



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Summer 2021

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President



Hello once again,

I hope that your summer is off to a good start. It sure has been difficult to have to start dealing with such extreme heat so early in the season.

I hope that you can find some time to read through this edition of The Well Log, as there has been a lot of time and effort by our staff to put forth a good quality newsletter that is worth your valuable time and that provides good information that you can use, and that can make a difference in helping you run an efficient and cost-effective business. Speaking of The Well Log, I would like to thank the staff from ARC for putting out a very fine publication we can be proud of and I would also like to thank all of the contributors who provide the well-written and informative articles. Also, I want to thank the advertisers whose support make The Well Log possible. Please note that there is an article from Matt Kouba that has some important information about truck licensing and permitting that all of you who own drill rigs should be aware of. Please make sure to read his article.

Continuing education is going well. 271 people have signed up for Virtual CE, with 128 people having completed all 6 credits. Now, for those of you who are not able to connect to the internet to complete Virtual training or do not care for that type of continuing education and would rather meet in person, I want to let you know that we have not forgotten about you. We are pleased to offer two In-Person continuing education opportunities. You may have already received information regarding this. The first one is in Rothschild on October 18, 2021 and the second is in Stevens Point on October 19, 2021. Please check out the registration information within this issue of The Well Log.

I would like to address another issue that everyone is dealing with, from grocery stores to restaurants to manufacturing and to the trades, is the lack of people to fill job positions. We are all feeling the crunch. It seems like the jobs are coming in, but the personnel are not there to do the work. We have talked about this for a long time and now it's really starting to affect all of us. Whether it's a generational issue or something else, but the number of people who are interested in a career in the trades is diminishing. I'm not sure if it is a lack of opportunity to learn a trade, or not even knowing or realizing that certain jobs exist, but everyone is searching for answers to that problem. I just don't believe that everyone coming out of school is suited or content to sit in front of a computer for their entire career. I would like your input on this dilemma. What can we do as The Wisconsin Water Well Association to incite interest in a career of providing one of the most essential elements to sustain life, clean, safe drinking water? Are there opportunities for internships, apprenticeships, sponsored training at trade schools? We need to put our collective heads together to come up with creative ideas to replenish our work force. We welcome any comments or ideas of ways that WWWA can help to be a solution to the problem.

I hope you all have a safe, productive and blessed summer.

Sincerely,

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



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NWGA UPDATE: SENATE PASSES WATER INFRASTRUCTURE BILL, RAISING CONCERN ABOUT FUTURE MANDATORY HOOKUP LAWS

By Mike Price, NGWA, Reprinted with permission granted by the NGWA.

In a bipartisan vote, the United States Senate passed Senate Bill 914 last week.

S.B. 914, if passed by the House of Representatives, would provide more than \$35 billion in funding to water systems around the country to improve their infrastructure and water quality. Much of this funding will be targeted to underserved and rural communities.

While NGWA applauds this bipartisan effort to better fund the nation's water infrastructure, the Association also understands that with the expansion of these public water systems comes the increased threat of mandatory hookup or mandatory connection regulations in these areas.

Mandatory hookup laws and regulations come in many different forms, but the result is always the same—homeowners being forced to connect to a public pipeline and disconnect service from their water wells.

Whether through S.B. 914 or a larger infrastructure bill, increased funding for public water systems is likely going to happen. Therefore, NGWA is encouraging its members and fellow state associations to be prepared.

- **Understand your local laws.** Mandatory hookup laws are largely designed and implemented at the state and local levels and they vary widely. Take time to understand your local mandatory hookup ordinances and how they may be challenged.

- **Be on the lookout for creative mandatory hookup laws.** In recent years mandatory hookup regulations have come in a variety of forms such as being included in health codes and building permits. So, make sure you are not just reviewing local legislation or ordinances.
- **Organize.** Communicate with your customers and colleagues on the importance of fighting mandatory hookup laws and encourage them to be on the lookout for increased activity in their areas.
- **Fight it.** While litigation and legal options are available and sometimes needed, make sure you're coordinating a grassroots effort to push back on these laws by writing to legislatures and making public comment against them.

Again, NGWA is not against increasing funding for the nation's water infrastructure as it is badly needed. But the Association also understands it comes with certain risks to its members and their customers who could be forced off their private water wells. So, as the debate over infrastructure in Washington, D.C., continues, NGWA urges you to keep up to date with how it will impact your community and business locally.

If you are aware of or currently fighting mandatory hookup laws in your area and would like more information, contact Ben Frech, NGWA public relations and government affairs manager, at bfrech@ngwa.org. ♦

EXECUTIVE DIRECTOR MESSAGE: TICK-TOCK; CLIP-CLOP; BIG BAD WOLF AND LITTLE GREEN MEN

By Jennifer Rzepka, CAE, WWSA Executive Director



My past few articles have felt pretty heavy and intensely personal, so I thought I'd "lighten up" a bit in this issue. – Jennifer

What do the phrases above have in common? They all comply with a couple of grammar rules that are so innate to a native English-speaking individual that we don't often realize we're applying two important and interesting rules of the English language.

Order of Adjectives

We've all heard of the Big Bad Wolf—the Bad Big Wolf just sounds *wrong*. Little Red Riding Hood is another great example. Saying the color first would be *odd*. There's a reason for this. One of the most important unspoken grammar rules is that there is an order to adjective use.

As a complex example, you can have a unique, large, old, oblong, brown, wooden, dining room table, but to state that description in any other order would just sound *off*. Give it a try!

There are fascinating research papers and detailed visuals online about the Order of Adjectives, but they all come down to the same message that adjectives, when speaking English, are used in the same order:

1. **Opinion:** incredible, unusual, weird
2. **Size:** big, small, short, tall
3. **Age:** young, old, youthful
4. **Shape:** square, round, circular
5. **Color:** red, greenish, black
6. **Origin:** French, Italian, Portuguese
7. **Material:** ceramic, plastic, wood
8. **Type:** general-purpose, bread-like, o-shaped
9. **Purpose:** cleaning, cooking, welding

Ablaut Reduplication

When words like singsong; flip-flop; willy-nilly; tick-tock; clip-clop; ping-pong; tic-tac-toe; nitty-gritty; hip hop; mishmash; zigzag; crisscross; and dilly-dally are said, they will always be in that order. This is because of a rule known as Ablaut Reduplication which states that in nearly every instance in words like the ones above, the *high vowel* sound will precede the *low vowel* sound. If there are three words, the order of the vowel sounds will be *I-A-O*. If two words, then the first is *I*, and the second is either *A* or *O*.

Ablaut Reduplication is an exception to the adjective rule explained in the first part of this article, as the *I-A-O* order takes priority. "Big Bad Wolf" is a perfect and simple example. "Big Bad" is out of order according to the Order of Adjectives but complies with the *I-A* order of Ablaut Reduplication.

These rules are deeply rooted in the English language, even if they defy logic. Every one of a horse's four hooves makes exactly the same sound, but we would never say clop-clip. The pendulum in a clock swings equally in both directions, but tock-tick just doesn't sound right.

I hope this article has given you a small mental break from the heavy workload everyone seems to be juggling these days. I hope that it gave you pause, made you think, maybe even smile. Often times, we are all so focused on the task at hand that a simple, five-minute reprieve like this can be just what's needed to shift gears in our minds for a fresh outlook on whatever's next. 💧

Sincerely,

A handwritten signature in black ink that reads "Jennifer Rzepka, CAE". The signature is written in a cursive, flowing style.

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!

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LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWSA Government Relations Advisor

Summer is in full swing and by almost every account, it's a busy year for contractors of every variety!

The Big Issue

If there was a labor shortage in the past, there are now both labor and material shortages. And while the goal of this report is to talk about government and its effect on our industry, it's important to note when the effects are not the result of government policy. At least not directly....

What's causing the global – not just U.S. – supply chain problem is that the supply chain had, over many years, been operating on a just-in-time basis. That is, nobody kept much of anything in supply in any significant amount. If you needed steel casing, you ordered it from a supplier who had only just ordered what they needed from a company that had built only what it needed using only those materials it needed to fill that order. When a single disruption occurs in the chain, it causes the entire chain to break down.

So, what triggers a disruption? Globalization, for one thing. We rely on materials and parts that were mined or manufactured from one end of the globe to the other. While we are experiencing a quick turnaround from the pandemic here, that's not the case in much of the rest of the world. In fact, more people have died – worldwide – from COVID in 2021 than died in 2020. That's a five-month period compared to a nine-month period. Our perception here, in the U.S., is that the rest of the world is tracking about the same as we are, with cases on the decline. That's not necessarily true.

When these macro-economic forces come into play, markets are disrupted. And those markets will rebound. Remember when you couldn't get toilet paper, masks, Clorox wipes, or hand sanitizer? Now, there's more than enough. While governments can offer some support – whether financially or by relaxing regulations – it really can't do much to solve the problem. As they say, time heals all wounds....

The Response

There have been and will continue to be vast differences in the way that political parties in this state and in this country will approach any crisis. What they share, however, is a desire to "solve the problem." History suggests that when legislatures react to a situation, rather than respond, the result is either nothing getting done, because political power is shared, or something

getting done that misses the mark and creates a target for the other party to reverse when it has power. Either way, the temptation for the Executive Branch – governors and the President – to step in to curb legislative power or to act when no legislative action is possible – is difficult to resist for either party.

Example – What to Do with a Windfall?

Wisconsin was, by most accounts, in good fiscal shape going into the pandemic. It weathered the storm well and then got a bunch of money thrown at it in the way of federal assistance. Figuring out how to spend a windfall should be easy, but both parties are interested in advancing their causes, or blocking their opposition's causes, and so the state is struggling to figure out how to spend more money than it ever imagined it would have. It's a huge philosophical void that exists, including whether to tap into streams of available federal funding for health care, schools, and more. There are big issues to solve, but policy is taking a backseat to politics. At least for a little while longer. As the Summer continues, the discussions will, by necessity, get more serious.

The Budget

The legislature made quick work of the Governor's budget, removing more than 400 items before, essentially, rewriting the document to reflect their legislative priorities. When their work was done, the budget included increases to the well compensation fund, funding for an additional well inspector, and some investments into the POWTS grant fund, plan review, and a study of what's in septage that is land applied.

The Governor, with very few adjustments, relative to other years, signed the budget. At the bill signing, he mentioned a big tax cut and additional funding for schools. While his version of the budget didn't include a tax cut originally, he can take some credit for deciding to sign the budget and not veto it in whole. The tax cuts – some income and some property – are the result of better than expected state revenues, but also the infusion of a significant amount of federal money over the past year. If the challenge this year was how to spend or give back the "extra money" they had, the challenges in two years will likely revert back to the more



Lobbyist Report continued on next page

typical ones of competing priorities and more limited revenue streams.

Reelection

There has been a lot of discussion about election laws, both here and in many other states, as we work our way toward the 2022 mid-term elections (I know, more elections. Already. Ugh....) The Governor will veto most everything that would change the laws that were in place for 2020 and, indeed, 2018, when he first won election. Governor Evers has announced his intention to seek reelection, so he would have little interest in changing the playing field that has delivered statewide victories for Democrats in the last few elections.

But there is likely more behind the Governor's reelection announcement. In 2022, Democrats are looking to take the Senate seat being held by Ron Johnson. Johnson has been a vocal and visible Republican, especially in the last few years. Should he decide to run again, he would be the Democrat's top target for flipping a seat. It's a winnable seat given the 50/50 split in most of our elections. But winning, even by one vote, would be touted as a rejection of Republicans and the Trump administration going into 2024.

So, if Democrats are looking for a win there, having two tough primaries – one for Governor and one for U.S. Senate – would be cause for a whole lot of unnecessary pain (and splitting of campaign contributions). They'll want to focus their firepower on one contest only. With the Governor declaring, they've effectively done that.

With Johnson not yet declaring his intentions, Republicans are lining up to take a run at the Governor's office, but are staying quiet about the Senate race. If Johnson steps aside – possibly to run for Governor himself – the focus will shift to the Senate race. Again, Republicans may push for Johnson to run again, if only to focus on the governorship. If either party captures lightning in a bottle with a top-of-ticket candidate – and these are both top-of-ticket races – they could take home a big prize. A win here could give Republicans control of all the branches of state government. A win here could give Democrats control of the U.S. Senate. Very high stakes indeed....

Administrative Rules Packages

The rules package on NR 812 related to the use of PVC in bedrock has been published and has been the subject of a public comment period over its economic impacts. The WWA provided testimony that challenged several of the DNR's assumptions in evaluating the impacts. Within the Study Group, at Board meetings, and based on member feedback, this remains a controversial topic. The direction of the association is to open the door – very slowly and carefully – for the use of PVC into bedrock using an expedited variance process, but not to throw open the floodgates. PVC is used in other states, but that isn't a compelling reason to adopt its use here, where the geology can be much different – from other states and from one section of the state to another. Caution is in order, and so the answer may not be a clear-cut yes or no. It might be a maybe, in certain circumstances, with close supervision. Nobody is suggesting it never be used. If the answer today isn't yes, maybe we can agree that the answer isn't no, but more accurately, not yet....

Infrastructure

A final thought and that has to do with the discussion surrounding a federal infrastructure package. The National Groundwater Association has written a letter, and WWA has signed on as a supporter, to remind the administration (and legislators) that private water systems are an integral part of our nation's infrastructure.

While it may be easier to conceive of a water main or sewer main as an important infrastructure project for a city, that does not mean that private water and private sewage systems, which serve one-third of our state's population (and growing) should be ignored. Legislators seem to be in a rush to bring broadband technology to rural communities and with good reason. It's a game-changer. But to put high-speed internet above necessities like clean water and sanitation is misguided. Well compensation funds and POWTS remediation funds could be made available to improve the quality of life in our rural communities.

As I write, it's looking, more and more, like a compromise may be figured out. Let's hope that it reflects the needs of all citizens, including those who rely on folks like you to provide them with clean, safe water. 💧

MUSTACHIOED MUSINGS



By David L. Haupt, Master Ground Water Contractor

It's early June 2021 and I just got my reminder from Jennifer about the upcoming summer issue of the WELL LOG.

The following is certainly not a topic I thought I would be writing about but timing dictates that I share that my nephew Greg Haupt passed away on Memorial Day.

Greg and his brother Alan and I have been business partners for quite a few years. Prior to that, Greg and Al worked with Haupt Well & Pump Co., Inc. when their Dad, Ed, and their uncle, Don, and I were business partners.

Don hung it up in 1991, and Ed stayed active until about 2002.

I have fond memories of the nephews getting involved and learning the ropes of well drilling and pump work.

One such early memory was when Greg and I were servicing a pump on the Louie Arnold dairy farm near Rudolph, WI. I was in my early 20's and Greg was a teenager. After changing the submersible pump I was connecting the wires and was getting nudged on the back of my upper arm. I assumed it was Greg so I said "cut it out." It happened again so I turned around and there was a whitetail fawn that was not the least bit afraid of us. We learned that the farm owner had a farm/tractor accident with the doe while working a field and that the fawn became one of their domesticated pet farm animals. Reportedly, as the deer got older it logically started hanging out with the young does in the neighborhood and went back to his normal existence.



I have many fond memories of nephews Greg and Al over the years. As is often the case in family run businesses, management and ownership is passed on down the family line. Greg and Al caught on fast and became proficient at all phases of water well and pump work.

Some of those many memories are still vivid in my mind but with all that is going on right now I will keep this short. I hope you understand.

It is certainly not easy to lose a family member and respected business associate.

In memory of Greg, a rig was set up and the flag flown at half-mast.

Rest in Peace Greg. 💧

WWWA UPDATE

Have you seen our new website?! There are so many new features that we hope you will take advantage of. Here is a quick overview of some that we are particularly excited about

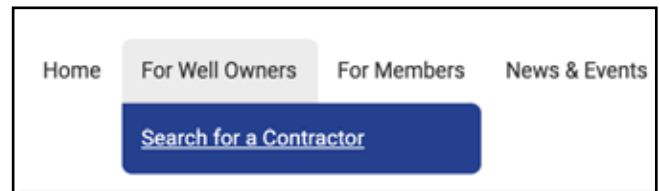


New Tool: Search for a Contractor Near Me

Well owners can now search for you on our website! Active members of the Wisconsin Water Well Association business contact information will appear when a well owner searches by name, city, company name or zip code.

Access this feature by visiting our website homepage, clicking “For Well Owners” and “Search for a Contractor”.

Give your business a boost in visibility, become a member today and make sure your contact information is up to date with our office.



New Advertising

Opportunity: Scrolling Website Advertisement

Along with advertising in our Well Log Newsletter, that is distributed to 1,800+, you can now advertise on every page of our website as well.

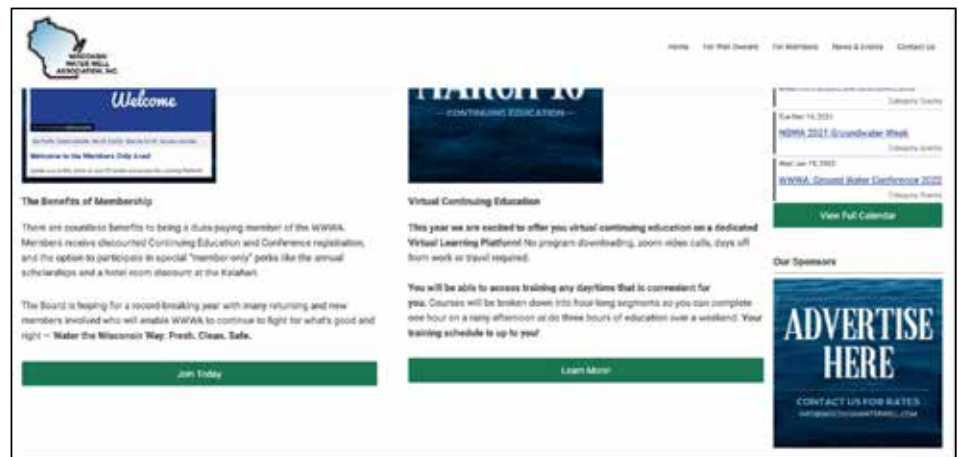
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WWWA MEMBERSHIP UPDATE
As of July 1, 2021

175 FULL MEMBERS

25 ASSOCIATE MEMBERS

7 LIFE TIME MEMBERS



WWWA Update continued on next page

WWWA Update continued from previous page

New Member Benefit: Monthly Legislative Updates

We strive to keep membership informed on the latest industry news, so we are excited to add Monthly Legislative Update Videos as a membership benefit. This will be an ongoing video series that is accessible online through your Member Profile Page and our website.

Each video will be available the last week of the month and highlight the important policies and events that relate to our industry, in 20 minutes or less. Downloading is not required, when you press play the video will play automatically.

New Area: Profile Page

You now have more control over your profile! Check your CE credits, update your contact information, access learning and member benefits with ease. Members and Non-Members have a profile page on our website that is accessible by a login. The username is your individual license number and the password can be established by clicking "Reset Password". Save this login information, you can use it to access forms for In-Person CE and conference or sign-up for Virtual CE. 💧



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CE SESSION RECAP & REMINDER OF FALL CE

Two formats are better than one! CE how you want it.

In-Person Continuing Education

Registration for In-Person CE Sessions is now open! It feels so good to finally say that we can once again meet for continuing education! Two sessions are available in October, space is limited so be sure to register for ONE soon.

The In-Person CE Session will count for **6.0 Pump Installer; 6.0 Well Driller; 5.0 Heat Exchange Well Driller (6.0 if attending 3:30 pm session), 3.0 Journeyman Plumber, and 3.0 Master Plumber credits total.**

The WWSWA will be following local and facility COVID guidelines that are in place at the time of the In-Person CE Sessions.

MONDAY, OCTOBER 18, 2021

Central Wisconsin
Convention & Expo Center
10101 Market St.
Rothschild, WI 54474

TUESDAY, OCTOBER 19, 2021

Holiday Inn - Stevens Point
1001 Amber Ave.
Stevens Point, WI 54482

Registration can be completed virtually online, a blank form can be downloaded and mailed in, or feel free to use the form included (see page 13). Lunch will be provided please email info@wisconsinwaterwell.com with any food allergies.

Virtual Continuing Education

Virtual continuing education is still available! You can access training any day/time that is convenient for **you**.

Courses are broken down into hour-long segments, giving you the freedom to complete one hour individually on a rainy afternoon or do three hours of education over a weekend. Your training schedule is up to you!

You are also able to see your completed credits in real-time and print off completion certificates immediately after finishing your course.

Pump Installer, Well Driller, Heat Exchange Well Driller, Journeyman Plumbing and Master Plumbing credits are offered.

To get started sign up online and pick the courses that interest you! 💧

2021 WWSWA Continuing Education (CE) Sessions

Available virtually March 10, 2021 through December 1, 2021

DNR REQUIRES 6 HOURS OF CONTINUING EDUCATION PER LICENSE TYPE ANNUALLY

Pump Installer- Red, Well Driller- Blue, Heat Exchange Well Driller- Green, Journeyman Plumber- Light Blue, and Master Plumber- Purple.

Be Red Cross Ready

Nick Cluppert, American Red Cross and Becky Tiles, American Red Cross Volunteer

Approved by DNR for: **1.0 Pump Installer; 1.0 Well Driller; 1.0 Heat Exchange Well Driller** credits

DSPS approved for: **1.0 Journeyman Plumber** and **1.0 Master Plumber** credit

This presentation provided by Red Cross will cover disaster preparedness information around general preparedness as well as specific information related to Winter Weather/ Cold and Extreme Heat. This will help individuals be better prepared for these types of emergencies and provide guidance on how to recognize different physical signs and symptoms related to cold and extreme heat.

Groundwater Project through Proper Septic Systems

Sara Heger, University of Minnesota, Onsite Sewage Treatment Program

Approved by DNR for: **1.0 Pump Installer; 1.0 Well Driller; 1.0 Heat Exchange Well Driller** credits

DSPS approved for: **1.0 Journeyman Plumber** and **1.0 Master Plumber** credit

Septic systems are one source of potential contamination to groundwater. This presentation will discuss how proper septic system design, installation and management treats the contaminants found in human wastewater. Emerging issues of chemicals and nitrogen removal will be discussed.

UV Technology Basics

David Ries, Regional Sales Manager Trojan Technologies Residential Division (VIQUA)

Approved by DNR for: **1.0 Pump Installer** and **1.0 Well Driller** credits

DSPS approved for: **1.0 Journeyman Plumber** and **1.0 Master Plumber** credit

The presentation will focus on UV technology basics. Touching on how to promote UV, disinfection differences and the changes in regulation around UV in WI.

Continuing Education continued on page 12



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- WATER TREATMENT
- LINESHAFT TURBINES
- WASTEWATER
- ENVIRONMENTAL



Franklin Electric



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Continuing Education continued from previous page

Nebraska Water Well Grouting Study

Tom Christopherson, Nebraska Department of Health and Human Services

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller;
1.0 Heat Exchange Well Driller credits

Tom Christopherson from the Nebraska Department of Health and Human Services discusses the results from a study of grout used to seal water wells. In a series of several unique videos, he will demonstrate the success and failure of different types of grout well seals.

Safety Around a Drilling Rig

Matthew Kouba, Kouba Drilling

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller;
1.0 Heat Exchange Well Driller credits

Rig safety is critical for well drillers, pump installers and for all who use it. Identifying problem areas and what to expect around a well drilling rig will help save lives. This presentation will go through a step-by-step drill rig safety protocol and discuss the proper safety equipment to wear.

Solar Pumping Solutions and Application

Tim Nelesen, Franklin-Electric

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller;
1.0 Heat Exchange Well Driller credits

Solar-powered solutions have become more prevalent in recent years. Applying solar-powered pumps to well systems has become more achievable and is less complicated/expensive than you may think. This session will cover where and how to apply solar-powered well pumps.

Wisconsin Department of Natural Resources (DNR) Update-FREE SESSION

Marty Nessman, Private Water Section Chief, Bureau of Drinking Water and Groundwater, Wisconsin Department of Natural Resources

Approved by DNR for: 1.0 Pump Installer; 1.0 Well Driller;
1.0 Heat Exchange Well Driller credits

In a similar way to how the DNR has presented from the WWSA Groundwater Conference in the past, our new Private Water Section Chief, Marty Nessman will share updates on recent DNR staffing updates and position/funding sources and the work DNR performs with those; Code updates and implementation issues; WCR/WAR data from 2020; information on special projects, special casing depth area revisions, geology coding of WCRs; online WCR enhancements; enforcement and technology updates; Well Driller Viewer enhancements and more.

Drilling Reactive Clay & Shale

Jim Hutmacher, Wyo-Ben

Approved by DNR for: 1.0 Well Driller;
1.0 Heat Exchange Well Driller credits

Anyone who has spent any amount of time in the drilling industry has had problems with reactive clay and shale. We have learned it will swell, cave, be sticky, cause bit balling and mud rings. These problems all cause a loss in penetration rates, production, and efficiency. This short presentation will give some suggestions on how to solve some of these problems as you adapt them to your own personal experiences. We will discuss testing, the use of polymers, and better drilling practices to increase your success.

Water Well Rehabilitation Chemicals & Best Practices

Kristine Kinzel, Laval Underground

Approved by DNR for: 1.0 Pump Installer and 1.0 Well Driller credits

Picking a chemical for a well rehabilitation project can be difficult, but by asking the right questions and doing research, you can find the best solution for your project. This session will discuss how to do this specifically for Iron Bacteria Biofouling and Mineral Scaling issues downhole.

High-Efficiency Submersible Motors

Tim Nelesen, Franklin-Electric

Approved by DNR for: 1.0 Pump Installer credit

This session on High-Efficiency Submersible Motors – Permanent Magnet Motors v. Induction motors. Line Shaft Turbine v. Submersible Installations will talk about the differences between standard submersible induction motors and improved efficiency of submersible permanent magnet motors. Additionally, we will discuss the differences, positives and negatives regarding submersible v line shaft turbine installations.

Things You Didn't Know You Could Do with a Variable Frequency Drive (VFD)

Tony Eisinger, Franklin-Electric

Approved by DNR for: 1.0 Pump Installer credit

Variable Frequency Drives (VFDs) give us a lot of flexibility other than just the standard constant pressure benefits. With fully functional VFDs, we can use advanced programming features, relays, and integration to accomplish creative control tasks to solve an issue in the field. This workshop will discuss examples of these unique applications and how VFDs accomplished the desired solution. 💧

Continuing Education Form on next page



2021 CONTINUING EDUCATION IN-PERSON REGISTRATION

DNR REQUIRES 6 HOURS OF CONTINUING EDUCATION PER LICENSE TYPE ANNUALLY

PICK ONE DATE

**MONDAY,
OCTOBER 18TH, 2021**
Central Wisconsin
Convention & Expo Center
10101 Market St
Rothschild, WI 54474

**TUESDAY,
OCTOBER 19TH, 2021**
Holiday Inn - Stevens Point
1001 Amber Ave
Stevens Point, WI 54482

*The WWA will be following local
and facility COVID guidelines that
are in place at the time of the
In-Person CE Sessions.*

QUESTIONS?

Call 414-488-3908 or email
info@wisconsinwaterwell.com

PRICING (includes lunch)
MEMBER: \$150
NON-MEMBER: \$220

AGENDA NOTE: All sessions will be pre-recorded videos, speakers will not be physically present.

8:00-9:00 am: Be Red Cross Ready
Becky Tiles, American Red Cross Volunteer
This presentation this will help individuals be better prepared for these types of emergencies and provide guidance on how to recognize different physical signs and symptoms related to cold and extreme heat.

9:00-10:00 am: Project through Proper Septic Systems
Sara Heger, University of Minnesota, On-site Sewage Treatment Program
This presentation will discuss how proper septic system design, installation and management treats the contaminants found in human wastewater.

10:00-11:00 am: UV Technology Basics
David Ries, Regional Sales Manager Trojan Technologies Residential Division (VIQUA)
The presentation will focus on UV technology basics. Touching on how to promote UV, disinfection differences and the changes in regulation around UV in WI.

11:00-12:00 pm: LUNCH

12:00-1:00 pm: Wisconsin DNR Update
Marty Nessman, Private Water Section Chief, Bureau of Drinking Water and Groundwater
Marty Nessman will share updates on recent DNR staffing changes, code updates and implementation, and WCR/WAR data from 2020. He will also discuss special projects, special casing depth area revisions, geology coding of WCRs, WCR enhancements and Well Driller Viewer enhancements.

1:00-2:00 pm: Solar Pumping Solutions and Application
Tim Nelesen, Franklin-Electric
Applying solar-powered pumps to well systems has become more achievable and is less complicated/expensive than you may think. This session will cover where and how to apply solar-powered well pumps.

2:00-3:00 pm: Safety Around a Drilling Rig
Matt Kouba, Kouba Drilling
This presentation will go through a step-by-step drill rig safety protocol and discuss the proper safety equipment to wear. Identifying problem areas and what to expect around a well drilling rig will help save lives.

6.0 Pump Installer; 6.0 Well Driller; 5.0 Heat Exchange Well Driller, 3.0 Journeyman Plumber and 3.0 Master Plumber credits total.

OPTIONAL SESSION

There will be an optional session offered for 1.0 additional Heat Exchange Well Driller credit.

3:30pm-4:30 pm: Drilling Reactive Clay & Shale
Jim Hutmacher, Wyo-Ben
This presentation will give some suggestions on how to solve problems relating to clay and shale. We will discuss testing, the use of polymers, and better drilling practices to increase your success.

** If you wish to attend the additional session please check the box in the Attendee Registration Information box below.*

IN-PERSON 2021 WWA CE REGISTRATION FORM

ATTENDEE INFORMATION

Session (check one): OCT. 18 OCT. 19

Name _____

License # _____ *I am attending the Optional Session

Company _____

Street Address _____

City, State, Zip _____

Phone _____

Email _____

PAYMENT INFORMATION

MBR: \$150 NON-MBR: \$220 Check Enclosed Credit Card

We cannot accept credit card information by email. Please FAX (414-276-7704) or mail.

Return form and payment payable to: Wisconsin Water Well Association,
6737 W. Washington St., Suite 4210, Milwaukee, WI 53214

Name on Card _____

Billing Address _____

City, State, Zip _____

Credit Card # _____

Exp. Date _____ Sec. Code _____

Signature _____

MATERIAL PRICE INCREASES AND DELAYS — SOME CONSIDERATIONS FOR CONTRACTORS

By Jeff Beiriger, WWSA Government Relations Advisor

The headline from a June 11. article in the *The Daily Reporter* read: “Survey: Price increases, supply chain cause project delays, cancellations.”

According to the survey, nearly half of the respondents had seen projects cancelled this past year because of soaring material prices or supply-chain disruptions. Eight-four percent report that projects are delayed. Steel prices are up 20 percent or more. Lumber prices are up 70 percent or more, according to the survey.

What can you do to protect yourself?

Contractors may want to consider using an “escalation” clause in their contracts. These clauses may also be referred to as “changed circumstances,” “equitable adjustment,” or “cost plus” clauses. An escalation clause is designed to protect the contractor from volatile job costs by passing the price changes along to the consumer. Obviously, this can be a touchy issue when it arises on a job in progress, so an escalation clause has to be very carefully drafted.

The clause should identify the specific building materials the contractor feels are at risk for price fluctuation, and should then explain that if those costs increase, the total job price will increase by the same amount. The clause should also explain how the contractor is going to notify the consumer of the price increases, what price guide will be used to measure the changes in prices, and when and how often during the job the escalation clause can be triggered.

There are three common types of escalation-clause triggers, with many variations:

- The most basic is the “invoice method,” which generally uses an invoice or letter from the supplier to substantiate the changes in price of the goods from the time the contract was signed to the time of actual purchase.
- The second type of trigger, the “index method,” activates the escalation clause based on changes reflected in a designated price index guide, such as

are regularly published for lumber, asphalt, cement, and steel. This may work best in those instances in which the supplier is unwilling to provide a fixed-price quote until the time of actual purchase. Price index guides are usually published regionally, so this method may still leave the contractor open to local price fluctuations.

- The third type of escalation-clause trigger is a combination of the first two. Here, the parties agree to a “certified bid cost,” in which the contractor discloses his estimate of the raw material costs based on then-current supplier prices or an index price listing. When the contractor actually goes to purchase the materials, if the “supplier’s actual price” has increased by more than, say, 5% from the certified bid cost, the increase gets added to the contract price.

Contractors may also want to discuss ways to protect themselves if materials are delayed, are unavailable, or if a substitute material is necessary. Similarly, if materials delay your work on a project and you are damaged by the delay, you may want to be sure that your contracts address this situation up-front. Contractors may also want to push for faster payment for their services and also for quicker decisions on project awards so that materials prices can get locked in as close as possible to when they were quoted. ♦

If you need further assistance regarding the effects of material costs or delays, contact the association office or, for matters that are more specific, the WWSA has a working relationship with an attorney who may be able to help you:

David James Turiciano, Esq.
Turiciano Law SC
2230 Edgewater Drive
Grafton, WI 53024
Telephone (414) 559-2406
Toll Free and Facsimile (855) 559-2406
DavidTuriciano@TuricianoLaw.com





2022 CALL FOR PRESENTATIONS

2022 WISCONSIN GROUNDWATER CONFERENCE

January 19-20, 2022
Kalahari Resort and Convention
Center, Wisconsin Dells

~ and ~

CONTINUING EDUCATION SESSIONS

2022 - Virtual and at 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 WWSA office via email to info@wisconsinwaterwell.com.

Potential presenters, please submit your abstract submissions no later than August 31, 2021 to:

WWSA; 6737 W Washington St; Ste #4210;
Milwaukee, WI 53214;

by e-mail to: info@wisconsinwaterwell.com;
or visiting www.wisconsinwaterwell.com.

If you would like to be considered to be a speaker for the 2022 Wisconsin Groundwater Conference, please complete the following:

Company: _____

Name: _____

Title: _____

Address: _____

Phone: _____ Email: _____

Length of Presentation: _____

Track (choose all that apply):

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

Brief Overview of Description

SAFETY FIRST

By Matthew L. Kouba, MBA, President of Kouba Drilling, LLC and returning CE presenter

Safety is the main concern for all well drillers and pump installers across our great state. As we continue with the summer busy season it is top priority to ensure our men and women go home safe to their families each and every night.

We all know how mundane safety meetings can be with the constant reiterations of items most critically talked about over and over again. When the boss lets the staff know that a safety meeting is coming up, the eye roll and posturing starts to happen. We've all been there. In this article, we are going to condense that information in to five major points that will keep us all safe and enjoy a long career in the water well industry.

The Five Simple Job Site Safety Rules

- **Look Up!** – Remember the power company commercials, “Look up and Live”? This pertains to our industry as well, more than one would think. Overhead power cables are all over the place with subdivisions being built in the most remote places. We are even experiencing older power lines sagging, giving an “optical illusion” that the derrick on the rig should clear. We have read many stories over the years of people losing their lives to a power line accidents. Don't let that be you. Another simple reminder, a power line can arc if the derrick is too close. If you are too close to that power line, don't lift the derrick. Find a new spot to drill.
- **Wear The Hard Helmet** – Around here, we call this the “brain bucket”. The helmet needs to be worn all the time, especially on the job site. How many times have we bent over to thread and couple a grout pipe only to stand up and hit our heads on the pipe that is sitting on the rig tender? How many times have we been so focused on the project and walked around the rig with our heads down going to grab the pipe wrench and smacked into the rods that are laying in the side rack. It happens to the best of us. Just remember that the “brain bucket” per OSHA, has changed to the 2” brim all the way around the helmet. The baseball cap look is no longer acceptable in our industry.



- **Ear/Eye Protection**
–The drill rig is not a quiet environment, ear protection is needed. The decibels of the rig do not require us to wear plugs and muffs, just the plug is necessary. For the person with the hearing aid, the ear muff should be used. Safety glasses should have the neoprene gasket around the actual safety guard of the glass and fit snugly to your face. Protect your ears and your eyes! No one wants an injury or early retirement.



- **Lift Properly** – Bend at the knees. That comment is shouted out routinely when the boss is on site. If the item lifting is too large to lift, use the winch or jib crane on the tender truck. We want a long lasting history of employment and in our industry, we have statistically more lower back issues than any other reported injury. Superman is fictional- we are real- we don't need to prove how strong we are by lifting two sacks of cement to the mixing barrel. Take your time and make another trip.
- **The Situation** – This section is for the drill rig operators specifically. You are the captain of the ship on the job site. You are the quarterback or middle linebacker of the team. You have to know and understand the surroundings of the job site. Where are the trees, buried cables, gas lines, weather forecast, refueling capabilities, welding cables and unfortunately the customer; just to name a few. Things happen that cannot be prevented at times. We want to minimize the unforeseen situation that rears its ugly head. Keep your head on a swivel, that's what the old football coach used to preach to us, that comment applies in our industry too.



In conclusion, follow these five simple steps, take care of yourself and others. Good people are hard to find and at times, harder to keep. We are all out there with a common goal-to provide for our families, so lets make sure we all make it home to see them. See you all very soon, wishing you a great (and safe) season. 💧



Edwin Huntoon / Owen Williams Scholarship

TWO \$3,000 scholarships awarded

INFORMATION ABOUT OUR SCHOLARSHIPS

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 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."



SCHOLARSHIP ELIGIBILITY

- Applicant must be a family member of a WWSA 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 Thanksgiving, November 25, 2021. No exceptions.
- Applications should include written essay (between 250-500 words) and two letters of recommendation.

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. Recipients are selected by Christmas and will be notified before year-end.

An applicant's future plans within the water well industry will be considered when evaluating recipients but is not a requirement.

Proof of acceptance or enrollment will be required prior to issuance of the award in the form of a check.

Recipients may be asked to provide a summary report upon graduation. Past recipients may be periodically contacted by the office to provide career updates.

INSTRUCTIONS FOR COMPLETING SCHOLARSHIP APPLICATIONS

- Download the application or complete the form online at: <https://wwwa.memberclicks.net/scholarship-form#/>
- Fill out the application, and submit your essay and 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: 6737 W. Washington St., Suite 4210, Milwaukee, WI 53214, info@wisconsinwaterwell.com.

WDOT – PERMITTING CONSEQUENCES

By Matthew L. Kouba, MBA, President of Kouba Drilling, LLC and returning CE presenter

This story is intended to bring clarity to our industry regarding the permitting of our rigs running the roads of Wisconsin. Personally, I'm the fourth generation well driller to guide our legacy company down the right path. For the first time in my career of twenty plus years within this company, we received an overweight citation in Monroe County.

To set the tone, I respect the blue line workers and what they stand for. One of my crews was traveling through beautiful downtown Sparta on a blistering January 7, 2021 day and a state trooper was alerted of an overweight vehicle traveling south bound on Hwy 16. Apparently, scales are embedded in the concrete of our roads. The rig was driven to a weigh scale because the scales the trooper had on board would not calibrate appropriately. Once at the scale, we found that we were overweight on the rear tandem axle by a mere 3,000 lbs. We are registered with WDOT at 62,000 and weighed in at 59,900. We were cited under statute 348.15(3) for an overweight violation to the tune of \$2,094.47.

I went to the court hearing through our new technology system of Zoom, which is nice because we don't have to travel to a court room. The state was generous enough to reduce the fine if I plead guilty of the charge. Of course, I pleaded not guilty. The reason I pleaded not guilty was after a couple of years working with the WWWW and seeing old friends that I haven't seen in a long time in various cities across Wisconsin, I felt it necessary find the truth in what we truly need to be law abiding business professionals. I self-represented my company to have a little more passion behind the glorified argument to plea our case. For decades we've always registered our rigs with the WDOT as a HTK SUX registration. This registration, which I'm sure most, if not all of you carry, is Heavy Truck Special Mobilization Equipment. My evidence was just years of registrations along with knowledge that I had with the WDOT for our equipment. At the time, the state trooper was not clear on the SUX part of the registration and the judge simply postponed the trial ten days to get that information to give a verdict.

Everyone at the DA's office, the judge and local legislation all pitched in to get to the bottom of this case. For the first time in my long business career, I was elated to see everyone being active in this. I mentioned to the judge that I wasn't trying to be difficult but wanted to represent the 400 plus well drilling rigs in our state as a member of the WWWW, and we needed to know what was right.

The verdict arrived in court on June 9, 2021. This was the moment I had been waiting months for. Honorable Judge Radcliffe was presiding over the case. Everyone gets on the Zoom meeting and Judge Radcliffe was at his best. His opening comment was that our system has a flaw. He took it upon himself to research both the state and my evidence to the best of his ability. For years, Wisconsin well drillers have been exempt from weight restrictions for agricultural use under statute 341.26(1). The fine print unfortunately says see statute 341.25(3), which reads:

Upon payment of the fee prescribed by law, a vehicle subject to registration on the basis of gross weight may be registered at a weight in excess of the manufacturer's maximum gross weight rating, but such registration does not exempt such vehicle from compliance with weight limitations imposed by law or by state or local authorities pursuant to authority of law.

I was not looking for any pat on the back or anatta boy. The fine was going to have to be paid one way or another. I just wanted to help all of the well drilling companies in the state of Wisconsin so that none of you have to go through this rodeo of excitement. Judge Radcliffe said to me, "if you're truly here to bare the cross for the rest of the state's drillers, I felt compelled to get the right answer". The fine was reduced to \$114.60 for court fees with the caveat that I would spread the word to my friends, the well water industry.

So I ask all of you, please check your rig weights, registrations and now the appropriate permitting. Are we under a microscope? No, we are not. The only thing we now all have is a court document proving what we have to do. That court document could be used against you in the state court system if you have an overweight violation. Please don't let this fall on deaf ears. We've been given an opportunity to get all of our equipment rectified. Should any of you run larger rig tender trucks, like we do, this stands for tender trucks as well.

Everyone involved needs the pat on the back for all of their assistance with this violation. At least now we know as an association what is necessary to run the roads. 💧



MARKETING MATTERS: HOW DO I KNOW IF MY ADVERTISING IS WORKING?

By Tara Schessler, In Time Creative



Marketing 101 tells us to spend as little advertising dollars as possible to reach the right person at the right time that will make the most impact for increased revenue/profit in your business. Spend money to make money, right? But how do you know how much money to spend and how much revenue to expect in return? Better referred to, what is a good return on your investment?

A more detailed definition from www.investopedia.com:

Return on investment (ROI) is a performance measure used to evaluate the efficiency or profitability of an investment or compare the efficiency of a number of different investments. ROI tries to directly measure the amount of return on a particular investment, relative to the investment's cost.

To calculate ROI, the benefit (or return) of an investment is divided by the cost of the investment. The result is expressed as a percentage or a ratio.

First, when I am working with a client, my rule of thumb is to simply ask how efficiently are we able to place your advertising dollars? However, to know this, there are few things you should understand.

d. Lastly... how many leads do you need to convert a sale?

Once you've decided on the avenue in which you will be placing your advertising message there are a few critical steps to understanding the outcomes and success of the campaign.

Let's break it down:

1. Have a call to action that is measurable:

In your advertising message, tell the prospective customer or consumer what you would like them to do. Visit the website? Call? Stop in? Ask about a specific service? Write a review? This will help you focus on where to look for lifts in traffic and product inquiries.

2. Track Everything!

Pay attention to website traffic, phone traffic, new customer counts, or inquiries on a specific product. Have a baseline set for how many average visits you get to your website -before sending out advertisements. If you understand your monthly, quarterly, and annual averages,



- What is your target audience? Who are you trying to reach with you product/services?
- What is the best way to reach them/get their attention: Traditional (TV, Radio, Print, etc.), Digital (SEO, Google AdWords, Targeted, OTT), Direct Mail/E-mail Marketing, Social Media... etc. You get the point, there are a lot of choices. But essentially, what media do they consume?
- How frequently do you need to place your advertisement using this particular media in order for the right person to understand what they saw/heard and engage with the message?

you should see a lift in these numbers once you begin advertising.

- Notice, I am talking traffic and new customer numbers, not revenue. Because there is one thing we in the marketing business know for sure: We can get you the people, but it's up to you to convert the sale!

3. Measure the Success:

A marketing campaign can take some time to bring in an accurate measurement of success. A good benchmark is at least 3 months, but a good solid analysis takes 6-12

Marketing Matters continued on next page

Marketing Matters continued from previous page

months. Once you have baselines established you can measure your cost per lead and then apply that to your conversions. Better known as customer acquisition cost.

$$\text{CAC} = \frac{\text{TE}}{\text{NC}}$$

Customer Acquisition Cost = Total Expenses / New Customers

Essentially, you want to find out what your ad to sales ratio is? This will determine a success advertising budget for the year, an expected return on that budget/ investment and overall growth strategy for your business.

It sounds complicated, however when you put the pieces of the marketing puzzle together, lock in a formula that works, it's amazing at how reliable a good strategy can be year over year.

Bonus Business Bites:

The most successful marketing strategies include the Three C's:

- **Concise** messaging. Be specific in the product or service you want them to inquiry about.
- **Consistent** ad placement. Choose an ad resource or medium and stick with it.
- **Concentration** of ad dollars to a specific medium. Fewer ad resources with higher ad impressions is key do building familiarity and trust.



You can't be all things, to all people, all of the time. And if you spread the message too thin over too many advertising sources you will not have enough impressions served to the same prospective clients/customers for an accurate depiction of the success of the campaign.

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

BACK TOGETHER AGAIN! SAVE THE DATE!



2022 WISCONSIN GROUNDWATER CONFERENCE

Conference Dates: January 19-21, 2022

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

Stay tuned to our website
<https://www.wisconsinwaterwell.com> for updates!

FALL GOLF OUTING

THURSDAY, SEPTEMBER 16, 2021



Trapper's Turn Golf Club
2955 Wisconsin Dells Parkway
Wisconsin Dells, WI 53965

[MAP](#)

Schedule

10:00 a.m. - 11:30 a.m.
WPWS Board Meeting

11:45 a.m. – 12:15 p.m.
Registration/ Box Lunch
Driving Range

12:15 p.m.
Shotgun Start – Scramble Format
On-Course Beverages (2)
Flag Events

5:00 p.m.
Reception/Dinner (Cash Bar)
Prizes/Raffles
50/50 Coin Flip

Directions to Trapper's Turn

Hwy 12 North through Wisconsin Dells Course is on your left about a mile north of Highway 13.

Registration

\$135.00 Golf, Lunch, Dinner, Prizes
\$110.00 Golf/Lunch Only
\$ 40.00 Dinner Only

Registration deadline is September 9.

Sponsorships/Prize Donations Welcome
Well drillers, pump installers, suppliers, and other industry partners and friends are welcome!

Collared shirts and non-metal spikes are required.
We ask your understanding regarding adjustments that may be necessary to meet safety guidelines of the CDC, Trappers Turn, and/or government entities.



Thanks to you, we have built four wells! Help us build a fifth in 2021 by supporting this event!

FALL GOLF OUTING

THURSDAY, SEPTEMBER 16, 2021



Trapper's Turn Golf Club
2955 Wisconsin Dells Parkway
Wisconsin Dells, WI 53965

[MAP](#)

Name	Company	Member/ Guest (circle)	Golf/ Lunch/ Dinner \$135	Golf/ Lunch \$110	Dinner Only \$40
_____	_____	M G	_____	_____	_____
_____	_____	M G	_____	_____	_____
_____	_____	M G	_____	_____	_____
_____	_____	M G	_____	_____	_____

_____ Play as a foursome. _____ Place in a foursome. Total: \$ _____

\$135.00 per person includes golf, cart, lunch, dinner, beverages (2), prizes.

Mail form and check to:	Credit Card:
WPWS P.O. Box 833 Germantown, WI 53022	Name on Card: _____ Type of Card: MasterCard Visa AmEx Disc Account #: _____ Exp. Date: _____ CVV Code: _____
Email/Fax Form & Payment:	Billing Address: _____ _____ _____ E-mail Address (for receipt): _____
E - jane@assocmgmtservices.com F - (888) 287-4116	

Questions? Jerry Ellis
414/640-6930
jellis@rundle-spence.com

Jeff Beiriger
414/331-2059
jeff@assocmgmtservices.com

HELPING TO BRING WATER TO WISCONSIN AND TO THE WORLD....

Proceeds from this outing will be used to support well projects throughout the world.



We've now drilled four wells in Uganda! Help us say "yes" to a fifth!

Our industry has delivered water - in a safe and cost-effective way - to homes, farms and businesses across the state. But things aren't quite the same in the rest of the world. Clean drinking water is *not* a given. Neither is water for basic sanitation – like washing hands to stop the spread of disease.

According to the World Health Organization, 1.1 billion people worldwide lack access to clean water—about one person in six. As a result, 4,900 people die *each day* - ninety percent of which are children under age five - because of a lack of water or water lacking in quality.

We have now made four well grants and hope to make a fifth possible this year. Your support for this outing will help us to say "YES!" to another community in need.

Clean water in Wisconsin is not about being "lucky." It doesn't just happen....

It's people like you that make our industry great and help us to help others, from one end of the state to the other. **This outing supports well projects that take us beyond our borders, serving those who need it most and bringing focus to the importance of clean water – here and everywhere.**

CALL FOR ADVERTISERS!

We would like to invite you to advertise in our printed *Well Log* or on our new website!

Our new website means new opportunities for online advertising! We now have scrolling ad opportunities on all pages of our website, a full year is only \$180 to be seen on every page. Traffic on the website has been boosted due to virtual continuing education access and a contractor search tool for well-owners.

The WWWA *Well Log* circulates to 1500+ industry representatives spanning three different states (Wisconsin, Illinois and Michigan) with top articles from the DNR, marketing professionals, industry leaders and business owners.

You can request an invoice or pay now using our online form <https://wwwa.memberclicks.net/advertising-opportunities-form>. Or please feel free to call our association office 414-488-3908 for any questions or payment over the phone.

Make sure your business is viewable by industry leaders, well-owners and colleagues alike! 💧

Website Advertising

Full year \$180

Graphic must be 380 pixel by 380 pixel .jpeg file.

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.

MAKE SURE TO USE THE CORRECT SAMPLE FORM

By Frank Fetter, DNR Private Drinking Water Statewide Policy Coordinator



Samples that are required to be reported to the DNR under NR 812 use only two different sample forms, and it can be confusing which one to use.

The two sample forms are form 3300-077 “First Water Quality Test,” and form 3300-265, “Pump Work – Water Test Request.” The confusion often arises from the names of the forms themselves, especially “Pump Work – Water Test Request.” Well drillers who are taking follow-up samples could naturally be reluctant to use a test form that states it is for pump work. This confusion has come to our attention, and we will soon be modifying the title of form 3300-265 to remove that confusion, since form 3300-265 is not just for pump installation. Well drillers will need to use it from time to time as well.

It turns out that when to use which form is simple: form 3300-077 should be used only for the very first water quality test after a new well is constructed. ALL other samples should be submitted with form 3300-265. That includes follow-up tests from the first water quality test; for instance, when a new sample is taken after work to address a first sample that comes back positive for coliform bacteria.

Hard copies of the first water quality test (form 3300-077) come attached to the Well Construction Report (WCR - form 3300-077A) and are pre-printed with the Wisconsin Unique Well Number (WUWN), which will be used to identify the well for its service life. Likewise, for those well drillers that submit their WCRs online, they need to print out from 3300-077 from the online WCR for that well (see screenshot), and that form also has the WUWN pre-entered in the appropriate field. For that reason, form 3300-077 – First Water Quality Test, should only be used once per well. If using the online WCR, this may require starting the WCR in the system before well construction in order to print out the sample form, then completing the WCR online after the well has been constructed.

Every subsequent sample in which the results are reported to the DNR as required by NR 812 **must** be submitted on form 3300-265 – Pump Work – Water Test Request.

If you have any questions feel free to contact your regional Water Supply Specialist or email your questions to: DNRWELLREPORT@wisconsin.gov. 💧


Wisconsin Department of Natural Resources
Well Construction Information System

Role: FILE MANAGER / WamsID: sarahscroggins

Search Options

Search Cancel Add WCR WCR Print

Total records found: 1

Action	Received Date	Invald	Wams ID	WUWN	County	Owner	File No	Well Address	Completion Date	Driller Name
	11/11/2021			21857	La Crosse	RIVER CITY RENTAL	1726	1726 LA CRES ST	12/07/2020	

Print out Form 3300-077 with WUWN here (“Lab Slip Pdf”). This may require starting the online WCR before the well construction has started, and completing the WCR after construction is complete.

DNR UPDATES

FROM THE DEPARTMENT'S LICENSING DESK: A YEAR GONE BY

By Bob Gundrum, Private Water Licensing Coordinator, Wisconsin Department of Natural Resources

Looking back to June of 2020, it was yet unclear how long restrictions brought on by COVID 19 would be in place. Providers were struggling with how to make continuing education available to a diverse group of license holders across the state and the department was receiving numerous inquiries and requests for waivers and extensions to 2020 calendar year continuing education requirements. In August, the department provided continuing education status to 560 license holders with less than the required 6 credits of attendance on record. WWWA was successful in meeting the needs of many of these individuals with varied approaches to continuing education delivery that included a virtual session offered in late October. When November arrived, there were still 114 license holders with unmet 2020 attendance needs. A thumb drive with recorded presentations from the virtual session was made available by WWWA for those with limited internet connection capability. Still, a certain fraction of the industry could not take advantage of computer-based offerings and there was concern going into December regarding licenses that would expire due to insufficient continuing education attendance. As 2020 came to a close, 43 pump installer licenses expired due to insufficient continuing education for the calendar year. Of those, 19 intended to reinstate the license in 2021 while the remainder were either retiring or had no interest in continuing the license. Licenses for well drillers that expired due to continuing education attendance totaled 6, 2 of which intended to reinstate their license in 2021.

Given the situation that was brought on by the pandemic, the number of expirations that resulted due to continuing education attendance is considered rather low and the efforts of the WWWA considered a success. They adjusted and rose to the challenge in order to assist many licensed individuals through unprecedented circumstances. The department commends the diligence

and ingenuity demonstrated by the WWWA and expresses appreciation to all those responsible for making it happen.

The table below provides current license and registration totals as well as historical data from the past 3 years. As of June 2021, the downward trend in licensed and registered individuals has continued.

	2018	2019	2020	Jun-21
Pump Installers:	1196	1155	1132	1118
Water Well Drillers:	254	247	243	239
Heat Exchange Drillers:	32	25	26	28
Water Well Drilling Rig Operators:	151	130	129	129
Heat Exchange Drilling Rig Operators:	33	29	34	30
	1666	1586	1564	1544

Why Does My Business Need to be Registered?

Periodically the question is raised as to why a business registration is required in addition to holding a personal license. The short answer to this question is that it is the law as required under section 280.15(1)(a), Wis. Stats. In 1988 with the passage of NR 146, Wis. Adm. Code, licensed individuals were notified that a business registration is required if the business is incorporated. A personal license* is required to ensure that businesses have an individual capable of performing work in compliance with code. A business registration ensures that the entity receiving payment for drilling or pump installing is held financially responsible for the work done and is required to bring noncompliant work into compliance. The individual and the business are viewed as separate entities. No business registration is required for sole proprietorship where one individual owns and operates the business. 💧

**The WWWA offers continuing education for individual license types only.*

HOW DOES NITRATE POLLUTION AFFECT OUR HEALTH & ECONOMY?

By Paul Mathewson, Staff Scientist, Clean Wisconsin

Nitrate is the most widespread groundwater contaminant in Wisconsin. While septic systems and wastewater contribute to the problem, the majority (90%) of nitrates come from agricultural sources, such as fertilizer and manure.

The drinking water standard in the U.S. of 10 parts per million (ppm) was established in the 1960s to protect against methemoglobinemia, also known as blue baby syndrome, a serious condition in which excess nitrates interfere with an infant's blood's ability to carry oxygen. Fortunately, there are few reported cases of methemoglobinemia: a Wisconsin study reported eight diagnosed cases in the state between 1990 and 1999.

However, nitrates are also associated with various other health impacts, including certain cancers like colorectal cancer, thyroid disease, and adverse birth outcomes like nervous system defects, very preterm birth and very low birth weight. Importantly, recent studies indicate that there are significant increases in these health risks from drinking water with nitrate levels even below the 10 ppm drinking water standard.

In 2019, the Environmental Working Group (EWG) published a paper describing a model to estimate the number of cancer cases and adverse birth outcomes that could be attributed to drinking water contaminated with nitrates. This model relies on epidemiological studies that have looked at populations and found an increased risk of health problems above various nitrate concentrations. Applying the model nationwide, EWG estimated that between 2,300 and 12,500 cases of cancer and over 4,500 adverse birth outcomes could be attributed to nitrate-contaminated drinking water each year.

Given the widespread nitrate contamination in Wisconsin, we were interested in applying the model to Wisconsin specifically to see what health burden nitrate exposure is imposing on people in the state. In order to apply the model, we needed to estimate the number of people in the state who are drinking water with nitrates above certain threshold concentrations identified in the epidemiological studies.

Nitrate concentrations in public water supplies were obtained from the reports of routine testing required of community water systems. For private well concentrations, we used two estimates, since there is no standardized testing of private wells in the state. First, we used nitrate concentrations measured in a Department of Agriculture,

Trade and Consumer Protection survey intended to be representative of groundwater quality around the state. Second, we used nitrate tests submitted to the Department of Natural Resources as required for new wells or existing wells needing maintenance.

Using this model, we estimate that 120-300 cases of cancer and over 70 adverse birth outcomes each year could be attributed to nitrate-contaminated drinking water in Wisconsin. This results in direct medical cost estimates of between \$23 and \$80 million per year, along with potential additional lost productivity costs of \$63-\$166 million per year.

The range of values reflect the different findings regarding the relative risk of nitrate exposure in the epidemiological studies underpinning the model, as well as variation in private well contamination estimates from the two datasets we used.

Regardless of the range, even one additional case of cancer or adverse birth outcome is one too many since everyone should have access to clean and safe drinking water.

Our research puts a number on the nitrate pollution crisis being felt around the state, further impressing upon state decision makers to find a solution to this problem. Not only is this a serious threat to human health, but it has a major impact on our state's economy. The longer we wait, the harder and more expensive it becomes to solve this issue.

Wisconsin families would be well served by bold action from state leaders. New protections, like those proposed by the Department of Natural Resources as part of NR 151, the state's agricultural pollution management rules, would help reduce future nitrate pollution, and significant, lasting investments in well testing and programs to help people with contaminated wells get access to clean drinking water are long overdue.

Farmers will need technical and financial assistance to help them change their growing practices to reduce nitrate pollution by growing cover crops, changing the rotation of the crops they grow, and putting less nitrogen on fields in vulnerable areas of the state.

Above all, each day without a solution means that the health and wellbeing of families around the state are at risk. That alone should be enough of a reason for action. ♦

The full paper can be found here: <https://link.springer.com/article/10.1007/s10661-020-08652-0>

MEMBERSHIP SPOTLIGHT: NEW MEMBERSHIP CARD

Members, we want to sincerely thank you for your continued support and contributions through your membership to the Wisconsin Water Well Association. As an organization we continue to be humbled and honored by your support and industry efforts.

This past year was very busy as advocates on behalf of our industry. All of these efforts have a real bottom-line impact on your business and how it operates.

Here are some of the things we have been involved on behalf of the industry:

- NR 812 Code Update, Guidance Documents and a Scope Statement on the Use of PVC Casing
- Water Quality Task Force Legislation, Including the Well Compensation Fund
- Continued Development of Rule/Regulations Regarding PFOS/PFOA
- Legislation Related to Nitrate Testing
- DNR Agency Funding and Staffing
- Involvement with the DNR Advisory Council

In addition, we provided members with a reliable source of information about COVID-19, continuing education, federal and state loan/grant programs, the impacts of the CARES Act on employees/employers, safety measures for you and your customers, and more.

As you can see, your membership and support of the Wisconsin Water Well Association is important now more than ever. We want to continue to be able to provide you with quality continuing education as we adapt to new methods of doing that. 💧

Please enjoy this New Member Benefit:

A personalized membership card and a window cling to proudly display your membership!



Are you a member and didn't receive your card and window cling in the mail? Please contact the association office info@wisconsinwaterwell.com or 855-947-9837.

JOIN THE WISCONSIN WATER WELL ASSOCIATION

The WWWA, a trade association of well drillers, pump installers, manufacturers, and suppliers was established over 60 years ago. Our mission is simple: to provide and protect Wisconsin's most precious resource, groundwater. Our purpose is to increase the industry's knowledge and understanding of proper drilling, pump installation, and well filling and sealing techniques.

Members have the opportunity to:

- Appear in the member listing on the website and newsletter
- Apply for exclusive WWWA scholarships for their children and grandchildren
- Advise and assist in the enactment and enforcement of equitable laws and regulations
- Encourage and promote research pertaining to the water well industry
- Cooperate and network with other organizations in related industries

Visit us at www.wisconsinwaterwell.com to renew online or download an application.

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Providing & Protecting
Wisconsin's Groundwater

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2021 WWWA MEMBERSHIP

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

Please visit www.wisconsinwaterwell.com to find a more detailed listing of membership benefits and details on the networking and educational opportunities coming in 2021.

The Board of Directors hopes that 2021 will continue to be a strong membership year with many returning and new members who will help the WWWW fight for what's good and right – *Water the Wisconsin Way: Fresh. Clean. Safe.*

Dues to the Wisconsin Water Well Association are not deductible as charitable contributions for federal income tax purposes, but may be deductible as ordinary and necessary business expenses. The percentage of your 2021 dues that represents non-deductible lobbying costs is 20%

We hope to have your support!

CONTACT INFORMATION

Full Name: _____

Company: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Alternate Phone: _____

Email: _____

YES! I want to be a WWWW member in the 2021 year.

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

MEMBERSHIP OPTIONS		PAYMENT DETAILS
<input type="checkbox"/> \$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company		<input type="checkbox"/> Check enclosed payable to: WWWW <input type="checkbox"/> Charge my credit card \$ _____ #: _____ Name: _____ Exp. Date: _____ CVV #: _____ <p style="text-align: center;"><i>Please return by fax:</i> 414-276-7704 <i>or scan/send to:</i> info@wisconsinwaterwell.com <i>or mail to address at top.</i></p> <p style="text-align: center;"><i>Any questions, please call:</i> 855-947-9837</p>
<input type="checkbox"/> \$75 = FULL MEMBERSHIP (VOTING) - ADDITIONAL Members from same company		
License # _____ <i>Full Members MUST hold at least one license</i>		
Mark all that apply:		
<input type="checkbox"/> Pump Installer	<input type="checkbox"/> Heat Exchange Driller	
<input type="checkbox"/> Water Well Driller	<input type="checkbox"/> Heat Exchange Drilling Rig Operator	
<input type="checkbox"/> Water Well Drilling Rig Operator	<input type="checkbox"/> Other License: _____	
<input type="checkbox"/> \$75 = FULL MEMBERSHIP (VOTING) - ADDITIONAL Members from same company		
License # _____		
Mark all that apply:		
<input type="checkbox"/> Employee of a Full Member <i>but who does NOT hold a license</i>	<input type="checkbox"/> Manufacturer Rep	
<input type="checkbox"/> Family Member	<input type="checkbox"/> Technician	
<input type="checkbox"/> Supplier/Distributor	<input type="checkbox"/> Hydrogeologist	
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Geologist	
<input type="checkbox"/> Engineer	<input type="checkbox"/> Consultant	
<input type="checkbox"/> Health Official	<input type="checkbox"/> State Government Official	
<input type="checkbox"/> Other: _____		
PRINTED NEWSLETTER OPTIONS	WEBSITE ADVERTISING	
Full Page Ad: <input type="checkbox"/> \$1,300 full year / <input type="checkbox"/> \$475 single issue	<input type="checkbox"/> \$180 = Large Banner Ad (380 x 380 pixels)	
Half Page Ad: <input type="checkbox"/> \$850 full year / <input type="checkbox"/> \$250 single issue		
Quarter Page Ad: <input type="checkbox"/> \$600 full year / <input type="checkbox"/> \$175 single issue		
DONATIONS		
<input type="checkbox"/> Scholarship Fund: \$ _____		
<input type="checkbox"/> Silent Auction Item: _____		

IN MEMORIAM

GREGORY E. HAUPT

AUGUST 28, 1953 - MAY 31, 2021

Gregory E. Haupt, 67, Auburndale, passed away on Monday, May 31, 2021 at his home.

Greg was born on August 28, 1953 in Marshfield to Edward and Sally (Bassuener) Haupt.

Greg graduated from Auburndale High School in 1971 and went on to get his Associate's Degree in Instrumentation from Mid-State Technical College in Wisconsin Rapids.

Greg was the co-owner, well driller, and pump installer at Haupt Well and Pump Co. in Auburndale, WI. He worked at Haupt Well nearly his whole life. He was well versed in the trade and thoroughly enjoyed the work he did.

He was united in marriage to Joyce Nikolai on September 20, 1980 at St. John's Catholic Church in Marshfield, WI. He is survived by his wife, Joyce,

daughter, Katie (Maria) Haupt, son, Jacob Haupt, one grandson on the way, Leo Edward Haupt, and dog, Frankie.

He is also survived by his brothers and sisters, Cathy (Dennis) Seevers of Sherry, Chris (Pat) Thayer of Eau Claire, Kim (Rick) Hughes of Byron, IL, Mark (Sue) Haupt of Goodyear, AZ and Alan (Debra) Haupt of Arpin. He is further survived by Joyce's brothers and sisters, Jean (Cliff) Eggett, Betty Nikolai (Tom), Jim (Pam) Nikolai, Karen (Harry) Gordee, Kris (Pat) Martin, John (Anne) Nikolai, and numerous nieces and nephews.

Greg will be remembered as a loving husband, best dad, a selfless, generous friend and an important member of the well water industry.

Obituary information and photo by Rembs Funeral Home and Crematory.



KARL MERWIN WALKER

NOVEMBER 28, 1937 - APRIL 7, 2021

He cultivated his profound sense of independence from his youth. He often told stories of hopping on trains with his friends and riding into Detroit to watch baseball games at Tiger Stadium, one time even falling asleep on the train and ending up in Ohio! He loved telling the story of saving the life of a young girl who fell through the ice while on one of his winter camping trips.

Karl graduated from Pontiac Central High School in 1956 and married Sidney Elizabeth "Beth" Walker on August 25, in Pontiac. He was stationed at Twenty-Nine Palms, California, after enlisting in the Marine Corps. After completing his service, Karl and his wife settled in Michigan.

If you knew him, you already know that he absolutely loved and enjoyed spending time with his family. To hear him talk about them made you feel as if you already knew them. They were his proudest accomplishment.

He and his family moved to Wisconsin in 1978, where he eventually became self-employed as owner and operator of Walker Well Drilling until his retirement in 2002

He passed on Wednesday, April 7, 2021, due to complications resulting from his advancing dementia.

Karl was preceded in death by Beth, his wife of 50 years, and his parents. He is survived by his children Kathleen "Kathe" (Tom) Ray of Novi, MI; Rebecca "Becky" (Kevin) Darrah of Reedsburg, WI; Bruce (Michelle) Walker of Grand Marsh, WI; Tammy (Bill) Henke of Reedsburg, WI; Brian (Rhonda) Walker of Friendship, WI; Jennifer "the miracle baby" (Jason) Udell of Portage, WI; 18 grandchildren, 16 great-grandchildren, and one great-great-grandchild.

Karl will be remembered as a loving husband and father, a fantastic storyteller, proud Marine Corps veteran and an important member of the well water industry.

Obituary information by Buettgen Funeral Home.



*Providing & Protecting
Wisconsin's Groundwater*

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



WWWA SCHEDULE OF EVENTS

October 18, 2021

In-Person Continuing Education

Central Wisconsin
Convention & Expo Center
10101 Market St.
Rothschild, WI 54474

October 19, 2021

In-Person Continuing Education

Holiday Inn - Stevens Point
1001 Amber Ave.
Stevens Point, WI 54482

January 19-21, 2022

**2022 WWA Wisconsin
Groundwater Conference**

Kalahari Resort
Wisconsin Dells, WI