more layers are completely missing from the geologic column. An unconformity is created when either the land rises or the ocean recedes, leaving the land surface exposed to the erosional processes of water, wind and chemical weathering. When the land is again inundated by the sea, additional sediment layers are deposited upon the former land surface. That surface subsequently becomes the unconformitygap level. Later, after being buried, the unconformity gap remains within the bedrock column, at that specific level within the geologic record.



Photo 2. The segments of the paleosol found lying between the Baraboo Quartzite and the Baxter Hollow Granite. This is a sample of a drill core extracted in 1959 by the Army Corp of Engineers. (Photo courtesy of L. Gordon Medaris, Jr.)

The existence of the petrified soil layer lying between the quartzite and the granite demonstrates that the top of the Baxter Hollow Granite represents such an unconformity. This 25-foot thick paleosol must have built up on the granite over a significant period of time, as a result of Precambrian weathering processes that operated on the surface of the granite.

Later in geologic time, when water again engulfed this region, sandy sediment was deposited on top of this soil layer. This sediment gradually built up, layer upon layer, and eventually solidified into a thick sandstone formation. Much later this sandstone was metamorphosed into the Baraboo Quartzite – and the paleosol was recrystallized.

Based on the evidence provided by the paleosol, Medaris concluded that the Baraboo Quartzite would have to be younger – not older – than the Baxter Hollow Granite. With this new insight geologists assigned an age of not more than 1,700 million years to the quartzite, a geologically significant revision to the previously accepted age of 1,800 million years.[†]

†These age-dates seem awfully large; and very, very old. And they are. But consider this: If someone could have been born back then and had started to save a \$1,000 every year since then, up until the present time, he/she would today have – assuming no interest or inflation – only enough money to pay off less than one-tenth of the present National Debt.

Some twenty years ago results of another study provided corroborating evidence for Medaris' interpretation of the relative ages of these bedrocks. It involved the dating of zircons – unique minerals that geologists use to date bedrocks in which they are found.

Detrital zircons are gem-like minerals that are found within many types of bedrocks and their weathered residuals. Zircons are similar to diamonds in appearance and indestructibility. A few rare specimens are large enough to have gem quality. (Photo 3.) They are very important to geologists because, like diamonds, they last forever and can



Photo 3. Gem-size zircon crystals embedded within a dark-rock matrix. Most zircon crystals used for age-dating of bedrocks are tiny in comparison. (J. Gajawniczek photo from Seiland Island in far northern Norway; Spirifer Minerals.com)

The Baraboo Ranges continued on next page WWWA FALL NEWSLETTER 2018 • WELL LOG

The Baraboo Ranges continued from previous page

be used in conjunction with the radiometric dating methods – described in the sidebar – that are used to determine the age of the rock formations in which they are imbedded.

A graduate student painstakingly extracted seven small detrital zircons from the base of the Baraboo Quartzite overlying the paleosol and the Baxter Hollow Granite. Laboratory analyses of three of these zircons indicated they are 1,740, 1,712 and 1,691 million years old and thus confirmed that the sandstone at the base the Baraboo Quartzite was deposited on top of the pre-existing Baxter Hollow Granite and the paleosol. This also demonstrated that the quartzite must be younger than these zircon ages.

A more recent study by Joshua Schwartz of California State University, Northridge, Esther Stewart of the Wisconsin Geological & Natural History Survey and Professor Medaris analyzed detrital zircons in the Waterloo Quartzite in Dodge County. (Waterloo and Baraboo Quartzites are correlative bedrocks and have the same age.)** The ages of these detrital zircons place a maximum age for this quartzite at 1,643 million years. This also demonstrates that the Baraboo Interval Quartzites must have been deposited after the occurrence of a major mountain building event (the Mazatzal Orogeny) that occurred in North America 1,630 million years ago. With this newly revised age date, it now appears that both the Baraboo and Waterloo Quartzites were folded and metamorphosed during the emplacement - 1,450 million years ago - of the Wolf River Batholith in northeastern Wisconsin.

**Waterloo and Baraboo Quartzites may be connected below the surface but the region lying between them is today covered with younger sedimentary Cambrian and Ordovician Sandstones and Dolomites. The Baraboo and Waterloo Quartzites may therefore be separate remnants of this ancient bedrock layer.

Next Article: How did the Ice Age of the Pleistocene Epoch Affect the Baraboo Ranges?

Much of the information in these articles is based on classroom and seminar presentations by the late Geoscience Professor Robert H. Dott, Jr. and Emeritus Professor L. Gordon Medaris, Jr., both from the University of Wisconsin, Madison.

Also special thanks to Professor Medaris and Bruce A. Brown, formerly of the Wisconsin Geological & Natural History Survey, who both reviewed these articles and provided many helpful suggestions; and to Phil Fauble, Hydrogeologist at Wisconsin's Department of Natural Resources, who provided much useful information regarding the Baraboo Ranges.

Tom Riewe is a retired DNR Hydrogeologist who spent his entire career in the Private Water Supply Section working with Wisconsin's Licensed Well Drillers and Pump Installers. A native of northeastern Wisconsin, he now spends his time dog-sitting, falling off bicycles and slipping & falling on hazardous hiking trails.

"When igneous rocks solidify from liquid magma, [or when other bedrock formations get recrystallized during metamorphism] radioactive elements like uranium are entrapped in the crystal structure of the rock-forming minerals. At this initial point of origin only the parent nuclide forms of these elements are present in the rock. No stable 'daughter' products - that comprise the end of the radioactive decay series - are yet present. However, as time passes, these radioactive elements decay, in a series of steps, and end up as more stable elements. During this process the parent elements and their 'daughter' products accumulate, in place, at a constant rate within the rock. Knowing the half-life of the decay system, it is possible to determine the time elapsed since the minerals crystallized within the rock. In this way the age of the rock can be determined. To do this an accurate chemical analysis must be made of the ratio of the radioactive element to its stable 'daughter' end product. To determine this ratio, first a sample of the rock is crushed. Then a representative sample of it is analyzed in a laboratory using a mass spectrometer. The age of the rock can then be determined by inserting the ratio of the parentto-daughter masses into a mathematical equation.

The separate radioactive element series most commonly used for these purposes are:

- Uranium 238 decays to Lead 206 -- Half-life = 4.6 billion years
- Potassium 40 decays to Argon 40 -- Half-life = 1.3 billion years

The most accurate clocks known to humankind are radioactive clocks. These types of clocks are used by the U.S. Bureau of Standards, the U.S. Naval Observatory & Global Positioning Systems-GPS."

{Arthur Strahler - Earth Sciences - 1971}

Together, with the use of other traditional stratigraphic principles, radiometric methods are used to establish both the absolute and relative time scales of bedrock formations.

{Wikipedia}

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MARKETING MATTERS: ANNUAL MARKETING PLANS AND RECRUITMENT

by Tara Schessler, In Time Creative

The end is near. No, I'm not talking about an apocalypse. There are only a few months left of 2018 and many of you are either neck deep in planning mode or at least getting things in order to plan for 2019. If not, well, all the more power to you and good luck!

As the season winds down, equipment is being prepared for long cold days and budgets are being analyzed, there are a few key marketing items I want you to strongly consider: setting an annual ad campaign and recruitment.

Setting an annual ad campaign: Between October and November I make it a priority to meet with all of my clients to discuss plans for 2019. This includes The Wisconsin Water Well Association. We analyze how our marketing approach worked, how it didn't work, and how we can improve on it. Then, we set the annual to take advantage of open inventory, no charge production and premiere placement. Why does this concern you?

Whether you work with print, radio, TV or digital, all marketing companies see an advantage in working ahead. It helps with budgets, pacing, no different than your business scheduling ahead. It's easier to plan for supplies, time off requests, equipment maintenance. However, in advertising, there is only so much space to go around and if you reserve yours first, you may be able to get it at a great price! So start planning ahead. If you are interested in working with a new advertising medium, say you've never tried radio before, or you're looking into doing more TV, now is the BEST time to call on an ad rep and ask, "What are the benefits and how much can I save with you if we set an annual schedule?" Believe me, you'll have their attention.

Next, I'd like you to think about how you can use your marketing dollars for recruitment. It's no secret that the trades industries are hurting for good, quality employees or tradesmen. Say what you want about Millennials and Generation Z, (Yes, Z, that's the newest generation coming up in the ranks. These prospective employees were born between 1995 and 2000). There are stereotypes galore: they're lazy, they're self absorbed, they don't want to work for rank and they sure as heck don't want to communicate without a cell phone or computer. Some may be true for some, but what's not talked about is their motivation to be entrepreneurs and self-starters. These individuals could be your legacy plan! And quite frankly, that could happen sooner than later with their drive for success. But you need to RECRUIT THEM! Your Marketing dollars can be put toward reaching these upand-comers. Through: Targeted Digital Campaigns, Social



Media Marketing and Sponsorships With Trades Program Associations or Groups.

Let's start with Targeted Digital Programs. Agencies can now provide businesses, like yours, access to a very select group of individuals whom you feel is the perfect fit for your company and serve them display ads, or banner ads, online wherever they are on the World Wide Web. They do this by looking at their online browsing habits, their credit card purchases, where they live, surveys they've filled out, their personal profiles online, etc. It's freaky, but true. We all have a digital thumbprint and YOU could use that to your advantage to get your job opening information in front of someone who is a great fit for your company.

Social Media Marketing? Facebook is still alive and kicking, but Instagram is where it's at right now for Gen Z. Taking photos and short videos (:08 or less), and posting to your Instagram page as well as using Hashtags can get your trade and business the recognition it deserves. Gen Z wants to know how fast they can grow within a company. They want to see themselves in the workplace. In other words, if you have a Gen Z'er on your team already, make them the spokesperson for your recruitment campaign!

Last but not least, let's talk about Sponsorship Opportunities. Here in Wausau, there is a Home Builders' Association that puts on a Parade of Homes. Just this year, the Builders' Association collaborated with five area high schools to create a Parade of Trades Career Day that incorporated these.

"Events like this highlight the opportunities that exist right here at home for the future work force, something that should not go unnoticed by today's parent," said Roger Lang, Wausau Area Builders Association Building Youth into Builders Committee Chair. "Their children have many options for career choices. The Trades is an excellent profession and can lead to a very successful lifestyle."

The purpose of the Parade of Trades Career day is to expose the young workforces of tomorrow to the job opportunities that exists in the home building and remodeling trades. During their tour of the 2018 Parade of home sites as well as the businesses responsible for building them, experts highlighted the careers that are available

Marketing Matters continued from previous page

in this industry with a four-year college degree, with a technical college degree and with proper training with a high school degree. More than 100 students and staff were in attendance.

Get involved in area associations and start making an impact on high school students. Sponsor career fairs, speak at classroom career days. Make the expenses of your involvement part of your marketing plan. A little time will go a long way; not only for your company, but for your trade.

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.wisconswaterwell.com to renew online or download an application.

NWGA PUBLISHES NEW GUIDEBOOK: *GROUNDWATER AND PFAS: STATE OF KNOWLEDGE AND PRACTICE*

Polyfluoroalkyl substances, or PFAS, are man-made chemicals that have been in use since the 1940s. These chemicals can be found in food, household products, industrial products and even drinking water. Although these chemicals are no longer produced in the United States, they are still posing a threat to our health and the environment.

Earlier this year, the National Ground Water Association published Groundwater and PFAS: State of Knowledge and Practice. This guidebook provides useful information regarding the impact of PFAS and procedures on how to handle PFAS.

According to Environmental Working Group, Wisconsin currently has 3 PFAS contamination sites: Monroe County, Marinette County and Milwaukee County. Visit <u>www.ngwa.org</u> to learn more about PFAS and what you can do to keep Wisconsin's drinking water clean.





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IN MEMORIAM



(Left to right) Robert Aune, Thor Aune and David Beecroft.

THOR AUNE

Thor Aune of Aune Well Drilling Inc in Hammond, WI passed away on August 18, 2018. Thor received the Wisconsin Water Well Association Lifetime Member Award at the 2018 Wisconsin Groundwater Conference.

Born: March 16, 1938, in Baldwin, Wisconsin Died: August 18, 2018, in Hammond, Wisconsin

Thor will remain in the hearts of his wife of 55 years Karen; children Robert (Jackie) Aune and Daughter Christine Aune; grandchildren, Whitney (Dillon) Aune-Orf, Alex Aune; Brandy (Bruce) Olson, Kurtis Olson; Great grandchildren Caleb Olson, Jocelyn Hjelmgren, Avery Olson, and Gavin Orf; sisters Bernice (Bill) Giefer, Arlis Johnson; brother Gene (Audrey) Aune; sisters and brothers-in-law Dorothy Johnson, Cathy (Howard) Witham and Marilyn (Dan) Kay

Thor was preceded in death by his parents Arthur and Blanche (Bouche) Aune; his stillborn twins; a stillborn grandchild; father and mother-in-law Bernard and Marie Johnson; sisters June (Robert) Hedin, Twila (Donald) Martin and Mary (James) Allen; brothers-in-law Donald Johnson and Ken Johnson; nieces Debbie Johnson Lindstrom and Kim Allen Brown

Burial with Military Honors at St. Mary's Cemetery - Hammond, Wisconsin



(Left to right) Tom Stanek, Matt Kouba and Billy Verbsky.

WILLIAM G. VERBSKY

William G. Verbsky, 62, of Hillsboro, passed away unexpectedly August 7, 2018. William was born December 20, 1955 to William and Evelyn (Machovec) Verbsky. A proud native of Hillsboro, he spent the majority of his life continuing his family's third generation dairy farm. After graduating from high school in 1974 he continued his education in automotive mechanics. He was joined in marriage to Cindy Eastman in 1978. He loved to spend time outdoors and worked as a well driller with Kouba Well Drilling for 18 years.

His family was his heart, his joy, and his life. He was the genius that could fix anything, every time. William is survived by his wife Cindy, his two daughters Tara (Patrick) Leege and Brenda (Brent) Brooks, a granddaughter Savannah, and two sisters Arlene (Steven) Daines and Joan (David) Leak. He was preceded in death by his parents and a sister Patricia Verbsky.



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WWWA CALENDAR OF EVENTS

DECEMBER 3 - 6, 2018

2018 NGWA Groundwater Week Las Vegas, Nevada

JANUARY 9-11, 2019

2019 Wisconsin Groundwater Conference Kalahari Resorts & Conventions Wisconsin Dells, WI

FEBRUARY 27, 2019

Waukesha Continuing Education The Ingleside Hotel 2810 Golf Road Waukesha, WI 53187

FEBRUARY 28, 2019

Green Bay Continuing Education Comfort Suites 1951 Bond Street Green Bay, WI 54303

MARCH 20, 2019

Eau Claire Continuing Education Metropolis Resort 5150 Fairview Drive Eau Claire, WI 54701

MARCH 21, 2019

Stevens Point Continuing Education Holiday Inn Hotel & Convention Center 1001 Amber Avenue Stevens Point, WI 54482

MAY 14, 2019

WPWS Spring Golf Outing Trapper's Turn Golf Club Wisconsin Dells, WI

NOVEMBER 7, 2019

Rothschild Continuing Education Central WI Convention + Expo Center 10101 Market Street Rothschild, WI 54474