



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Fall/Winter 2020

IN THIS ISSUE

- Letter from the President 1
- Board of Directors 2
- Message from the Editor 2
- Executive Director's Message 3
- Lobbyist Report... 5-6
- Mustachioed Musings 7-8
- Well Compensation and Well abandonment Grants Reminder 9
- DNR Water Section Chief Assignments/License renewal 9
- WWWA's First Virtual Training Experience.....10
- Member Update.....10
- WWWA Continuing Ed Summary.....12
- 2021 Continuing Ed Update.....12
- Call for 2021 Presenters.....13
- WPWS Report.....14
- Scholarship Form 15
- Marketing Matters16-17
- WWWA Newsletter Advertising Rates 17
- Gold Sponsor Spotlights:
 - First Supply
 - Franklin Electric
 - Grundfos.....18
- Member Listing19-23
- WWWA in the New Year 24

LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President



Greetings everyone,

I sincerely hope that everyone is staying healthy and safe in these trying times. As I speak with people in the industry throughout the state and neighboring states, we all seem to be in the same situation...not enough hours in the day to get everything done that we need to. A good problem to have, right? I urge you to all keep safety in mind as you work extra long hours from sunup to sundown. Your families need you to come back home at the end of the day!

This letter also brings some sad news for the Association. After much discussion and hours of soul searching as to what is best for everyone involved, I as your President, along with your Board of Directors, have come to a very difficult decision...one of the hardest we have ever had to make. We have decided that in the best interest of everyone's health and safety, to cancel the Groundwater Convention which would have been held at the Kalahari in January of 2021.

The Groundwater Convention has been an integral part; the lifeblood of the Association for years. Many of us look forward to the convention each year as a time to renew old acquaintances, meet and speak with DNR representatives, learn new industry trends and methods and just have fun together, especially at the bowling event.

The Convention is also a very important event for our vendors, suppliers and sponsors who have been a very important part of our Association, without them we wouldn't be the association we are today. Such an important part of the Convention is the time when we can walk the Trade Show floor and meet with vendors and discover new products and tools to elevate the industry. We hope we can find ways to involve our vendors in different ways as we battle through these strange and difficult times.

It is my sincere hope and prayer that this virus can be conquered and that things can go back to whatever the new normal will be and that we can once again gather together at our annual convention that we have come to look forward to each year.

It is my sincere hope and prayer that this virus can be conquered and that things. 💧

Enjoy and be safe,

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



2020-21 WWA BOARD OF DIRECTORS

PRESIDENT

Rick Peterson
Clean Water Testing, LLC
920-841-3904

VICE PRESIDENT

Jason Hintzke
Hintzke Well Drilling
920-419-7068

SECRETARY

Jeff Haughian
Aqua Wells
715-458-2250

TREASURER

Terry Farago
Farago Well Drilling
715-335-4398

NEWSLETTER EDITOR

Bruce Walker
Wisconsin Well &
Water Systems
608-584-5000

DIRECTORS

David Haupt
Haupt Well & Pump
Co., Inc.
715-652-2711

Jeff Kramer
Retired
920-410-4864

Perry Will
Rep Rite Burk
651-769-5614

Jeff Thron
Mantyla Well Drilling
651-226-7508

David Beecroft
D.M.B. Drilling Co Inc
715-653-4202

Tim Nelesen
Franklin Electric
920-205-5755

Mike Hanten
Clean Water Testing, LLC
920-733-7590

MESSAGE FROM THE EDITOR

By Bruce Walker, WWA Well Log Newsletter Editor

Hello All!

It is the time of year where we often get extra busy. Customers who have procrastinated all summer suddenly realize that the days are getting cooler and shorter. Covid-19 protocols that we face everywhere continue to add stress to many as the world that we knew is still radically different than it was just a year ago.

Don't forget to take a few moments to make sure that you are taking care of yourself. That can get lost within the turmoil. And if you are not at your best, it will be more difficult for you to be as successful as you would like in other areas of your life.

Find some time to get some exercise, even if it is to go for a quiet walk. Eat healthier. Make an appointment to spend some quality time with a loved one. Fix an annoying item that has bugged you for a while. Set a goal for a thing that you have always wanted to do and then take the steps necessary to accomplish that goal.



Doing some---or all---of these things will help you to feel more fulfilled in your life and perhaps give you a break---just in case the rest of the world gets to be too much from time to time.

Stay well and healthy! 💧

Bruce Walker

EXECUTIVE DIRECTOR MESSAGE: CIVIL DISCOURSE

By Jennifer Rzepka, CAE, WWSA Executive Director

I started a half-dozen different articles for this issue but ended up discarding every one of them. Each had key points that seemed too filled with opinion to communicate without concern that I would “offend” someone. I disappointedly choose not to raise a conversation, worried about a negative interpretation. Shame on me – and shame on each of us that has avoided having a “touchy” discussion that could have resulted in real change, growth and better understanding.

Where has civil discourse gone!?

Going out to public places and finding strangers to engage in banter and debate used to be one of my favorite past-time activities. Of course, COVID-19 has clouded logistics, but something that’s caught me more off-guard has been the way that all interpersonal communication has rapidly changed.

I’ve been overwhelmingly disheartened by so many interactions I’ve observed this Spring and into Summer. I perceive enormous decline in society’s ability to effectively communicate. Mudslinging and obstinance are running rampant. I’ve yet to see that conversation style achieve a positive outcome.

There is so much more we could learn from one another if we could better communicate.

Wikipedia describes civil discourse as: *the engagement in conversation intended to enhance understanding.*¹

It’s that simple. Civil discourse is just communicating with the intent to gain better understanding.

American social psychologist, Kenneth J. Gergen, describes civil discourse as *the language of dispassionate objectivity*², he suggests that *civil discourse requires respect of the other participant(s)*.²

Respect. That doesn’t mean there has to be agreement, just mutual respect.

The foundation of Kenneth Gergen’s description is that *it neither diminishes the other’s moral worth, nor questions their good judgment; it avoids hostility, direct antagonism, or excessive persuasion; it requires modesty and an appreciation for the other participant’s experiences.*²



Politics. Sex. Religion. I was raised by very wonderful (though extremely quiet and non-impactful) parents. They stressed that those were the three taboo topics that you never bring up in polite conversation. *Be good. Go with the flow. Don’t rock the boat. Keep the peace. Try not to make anyone uncomfortable.* I will love them wholeheartedly, and forever, but that mindset is a straight path to utter failure. They had good intentions, but the lesson was lacking. What I’ve learned in life is that to better ourselves and the world, we must continually learn to have more effective conversations.

If we choose not to tackle tough topics, too much will be left unsaid for any real change or growth to occur. Those difficult discussions can be easier held with better civil discourse, with mutual respect for one another, regardless of agreement. Conversation is not something to shy away from, there is no such thing as a taboo topic, just poor quality of conversation.

Let’s all shine some importance on civil discourse and have better conversations with our council members, families, communities so we can continue working on improving this world together. 💡

References

1. https://en.wikipedia.org/wiki/Civil_discourse
2. Kenneth J. Gergen (2001). *Social construction in context*. pp. 71-5. ISBN 0-7619-6545-9

Sincerely,

A handwritten signature in black ink that reads "Jennifer Rzepka, CAE".

Jennifer Rzepka, CAE
Executive Director

Please feel welcome to contact the office with any questions or recommendation on ways to continue this exciting growth and expansion of your great association!
855-947-9837 / info@wisconsinwaterwell.com

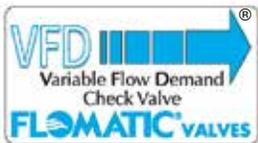
FLOMATIC® VALVE

High Quality Valves Built to Last ...

LOW-LEAD



NSF/ANSI 372



Made in USA



VFD Valves - Silent Checks

Unique Patented Design VFD Check Valves

(Also available in Ductile Iron and Stainless Steel 1" thru 8")

America's First Choice, Buy American.

Patented submersible pump check valve for use on variable flow demand (VFD) systems and applications. Standard check valves will "chatter" and be noisy when the system goes to low flow, causing eventual failure. The unique valves are designed to minimize flow losses and hydraulic



VFD Tapped Valves

shocks in the pumping system. The exclusive patented poppet system ensures that the valve smoothly and automatically adjusts to flow changes and is noiseless at even very low flows. Ideal for all applications including non VFD systems.



FLOMATIC® VALVES
High Quality Valves Built To Last...



Flomatic Corporation
15 Pruyn's Island Drive
Glens Falls, NY 12801
Phone: (800) 833-2040 • (518) 761-9797
Fax: (518) 761-9798 • www.flomatic.com
Email: flomatic@flomatic.com

LOBBYIST REPORT

By Jeff Beiriger, WWSA Government Relations Advisor

Well, the November general elections are behind us. Sort of. This is, after all, the year 2020, when nothing seems to be going according to plan.

NR 812/Guidance Documents

One of the things that did go according to plan was the first of two NR 812 code packages has been completed and was effective earlier this Summer. The rule took longer to complete than we originally figured, but the wait – requested by WWSA to continue negotiating a few important changes – was worth it.

As an outgrowth of that project, the DNR created/ updated several guidance documents, all of which were out for public testimony through the end of July. WWSA submitted requests for changes to two of the documents – minor, but important clarifications – and expressed its support for the others.

The second NR 812 code package, however, has been mired down by the health emergency, with little activity taking place. Under the statute related to administrative rules, from the date of the scope statement to the completion of the rule, no more than 30 months can pass. That said, there is no emergency provision (related to the declared health emergency) that will extend that time, so the project will need to move forward soon if it is to have any chance of being completed prior to the deadline. The challenge for the DNR? Holding meetings and having access to rule coordinators and drafting attorneys, especially with so many emergency rules being promulgated.

Water Quality Task Force

All thirteen bills resulting from the work of the Water Quality Task Force have died. The bills, passed by the Assembly, were not immediately taken up by the State Senate and that body was not able to meet in mid-March to complete its work. When the session adjourned at the end of March, the bills died. The bills *could* be taken up in an extraordinary session, but there are more pressing issues – the mask mandate, UI, and most recently social justice measures – that the legislature and Governor will want to address. The other problem for the bills now, and likely into next session, is the question of other spending priorities and a reduction in state revenues resulting from the Safer at Home order earlier this year and a continuing economic slowdown. Among the bills were ones dealing with PFAS/ PFOS and another that would have increased funding for the well compensation fund.



SB 137/AB 148

These bill, which would have allowed counties to access grant funds to test for nitrates (using private and public-sector testing labs), failed to pass because the session was adjourned.

Agency Funding

Governor Evers, in response to reduced state revenues, has ordered state agencies using GPR – General Purpose Revenue, or tax dollars – to reduce spending by 5 percent. The order applies to much of the DNR. The Groundwater and Drinking Water Program has a good amount of Program Revenue – fees – that mitigate some of the issue, but overall, DNR is heavily reliant on GPR, so an agency reduction could be spread across all programs, resulting in reductions in service for the industry. While staffing levels would be unlikely to be cut, curtailing education and outreach, including travel, may be one option for the agency.

DNR Staffing

Liesa Lehmann's last day was in mid-August. State agencies have been asked to freeze hiring, so it's not clear yet how that will affect the process of appointing a replacement. In addition, even if the position could be filled, the pandemic has slowed the hiring process in general as agencies utilize a virtual process for initial interviews.

Masks/COVID Response

DNR staff have been told to wear masks in accordance with the State's mask mandate. Agency personnel, in an effort to model safe work habits, have ben asked to wear masks even when they are participating in in virtual meetings/conferences.

Separately, the legislature has been considering whether to move to eliminate the mask mandate but a recent Marquette University poll shows that the mandate has a support level nearing 70 percent. The governor has support at nearly 60 percent, so this may be an area where the desire to keep the economy open through the use of masks may be more acceptable than a nearly full lock-down of the state in April and May. A legal challenge from a private party is always a possibility. The mask mandate will need to be renewed periodically, so the legislature will have several opportunities to weigh in.

Lobbyist Report continued on next page

Besides the mask issue, there are concerns about Unemployment Insurance payments, possibly including the state's share of UI payments that would be required under the Trump administration's recent Executive Order extending UI benefits for those displaced by the pandemic.

Continuing Education and Licensing

The DNR continues to offer "enforcement flexibility" for those who have failed to obtain all of their required continuing education prior to the expiration of their license. With most licenses expiring at the end of the year, the issue for well drillers, pump installers, and heat exchange drillers hasn't presented itself in the same way as it has for other programs. DNR does not have authority to waive education requirements that are required under the statutes, but can provide some flexibility when enforcing agency rules.

PFAS/PFOS

The DNR is in the process of drafting guidance documents related to PFAS/PFOS, using its existing, general authorities to regulate the chemicals ahead of a full-blown administrative rule that may take far longer to research and develop. DNR has indicated that the focus of the guidance documents and the rules will be on setting standards and addressing liability by focusing on the originator of the chemical. The WMC – the State Chamber of Commerce – is carefully monitoring developments as they are looking for ways to minimize the liability of these companies. The potential for the liability to be shifted is something that the well drilling industry is monitoring. What we don't want to see is responsibility for PFAS/PFOS in the water to be shifted to the driller or water utility.

Relief Packages

The forgiveness of PPP loans has started, though most banks have taken a wait and see approach to opening their online portals to apply for forgiveness. What they are hoping is that loans of a certain size – generally less than \$150,000.00 – will be forgiven automatically. If that happens, a significant number of small businesses will have only a "short-form" application to receive forgiveness. One of the unresolved issues related to PPP loans may also be addressed, and that's the deductibility of expenses paid using loan proceeds. If forgiven, the IRS has indicated that wages, etc. paid using PPP loans may not be deducted as business expenses. Congress has indicated that it disagrees with the IRS interpretation, and is expected to clarify its intent with follow-up legislation.

With Congress back for the "Lame Duck" session, there's a push to get a nearly one trillion-dollar relief package pushed through. Because a final package couldn't (or wouldn't) be agreed upon prior to the elections, neither party could claim any sort of "bump" by claiming the relief package as their own. Generally, the "temperature" should be lower in the Capitol after the election and a few bills can move, but

here again, the script has gone out the window. Passage of the relief package would seem to be in the hand of the Republican-controlled Senate and, to some degree, the receptiveness of the White House.

November Elections

Regarding State elections, November produced very few surprises. The State Senate and the State Assembly remained firmly in the control of Republicans. The balance of the Congressional Districts also remained unchanged, with former State Senate Majority Leader Scott Fitzgerald being elected to the one vacant seat (formerly held by Jim Sensenbrenner).

We always knew that Wisconsin was going to be part of the larger strategy of both parties. Claims that the Democrats ignored Wisconsin in 2016 were addressed early on when they selected Milwaukee as the site for their convention. For Republicans, a steady stream of visits from the administration and its surrogates showed that they intended to build on the dramatic shift seen between 2012 – when Obama won – to 2016.

Along with other swing states - Michigan, Pennsylvania, Ohio, Florida, North Carolina, Arizona, Nevada, and, somewhat surprisingly, Georgia – the tale of Wisconsin is a study of a shift in many rural areas from Democrat to Republican and a shift in suburban areas to either Democrats or, minimally, a lower margin of victory for the President. What's striking is that the much higher turnout did not favor one side or the other, but was almost evenly split. That is, with 26 million more votes cast nationwide, the margins of victory in many swing states, such as Wisconsin, Michigan, and Pennsylvania, was pretty similar to the margins of victory in 2016. The only difference is which direction those votes went – Trump in 2016 versus Biden in 2020.

Long-term, Republicans had hoped to capture a state like Wisconsin to solidify a new base of support for presidential elections. Democrats have enjoyed a "blue wall" in the Midwest and that broke down in 2016. Turning temporary gains into permanent ones is crucially important to allow resources to be focused in a fewer, key states. It wasn't that long ago, really, that California was a reliably "red" state and the South, as a region, would go "blue."

The drivers in states such as Texas, Florida, North Carolina, and Georgia, which are growing, is the influx of people to their urban areas. For states like Wisconsin, where population growth is slower, we're likely to keep shifting back and forth, with moderates – typically living in the suburbs and who swing from election to election and split their ticket – putting one party or the other over the top. Put another way, population trends will almost certainly flip some states over time, but Wisconsin, and states like it, are likely to be a battleground for the foreseeable future, so get used to all of the attention! 💧

MUSTACHIOED MUSINGS



By David L. Haupt, Master Ground Water Contractor

I agreed to contribute to the Well Log, but then I pondered what to write about knowing that most of those who will be reading this are professionals and are pretty well versed with current well drilling and pump installation procedures and techniques.

World events, COVID-19, riots and lunatic politics would have provided lots of options, but after more deliberation I thought I would do something more personal and thought I might as well start in the beginning. I do recall visiting with a couple young ladies in the nursery on the day of my birth but maybe that is a little too far back.

Moving ahead several years, I recall, as the youngest of 5 boys in the Frank and Anna Haupt family that going to work at appropriate jobs was common and most provided learning experiences. Obviously most of those real early tasks were pretty basic, like sweeping the shop and keeping tools in the appropriate place. Being in the shop I also had access to the welder and acetylene torch. After watching my brothers and the hired hands for awhile, I took it upon myself to learn how to lay a good bead in the 6 to 8 year old range. My first manufacturing challenge was building a go-cart using a 2 cylinder Wisconsin gas engine. That first trial was memorable because as I accelerated, it did a wheelie and I sat there looking at the ceiling in the shop. It didn't take long to figure out that I had a bit too much power on board and that there wasn't quite enough weight up front. I also put a gasoline Briggs and Stratton engine on a bicycle transferring the

rotation via belt/pulley through the pedal bearings. It worked quite well except the first trial was run before I perfected braking. As I sailed down the road I had to push my heel to the front tire to slow it down. In that era I learned a lot through trial and error.

With my first real job, outside the family, I had 200 people under me. I mowed lawn in the cemetery. I also mowed lawn for some of the elderly neighbors.

As to the drilling business, it was not uncommon as a kid to go along on the rig and carry water and empty buckets while drilling with the old cable tools. At age 13, I was helping one of the hired men and after setting up and starting the well, he had to leave. I do not recall details but I had the option to stay there or leave. I decided to stay. I did advance the pipe and make some hole so I tell folks I drilled my first well at age 13. Recalling that old model 33W, it had a manual crank tower lift and extension. The leveling jacks were also manual. The wrenches were also very heavy. No wonder those old well drillers were in good shape and tough as nails.



Frank, a gentleman from the City of Marshfield, and others checking the flow of a recently constructed caisson well (note the large wood pole tripod used for construction).

As a kid, I recall often going with my Dad to check job sites and talk to customers. That taught me a lot about dealing with all types of people and appropriate well site selections in areas where granite was the only aquifer available and much of that was solid and seamless. Experience and the lay of the land were key factors in successful well site selections back



This is Frank J. Haupt and my eldest brother Sylvester in the process of setting caissons.

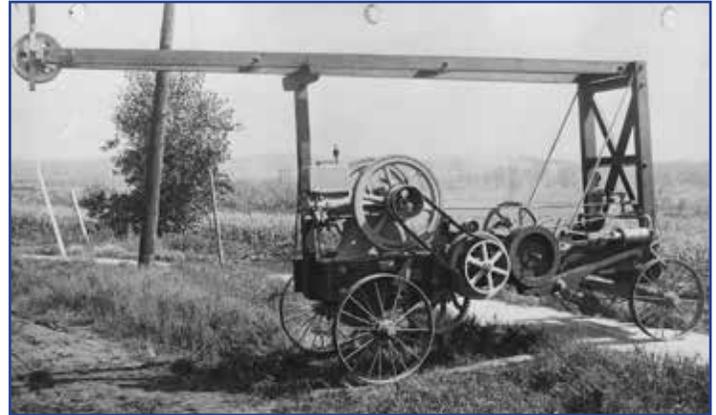
Mustachioed Musings continued on next page

then. I did perfect that quite a bit over the years, but this is not intended to be an advertisement so I will leave it at that.

Much of Central Wisconsin is underlain with Precambrian age rock and most people refer to that as granite. Drilling wells with cable tool was time consuming to say the least especially after minimum casing depths were established. In the early years, casing was driven to refusal and since the top of the bedrock was generally fractured, some of those wells were productive.

As mentioned in an article I wrote for the National Driller, I do recall a place in Marathon County that we drilled a replacement well for a dairy farm that was short of water for years. His original well was drilled by a fellow who literally moved in with the family for a long time while he drilled the hard rock well with cable tool. We drilled the replacement well at a site I chose based on where we were confident there would be fractures in the bedrock. When the pump installation and waterline was installed I asked the farmer to water down the backfilled trench to help it settle. My motivation was to prove to him that he had plenty of water. He was really reluctant to do that because of many years of water shortages. After he realized he had plenty of water, it reminded me of a kid with a new toy.

Back to some of those early jobs, many of you would not be familiar with caisson well construction. That was a process of advancing large diameter caissons starting out at 8 to 10 ft. diameter, and then advancing a bit smaller caissons continuing until the required depth was attained. Then the well screen and the permanent casing were set, then the gravel pack, then the impervious seal and finally the rest of the annular space filler. All this was done as the large diameter caissons were removed. We installed a number of these caisson wells for local municipalities. I still have some of those large caissons. Required equipment included a crane or large wood pole tripod, engine driven hoist, large containers to fill with sand and hang on the caisson for weight to help advance the caissons as material was removed from within, using orange peel, large buckets and bailers. When reverse rotary rigs came on board, that was an improvement in the method of installing larger diameter wells in drift.



This is an old wooden cable tool.

Our first air rotary rig bought in the about 1955, is stuck in my memory because the complete cost for the new Winter-Weiss 10TE rig with truck and some tools was about \$55,000 (the good old days ☺).

Another old recollection was some of my bill collection techniques. As a high school kid who wrestled and lifted weights, I felt pretty confident and that was reinforced a few times when my Dad would ask me to stop by slow pay customers to collect old bills. I recall one stop, I knocked on the door a bit harder than a standard door knock. When the man of the house came to the door, I told him my old man told me not to come home without his overdue payment. He excused himself for a minute and came back to the door with cash covering the amount due. I think of that simplicity as compared to more recent collection techniques with lawyers, bill collectors, liens, lien waivers, etc.

With a few years in between, I got to a point in life where college and active duty were priorities. After that my Dad asked if I would manage the business; I agreed and I only have one regret. Had I gone into politics, I likely would have prevented the national issues and problems currently underway. In that phase of my life I met and married a wonderful young lady and had 4 great kids.

All's well that ends well. I bored you long enough. ☺💧

David L. Haupt, MGWC

WELL COMPENSATION AND WELL ABANDONMENT GRANTS REMINDER

By Jared Niewoehner, DNR Hydrogeologist

The DNR would like to remind drillers and pump installers of our grant program which can help low-income households pay for well abandonment or the replacement of a contaminated well. For well abandonment grants, the only requirement is for the household income to be less than \$65,000 a year. The well abandonment grants will cover 75% of abandonment costs if income is less than \$45,000, and families with income between \$45,000 and \$65,000 are eligible to apply but will have their reimbursement amount reduced, per Wisconsin Statutes. More information on well abandonment grants can be found here: <https://dnr.wisconsin.gov/aid/WellAbandonment.html>

Well compensation grants have the same financial eligibility requirements as described above, but the well owner must also prove that the well is contaminated with an eligible contaminant through submitting samples and/or

a health advisory letter to the DNR. Eligible contaminants and more information about eligibility can be found on this page: <https://dnr.wisconsin.gov/aid/WellCompensation.html>. It is important to note that fecal bacteria is only eligible if it is caused by livestock. It is important to immediately work with DNR field staff to determine if an E.coli positive result may be caused by livestock. Field staff contact information found here: <https://dnr.wisconsin.gov/topic/Wells/PrivateWaterSupply.html>.

Work on these systems may not begin until an award letter is issued. This allows DNR to review any eligible expenses to ensure that the contractors or well owners receive the correct payment amount once the work is completed. If the driller has not yet been paid by the well owner at the time of the payment claim, the payment check will be made out to the owner but mailed to the driller to ensure payment for services occurs. 💧

CURRENT DNR WATER SECTION CHIEF ASSIGNMENT

Earlier this year Liesa Lehmann retired as the Private Water Section Chief in August after more than 25 years in state service.

The Drinking Water program will not be able to fill the Section Chief position until early next year. In order to maintain continuity of operations, various Drinking Water staff have been acting as the Private Water Section Chief. Ian Anderson (608-266-2432) is acting between December 21 - January 29.

Private Water Field Supervisor Marty Nessman and Bureau Director Steve Elmore (608-259-6100) will continue to be available and will be checking in with each actor throughout their assignment. 💧

LICENSE RENEWAL

Renew your license online through the DNR's website before December 31st.

<https://dnrx.wisconsin.gov/elcrenewal/>

A late penalty of \$15.00 will be assessed for any application received by the department after January 1. Any incomplete renewal application which is resubmitted to the department after January 1 shall be assessed a late penalty of \$15.00.

Visit dnr.wisconsin.gov for more information or call (920) 946-1149 for renewal assistance.

WWWA'S FIRST VIRTUAL TRAINING EXPERIENCE

By Hannah Gustafson, WWWA Account Coordinator

Written in September during the first month of Virtual Continuing Education for the WWWA.

For those of you that attended the fall CE sessions I'll begin in Dick Milaeger style by asking- does anyone know what day is it today? Today is- no not banana split day- my one-month anniversary. I've been working with the Wisconsin Water Well Association for exactly a month now. And wow what a month it has been.

To be honest I didn't know much about the WWWA before I started in my position at Association Resource Center, and to be very honest I'm from Illinois, I moved to Wisconsin two days before starting this job. My scope of knowledge, regarding Wisconsin, the DNR, licensing procedures and everything WWWA, was very-very narrow. But sitting here a month later all of that has changed. You have taught me so much, WWWA. So, so much.

Not just about well drilling (learned very quickly it was drilling and not digging, thank you) or pump installing, you taught me about the inter-workings of zoom and survey monkey. I have used both programs in the past but never before like this! Now I know that zoom registration only allows one email address for one person. It *will* send a registration confirmation email, but everyone using that email will have the same name when it comes time for the session. I learned that zoom will send automated emails to registered attendees that missed the session, which sounds great in theory. Not so great when you have groups of people watching on one device, under one name. I learned that when playing a presentation, it has to be silent in the background. Hitting the mute button mutes the presentation, not just the background noise (so sorry to everyone in the Sept 8th session).

Through it all though, you taught me how to be humble. I'd like to think I'm an organized, put-together person who does her research, and I really thought I had before the CE Sessions started. You witnessed me learning, right on the spot, that as much as I'd like to *think* I have everything in order, I can still learn more!

You also taught me about the dangers and the heart breaks in this industry. The first time I saw Matt Kouba's presentation I stepped out of the room, called my father and brother to tell them I loved them and to be safe. They are both industrial construction workers and masons. My father owns our family business, and much like Kouba, he is the third generation to own and operate it- my brother will be the fourth. I come from a small-business family and just like Kouba said, your workers become friends and parts of your extended family. I have to echo the video from Digger's Hotline here, "No job is too important not to come home to your family". Safety is something we all hear about but don't think deeply about, until sometimes it is too late. So much of what Kouba and Digger's Hotline said, hit home for me. And after seeing the survey responses and requests for Kouba's presentation materials, I learned that it hit home for you as well.

But most importantly you taught me that I love my job.

In the beginning of 2020 I was working for the Convention and Visitor's Bureau in Central Illinois promoting tourism and living downtown. After COVID spread, like so many other things, my office was closed. A few weeks later I lost my job and my home. This had been a rough year for all of us. Every person and every industry has been affected.

Moving again and starting over in a new state felt like a risk, so much of this year has been unsure. But after working with the WWWA, all the small businesses, dedicated people and wonderful staff and Board members- I know I made the right decision. Thank you for teaching me to be confident and work hard for a good cause again.

I have attended two universities, a trade school and maintained an Illinois cosmetology license for four years and I have never learned so much in one month, than I did with you WWWA. Thank you. I truly look forward to learning more from you as we continue on this journey together. 💧

2019-20 WWWA MEMBERSHIP UPDATE

203 FULL MEMBERS

32 ASSOCIATE MEMBERS

7 LIFE TIME MEMBERS



HEADWATER
WHOLESALE

**YOUR
WHOLESALE
OF CHOICE**

GREEN BAY 920-499-4253 ♦ MENOMONIE 715-235-0535 ♦ WATERTOWN 920-206-9800

CONTAIN YOURSELF!

We take the stress out of managing your inventory for our Wisconsin contractors. Consider the benefits of having your own mini-warehouse onsite. Make an appointment with your Headwater Wholesale sales rep to learn more about our Onsite Inventory Program.



- **NO MORE TRIPS TO PICK-UP PRODUCTS OR WAITING FOR DELIVERIES**
- **NEVER PAY FOR INVENTORY BEFORE YOU NEED IT**
- **WE'LL MANAGE AND ORDER THE INVENTORY YOU NEED**

APPLICATIONS

- RESIDENTIAL WATER WELL
- COMMERCIAL / INDUSTRIAL
- WATER TREATMENT
- LINESHAFT TURBINES
- WASTEWATER
- ENVIRONMENTAL



HeadwaterWholesale.com

WWWA 2019-20 CONTINUING EDUCATION SUMMARY

By Jennifer Rzepka, CAE, WWWA Executive Director

The Board of Directors authorized modifications to last year's Continuing Education (CE) due to the many changes necessary to accommodate training needs for license holders due to the COVID-19 challenges.

In total, a dozen (12) CE Opportunities were provided: 8 in person, 3 virtual, 1 on-demand:

In-Person Training

The (1) Annual Conference, (1) January and (2) February events were held as planned, in addition to the (4) held in Appleton at the Clean Water Testing facility those first two months of the year. The (2) March events were rescheduled for Fall. In total 750 people were trained in person. *Break down of numbers by event date below*

Conf	1/10	1/14	1/16	2/4	2/6	2/25	2/26
158	195	31	24	37	33	145	127

Virtual Training

Throughout the Summer, the office worked began implementation of a virtual platform, and worked closely with each presenter while developing in-depth instruction for participants to take online training. The DNR authorized the attendance validation method constructed and allowed WWWA to conduct Fall sessions virtually. The 2 re-scheduled March sessions and the (1) for October, were provided as virtual sessions in the months of September and October. In total 411 people were trained virtually. *Break down of numbers by event date below*

9/8	9/9	10/28
119	167	125

On Demand Training

In addition to that, working closely with the DNR, the WWWA was also able to provide training in one new way, on demand. By sending out a thumb drive of the CE content by mail with a self-attestation statement for members to take

the training on-demand, license holders unable to attend virtually or in-person were able to obtain CE. In total 42 people were trained using the on-demand course.

Overall 1,203 license holders received CE from WWWA in the 2019-20 fiscal year, including these license types:

- Pump Installer
- Well Driller
- Heat Exchange Well Driller
- Well Driller Drill Rig Operator
- Heat Exchange Drill Rig Operator

Special accommodations were made so that all individuals who had registered for an event but didn't attend were given the opportunity to reschedule for a future event, or have their fees refunded due to the extraordinary circumstances in 2020. In addition to that, the Board had offered a \$50 rebate to the individuals who had signed up for the in-person events that were inconvenienced by the multiple changes to their rescheduled sessions.

Below is the impact of all the individuals who requested full refunds, or who either requested the \$50 rebate be sent back to them applied to their dues or training in 2020-21, or left as a contribution to the WWWA Scholarship Fund

\$1,180	Donated to the Scholarship fund
\$12,770	Returned as Check Refunds
\$3,570	Applied to 2020-21 Dues
\$1,850	Returned as Requested Full Refunds
\$960	Requested to be Applied to 2021 CE Training

2021 CONTINUING EDUCATION UPDATE

Moving into the 2020-21 fiscal year with the disappointment of canceling the annual Wisconsin Groundwater Conference, the WWWA still wants to provide opportunity for these license holders who have come to depend on the training provided by the WWWA to meet their annual CE requirements. After months of in-depth discussion with the DNR, plans are underway to prepare a slate of On Demand trainings that individuals can take on the dates and at the times that work best for them. We will notify you as soon as this becomes available.

CALL FOR PRESENTATIONS

CONTINUING EDUCATION SESSIONS 2021

*On Demand Learning
Coming Soon*

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 WWA Office via email to info@wisconsinwaterwell.com

Potential presenters, please submit your Abstract submissions no later than January 31, 2021 to info@wisconsinwaterwell.com using this form.

If you would like to be considered to be a speaker for the 2021 Continuing Education Sessions, 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

WPWS REPORT

By Tim Nelesen, WPWS President (2020-2021)



What a year 2020 has been. And it's not over yet. We already know that the effects of 2020 will spill into next year.

In March, there was a feeling of unknown of what COVID would bring. For the industry, there were early questions not only about how we would work, but if we could work at all. The early designation as an essential industry was critical. Appropriately, the essential decision applied to contractors and the supply chain.

The events of this year remind us of the strong relationship between manufacturers, wholesalers, and contractors and how much we rely on each other to serve our customers. We've figured out a lot of problems in 2020 and that ability to persevere comes from a lifetime of relationships, trust and experience built on the years that have led up to now. We found out ways to be "touchless" throughout the system. Slowly, we have started the process of reaching out again with sales calls, training and in-field troubleshooting. Despite all the changes and modifications, we have been able to continue on.

Regardless of all of the changes, 2020 has been busy! Demand for products and services our industry provides continues to be strong, in part, because they are being used more than ever. While nobody knows what the future holds, a prediction for continued work-at-home arrangements seems likely, along with other big trends,

like people moving away from the city and back toward the country could trend to a long term positive change for our industry.

Our mission, since 1952, has been to serve as the representative body of the manufacturers and suppliers for products and services to the Wisconsin groundwater industry. In 1952, I don't think many could have predicted what 2020 would bring yet our mission statement, and how we fulfill it, remains as true as ever.

Ethical business practices, strong communication, responsible use of our groundwater resource, education and cooperation, at all levels in our industry, is important now just like in 1952. It's nice to know some things don't change.

For the WPWS and its members, we recognize the need to have a virtual 2021 conference. It's nobody's first choice, but it makes sense. For our part, we'll continue to support the WWSA and the industry and recognize that it is the premier way of reaching the contractors that make it happen with quality educational programs. As manufacturers and suppliers, we value the need and support the education as it delivers a quality installation and shares experience – a benefit for everyone and, most importantly, our end users.

Some things will be different, but some things will always be the same. We'll be there for you, for the WWSA, the industry, and for the people we serve. 💧

JOIN THE WISCONSIN WATER WELL ASSOCIATION

The WWSA, 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 WWSA 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.



Providing & Protecting
Wisconsin's Groundwater

SCHOLARSHIP APPLICATION

EDWIN HUNTOON SCHOLARSHIP

Edwin W. Huntoon (1917-2011)

Ed Huntoon served the WWSA as Editor of the newsletter, and was a proponent of the water well industry throughout the world. He started in the industry as a driller in the rock quarries, then for the US Army during WWII and on water supply projects around the world. Ed was a licensed pump installer, master plumber, and journeyman plumber. He was the recipient of the NGWA Life Member Award in 1991, and the NGWA Oliver Award in 1995 for outstanding contributions to the groundwater industry. He served as the Waupaca County Wellhead Protection Committee Chairman until his passing at the age of 93.



OWEN WILLIAMS SCHOLARSHIP

Owen W. Williams (1922-2014)

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



EDWIN HUNTOON ELIGIBILITY

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

OWEN WILLIAMS ELIGIBILITY

- 2.6 grade point average or above
- Must be child or grandchild of a current WWSA member
- Must be 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 January 4, 2021. No exceptions.
- Applications should include written essay and two letters of 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 WWSA will notify the scholarship winners prior to February, 2021.

Current college students will receive their award by mail, 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 WWSA office

MARKETING MATTERS: DON'T DOUBLE DIP

By Tara Schessler, In Time Creative

Don't. Double. Dip. No, I'm not talking about avoiding the two-stacker ice cream flavor of the month. I'm not even referring to the Seinfeld episode when George Costanza does the double dip with the party chips and dip. "It's like putting your whole mouth right in the dip!"

Anyone? C'mon! Who doesn't love Seinfeld?

I digress.

Double dipping in business, marketing and the economy is a true term. It's a scary term once you think about it and apply it to your business. But, what if I told you that making some key decisions in your marketing strategy right now could help you to avoid a double dip and have you winning bigger and better on the upswing?

Let's dig in.

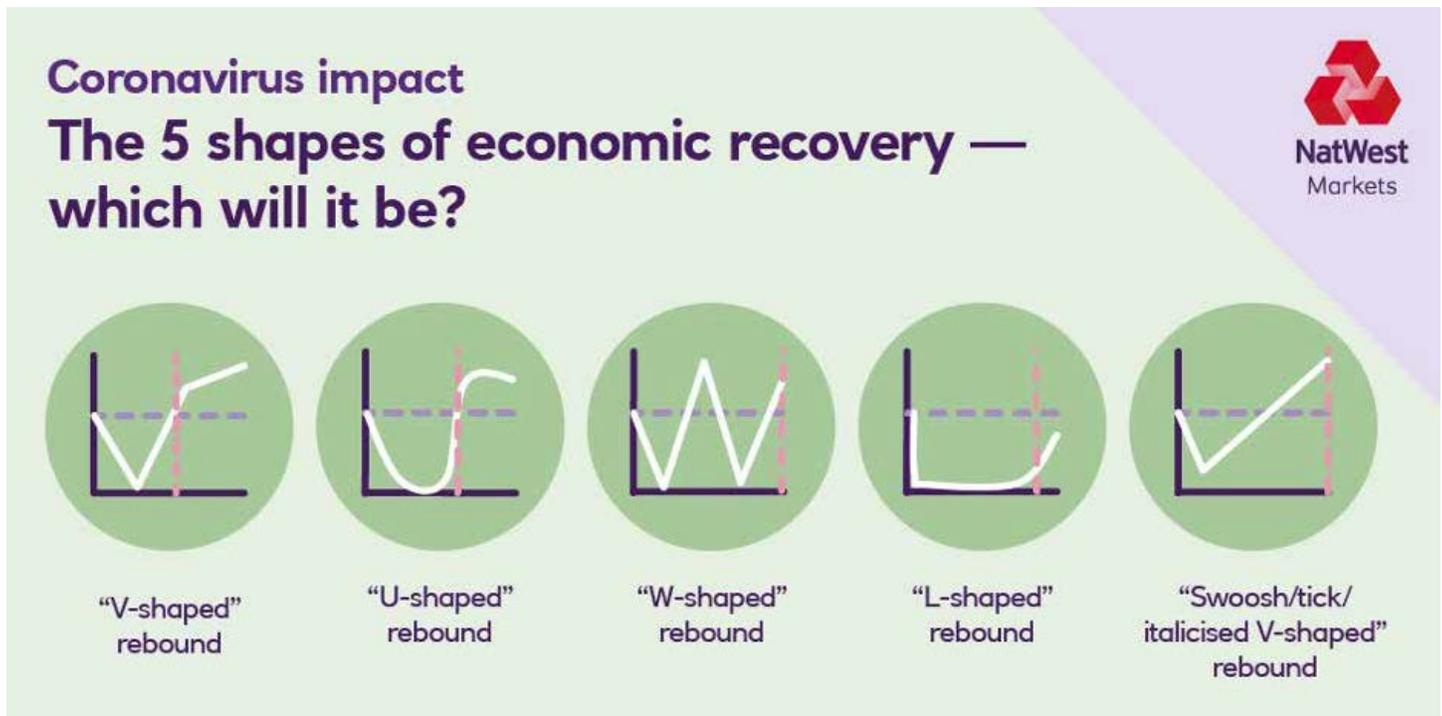
Economic recessions and recoveries come in various shapes:

However, this is not the double dip I'm talking about either.

Businesses have faced a dip in revenue for various reasons in 2020:

- Entertainment, travel and hospitality – Cancelled events, no people, no business.
- Auto Industry: Supply chain disruptions, no new vehicles to sell.
- Furniture Industry: Mandated shut downs, supply chain disruptions, no furniture or bedding to sell.
- Supply Chain: No materials to produce products, no workers to make them.

Bottomline, everyone has an issue they are facing right now that is hitting them negatively in the revenue column.



Experts predict that the 2020 pandemic economic downturn/recession will more than likely come out with the W- shaped rebound. Which means, we're in for another dip.

What's the first thing to go from the expense column? Marketing. I'm here to tell you to reconsider. And this is why...

Marketing Matters continued on next page

We know a double dip recession is plausible, and quite possibly, out of our control. What is in your control is the ability to keep the double dip from happening twice.

While you've taken a dip in your revenue, you do NOT have to take a dip in your market share.

Marketing provides awareness and incentive for folks to buy products, book services and call for consultations:

- You may be out of what they want, but perhaps they can pre-order from you now? Get the down payment.
- You may be overbooked, but you'll be the first to call them when there's an opening, or you fill your staff! Attain the lead.
- Your time is tight but making it a point to meet with them via video conference is something you can do right now! Meet them where they're at.

Keeping your message in front of the consumer now, prevents you from being forgotten when the upswing begins. It provides a strong, consistent feel that you are open for business. It sends the message that YOU and YOUR BUSINESS are **here to stay**.

Let's look at some real-life examples:

- Auto Industry: New Vehicle production halted for 3-4 weeks = empty car lots.
 - » Pivot: WE BUY CARS! Provide extraordinary buy-back offers, get the trade, earn a customer. Win the month and meet sales goals. (This is a true story, and they did it with one broadcast TV station and an excellent commercial message).

- Furniture Business: Mattress shortage = can't run the 100 mattresses in stock commercial that was just produced.
 - » Pivot: Establish solid relationship with current manufacture and be the first to get deliveries when product is available. Extend productline and buy from new mattress manufacturer. Advertise and sell what people are willing to wait for: Amish Dining for the Holidays. Keep customers coming through the door.

The moral of the story is this: If something is stopping you from doing business as usual, how will you adapt? **Are you a Lion or are you a Lamb?** Will you pivot or stand still? Will you freeze expenses, or will you cost shift, be smart and continue to market your business during the ups and the downs. You may have lost 20% in revenue... can you afford to lose 100% in market share as well?

In the words of Timmy to the unaware double dipping George, "From now on, when you take a chip, take one dip and just end it!"

Be brave, plan, pivot, get back to business. 💧

Sincerely,

Tara Schessler

Have marketing questions? E-mail me anytime at tschessler@waow.com. My ideas are free!

ADVERTISE TODAY!

WWWA WELL LOG ADVERTISEMENT PRICING

Full Page Advertisement

Entire Year \$1300

Single Issue.....\$475

Half Page Advertisement

Entire Year\$850

Single Issue.....\$250

Quarter Page Advertisement

Entire Year\$600

Single Issue.....\$175

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.

GOLD SPONSOR SPOTLIGHT

FIRST SUPPLY

The WWSA would like to thank First Supply for their Gold sponsorship.

First Supply is focused on maintaining the best support staff and most reliable products available to contractors today. Our unmatched coverage of the Upper Midwest includes 28 locations, add in a support staff of 650+ and an inventory of more than \$60 million, and you can rest assured that we've got what it takes to meet your supply needs

<https://www.firstsupply.com>

FIRST SUPPLY

Mark Prevost

First Supply Group-Eau Claire
mprevost@1supply.com
715-832-6638

Wyatt Buttke

First Supply-Appleton/Green Bay
wbuttke@1supply.com
920-831-5296

FRANKLIN ELECTRIC

The WWSA would like to thank Franklin Electric for their Gold sponsorship.

Groundwater is a tough business. That's why Franklin Electric has your back every step of the way. Our dedicated support teams will make sure our business isn't what slows yours down. So you can get the job done right the first time and have the freedom to focus on what matters most.

<https://franklinwater.com>



Tim Nelesen

tnelesen@fele.com
920-205-5755

Franklin Electric Co., Inc

Fort Wayne, IN
260-824-2900

GRUNDFOS

The WWSA would like to thank Grundfos for their Gold sponsorship.

Grundfos runs its business in a responsible and ever more sustainable way. We make products and solutions that help our customers save natural resources and reduce climate impact. We take an active role in the society around us. Grundfos creates value through close relations with customers, suppliers and other stakeholders.

<https://grundfos.com>



Eric Stahl

estahl@grundfos.com
507-273-1394

Wisconsin Pump Works-Grundfos

Tomah, WI 54660
507-645-8004

WWWA MEMBER LISTING

John Abel

Aqua Care Services Inc
Oconomowoc, WI

Michael Abel

France Sales And Services
Schofield, WI

Matt Alft

Garrison Septic Installations &
Service Inc.
Wisconsin Rapids, WI

Gary Allen

24/7 Well & Pump Service
Oconto Falls, WI

Paul Anderson

Paul R Anderson Well Drilling
Ashland, WI

Brad Anderson

Aqualines
Minnetonka, MN

Jeremiah Anderson

Paul R Anderson Well Drilling
Ashland, WI

Daniel Antonioni

Antonioni Well & Pump Service
Mayville, WI

Dale Arndt

Arndt & Son Plumbing
Brooklyn, WI

Thomas Arts

A-1 Septic
Rhineland, WI

Robert Aune

Hammond, WI

Debra Bac

Cetco
Hoffman Estates, IL

David Badertscher

Fred's Sanitary Service
Hartland, WI

Pat Baskfield

Mequon, WI

David Beecroft

D.M.B Drilling Co. Inc
Shell Lake, WI

Patrick Bentley

Wells By Welch
Fremont, WI

Ann Berkholtz

Water Wells Inc.
Windsor, WI

Michael Berkholtz

Water Wells Inc.
Windsor, WI

Martin Bethke

Judd Pumps & Plumbing LLC
Verona, WI

Robert Biersack

Biersack Well Service
East Troy, WI

Steve Binz

Binz Brothers Well Drilling
Hurley, WI

Wayne Binz

Binz Brothers Well Drilling
Hurley, WI

Steve Binz Jr.

Binz Brothers Well Drilling
Hurley, WI

James Blau

Blau Plumbing, Inc
Hartford, WI

Robert Blau

Brookfield, WI

Michael Blum

Jim Murray Inc.
Germantown, WI

Matthew Boedecker

Neumann Plumbing & Heating
Howards Grove, WI

Roger Boehlke

Boehlke Hardware
Mequon, WI

Benjamin Bracker

Bracker Pump & Well Service
Racine, WI

Wayne Brady

Brady's Septic Service Inc.
Gresham, WI

Richard Brehmer

Schaefer Bros. Pump & Water
Conditioning Inc.
Germantown, WI

Paul Brown

Mauston Plbg & Htg Inc.
Mauston, WI

Todd Bruesewitz

Tyde Fource Inc/Maas & Sons
Waterford, WI

Jesse Brunner

Brunner Well Drilling LLC
Medford, WI

Timothy Butterfield

Tim Butterfield Drilling Inc.
Somerset, WI

Travis Butterfield

Butterfield Inc.
Hayward, WI

Tony Butterfield

Butterfield Inc.
Hayward, WI

David Canopy

Canopy Water Works
Appleton, WI

John Carney

Bruesewitz Plumbing Inc
Burlington, WI

Justin Castleman

Castleman & Sons Plumbing
Franklin, WI

Bruce Collins

A-1 Septic Service
Rhineland, WI

Bryan Cox

BLC Well Drlg & Pump Service
Milltown, WI

Dennis Crow

Water Compliance Specialists
Lodi, WI

Andrew Dahl

Dahl Well Drilling Inc.
Glenwood City, WI

Richard Danecki

Anhalt Well Drilling & Pumps
Ashippun, WI

Charlie Davis

South Central Well & Pump
Edgerton, WI

Jacob Davis

South Central Well & Pump
Edgerton, WI

Marc Debrock

Webster Well Drilling, Inc.
Minocqua, WI

Steve Demars

Demars Plumbing Inc.
North Freedom, WI

Chris Deparde

Xylem/Gouldswater Technology
Minneapolis, MN

Robert Dewitz

Bartingale Mechanical
Augusta, WI

John Dickson

John's Plumbing LLC
Wild Rose, WI

John Dillenburg

Shawano Well Drilling, Inc.
Shawano, WI

Derrick Domres

Herr Well Drilling Inc
Dousman, WI

Gregory Domres

Herr Well Drilling Inc
Dousman, WI

Nathan Domres

Herr Well Drilling Inc
Sullivan, WI

Edward Drews II

Drews Well Drilling
Ringle, WI

Daniel Drozdowicz

E&D Water Works Inc
Janesville, WI

WWWA MEMBER LISTING (CONTINUED)

David Duwe

D. Duwe's Professional Services
Elkhorn, WI

Daniel Eberhardt

Eberhardt Plbg & Htg, Inc.
Adell, WI

James Eberhardt

Eberhardt Plbg & Htg, Inc.
Adell, WI

Mark Euclide

Euclide Well Drilling Inc.
Sturgeon Bay, WI

Jeffery Faherty

Faherty & Son Well Drlg LLC
Platteville, WI

Louis Fahey

Fahey Sales & Service Inc.
Brooklyn, WI

Clancy Farago

Farago Drilled Wells
Plainfield, WI

Joseph Farago

Hancock, WI

Terry Farago

Farago Well Drilling
Plainfield, WI

Larry Ferguson

Advanced Dairy Solutions
Richland Center, WI

Fritz Fhlug

Packerland Well Service
Chilton, WI

Ryan Filbrandt

John Filbrandt Plbg & Htg Inc
Antigo, WI

Jack Filbrandt

John Filbrandt Pl. & Htg.
Antigo, WI

David Froemel

Froemel Well
Hayward, WI

Dean Funk

Rhineland Well Drilling Inc.
Rhineland, WI

Steven Gauger

Steve Gauger Plumbing &
Heating Inc.
Burlington, WI

Michael Gillespie

Gillespie Plumbing LLC
Washington Island, WI

Martin Govert

Govert Well & Pump Inc.
Brodhead, WI

Zach Govert

Janesville, WI

Martin Govert

Govert Well & Pump Inc.
Brodhead, WI

James Groth

Groth Water Wells, Inc.
Cedarburg, WI

Jeff Grundy

Greenfield Plumbing LLC
Greenfield, WI

Todd Hanson

H2O Compliance Services LLC
Sparta, WI

Michael Hanten

Water Right/Clean Water
Testing, LLC
Appleton, WI

Timothy Harnois

T&T Well Drilling & Pump
Service
Lakewood, WI

Jeff Haughian

Aqua-Service, Inc.
Rice Lake, WI

David Haupt

Haupt Well & Pump
Auburndale, WI

Scott Haupt

Haupt Well Drilling
Auburndale, WI

Joe Heck

Waterworks Plumbing Co
Burlington, WI

John Henrich

Bergerson Caswell, Inc.
Maple Plain, MN

Jason Hintzke

Hintzke Well Drilling Inc.
New London, WI

Jay Hintzke

Hintzke Well Drilling Inc.
New London, WI

John (JJ) Hintzke

Hintzke Well Drilling Inc.
New London, WI

John Hintzke

Hintzke Well Drilling Inc.
New London, WI

Nelson Hinz

Nelson Hinz Pump & Plumbing
Pickett, WI

Daniel Hischer

Kirk Hischer Well Drilling
Luck, WI

Jonathan Hokenson

McCullough & Sons
Forest Lake, MN

Tim Holzer

Davy Engineering & Davy
Laboratories
La Crosse, WI

Jeffrey Huemann

Josh Huemann & Sons
Ringwood, IL

John Huemann

Josh Huemann & Sons
Ringwood, IL

John Huntington

Brodhead, WI

Jim Hutmacher

Wyo-Ben Inc.
Billings, MT

Tyler Hyink

Hyink Well Drilling
Sheboygan, WI

Chad Imme

Pillar To Post Home Inspectors
Webster, WI

Nick Jackels

Absolute Plumbing of WI LLC
Appleton, WI

Timothy Jenks

Jenks Well Drilling
Wild Rose, WI

Dave Jentges

Jentges Excav & Pumps Inc.
Belgium, WI

Steven Jentges

Statewide Septic Service
Fredonia, WI

Robert Jewell

Water Right
Appleton, WI

Joshua Johnson

Marshall Well Drilling Corp
Wisconsin Dells, WI

Jeremy Joslin

Rhineland, WI

Dean Judd

Judd Pumps & Plumbing LLC
Barneveld, WI

Donald Karnosh

Karnosh Well Drilling
Phillips, WI

Peter Kasuboski

Kascade Plumbing LLC
Omro, WI

Franklin Keller

Groth Water Wells, Inc.
Mequon, WI

Robert Kent

Kent Well Drilling
Wrenshall, MN

WWWA MEMBER LISTING (CONTINUED)

Mark Kerschner
Coloma, WI

Keith Keuter
Waterfall Pump Service
Platteville, WI

Kory King
Schoenwalder Plumbing Inc.
Waukesha, WI

Travis Kittredge
Luisier Well Drilling
Oconto Falls, WI

Carl Klemme
Klemme Bros Pump Service LLC
Kewaskum, WI

Michael Kliss
A Wanna Services Inc.
Rhineland, WI

Matthew Kouba
Kouba Well Drilling, Inc.
Reedsburg, WI

Bryan Kozikowski
Kozikowski Well & Pump
Menominee, WI

Jeff Kramer
Oshkosh, WI

Louis Kraus
Lang Well Drilling Co Inc.
Wausau, WI

Craig Krueger
Wayne Krueger Water Systems
Wausau, WI

Wayne Krueger
Wayne Krueger Water Systems
Wausau, WI

Brian Kuhn
S & K Pump & Plumbing
Brookfield, WI

Gary Kuhn
S & K Pump And Plumbing
Menomonee Falls, WI

Steven Kuhn
Sauk Plains Pbg & Pumps Inc
Cross Plains, WI

David Laabs
Laabs Well And Pumps LLC
Allenton, WI

Robert Laabs
Laabs Well And Pumps LLC
Jackson, WI

Roger Lang
Lang Well Drilling Co Inc.
Wausau, WI

Daniel Lardo
Dan's Pump Service
New Franken, WI

John Liberg
Apple River Well & Pump Co.
Hanover, IL

Protection that matters

Count on EMC® and Nolan Insurance Agency, LLC, to protect the Wisconsin water well industry with the right coverages. We offer:

- **Tailored coverage options** to fit your industry's unique needs
- **Local, responsive service**
- **Specialized expertise** in underwriting, claims and loss control
- **Valuable services**, including online training, at no additional cost
- **Competitive premiums** and workers' compensation dividend programs

Contact Nolan Insurance to learn more.

NOLAN
Insurance Agency, LLC
EST. 1988

800-266-6526
www.nolanins.com

EMC Milwaukee Branch
16455 W. Bluemound Road
Brookfield, WI 53005
855-495-1800
www.emcins.com



©Copyright Employers Mutual Casualty Company 2019. All rights reserved.



WWWA MEMBER LISTING (CONTINUED)

Keith Lind

Keith Lind Well Drilling Inc.
Maple, WI

Sharon Long

Water Quality Investigations
Mount Horeb, WI

Scott Lovelace

Lovelace Pump Company &
Well Drilling, Inc.
Argyle, WI

Aaron Lueth

Rhineland, WI

William Maas

Quality Water Systems
Spooner, WI

William Majeskie

Pewaukee, WI

Terry Marshall

Marshall Well Drilling Corp.
Wisconsin Dells, WI

Jeffrey Martens

Martens Plumbing & Heating
Mukwonago, WI

Charles Massart III

Chuck Massart Well And Pump
Repair LLC
Forestville, WI

Thomas McAfee

McAfee Well Drlg & Pump
Service Inc.
La Valle, WI

Michael McCarthy

Shakopee, MN

Tim McCarthy

McCarthy Well Company
Shakopee, MN

Daniel McCullough

McCullough & Sons Inc
Forest Lake, MN

David McCullough

McCullough & Sons Inc
Forest Lake, MN

James McCullough

McCullough & Sons Inc
Forest Lake, MN

David McCullough II

McCullough & Sons Inc
Forest Lake, MN

John Mead

McCullough & Sons Inc
Forest Lake, MN

Randall Meidl

Meidl Water Systems Inc.
Whitelaw, WI

Tom Meidl

Meidl Water Systems Inc.
Whitelaw, WI

Thomas Meyer

All-Around Water & Waste, LLC
Blue Mounds, WI

Steven Mezera

Beinborn Sales & Service
Boscobel, WI

Kevin Miller

Miller Soil Testing LLC
Columbus, WI

Todd Morawetz

Floyd's Plumbing Inc.
Waterford, WI

Jaramy Morgan

Butterfield Inc
Hayward, WI

Douglas Morin

Morin & Johnson
Niagara, WI

Tim Nelesen

Franklin Electric Company, Inc.
Fort Wayne, In

Laverne Nelson

Nelson's Plbg & Elec Inc.
Tomah, WI

John Nolan Jr.

Nolan Insurance Agency LLC
Brandon, WI

Danny Nubbe

Mineral Service Plus LLC
Green Isle, MN

Zachary Nubbe

Mineral Service Plus LLC
Green Isle, WI

Kelly Oium

Oium Well Drilling & Pump
Service
Strum, WI

James Olson

Eau Claire, WI

Kevin Olson

Ken Olson Well Drilling & Pump
Eau Claire, WI

Paul Olson

Ken Olson Well Drilling & Pump
Eau Claire, WI

Adam Owsley

Herr Well Drilling Inc
Sullivan, WI

John Pelke

Pelke Plumbing & Well Drilling
Durand, WI

Matthew Peters

Independent Plumbing Services
Peshtigo, WI

Rick Peterson

Water Right/Clean Water
Testing, LLC
Menasha, WI

Matthew Phelps

Midwest Well Drilling
Cornell, WI

Michael H. Phelps

Midwest Well Drilling &
Hydro-Fracturing, LLC
Cornell, WI

James Pueschner

JP Home Inspections LLC
Rhineland, WI

Dennis Quinnell

Quinnell's Septic & Well
Service, Inc.
Friendship, WI

Ronald Raduenz

RDR Septic And Well Service
Watertown, WI

Rich Reinart

The Home Inspector LLC
Prairie Du Sac, WI

Roger Renner

E.H. Renner & Sons, Inc.
Elk River, MN

Glenn Richardson

Arkansaw, WI

Paul Roberts

Roberts Irrigation
Plover, WI

Andrew Rogers

Rogers Pump Company
Oshkosh, WI

Thomas Roos

Roos Well Drilling Inc.
Oxford, WI

Todd Roos

Roos Well Drilling Inc.
Oxford, WI

Timothy Roth

Roth Heating Co, Inc
Oak Creek, WI

Thomas Ruemenapp

Big Moose Home Inspections
Bessemer, MI

Jon Rush

Rush Well Drilling LLC
Black River Falls, WI

Michael Schmitt

Huemann Well Drilling
Ringwood, IL

Patrick Schreiner

Schreiners Plumbing & Heating
Marshfield, WI

Christopher Schultz

Mineral Service Plus LLC
Green Isle, MN

Nickolas Schultz

Mineral Service Plus LLC
Green Isle, MN

WWWA MEMBER LISTING (CONTINUED)

Ivan Semingson

Semingson Aberle Plumbing
Pigeon Falls, WI

Robert Serre

Cliff Bergin & Associates
Mequon, WI

Peter Sharpe

Neumann Plumbing & Heating
Howards Grove, WI

James Shepard

Martens Plumbing & Heating
Mukwonago, WI

Steven Slager

Central Well Drlg & Pump
Service Inc.
Brandon, WI

Randol Smart

Smart Plumbing And Heating
Butternut, WI

Allen Smith

Bloyer Well & Pump, Inc.
South Beloit, IL

Christopher Smith

Bloyer Well & Pump, Inc.
South Beloit, IL

Zachariah Smoot

Ken Olson Well Inc
Eau Claire, WI

Steven Solofra

Solofra Plumbing And Heating
Burlington, WI

Randy Soper

Mike's Plbg, Htg & Elec Inc.
Pulcifer, WI

Steven Stahl

Stahl Plumbing & Heating, Inc.
Green Lake, WI

Eric Stahl

Grundfos
Rochester, MN

Kyle Stair

Wisconsin Well and Septic LLC
Waukesha, WI

Brian Stangret

Midwest Elevator & Drilling
Waconia, MN

Michael Steffi

Steffi Drilling & Pump Inc.
Willmar, MN

Todd Sticka

Elko New Market, MN

Jeffrey Stollhans

Crown Point, IN

Jeff Stoltz

Suburban Laboratories
Mukwonago, WI

William Suckow

Suckow Well Drilling
Menomonie, WI

Kenneth Sweeney

Ken Sweeney Well Drilling &
Pumps
Franklin, WI

Russell Tallman

Joseph H. Huemann & Sons
Ringwood, IL

James Tesmer

Eckmayer Inc
Waterloo, WI

Steve Tesmer

Eckmayer Inc.
Waterloo, WI

Adam Thompson

A&M Plbg & Pump Serv
New Lisbon, WI

Kenneth Thompson

Clean Water Testing
New London, WI

Jeffrey Thron

Mantyla Well Drilling, Inc.
Lakeland, MN

Richard Thron

Mantyla Well Drilling, Inc.
Lakeland, MN

Brian Van Beusekom

Loretto, MN

Thomas Van De Hei

Water Right/Clean Water
Testing, LLC
Appleton, WI

William Vande Voort

Bill's Plumbing Service
Greenleaf, WI

Jim Vander Galien

Sam's Well Drilling
Randolph, WI

Tom Vandeyacht

Ground Source Inc.
De Pere, WI

Ralph Volkman

Ralph's Water Conditioning LLC
Black Creek, WI

Trisha Vukodinovich

Aqua Well & Pump Systems Inc
North Prairie, WI

Vern Wagner

Wagner Plumbing
Wautoma, WI

Bruce Walker

Wisconsin Well & Water
Systems LLC
Grand Marsh, WI

Mark Weber

Weber Well Drilling, Inc.
Chilton, WI

Bradley Webster

Brad Webster & Sons Drilling
Poynette, WI

Michael Weidman

Big Moose Home Inspections
Winter, WI

Glen Weigel

GW Plumbing Service Inc
Boulder Junction, WI

Steffen Wellstein

Wells, Inc.
Risingsun, OH

David Werner

Werner Pump Service
Jefferson, WI

Anthony Weslow

Weslow Water Systems
Green Bay, WI

Adrian Wesolski

Eckmayer Inc.
Waterloo, WI

Jack West

Federated Insurance
Owatonna, MN

Jerome Wojtkiewicz

Aqua Service
Rice Lake, WI

David Woyak

4-D Water Well and Pump
Service LLC
Hartland, WI

Raymond Young Jr.

Chicken Young's Well Drilling
Gillett, WI

Brian Zink

Marshfield Plbg & Htg LLC
Marshfield, WI



*Providing & Protecting
Wisconsin's Groundwater*

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



WWWA IN THE NEW YEAR

2021 GROUND
WATER
CONFERENCE
CANCELLED

*For more information see Letter
from the President on page 1*

COMING SOON..

2021 CONTINUING EDUCATION

*For more information see
2021 Continuing Education
page 12*

*For information about becoming a
presenter see page 13*