



**WISCONSIN  
WATER WELL  
ASSOCIATION, INC.**

*Providing & Protecting  
Wisconsin's Groundwater*

# WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Spring 2022

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## LETTER FROM THE PRESIDENT

*By Rick Peterson, WWWA President*



Greetings everyone,

Welcome to our new world and all that we are subjected to. While things are starting to relax, mask mandates, temperature checks, travel restrictions, testing, vaccinated or not, quarantines, have become the norm. It seems like everything we are used to has been turned upside down. We are people of routine; we like what is comfortable and the way we have done things for years and years. "Why can't things be the way they used to be?" is the question on many minds. Covid has changed so many aspects of our lives.

Of the many things it has affected, Continuing Education is very much among them. We have been blessed for many years by having talented and knowledgeable In-Person presenters providing quality continuing education at many different locations, each and every year. I am sad to say, those days appear to be over. While its true that we can entice some speakers to travel to multiple locations to present in person, it is getting more difficult. Companies are restricting travel and time away from work for their personnel for many different reasons; economy, and Covid to mention a couple. Especially with today's technology allowing presentations to be done from anywhere, to anywhere.

The exception to all of this is our Annual Conference that was held at the Kalahari in Wisconsin Dells, January 19th and 20th 2022. The conference was attended by over 200 people and featured many different topics, presented by many different speakers (mostly in-person). There were over 40 different vendor booths set up for attendees to visit with and learn from the vendors themselves. The WPWA sponsored the bowling event this year and it was the best attended bowling event to date. The Annual Conference is the only Continuing Education event in which representatives from the DNR are present (this year virtually) and were able to answer questions from those in attendance. I strongly urge you to consider making plans to attend next year's convention. Your presence there can make it one of the best ever.

I want to mention an item of great importance to many in our industry and to the people of the State of Wisconsin. The item is the construction of PVC wells within our state. As you know, PVC is already allowed in our State, but the proposed rule would extend its use to bedrock. It is a topic that we have worked to address all concerns, though there is still some division among some members of our Association and the

*Letter from the President continued on next page*

Find us on 

# 2022 WWA BOARD OF DIRECTORS

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920-841-3904

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*Letter from the President continued from previous page*

drilling community at large. I urge you read the article from Jeff Beiriger in this edition and bring yourself up to speed on this issue. The rules process is long, with lots of opportunity for input and there could be as many as two more opportunities for public input. And this is complicated – so our position has changed as the rule has been modified to address more and more of our concerns. It's not as simple as for or against and our last position will help us protect important safeguards we fought to include in the rule language.

I am hopeful that these upcoming spring and summer months can be safe and prosperous for us all. I pray that our leaders can put their political differences aside and make sane, moral decisions that make common sense, that are for the good of all the people in this country. I pray that I, along with the board of directors, can make right decisions regarding issues The Association is involved with, that are in the best interest of the people involved in our industry and of the users of groundwater in this great State. 💧



Rick Peterson, Clean Water Testing  
920-841-3904, [rick.peterson@cleanwatertesting.com](mailto:rick.peterson@cleanwatertesting.com)

## WWWA MEMBERSHIP UPDATE

*As of April 1, 2022*

**198** FULL  
MEMBERS

**50** ASSOCIATE  
MEMBERS

**6** LIFE TIME  
MEMBERS

# EXECUTIVE DIRECTOR MESSAGE:

By Jennifer Rzepka, CAE, WWSA Executive Director

Springtime is a season of growth and rejuvenation – and this year in 2022, after an extraordinary “Comeback Conference” in January, the Wisconsin Water Well Association Board of Directors is re-energized and ready to charge forward on some exciting new developments!

These items below are all currently under consideration, no firm plans are in place yet, so if you like what you see, and/or want to be part of these exciting new opportunities, please let the office know and we'll get you involved with one of the groups working on these projects and activities:

## “Drill-Days...Drilling Deeper”

We are in the early stages of organizing an onsite, in-person, experiential type of training this August for attendees to get more active learning through hands-on training. Classroom training is important, but so is getting to use equipment and engaging with the experienced, experts who are handling well drilling and pump installation work in the field every day.

The WWSA is seeking appropriate drilling sites for different drilling applications such as, positive displacement drilling, commonly known as mud drilling, hydro fracking, air percussion drilling, geothermal drilling, and installation of geothermal loops along with grouting practices and other technical acts can be performed by the drill rig operators and the attendees/vendor outreach. Should you have a site available, or need a well drilled on your company's property, and would be willing to demonstrate and/or loan equipment and want to be involved - let the office know right away because plans for this year will be moving fast!

CE will be sought for these trainings, and the hope will be to conduct at least one Drill-Day event in the Summer/Fall of 2022. Based on how these are received by the participants, we hope to expand on these offerings in 2023.

## WWSA at Wisconsin Farm Technology Days

WWSA is considering becoming a vendor in this year's Wisconsin Farm Technology Days in Clark County (located between Eau Claire & Wausau) July 12-14, 2022. This is the largest agricultural show in Wisconsin and one of the largest in the nation. It's a great way to make the public more aware of the services provided by WWSA members, and showcase some impressive well drilling equipment.

If you're available and interested in being onsite as a WWSA Representative, have equipment you'd like to demonstrate and are willing to spend some time talking with the attendees about the services members provide, please let the office know and we'll loop you into the planning.



## Water Well Weekend

Loose plans are being discussed about organizing a NON-education focused weekend for families and friends of the WWSA to gather at a campground for more time to relax and socialize. There will be no presentations, nothing formal – its simply another way the WWSA can come together to keep all our great relationships with one another strong. As plans progress on this we'll be looking for people with camping experience, ideas about where in Wisconsin this might happen, and those who enjoy handling logistics.

## Silent Auction & Conference Raffle Expansion

Do you have an item or activity you'd like to contribute, or a connection that you'd be willing to share with the office to help expand on the already great silent auction and raffle items given away at the Annual Conference? Sporting event tickets/experiences; commemorative memorabilia; new camping/fishing/hunting/hiking equipment; cabin/B&B/lake-house vacations; unique appliances/gadgets; power-tools; shopping sprees/gift-cards; restaurant meals; Anything that you think your fellow WWSA participants would have fun bidding on will be perfect!

We're planning early for next year and want to have a lot of fun in 2023 while we continue raising money for helping member students pursue their continued educational journey.

If you'd like to be involved with helping shape the future of the WWSA's educational offerings, experiential training events or social elements – we look forward to hearing from you soon!

855-947-9837 / [info@wisconsinwaterwell.com](mailto:info@wisconsinwaterwell.com) 💧

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

# BACK TOGETHER AGAIN!

By Jenni Kilpatrick, Wisconsin Water Well Association

On behalf of the Wisconsin Water Well Association, I just have to say how nice it was to be reunited, in-person, at the 2022 Annual Conference. The engagement among the participants was truly inspiring.

This year's programming was outstanding and included thought-provoking sessions pertaining to:

- DOT Compliance
- PFAS
- DNR Updates, Including a session focused on the Well Driller Viewer
- Equipment Safety
- The Well Compensation Fund
- First Aid Field Techniques
- Contracts and Debt Collection
- Geo-exchange Solutions for Geothermal Systems
- Carbonate Rock Aquifers
- Wisconsin's High Capacity Well Program
- POWTS
- Dual Tube Flooded Reverse Drilling
- Bridges in Wells
- Electrical Setbacks

After attending only the Annual Conference, almost 200 attendees walked away with all of the credits required to renew their pump installer and/or well driller license(s)! The Annual Conference is a great opportunity to take care of your license renewal credits all in one place.

During the General Membership Meeting, the WWSA Board of Directors welcomed Matt Kouba of Kouba Well Drilling Inc. as newly elected Director. Members also received a recap of the legislative activities from 2021 - and where the organization is heading in terms of advocating for the Groundwater Industry. The General Membership Meeting is an opportunity for all members to be heard. Please be sure to save the date for the 2023 General Membership Meeting - Wednesday, January 18, 2023.

In addition to the education, we were able to see families join in the Trade Show and during the Bowling Tournament. The Bowling Tournament saw its greatest attendance in recent history - and the Conference attendees took over all the bowling lanes. There was no shortage of smiles!



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

- **Diamond Sponsor**
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  - » Hole Products
  - » Pentair
  - » Preferred Pump
  - » Rep Rite Burk & Associates
  - » Wilmar Pump Supplies

We are also proud to announce that due to generous donations from the Annual Conference participants and their families, \$3,000.00 was contributed to the WWSA Scholarship Fund.

If you missed out on the excitement of the 2022 Annual Conference, I encourage you to join us for the 2023 Annual Conference at the Kalahari Resort and Convention Center, January 18-19, 2023. 💧

# 2022 ANNUAL CONFERENCE PHOTOS



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## PLATINUM



## GOLD



## SILVER



# LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWSA Government Relations Advisor

Well, the good news is that the legislative session will be over by the time you read this. The bad news is, everyone leaving Madison will be heading back to their districts where they will begin to campaign. If you've followed the redistricting discussions, you probably know that most State Assembly and State Senate races are already decided. That is, we know that a Republican or Democrat will win a particular seat and so we know the approximate make-up of the legislature that will start meeting in January 2023.

There's not a lot of drama in that regard, but we don't know yet which Republican or which Democrat will occupy the various seats. For that, we'll have to get through the primary season. Maybe the only real drama is whether or not Republicans can command enough seats that they have veto-proof majorities in both chambers.

Redistricting may affect two races for the U.S. House of Representatives – one on the Southeast and one in the Southwest parts of the State. Those will be races to watch. If you go with the trends, the bet would be on Republicans in both races simply because this is a mid-term election. When that happens, the President's party usually takes it on the chin. The only exceptions dating back 70 years now is the first terms of President Clinton and President George W. Bush.

So, what isn't affected by district lines and trends are the statewide races. We have spotlight races this Fall and arguably three. There's one for the U.S. Senate and one for the Governorship. The third is for the Attorney General position. Often overlooked, it is a very important role. And it's one that has bucked the trend somewhat, with both Republicans and Democrats winning that race even as the Governor's race went to the other party.

It'll all be ramping up real soon....

The thing that's interesting is that all of the commotion will be about moving a small group of people to the left or to the right. The numbers of declared Republicans and Democrats are fairly even, so all of the efforts are designed to move the independents of the world to vote one way or the other and to increase the number of voters within your own party. That means those over-the-top ads are not aimed at moving the opposition, they're aimed at moving their own party. And the best way to do that? Fear and outrage.



Take a deep breath and don't get sucked into 30-second sound bites. But do learn all you can and show up to vote in

November. And the rest of the time, take a break from the news and the social media feeds. Americans are not as Washington-centric and, here in Wisconsin, Madison-centric as politicians think we are. Mostly, we want to be left alone to focus on our families, our jobs, and communities. That's a good thing.

Paraphrasing Ronald Reagan, to love this country means you have to love your fellow countrymen too. We don't all have to agree, but most everyone prefers if we could all get along....

And now, here's what's happening....

## Administrative Rules

**NR 812 (PVC):** The NR Board has advanced the PVC rule on a 4-1 vote, with the Chairman voting against. The rule was then forwarded to the Governor's office which sent it to the legislature almost immediately. This is relevant because it means that the current legislature – despite having adjourned their floor sessions – will be responsible for the next phase of the rule project.

Two standing committees – one Senate and one Assembly – have received the rule and at least one has held a hearing. They have not voted on anything, but they can vote to approve, vote to reject, ask the DNR to amend the rule, or passively allow the rule to advance without objection. Once it clears both committees, it would go to a third committee, the Joint Committee for Review of Administrative Rules. That committee would have the same prerogatives.

And if it clears that committee, it goes to the Legislative Reference Bureau, which will publish the rule. The rule would be effective the first day of the first month following publication. If all went on schedule, the rule would be finalized later this Summer (though possibly sooner). If there are objections or requests to modify, the clock can get reset for 30-60 days with each committee and this could take longer.

For our part, the main points of objection that we expressed were removed early on in the process. In addition, we raised several other points and all of them were addressed to our satisfaction.

*Lobbyist Report continued on next page*

When I say, “to our satisfaction,” I don’t mean to imply that everyone agrees with everything in the rule draft. That’s rarely the case with any rule. What I mean is that we were heard. We got a lot of what we’d asked for. The agency, the NR Board and others have looked at this rule and worked to make it better. Not perfect, perhaps, but better.

So with the Assembly hearing having been held, we made a tough decision. As this rule has progressed, we have changed our opinion. At the Assembly hearing, we chose to support the rule as drafted to be sure it wasn’t amended by the reviewing committee. Absent that support, two important safeguards – drill through casing and granite formations, both of which are prohibited as a result of our efforts – might have been included in the final version.

If the rule ultimately passes, and as noted, it still may have a Senate hearing and one before a Joint Committee, it will be better for our having worked on it. But the job of advancing a rule isn’t ours. That rests with the NR Board, the Governor, and the legislature.

Importantly, if the rule passes, there is still a lot of work to do and that work will happen quickly. Training is needed for drillers and DNR staff. We need to discuss inspections and feedback loops so we can address any concerns we see in the field. In other words, the outcome isn’t based solely on the rule. It’s based on how hard we continue to work to provide and protect groundwater within the confines of the rule.

**NR 146 (Testing):** The permanent rule is waiting on final action by the Joint Committee for Review of Administrative Review (JCRAR). It has cleared two other legislative committees and is expected to be approved by JCRAR.

Testing has already started under the Emergency Rule and anecdotally, I have heard the process is a little cumbersome, but that the integrity concerns seem to be well addressed with the processes they use. That was our biggest concern as the rule was implemented. It will, over time, get better and get easier.

## PFOS

The NR Board advanced rules on surface water standards and drinking water standards, but did not

advance the rule on groundwater standards on a vote of 3-3-1. It will take two or more years to develop a new rule – possibly under a new Governor. Or, the rules process could be circumvented by legislation, something that could only pass if Republicans control the governor’s office after the Fall elections.

For drinking water, the standard was set at 70 parts per trillion, which is the current EPA level of contamination, but is far higher than the 20 parts per trillion that was the recommendation of the DNR. Those voting for the proposal (it passed 4-1) included two who thought 70 was too high, but did not want to risk a failed vote that would result in no standard.

## Legislation

**SB 678 – Well Compensation Fund:** The bill passed the Senate and was sent to the Assembly in late January. That body did not act, and it has adjourned. The bill could still be taken up in a special session, but otherwise, it will fail to pass.

**AB 806 – Well Compensation Fund:** This legislation failed to pass.

**AB 500/SB 501 – Energy Passive Groundwater Recharge Product:** This legislation failed to get a committee vote and failed to pass.

A proposal to provide grant funding for counties to do water well testing and to provide consumer education about well testing was only introduced in the final days of the session and failed to pass.

## Weight Restriction & Vehicle Weights

At a recent meeting of the Board of Directors, we discussed the statutes related to vehicle weight restrictions and available waivers from local jurisdictions. We’re looking into this situation more, to be sure that you can get the waivers you need to provide the essential services that you do for public health and safety. Having clean water available for your customers is something that cannot wait.

We’re also looking into the statutes and DOT regulations related to the licensing of rig tenders, which are necessary to perform work, but are treated differently from drilling rigs for licensing purposes. Both need to be licensed the same way. 💧

# MUSTACHIOED MUSINGS



By Terry Farago

## REMEMBERING DAVID HAUPT

I was asked to write a few things down about a man we knew as Dave Haupt.

I first got to know him when I was about 9 years old through my father. Later in life, when my wife, Tina, and I moved back to Wisconsin we joined WWWW in 1985. His wife, Julie, took Tina and showed her what the girls did when the guys were in classes. To this day, I'm not sure it was a good thing (haha).

When we bought a TH60 and I had a question on it, he was only a phone call away. Dave would jump in his car and come over to help.

I joined the WWWW Board in 1986 and Dave was known as one of the "old guys" on the board. The man would help anyone, anytime.

As a family man, his children became family to our family. I never thought of them as competition. He would send me

work and I would do the same.

When Tina and I started taking our family to the shows, Dave always had candy. Our kids learned at a very young age that if they needed something, go find Uncle Dave.

Dave put his heart and soul into WWWW. He helped so many of us on the board for so many years. He was always laughing and telling stories.

So, to the Candy Bar Man and Moustache Man, we'll miss you, Dave. 💧

Your friend,  
Terry



## NOW AVAILABLE! WWW CLASSIFIED ADVERTISEMENTS

By Hope Vandenhouten, WWWW Coordinator

As a new membership benefit, WWWW has created a Classified Ad section of the website. For FREE, WWWW members may post used equipment or surplus product on this section of the website, and all visitors to the WWWW website.

Here is the link to the Classified Ad Section: <https://wwwa.memberclicks.net/advertising-opportunities-form>

### Classified Ad Details:

- Non-members may post at \$175 per posting, payment required prior to posting.
- Postings are limited to 250 words + contact information/details.
- Posts may have up to four (4) images/photos included.
- Posts are published for up to 30-days or until they're sold, whichever comes first.
- WWWW office has full editing rights on posts.
- WWWW office has full discretion of whether or not a post is published.
- Posts are intended to offload used or over purchased equipment and product.
- Posts are not intended for sale of new items. 💧

# I'M HOT....I'M COLD.....I'M ITCHING

By Cathy Connor, MSN RN CEN, Director – Emergency Department, Walk In, Aspirus Langlade Hospital

Being outside is good for our health! Soaking up sun elevates vitamin D levels, may lower blood pressure, is good for eyesight, improves sleep and may burn more calories, but if we aren't prepared, it can be an unpleasant experience at best! Let's talk about three different situations and how to prepare for them.

## 1. Cold Emergencies - Preparation

- Be aware of your environment – what's the temperature (including wind chill)
- Wear layers you can remove
- Keep your head covered – most heat is lost through your head!
- Have heat packs available that can be activated if needed

## 2. Cold Emergencies – What Does it look like?

- Loss of feeling/sensation to fingers/toes
- White waxy skin
- Uncontrolled shivering
- Confusion

## 3. Cold Emergencies – What Can I do about it?

- Get OUT of the environment and/or take off cold/wet clothes
- Rewarm extremities slowly in tepid (luke-warm) water
- If hypothermia – rewarm in warm environment
- Seek medical attention!

## 1. Heat Emergencies – Preparation

- Stay hydrated (non-caffeinated drinks)
  - » Gatorade, Powerade, etc.
- Dress in light colored, light-weight layers
- Use sunscreen

## 2. Heat Emergencies – What does it look like?

- Muscle spasms
- Profuse sweating
- Shaky
- No sweating (heatstroke)
- Confusion

## 3. Heat Emergencies – What Can I do about it?

- Get out of the environment into cooler environment
- Hydrate with electrolyte replacement (body loses sodium and potassium – critical to the heart and other organs)
- Tepid water bath
- Seek medical attention

## 1. Poison.....Ivy, Oak, Sumac, Wild Garlic – Preparation

- Know how to identify them in nature
- Dress appropriately if in wooded areas

## 2. Poison.....Ivy, Oak, Sumac, Wild Garlic – What Does it look like?

- Rash and/or blisters in area of contact with plant
- Much itching/scratching!

## 3. Poison....Ivy, Oak, Sumac, Wild Garlic – What Can I do about it?

- Wear long pants and shirt if walking in wooded areas
- Wash thoroughly with warm water/soap
- Calamine lotion (below neck)
- Hydrocortisone cream
- Baking soda bath

After 2 years of social distancing and trying to manage our lives during a pandemic, it's time to get outside!! It's one of the easiest ways to improve your mental health and well-being. Getting a mental break from work or a stressful situation allows you to take a deep breath, relax and reset a better frame of mind! It doesn't matter if you are at the park, in the woods or in your back yard, nature can have a calming effect and improve mental and physical health! Get out there and enjoy nature (carefully)! 💧

# DNR UPDATES

## WE'VE GOT WELLS IN LOW PLACES

By Jim Kasdorf, Water Supply Specialist, DNR Private Drinking Water Program



Apologies to Garth Brooks for the title! DNR Private Water Supply program personnel are increasingly encountering wells that are improperly located and in violation of NR 812. Specifically, DNR inspections are identifying wells that have been constructed in low areas, within (or too close to) ditches, and in areas subject to flooding. In some cases, these are existing wells where the landscape was changed after well installation. Therefore, the DNR wishes to remind all well drillers, pump installers and well owners that a compliant well location is more than just meeting required separation distances.

NR 812.08, Table A, includes more location requirements than just the separation distances. The well, reservoir or spring must be constructed so that it is protected from surface water flow and flooding. If a potential contamination source is identified that does not appear in Table A, the minimum separation distance is 8 feet. We say minimum, because NR 812.08 also requires that the well is constructed "as far away from any known or possible contaminant source as the general layout of the premises and the surroundings allow." This means that even if a proposed well location meets the minimum separation distance requirements of Table A (or 8 feet for those sources not in Table A), the well should be located even farther away from the potential contamination source(s), if possible.

Perhaps more importantly (and the reason for this article) is that the well must be located at the highest practicable

point on the property. DNR recognizes that any potential well owner or builder may insist that wells are placed in, perhaps, less conspicuous, and less visible locations. Unfortunately, these locations may also be the lower areas of the property. As a well constructor, DNR recommends that you remind all customers of two things: 1. Wells constructed in low-lying areas of the property will be more susceptible to flooding and contamination, and 2. If and when DNR identifies these wells, they may likely need to be filled and sealed, and replaced with newly constructed wells. There are few (if any) instances where DNR can approve an after-the-fact variance for these situations. If the owner/builder insists, feel free to have them contact their regional Private Water Supply Specialist for confirmation.

Finally, if you suspect, or are aware of a landowner or builder changing the landscaping around the well after construction that may render it noncompliant notify your regional Private Water Supply Specialist right away.

The DNR understands that there are ongoing discussions between the well contractors, well owners and builders regarding property layout and well locations. So, please continue to be diligent in your well installation and servicing work. As a licensee, you are required to report non-compliance issues to DNR. 💧

## JOIN THE WISCONSIN WATER WELL ASSOCIATION

The WWWW, 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 WWWW 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](http://www.wisconsinwaterwell.com) to renew online or download an application.

# WPWS UPDATES

## CONFERENCE THANKS, GOLF, OUR 70TH ANNIVERSARY, AND OUR ONGOING COMMITMENT

By Jeff Beiriger, WPWS Executive Director



Thank you to everyone who came out for the Annual Conference in January!

We were thrilled to be back together again and to see so many of you – live and in person – again. There was a good buzz in the exhibit hall, and we were especially pleased by all of the energy that there was during the reception we sponsored just before the bowling.

This was a new event for the Annual Conference and we through it was first-rate. We had a chance to build on the good conversations in the exhibit hall and do it in a more relaxed setting.

Congratulations to the planning committee, board, and staff for putting on a top-rate Conference. We look forward to seeing you in 2023!

But before we do, we wanted to remind you that we will be hosting our Annual Golf Outing on September 15 at Trappers Turn in Wisconsin Dells. We invite you to come out and join us for a day of golf and camaraderie.

We're still looking into an event this Spring, but we're trying to plan something that is respectful of your time in the field. Stay tuned for more on that....

This year marks our 70th year as an association, representing manufacturers and suppliers of products and services to the Wisconsin groundwater industry. And while we sell products, the reason for our association is much more. It's about communications, relationships, ethical business practices, education, and a commitment to the responsible use of our groundwater resources.

We're excited to continue our partnership with the WWSA in 2022. 💧

[Join us for event next year:](#)

**WPWS Golf Outing**  
Thursday, September 15, 2022  
Trapper Turn  
Wisconsin Dells, WI 💧





**HEADWATER**  
WHOLESALE

# DOING WATER WELL IN WISCONSIN



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# I AM DRINKING WHAT?

By CeCe Rudnicki, Wastewater Specialist, Wisconsin Department of Safety and Professional Services

Many people don't understand that when they have a well and onsite septic system, they are providing a great service to their community by recycling their wastewater right where they live! So, in order to prevent the mistakes of our past, by allowing untreated or partially treated wastewater to discharge to the ground surface or ground water, we need to be sure the septic systems we are designing and installing meet important standards. Along with that, we need to educate the homeowners who are responsible for the long-term management of these systems.

Over time, many of our everyday essentials have improved – engines, technology, communication – but wastewater quality remains the same. It is as harmful today as it was hundreds of years ago when thousands of people died from cholera, dysentery, and typhoid fever, which are directly related to improperly treated human waste. And so even today, if we become complacent about our role in protecting human health and drinking water supplies, people can be negatively impacted by the effects of wastewater.

We see close-to-home evidence of this in studies done by Dr. Mark Borchardt and colleagues in central Wisconsin in the early 2000's when they found an increased risk of viral and bacterial diarrhea in children living in an area where holding tanks are installed and subsequently improperly pumped – discharging sewage to the ground surface.<sup>1</sup> Along with recent widespread epidemics related to improperly treated human waste such as when nearly 10,000 people died from cholera in Haiti between 2010-2019.<sup>2</sup>

So how do we make sure we are designing and installing septic systems that provide long-term protection to the people we serve? Wisconsin is one of few states who require licensing of all aspects of the Private Onsite Wastewater Treatment Systems (POWTS) process. Licensed soil testers evaluate the soils and site of each location to determine suitability. There are specific separation distances required to limiting factors such as bedrock, groundwater, or seasonal saturation. In addition, the soil must be able to assimilate the wastewater produced into the native environment and not discharge to the ground surface. This means that we not only need to consider proper vertical separation to a limiting factor, but we must also design the system large enough to take on the flows and loads of the wastewater

expected to be generated in the structure being served. Setback distances must also be assessed for encumbrances on the lot being evaluated, along with neighboring lots. The person performing the soil test has a responsibility to provide accurate information to ensure the next steps in designing and installing the system meet the soil and site conditions specific to each location.

Each of the subsequent steps of the septic installation process are completed by licensed professionals as well. Licensed Designers or Plumbers will design a system to meet the soil and site standards. Counties are required by the statute to adopt a POWTS program and they hire licensed staff to review and permit septic systems. They also do an inspection prior to backfill at the time of installation. POWTS installers must be licensed as well. Throughout this whole process, protecting drinking water is a top priority.

Wisconsin's POWTS Code (SPS 383) states that “the purpose of this chapter is to establish uniform standards and criteria for the design, installation, inspection and management of a POWTS so that the system is safe and will protect the public health and the waters of the state.” So, while we don't often think about drinking what we flush, this is exactly what onsite wastewater rules and regulations are designed to address. We know that POWTS are an efficient and sustainable way to treat wastewater and protect human health and drinking water supplies and so we must be aware of how POWTS and wells can co-exist to provide very basic and necessary human needs. 💧

*CeCe Rudnicki is a Wastewater Specialist for the Wisconsin Department of Safety and Professional Services. She has been involved in decentralized onsite wastewater treatment in Wisconsin for over 25 years as a licensed soil tester, designer, installer, pumper and regulator. She can be reached by phone at 608-400-3186 or by email at [elizabeth.rudnicki@wisconsin.gov](mailto:elizabeth.rudnicki@wisconsin.gov)*

## References

1. Borchardt MA, Chyou PH, DeVries EO, Belongia EA. Septic system density and infectious diarrhea in a defined population of children. *Environ Health Perspect.* 2003 May;111(5):742-8. doi: 10.1289/ehp.5914. PMID: 12727604; PMCID: PMC1241485.
2. Centers for Disease Control and Prevention <https://www.cdc.gov/cholera/haiti/index.html>



# MARKETING MATTERS: DON'T WASTE A ROCK

By Tara Schessler, In Time Creative

That's a wrap folks. My curling season has ended. Yes, I said curling. I'm a curler! This year was my first season in the skip position for a team. I was the John Shuster of the Thursday Ladies League Luedtke/Schessler Rink. I was the one calling the shots. I learned many lessons along the way, but one lesson in particular can be applied to many life situations. Naturally, I will be applying it to Marketing.

## Don't waste a rock!

It was the last end of my first season as a skip and we needed to score four points in order to tie. All I could think of was, don't waste a rock. We have a total of 8 rocks to throw and we need as many in play as possible. Every shot counts.

Fast forward, we lost. Sorry for the anticlimactic ending.

So how does this apply to marketing? How does this apply to sales?

Every message counts. Every conversation counts. Don't waste a chance to tell your story, share your message. Don't waste a rock!

From creative messaging details to perfectly crafted emails or customer review responses, it all matters. The way the phone is answered, how you leave a voicemail or return calls, it all matters.

Every business is competing for market share, employees and product. How can you ensure your marketing and customer service is providing the most efficient return for what you need right now?

Let's drill down (pun intended).

- What can you provide prospective customers/clients right now?
  - » Example: Auto dealers cannot get enough vehicles to keep up with demand. Should they continue to be dark with advertising for yet another year? What's the one thing they can continue to provide while recruiting new customers to their dealership?
  - » Answer – Service! Encouraging new customer traffic to the service department translates to a growing customer list which will benefit the dealership when inventory levels return. This will assist in building their preferred customer list that they can send offers or new vehicle deals to setting them up in a



better position than those who stand still and don't continue to market their business. Don't waste an opportunity to grow your business. Consumers make purchases every day. How do you remain present in the purchase funnel?

- We're Hiring!
  - » Recruitment campaigns are all starting to sound the same. How do you stand out? I recently saw a sign outside of a quick service restaurant: "Here's a new one... We're hiring." Sort of sums it up, doesn't it?
  - » Things that are working: Sign-on bonuses are attracting many to apply, however room for growth and continuous training is what the younger generation is looking for. Flexibility and good benefits are also very important. In a male dominant industry, women are often overlooked. However, did you know that 10% of students enrolled in an automotive technician program here in Wausau are female? Gender roles continue to evolve. How can you attract the non-traditional employee? What needs can you meet? Don't keep it a secret. Place the recruitment ad in front of the person wherever they are. Audience targeted display advertising is one of the most efficient ways to increase your quality application count. Don't waste your time and money on saturated job boards or radio campaigns. There is a better way. Ask me how.
- Product shortages
  - » We've talked about this in previous Marketing Matters articles, but a lot of industries will continue to face delivery issues and extraordinary wait times on products. So, will you shut your doors and close up shop until things turn around? Or, should we not assume that ALL supply chains are still experiencing major road blocks? I walked into a bicycle shop recently and was shocked to see so many bikes on the racks and floor. A year ago, it was empty, and they were barely able to keep the business afloat. However, today, they have bikes to sell!
  - » Mergers and acquisitions are creating new opportunities in every industry. A furniture store

*Marketing Matters continued on next page*

owner who used to purchase mattresses from a struggling manufacturer had a hard time getting any in stock. Fast-forward to today, that company was purchased by a larger manufacturer and now she is back to her 100 mattresses in stock and can shout it from the rooftops (or on local broadcast TV, which is basically the same thing). What changes are happening in your industry? Don't waste an opportunity to vet another vender or supplier to help keep your business going in the right direction. Make the phone call, send the email.

**Bonus Business Bites:**

Growing the pool of recruits for your industry is a fantastic opportunity to groom the perfect employee.

How involved are you in high school and tech school programs? Are there associations or internship programs you can serve on?



While the fight to find quality employees is a struggle and it appears that nobody is out there, it couldn't be further from the truth. I was at an automotive technician associatoin banquet recently and the keynote speaker shared with us that nationwide there are 10 million men in their prime working years who are sitting it out right now. They are watching streaming TV, spending an incredible amount of time on social media, and playing online games. Send them a message they can't help but engage with. 💧

Sincerely,

Tara Schessler

Have marketing questions? E-mail me anytime at [tschessler@waow.com](mailto:tschessler@waow.com). My ideas are free!

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# CSWAB ACTION ALERT: ARMY FINDS CONTAMINATION AT SITE OF UNDERGROUND FIRE

By Laura Olah, Executive Director, Citizens for Safe Water Around Badger (CSWAB)

**Post-cleanup concentrations of mercury in soil at the former Badger Army Ammunition Plant are still more than 70 times higher than ecological screening levels.**

The first warning of trouble occurred when a routine prescribed burn of vegetation by the Wisconsin Department of Natural Resources (WDNR) ignited an underground fire that burned from August 26-28, 2020. Despite millions spent on cleanup, residual soil contamination at the former Badger Army Ammunition Plant still poses a risk to human health and the environment.

The underground fire happened on land that is now owned by the State of Wisconsin and includes a series of interconnected settling ponds that received industrial and sanitary wastewater during the plant's active production years. The fire occurred within the 5.4-acre Settling Pond #2 (map).

One month after the fire, the WDNR issued a letter to the Army requesting a response action to include additional soil testing, describing the incident as producing "multi-colored smoke and high intensity flames."

The Army recently published the soil testing results which indicate that the explosive dinitrotoluene (DNT) is present at levels that exceed the soil cleanup goals approved by the WDNR in 2014. Soil sampling in June 2021 detected two forms of DNT (2,4-DNT and 2,6-DNT) at concentrations as high as 87 mg/kg, exceeding the soil cleanup goal of only 11.4 mg/kg. According to the EPA, DNT is "considered toxic to most organisms, and chronic exposure may result in organ damage."

**Even more concerning**, the total concentration of DNT in soil may actually be higher than the Army reports. The WDNR has still not required the Army to test contaminated soils for the additional four forms of DNT (2,3-DNT, 2,5-DNT, 3,4-DNT and 3,5-DNT) present at Badger. All six forms have been found in groundwater at levels exceeding Wisconsin's Groundwater Enforcement Standards.

The Army's site investigation also identified dozens of other contaminants that do not have enforceable soil



cleanup goals including benzene, dibutyl phthalate, ethyl ether, mercury, nitrocellulose, naphthalene, aluminum, and diphenylamine.

EPA Region 5 soil screening levels for protecting wildlife suggest that these unregulated contaminants may be problematic. For example, mercury concentrations are reported as high 7.2 mg/kg – far above the ecological soil screening level of only 0.1 mg/kg.

Between 2009 and 2012, the Army removed approximately 71,500 cubic yards of contaminated soil from the settling ponds. The Army will be conducting additional soil sampling later this year and the scope of work is still pending.

WDNR has an opportunity now to require more comprehensive testing to include all forms of the explosive DNT.

## HOW TO HELP:

To voice your support for **better soil testing** at Badger Army Ammunition Plant, you may send a courteous email to WDNR via [Mark.Aquino@wisconsin.gov](mailto:Mark.Aquino@wisconsin.gov) encouraging the department to:

1. order expanded soil testing for ALL forms of the explosive DNT at Badger, and
2. identify soil cleanup goals for all detected contaminants. 💧

# TWO FORMATS ARE BETTER THAN ONE! CE HOW YOU WANT IT.

## IN-PERSON CONTINUING EDUCATION

There is still time and space to register for the final In-Person CE session of 2022!

The In-Person CE Session will count for **6.0 Pump Installer; 6.0 Well Driller; 2.0 Heat Exchange Well Driller.**

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

**TUESDAY, OCTOBER 4, 2022**

Holiday Inn & Suites Wausau-Rothschild  
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Rothschild, WI 54474

Registration can be completed virtually online or a blank form can be downloaded and mailed in. Lunch will be provided please email [info@wisconsinwaterwell.com](mailto:info@wisconsinwaterwell.com) with any food allergies.

## CE SESSION COUNTS

IN-PERSON		ONLINE
2022 Annual Conference	188	123
Wisconsin Dells	132	
Green Bay	60	
Eau Claire	57	
Stevens Point	69	

## VIRTUAL CONTINUING EDUCATION

Registration is now open for the 2022 Virtual CE Platform! Take your CE on your own schedule with on-demand training.

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

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

Pump Installer, Well Driller, and Heat Exchange Well Driller are currently being offered.

To get started sign up online and pick the courses that interest you! Check out the courses we have to offer this year below:

### Drilling Deeper – Understanding the Well Compensation Fund

*Jeff Beiriger, Government Relations Advisor*

1.0 PIP, 1.0 WDP

Wisconsin has, for many years, maintained a Well Compensation Fund. The Fund is used by certain property owners to remediate existing wells and/or drill new wells. Behind the idea is a simple concept: Protect the State's groundwater resources. But how does the program really work? We'll look at the history and we'll look at the future of this Fund, all the while helping you to navigate the processes used to access funds for your customers.

### First Aid Field Techniques

*Cathy Connor, Aspirus Langlade Hospital*

1.0 PIP, 1.0 WDP, 1.0 HE

Anywhere, at any time, someone may need first aid medical assistance. Would you know what to do in an emergency? This session is designed to give you tools to assist you in providing emergency care and treatment until EMS arrives or the patient is provided definitive treatment. Your role in an emergency can make the difference for a patient!

### Wisconsin's High Capacity Well Program

*Adam Freihoefer, Wisconsin DNR*

1.0 PIP, 1.0 WDP

This session will provide attendees with an overview of Wisconsin's high capacity well application process, regulation, and technical review. The session will also cover the current state of groundwater quantity management in Wisconsin.

### The Trouble with Carbonate Rock Aquifers

*Eric Hiatt, UW Oshkosh*

1.0 PIP, 1.0 WDP, 1.0 HE

The carbonate rocks of Wisconsin's provide opportunities to demonstrate complexities in understanding properties of these hydrologic units. This course is designed for professionals who are not geologists or experts in carbonate rocks, and it will highlight the many aspects that make carbonates unique in terms of their aquifer properties. These principles will be applied to Wisconsin's carbonate rock record.

### Safety Around the Rig Tender

*Matt Kouba, Kouba Drilling LLC*

1.0 PIP, 1.0 WDP, 1.0 HE

Service trucks are highly important to the well drilling and pump installing geothermal process. Maintaining a high level of maintenance, along with project surroundings, is an everyday importance to the employee and the company.

*Continuing Education continued on next page*

**So... Your Well Has a Bridge in It?**

*Dick Milaeger, Municipal Well & Pump*

1.0 PIP, 1.0 WDP

Review of multiple projects from simple to extensive when a bridge or blockage is in a well, which will give insight to drillers, pump installers and rig operators, when they encounter such a situation.

**DNR Updates**

*Marty Nessman, Wisconsin DNR*

1.0 PIP, 1.0 WDP, 1.0 HE

Updates on the Private Water Supply Section and how they affect licensed drillers, pump installers and rig operators. Includes updates on staffing, code revisions and other relevant information.

**POWTS & Wells: Keeping it Clean**

*Elizabeth "CeCe" Rudnicki, Wisconsin DSPS*

1.0 PIP, 1.0 WDP

This presentation will cover the concept of wastewater recycling and discussion about how SPS 383 addresses methods for protecting drinking water supplies.

**PFAS – Educating the Contractor and Customer**

*Dave Schulenberg, NGWA*

1.0 PIP, 1.0 WDP

An in-depth discussion on PFAS and the role of the Contractor, Association and how to try and understand it.

**Well Driller Viewer – Overview and New Features**

*Stacy Steinke, Wisconsin DNR*

1.0 PIP, 1.0 WDP, 1.0 HE

An overview of the Well Driller Viewer and how it can help well drillers construct the best well possible for their client. The presentation will also introduce drillers to the Nitrate Penetration Layer that is being added to the viewer. The new layer is an important tool to help drillers and well owners make informed decisions when deciding how to construct a well.

**Fundamentals of Dual Tube Flooded Reverse Drilling**

*Art Steelman, Matrix Drilling Products*

1.0 WDP

Relevant to licensed drillers as it is a unique technology that is becoming more and more popular for medium to large diameter wells. It is a viable alternative to Mud Rotary and Air Rotary in many scenarios – Limits both subsurface and surface contamination – it produces a more efficient better producing well. It can be used in unstable formations where Air Rotary and Mud Rotary are not a good match. It is fast and can advance large diameter bore holes to 30-inch diameter in a single pass. It is an excellent drilling method in environmentally sensitive areas as all cutting/ contaminants are 100% contained. Many times, it can be used without bentonite or additives.

**FMCSA/DOT Compliance for Carriers/Drivers**

*Jeff Swan, HNI Risk Services of Wisconsin*

1.0 PIP, 1.0 WDP, 1.0 HE

General updates and overview of compliance for CMV drivers and employers. The attendees all either drive commercial vehicles or own and are responsible for them on a daily basis. This session will cover both safety topics as well as crucial compliance issues they must follow. This compliance is often over looked with small carriers but the ramifications of ignoring DOT rules and regulations can be devastating financially and from a safety perspective.

**An exceptional opportunity for Vertical Drillers to participate in Renewable Energy**

*Scott M. Niesen, Wisconsin Geothermal Association*

1.0 HE

This presentation will discuss: Design solutions and sizing for Vertical Geo-Exchange loops, Why Geothermal and Beneficial Electrification are a match in Wisconsin • Vertical Drillers providing reliable renewable energy for Wisconsin, and What does a HVACR Professional know about; fracture gradient, uphole velocities and viscosity - next to nothing therefore Geo-Exchange loops and Geothermal Renewable Energy is a team sport. 💧

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Single Issue.....\$175

To advertise, submit an article, or recognize industry members In Memorium please contact the Association office at 855-947-9837 or e-mail us at [info@wisconsinwaterwell.com](mailto:info@wisconsinwaterwell.com).

### Advertising Graphic Requirements:

All ads must be submitted electronically via email. WWWA *Well Log* is designed on a Macintosh platform. Accepted software: print quality PDF files (preferred), Adobe Illustrator, Photoshop, and InDesign. Fonts and linked graphics must be included with electronic files. Minimum 300 dpi on graphics and photos. Ads not supplied properly may incur additional charges. Ads not sized properly will be scaled proportionately to fit.

Please contact our office for more information:  
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Half page	3 3/4" x 10"	8" x 4 3/4"
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\*Bleed Ads need to allow an additional 1/8" on all sides for trimming.

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Huntington & Son Plbg & Well Pump Inc.  
Brodhead, WI

**Lori Huntoon**

Tetra Tech  
Los Alamos, NM

**Jim Hutmacher**

Wyo-Ben Inc.  
Billings, MO

**Ryan Hyink**

Hyink Well Drilling  
Sheboygan Falls, WI

**Tyler Hyink**

Hyink Well Drilling  
Sheboygan Falls, WI

**Chad Imme**

Guardian Well & Septic  
Big Bend, WI

**Timothy Jenks**

Jenks Well Drilling  
Wild Rose, WI

**Dave Jentges**

Jentges Excavating & Pumps Inc.  
Belgium, WI

**Joshua Johnson**

Marshall Well Drilling Corp  
Wisconsin Dells, WI

**Michael Judkins**

Water Well Solutions Wisconsin, LLC  
Oconomowoc, 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

**Scott Keppen**

Herr Drilling  
Fort Atkinson, WI

**Keith Keuter**

Waterfall Pump Service  
Platteville, WI

**Larry Kilpatrick**

Larry Larry  
Milwaukee, WI

**Kory King**

Schoenwalder Plumbing Inc.  
Waukesha, WI

**Carl Klemme**

Klemme Bros Pump Service LLC  
Kewaskum, WI

**Michael Kliss**

A Wanna Services Inc.  
Rhineland, WI

**Raymond Komarek**

Komarek Well Drilling  
Ogema, WI

**Theodore Komarek**

Komarek Well Drilling  
Ogema, WI

**Ronald Komarek, Sr.**

Komarek Well Drilling  
Ogema, WI

**Matthew Kouba**

Kouba Drilling LLC  
Reedsburg, WI

**Jeff Kramer**

Wisconsin Water Well Association  
Oshkosh, WI

**Louis Kraus**

Lang Well Drilling Co Inc.  
Wausau, WI

**Matthew Krause**

K&M Plumbing Heating & Cooling LLC  
Edgar, WI

**Craig Krueger**

Krueger Water Systems LLC  
Wausau, WI

**Wayne Krueger**

Krueger Water Systems LLC  
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

**Bruce Larson**

Larson Plumbing & Pumps  
Blair, WI

# WWWA MEMBER LISTING (CONTINUED)

**John Larson**  
Badger Laboratories

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

**Patrick Liberg**  
Suburban Laboratories,  
Inc.  
Mequon, WI

**Neal Loehrke**  
Valley Well Drilling  
Weyauwega, WI

**Allen Logan**  
Al's Plumbing LLC  
Dalton, WI

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

**Aaron Lueth**  
Lueth Plumbing and  
Heating  
Rhineland, WI

**Edward Maas**  
Hellenbrand Water Cond  
Waunakee, WI

**William Maas**  
Quality Water Systems  
Spooner, WI

**Tom Maher**  
Maher Well Drilling  
Hastings, MN

**Joseph Maitland**  
Branch River Testing  
Service  
Greenleaf, WI

**Terry Marshall**  
Marshall Well Drilling  
Corp.  
Wisconsin Dells, WI

**Jeffrey Martens**  
Martens Plumbing &  
Heating, Inc.  
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**  
McCarthy Brothers  
Consulting Co  
Excelsior, MN

**Tim McCarthy**  
McCarthy Brothers  
Consulting Co

**Daniel McCullough**  
McCullough & Sons Well  
Drilling  
Forest Lake, MN

**David McCullough**  
McCullough & Sons Well  
Drilling  
Forest Lake, MN

**James McCullough**  
McCullough & Sons Well  
Drilling  
Forest Lake, MN

**David McCullough, II**  
McCullough & Sons Inc.  
Forest Lake, MN

**Andrew McGlynn**  
McGlynn Plumbing &  
Pump Service  
Graftiot, WI

**Luke McLemore**  
Flint and Walling  
Kendallville, IN

**Randall Meidl**  
Meidl Water Systems  
Inc.  
Whitelaw, WI

**Keith Meyers**  
Oconto Falls, WI

**Richard Milaeger**  
Municipal Well & Pump  
Waupun, WI

**Kevin Miller**  
Miller Soil Testing LLC  
Columbus, WI

**Todd Morawetz**  
T & B Plumbing LLC  
Mukwonago, WI

**Jaramy Morgan**  
Butterfield Inc.  
Hayward, WI

**Douglas Morin**  
Morin & Johnson  
Niagara, WI

**Erik Nelson**  
Nelson Well Service LLC  
Genoa, WI

**John Nolan**  
Nolan Insurance Agency  
LLC  
Brandon, WI

**Danny Nubbe**  
Mineral Service Plus LLC  
Green Isle, MN

**Scott O'Brien**  
Pentair  
Eagle, WI

**Kelly Oium**  
Oium Well Drilling &  
Pump Service  
Strum, 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

**Jack Pagenkopf**  
H & N Plumbing &  
Heating  
Fennimore, WI

**John Pelke**  
Pelke Plumbing & Well  
Drilling Inc.  
Durand, WI

**Matthew Peters**  
Independent Plumbing  
Services Inc.  
Peshtigo, WI

**Rick Peterson**  
Water Right/Clean  
Water Testing, LLC  
Menasha, WI

**Scott Peterson**

**Peter Peterson, III**  
Lange Plumbing Inc.  
Reedsburg, WI

**Marie Phelps**

**Matthew Phelps**  
Midwest Well Drilling  
LLC  
Cornell, WI

**Michael Phelps**  
Midwest Well Drilling &  
Hydro-fracturing, LLC  
Cornell, WI

**Steve Pickhardt**  
PHE Contractors, Inc.  
Randolph, WI

**Michael Plautz**

**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 LLC  
Watertown, WI

**Dennis Rasmussen**  
Dennis Rasmussen  
Cable, WI

**Richard Reinart**  
The Home Inspector LLC  
Prairie Du Sac, WI

**Matt Remington**  
Remington Well & Pump  
Franklin, WI

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

**Mason Rens**  
Municipal Well and  
Pump  
Green Lake, WI

**David Rock**  
Rock-Well Well & Pump  
Service, Inc.  
Kansasville, WI

**Andrew Rogers**  
Rogers Pump Company  
Oshkosh, WI

**Todd Roos**  
Roos Well Drilling Inc.  
Oxford, WI

**Thomas Ruemenapp**  
Big Moose Home  
Inspections, Inc.  
Bessemer, MI

**Jon Rush**  
Rush Well Drilling LLC  
Black River Falls, WI

**Adam Ryberg**  
Prime Source Plumbing  
& Heating Inc.  
La Crosse, WI

**Wesley Salverda**  
Salverda Well  
Forest Lake, MN

**Kenneth Schaefer**  
Ken Schaefer Well Pump  
and Water Treatment  
Consulting LLC  
Slinger, WI

**Eric Schmidt**  
Advantage Plumbing &  
Heating Inc.  
Nekoosa, WI

# WWWA MEMBER LISTING (CONTINUED)

**Michael Schmitt**  
Huemann Well Drilling  
Ringwood, IL

**Nicholas Schouten**  
Tim Butterfield Drilling  
Inc.  
Somerset, WI

**Patrick Schreiner**  
Schreiners Plumbing &  
Heating  
Marshfield, WI

**Nicholas Schultz**  
Mineral Service Plus LLC  
Green Isle, MN

**Joe Seep**  
Joe Seep Plbg & Elec Inc.  
Reedsburg, WI

**Ivan Semingson**  
Semingson Aberle  
Plumbing LLC  
Pigeon Falls, WI

**Robert Serre**  
Cliff Bergin & Associates  
Mequon, WI

**Peter Sharpe**  
Neumann Plumbing &  
Heating, Inc.  
Howards Grove, WI

**James Shepard**  
Martens Plumbing &  
Heating, Inc.  
Mukwonago, WI

**Todd Sinz**  
T.L. Sinz Plumbing, Inc.  
Menomonie, WI

**Steven Slager**  
Central Well and Pump  
Service Inc.  
Brandon, WI

**Randol Smart**  
Smart Plumbing and  
Heating Inc.  
Butternut, WI

**Allen Smith**  
Bloyer Well & Pump, Inc.  
South Beloit, IL

**Christopher Smith**  
Bloyer Well & Pump, Inc.  
South Beloit, IL

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

**Eric Stahl**  
Grundfos  
Rochester, MN

**Steven Stahl**  
Stahl Plumbing  
Green Lake, WI

**Brian Stangret**  
Midwest Elevator &  
Drilling Inc.  
Waconia, MN

**Michael Steffl**  
Steffl Drilling & Pump  
Inc.  
Willmar, MN

**Todd Sticha**  
NDS Drilling Supply  
Company Inc.  
Elko New Market, MN

**Kenneth Sweeney**  
Ken Sweeney Well  
Drilling & Pumps  
Franklin, WI

**Russell Tallman**  
Joseph H. Huemann &  
Sons  
Ringwood, IL

**Steve Tesmer**  
Eckmayer Inc.  
Waterloo, WI

**Jeffrey Thron**  
Mantyla Well Drilling,  
Inc.  
Lakeland, MN

**Richard Thron**  
Mantyla Well Drilling,  
Inc.  
Lakeland, MN

**Brian Van Beusekom**  
Ingleside Engineering &  
Const  
Loretto, MN

**Troy Van de Yacht**  
Leo Van De Yacht Well  
Drilling  
Green Bay, 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 Inc.  
Poynette, WI

**Michael Weidman**  
Northwoods Property  
Inspections  
Park Falls, WI

**Glen Weigel**  
GW Plumbing Service  
Inc.  
Boulder Junction, WI

**Steffen Wellstein**  
Wells, Inc.  
Risingsun, OH

**Alan Wepking**  
Wepking Pump Service,  
Inc.  
Lancaster, WI

**David Werner**  
Werner Pump Service  
Jefferson, WI

**Michael Wertz**  
Wertz Plumbing and  
Heating Inc.  
Richland Center, WI

**Anthony Weslow**  
Weslow Water Systems  
Green Bay, WI

**Brian Weslow**  
Weslow Water Sys Inc.  
Suamico, WI

**Jack West**  
Federated Insurance  
Owatonna, MN

**Randy Williams**  
Water Well Solutions  
Pewaukee, WI

**David Woyak**  
4-D Water Well And  
Pump Service LLC  
Hartland, WI

**Thomas Wranik**  
Thomas F Wranik Well  
Drilling, Inc  
Eagle River, WI

**Lloyd Wurzer**  
Cahoy Pump Service  
Sumner, IO

**Jeffery Zielieke**  
Zielieke Well Drilling Inc.  
Campbellsport, WI

**Cody Zimmerman**  
PHE Contractors, Inc.  
Randolph, WI

**John Zimmerman**  
Zimmerman Pump  
Boyd, WI

**Herbert Zoellick**  
Hezpaz Enterprizes  
Wisconsin Dells, WI



# IN MEMORIAM

## DAVID HAUPT

David was born to Frank John Haupt and Anna Lucia (Unertl) Haupt on November 25, 1945. He was the youngest of eight children, with four older brothers and three older sisters. From a very early age, he showed leadership and a determination to make the world a better place for all those around him. David started working in the family business, Haupt Well & Pump Co., Inc., at a young age and through his school years. Following graduation, he attended the University of Wisconsin – Stevens Point for a bit, but ultimately decided that his calling was to follow in his father's footsteps and he made the water well industry his life's work. David felt a strong devotion to country as well, so he enlisted in the US Army in 1963 where he served active duty for six years. He was a proud Veteran and a strong supporter of the United States Armed Forces.



He managed the family business for well over 50 years, together with his brothers (Ed and Don) until their retirement and then later with his nephews (Greg and Alan) and his daughter Rachael. Haupt Well & Pump Co., Inc. provided water to thousands throughout the state of Wisconsin during David's career. He led several, and was part of many more, innovations and advancements of the water well industry during that time. David earned the distinction of "Master Ground Water Contractor" from the National Ground Water Association in 1989, only the 2nd person in Wisconsin and the 43rd person nationwide to have achieved that distinction then. In 2019, the Wisconsin Water Well Association presented him with a "Lifetime Member Award," to recognize all that he contributed to the Association and to the field.

## MARVIN HOLZEM

Marvin was born July 26, 1933, in Wausau, WI, to Chris and Amelia (Schneck) Holzem. After returning from serving four years in the Navy, he married Marjorie Bousley on September 11, 1955. Their marriage was blessed with six sons. In addition to raising his family, Marvin founded and operated for many years his own business, Ace Well Drilling. Marvin enjoyed in his younger years playing cards with family and friends, fishing trips to Canada, bowling, and watching his sons, and then grandchildren's sporting events and activities. In his later years he traveled to Arizona with his wife Marge in the winter and visited many different casinos along the way. More recently he enjoyed watching the birds, deer, and wildlife out his back window, and old westerns on TV. He was extremely proud of being a veteran, having gone on a Badger Honor Flight and of having been a Grand Marshal of the Wo-Zha-Wa Parade. His greatest joy came from family time, especially visits from the grandchildren and great grandkids.



## DAVID FOSTER

David Scott Foster of Adams, Wisconsin, born in Cudahy, Wisconsin. He was loved and cherished by many people including: his parents, Ray and Marie; his wife JoEllen; his children, Amelia Foster of Appleton, Annette Gray (Lee) of Taylorsville, Andrea Foster of Adams and Zachary Foster (Jenna) of Wisconsin Rapids; his step-sons, Matthew Burch (Alana) of Rochester Hills and Stephen Burch (Erica) of Rutland; his grandchildren, Bailey Mills, Abby Gray, Murphy Foster, Ethan, Owen, Aiden, Upton Burch, David, Lauren, Adrianna, Julia and Philip Burch; and his sisters, Debbie Ecke (Les) of Largo, DeeAnn Doyle (Steve) of Riverton and DaLene Marlowe (John) of Adams. He was also cherished by numerous nieces, nephews, aunts, uncles & cousins. 💧



*Providing & Protecting  
Wisconsin's Groundwater*

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Milwaukee, WI 53214



# WWWA SCHEDULE OF EVENTS

**October 4, 2022**

**Final In-Person CE Session  
Rothschild, WI**

**January 18-19, 2023**

**2023 Annual Conference  
Kalahari Resort and Convention Center  
Wisconsin Dells, WI**