



WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Summer 2023

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LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President



Greetings everyone,

Summer has fully arrived in Wisconsin, and I hope that yours 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.

As Summer has fully arrived in Wisconsin, so has construction season. It is getting difficult to plan out routes that don't involve some kind of detour around some construction project. I guess that's the price we pay for living in such a beautiful state with the many distinct seasonal changes that affect the roads we travel.

Speaking of travel, as we drive around from job to job, I hope you have a little chance to enjoy the scenery around you. We are truly blessed with an abundance of natural wonders throughout this great state.

The Association continues to be busy this Summer dealing with Continuing Education, Driller University details, and Convention planning. We are truly excited for you all to see what we have in store for you in the coming months.

While looking ahead is always fun, sometimes it is also important to look back and see how far we've come. Our staff has been sorting through historical documents lately and wanted to share them with you. In this issue of the *Well Log* we have included a rerun of an issue that was originally published on March 1, 1992. Head to page 19 to check it out!

Some of our members might remember when we printed crossword puzzles or trivia questions in the *Well Log*. Head to page 18 to complete the Summer 2023 crossword. The first person to email the WWWA office at info@wisconsinwaterwell.com with the correct answer to the following trivia question will receive a WWWA logo hat. Good luck!

Flat as a leaf, round as a ring; Has two eyes, can't see a thing. What is it?

I urge you to take time from your busy schedules to spend time with your families and friends enjoying all that our state has to offer in this oh-so-short of a time called Summer in Wisconsin. 💧

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

Find us on

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WISCONSIN WATER WELL ASSOCIATION SUPPORTS WELL DRILLER ACADEMY

By Jenni Kilpatrick, WWSA Executive Director

The Wisconsin Water Well Association is pleased to announce their financial support of Skilled Trade School, LLC, a Wisconsin-based educational academy currently in the development phases, which will include a Driller Academy. The Wisconsin Water Well Association will be making a contribution in the amount of \$10,000 to the newly formed 501(c)(3) organization.

Due to growing concern pertaining to the work force shortage and lack of public awareness of the industry, the association has identified a need for onsite, in-person, experiential type of training for learners to get more engaged 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 understands the concern of where the next generation work force is going to come from, and intends to do everything we can to expose others to the field to ensure its existence for years to come.

Please look for additional updates in the *Well Log*, and by email, in the near future. Feel free to reach out to info@wisconsinwaterwell.com with any questions. 💧



EXECUTIVE DIRECTOR MESSAGE: ALWAYS STRIVING TO DO BETTER!

By Jenni Kilpatrick, WWSA Executive Director

One of the most important things the Wisconsin Water Well Association can offer to you is education and opportunities for professional development. Professional development allows you and your team to stand out, and promotes career development from within your company. Professional development motivates you and your employees to do better, and to be better at the profession.

While it can be difficult to carve out the time for professional development, the return on investment is truly worth it. Employers who support professional development are encouraging productivity and job satisfaction. The opportunity to learn new skills and gain confidence in doing your job will allow for leadership development within your company. In turn this allows for greater employee retention, led by growth and opportunity. Attending professional development together as a company can also allow for team building. The Wisconsin Water Well Association holds their Annual Conference in January, along with Continuing

Education Sessions in February, March, and October. These are great opportunities to bring numerous members of your team for continuing education credits – and to discuss what they have learned.

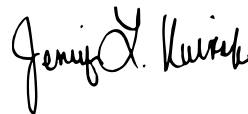
Through the Wisconsin Water Well Association Continuing Education On-Demand Platform, you can customize your professional development experience. You can select what you learn about from our annual library. If you buy the package of six courses, you have the opportunity watch all the educational offerings for the given year. There are courses on safety, grouting, geology, hydrogeology and so much more!

I encourage you to consider the Wisconsin Water Well Association when planning your professional development. Deciding to invest in your team, and yourself, is the first step.

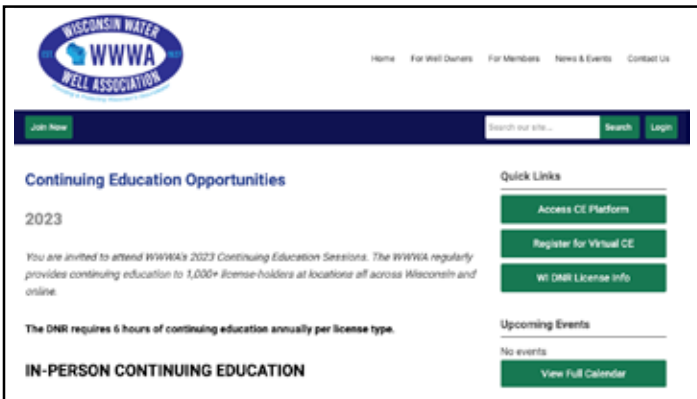
Please feel free to reach out to me with any feedback, suggestions or ideas. Looking forward to the year ahead!

855-947-9837 / info@wisconsinwaterwell.com

Sincerely,



Jenni Kilpatrick, CAE
Executive Director



WWWA MEMBERSHIP UPDATE

As of July 15, 2023

164 FULL MEMBERS

38 ASSOCIATE MEMBERS

8 LIFE TIME MEMBERS

30 FULL MEMBERS
2nd Member from
the same company



**MORE DETAILS
ON PAGE 9!**

LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWSA Government Relations Advisor

Water-related issues continue to be in the news, but let's face it, they can't compete with some of the other headlines that are out there.

If I can, I'd like to address the second part of that sentence. Nothing specific, just a thought....

As a student of history, I always cringe a little when I hear people describe things as being unprecedented. In our time, perhaps, but a review of the history of our country suggests that we've been through a lot already, that much of it was worse, and that we managed to get through it.

Don't believe me? Just remember that the Broadway smash *Hamilton* follows the lead character's rise and fall – ending (spoiler alert) with his death in a duel with Aaron Burr. Burr was the seated Vice President of the United States when he killed Hamilton. And he remained in office through the end of his term!

And what was he upset about? He was upset about losing an election that went to the House of Representatives to decide, with Thomas Jefferson ultimately prevailing. And this was only the fourth election in U.S. history!

For my two cents, the important thing is to keep faith. The system is and has always been bigger than any person, persons, or political party.

Our system of government invites different opinions, and there have always been plenty of them to go around. And because opinions change and majorities shift, we go through cycles. Looking at the timelines, you'll find that we are in the midst of two of them right now – one economic and one social. That's never happened before. One at a time, but never two. So no wonder things seem off kilter...

If history is a guide, what follows periods of uneasiness are periods of prosperity. Giving up the old and adjusting to the new is always tough, but more often than not, we adapt, we adjust, we evolve, and we prosper.

When things settle down, we'll all still be there, so it's best to get along as best we can. Finding what's common – love of community, church, country, family, friends, and yes, even our sports teams – can be the foundation of understanding, and that's a foundation that we have built

on, and can continue to build on for a long time to come.

And that brings us to the issues, where there's been a surprising amount of cooperation – if you look at the outcomes and ignore the rhetoric....

State Budget

The budget is done. The process is never pretty, but the final product reflects many areas where both parties – the governor and the legislature – were more willing in this budget to address real concerns. Sure, both offered up ideas that they knew would be rejected by the other side, but that's how negotiations always get started. Pretty soon thereafter, they started to get real, and the final product reflects the give and take that is part of a healthy legislative process.



The DNR section of the budget was addressed by Joint Finance on May 18. Two items of note:

28. PFAS Trust Fund. Create a segregated PFAS trust fund. Create from the fund a **continuing** appropriation as the amounts in the schedule for addressing and preventing perfluoroalkyl and polyfluoroalkyl substances contamination in this state. Transfer \$110,000,000 **GPR** and \$15,000,000 environmental management SEG in 2023-24 to the fund. Specify that fund revenues include: (a) transfers to the PFAS trust fund under the bill or other acts; (b) all monies,

Lobbyist Report continued on next page



other than fines and forfeitures, received under settlement agreements or orders in settlement of actions or proposed actions for violations of Chapters 280 to 299 that relate to per- and polyfluoroalkyl substances; (c) all donations, gifts, and bequests; and (d) all income and interest earned by the fund. Specify that the unencumbered balance of the PFAS-containing firefighting foam cleanup appropriation, s. 20.370 (4)(ps) be transferred to the fund.

34. Well Compensation Grant Program (Paper #610). Create a new **GPR continuing appropriation** for well compensation and well abandonment grants under s. 281.75 of the statutes. Specify that funding of \$1,000,000 be placed in the Committee's supplemental appropriation in 2023/24.

The highlights in each item point out that these are continuous appropriations. That means that they will be included in the next budget and do not expire after any set amount of time (often, two to four years). That's good, because it would be up to the governor and legislature to propose reducing or eliminating the program going forward, and what they would be eliminating is funding for a PFAS trust fund to deal with clean-up and funding for well compensation grants. And the two are linked, as money for well compensation will be used, in some instances, for drilling new wells or treating water for PFAS contamination. More money will be needed – for some time – to address this issue.

The highlights also point out that the funds will come from GPR. That is, general purpose revenue versus program revenues. The money will come from general taxes paid to the state and not by a program, such as a license fee, permit fee, or plan review fee.

Another section of interest is found in the Department of Safety & Professional Services section of the budget:

10. Private On-site Wastewater Treatment System (POWTS) Grant Program and Plan Reviewers (Paper #697). Adopt Alternatives A2 and D1 to reinstate the POWTS program and provide \$840,000 in each year, specifying a **June 30, 2025**, repeal of the program. Additionally, provide \$123,000 in 2023-24 and \$159,000 in 2024-25 with 2.0 **permanent** positions for private septic system plan review.

In this case, Joint Finance is recommending that the Wisconsin Fund, which provides funds for repairing failing septic systems, be extended another two years. The program has faced sunsets for the past several



budgets and it was questionable as to whether it would be extended. This is good news for protecting the groundwater. Additionally, the DSPS will get two POWTS plan reviewer positions and they will be permanent. In the last budget, two temporary positions were created, but funding would end June 30 or this year without an extension. This would carry those positions forward and, like PFAS and well compensation, they would need to be removed from future budgets or they would simply roll over into the next fiscal year.

NR 812 Hearing (Cement Grout)

The emergency rule related to the use of Type 1L cement for grout is in place and will be extended. The emergency rule will likely lapse before a permanent rule has been adopted, but there will be a “bridge” to allow Type 1L's continued use until the final rule is approved, likely in November of this year.

NR 146/NR 812 Scope Statements

The DNR will bring ask the NR Board to approve a Scope Statement on NR 812 when the NR Board meets in September. A Scope Statement on NR 146 may also be presented to the NR Board at that time.

A Scope Statement signals the beginning of the process of making an administrative rule (code) and can take as much as 30 months to finalize. Specifically, the NR 812 changes will affect pump installation. Changes to NR 146 will likely address a number of issues related to training, licensing, and continuing education.

PFAS Legislation

Expect a whole lot of PFAS-related legislation in the months/years ahead. One bill that has introduced this session includes a broad array of approaches for dealing with PFAS, including grants to municipalities looking to filter their water and restrictions on DNR actions when PFAS is identified. The bill also addresses well

compensation grants, allowing the fund to be used for a filtration device and up to two replacement filters.

One thing the bill tries to address is the rising cost of municipal water where treatment is necessary. Grants help, but the bill looks for other ways to keep the cost of water from rising significantly as a result of treatment systems. The bill also addresses situations where annexation takes place and the impacts of annexation can affect existing water utility customers and those who would be added to the municipal system.

Road Limits

Progress is being made on a proposal to allow for the servicing of wells when weight limit restrictions are in place. While many local units of government provide exemptions, the bill would codify that no exemption letter is needed to service a well because clean water is a necessity. New wells would have to wait for restrictions to come off, but service work would be allowed, possibly subject to some limitations of time of day or notice before/after the service is performed.

Water Issues Are Looking Large in the United States

In Arizona, they've concluded that they don't have enough water to meet housing demands over the next century. Developers in that state now need to show how they can develop land by presenting their plans to ensure the water supply for 100 years without using existing, local groundwater supplies. The impact will be mostly on areas where houses are planned on what are today raw stretches of desert.

Future Workforce

There have been a lot of discussions about the future of the industry, particularly as it relates to finding and

developing talent. The numbers don't lie – there are fewer and fewer well drillers, heat exchange drillers, and pump installers each year. The industry is at or near a point when nearly half of the current license holders will retire within the next ten years.

Discussions about training always come back to questions about who we are training. Without a steady stream of people interested in becoming a part of the industry, it's uncertain whether structured training programs are sustainable.

And yet, there's no real plan for attracting more workers, except to have individual companies recruit their own talent, train that talent, and, hopefully, retain that talent. There are no easy solutions here, but time is not our ally.

Discussions are in the early stages with legislators with an interest in rural economic development. Without wells, septic systems, and septic pumpers – plus all of the other trades – there's not much that can happen in the rural areas of our state. And while growth is strong in Dane County, there are a lot of people who are working in the metro areas but living in areas served by wells and septic systems, so it's an issue for all of the state.

What can government do to help? That's a good question and we won't know until we ask and, perhaps, bring some new ideas to the table for consideration. We're all ears if you have some ideas/insights that you'd like to share.

Supreme Court

Finally, in the last issue, we were just about to have the election for the Wisconsin Supreme Court. That race went to Janet Protasiewicz, tilting the balance on the court from 4-3 favoring conservatives to 4-3 favoring liberals.

The characterization of justices on the court has to be taken with a word of caution, however, as judges will, for the most part, approach issues impartially. And where a justice may be conservative (or liberal) on some issues, it doesn't mean – nor require – that they be conservative (or liberal) on all issues. Recent decisions at the U.S. Supreme Court, which has a 6-3 conservative majority, have been 5-4 decisions written by liberal justices.

The Wisconsin Court hasn't yet taken up some of the controversial issues, but it will soon, and when it does, a better sense of the direction of the court will emerge – likely more liberal, but to what degree isn't yet known. 💧



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SAVE THE DATE!

January 17-18, 2024

2024 Annual Conference

**Kalahari Resort and
Convention Center
Wisconsin Dells, WI**

HEAT EXHAUSTION OR HEAT STROKE?

By Hope Vandenhouten, WWSA Coordinator

As summer is in full swing and temperatures are high, taking steps to protect yourself from heat illnesses during hot weather is important. Always be mindful to the symptoms of heat stroke or heat exhaustion.

Keep reading to learn about the symptoms of heat stroke and heat exhaustion and how to treat heat illnesses.

What Causes Heat Illnesses?

Heat illnesses such as heat exhaustion, heat stroke and heat cramps happen when your body can't keep itself cool. As the temperature rises, your body produces sweat to stay cool.

If you're exercising or working in very hot weather and not drinking enough water or other fluids, your body may not be able to produce enough sweat to cool itself. If the body temperature remains elevated above 103 degrees for very long, heat stroke can occur and lead to even higher temperatures. A temperature that remains above 106 degrees can cause organ shutdown, brain damage, and possibly death.

During hot weather, especially on humid days, the increased moisture in the air slows down this process. But air temperature isn't the only factor. Humidity can play a role in how your body cools. The heat index measures the air temperature plus the effects of humidity. If the temperature is 90 degrees, for instance, and the relative humidity is 70%, the air feels as though it's 106 degrees. A heat index of 90°F or higher calls



for extreme caution. High humidity makes it harder for sweat to evaporate from the body. Prolonged exposure to high temperatures increases your risk of heat-related illnesses.

When your body can't cool, your body temperature rises, and you can develop symptoms of heat exhaustion or heat stroke.

Heat Exhaustion

Heat exhaustion is more severe than heat cramps and results from a loss of water and salt in the body. Heat exhaustion occurs when the body is unable to cool itself properly and occurs in conditions of extreme heat and excessive sweating without adequate fluid and salt replacement. If left untreated, a person can develop heat stroke.

Heat Stroke

Heat stroke, the most severe form of heat illness, happens when the body's heat-regulating system is overwhelmed by excessive heat. Heat stroke, also called a sun stroke, is a life-threatening emergency and requires immediate medical attention. Call 911 and try to cool the outside of the body until help arrives.

Heat Illness Risk Factors

Your health conditions and daily activity can impact your risk of developing heat illness. Risk factors for heat illness include:

- Lack of water consumption
- Use of alcohol
- Caffeine consumption
- Medications
- Physical condition
- Heart, lung, and kidney diseases
- Diabetes
- High blood pressure
- Age (the very young or old). Older adults are more susceptible to heat-related illness, may have memory issues, have underlying medical conditions or may not have a working air conditioner. As we age, our bodies become less efficient at cooling, and so people

Heat Exhaustion or Heat Stroke? continued on next page

Heat Exhaustion or Heat Stroke? continued from previous page

who are elderly as well as those who have circulation problems should be especially concerned about being in prolonged heat.

- Being overweight or underweight

Which One?

The symptoms of heat stroke and heat exhaustion are similar. Here's how to tell the difference and what to do for first aid.

Heat Exhaustion Symptoms

Heat exhaustion symptoms include:

- Heavy sweating
- Cold, pale, and clammy skin
- Fast, weak pulse
- Nausea
- Muscle cramps or weakness
- Dizziness
- Headache
- Fainting

If You Are Experiencing Heat Exhaustion Symptoms, You Should:

- Move to a cool place
- Loosen your clothes
- Put cool, wet cloths on your body or take a cool bath
- Drink water

Heat Stroke Symptoms

Heat stroke symptoms include:

- High body temperature
- Hot, red, dry or damp skin
- Fast, strong pulse
- Headache
- Dizziness
- Nausea
- Confusion
- Loss of consciousness

If You Are Experiencing Heat Stroke Symptoms, You Should:

- Call 911 immediately
- Move the person to a cool place
- Help lower the person's body temperature with cool cloths or a cool bath
- Do not give the person anything to drink 💧

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 to renew online or download an application. 💧

2024 CALL FOR PRESENTATIONS



The Wisconsin Water Well Association annual conference showcases problem-solving, technologies, and the latest in products for the water well industry.

We are seeking suggestions from members for presentations, and abstracts from those interested in providing your expertise in multiple areas.

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

Potential presenters, please submit your interest no later than September 30, 2023 to info@wisconsinwaterwell.com using the form below.

2024 WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE: January 17-18, 2024 • Kalahari Resort and Convention Center, Wisconsin Dells

~ and ~

CONTINUING EDUCATION SESSIONS: Various locations throughout the state.

If you would like to be considered to be a speaker for the **2024 WWWA Annual Conference**, please complete the following:

Company: _____

Name: _____

Address: _____

Phone: _____ Email: _____

Length of Presentation: _____

Track (choose all):

- | | | |
|---|---------------------------------------|---|
| <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 |

Title of Presentation: _____

Brief Description of Presentation:

MUSTACHIOED MUSINGS



By Terry Farago

Well it's here, the time we all have been waiting for. The weight limits are off so we can go to work. Hopefully everyone has had time to get there rigs, pump hoist and everything else ready for a good year, but as we all know it does not breakdown sitting in our yards.

Customers think you can be there as soon as they call, and they are the only one you have to work for. They do not think of the planning part of the job- like looking at the site to see how and where we can get our trucks in. Years ago we used to have to look up for utilities when we got on a lot, now they are putting most of the utilities in the ground, so you have to mark the site where we want to work then call Diggers Hotline to have their help in location of any utilities, so you are waiting another 3 days and to the property owners that is the longest three days. The property owners will swear there is no utilities on that spot and are surprised when the flags for the fiber optic, natural gas and power lines are all over the area that over the years they have all forgotten about.

I have noticed since (COVID) people do not like to wait, they want it done right now. Like getting anything you need will be delivered the same day, it just does not always work that way in our world. It seems that our suppliers have a better handle on products, so it is not a long wait time to get things.

You all know we give people one hell of a precious commodity in the world. As I look at the temperatures so far on the drill sites or pump jobs we all need to drink some more water also so we all stay hydrated at all times.

We all know the days are long and we get tired and sore, sometimes we forget to tell out help THANKS for the good week that they put in and also a safe one. This time of year for me is a special, when I have a not so good of a day I can go home after 10 - 12 hours and watch our calves run and play in the field. You kind of forget about what you did not get done or what went wrong.

Tina and I enjoy that time when the calves are running around and jumping, gentle reminders that life is simple if you just let it be. So to you all PLEASE be careful out there and stay safe, BE Calm and Drill On. 💧

Your friend,
Terry



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WELDED, THREADED & SPLINE LOCK FITTINGS
AISI DOMESTIC



DNR UPDATES

By Marty Nessman, Private Water Supply Section Manager

ARPA WELL GRANTS CAN ALSO PAY TO FILL AND SEAL UNUSED WELLS

Approximately \$10 million was allocated from the American Rescue Plan Act (ARPA) to create a program to help support the replacement, reconstruction, or treatment of contaminated private and non-community public water supply wells and to fill and seal unused wells. If you know of individuals that may need financial assistance to replace a contaminated well or fill and seal an unused well, they may be eligible for an ARPA Well Grant that will pay up to \$16,000. The income limit for the program is \$100,000 and there is no co-pay. Additional information on the program can be found here: <https://dnr.wisconsin.gov/aid/WellCompensation.html> and <https://dnr.wisconsin.gov/aid/WellAbandonment.html>

As I'm writing this, we have provided grants totaling over \$2.5 million to help 151 individuals replace their contaminated well or install treatment and helped another 82 individuals fill and seal unused wells. The success of the program so far is due to the hard work of well drillers and pump installers who have provided cost estimates and assistance to well owners with high nitrates, bacteria, and other acute contaminants. The DNR appreciates the extra time that you have taken to work with us when we have questions or need additional information to help process applications.

DNR will accept applications through December 2024 and issue awards on a continuous basis until all funding is expended. 💧

CERTIFIED LABORATORY REMINDER

Chapter NR 812 requires that the first water test, pump work and property transfer water samples be analyzed by a laboratory that's certified by the State of Wisconsin for drinking water analysis. Make sure that the laboratory you

use for your compliance samples is certified or can subcontract with a certified laboratory to do the analysis. A list of certified laboratories can be found on our website: <https://dnr.wisconsin.gov/topic/DrinkingWater/laboratories.html>. 💧

KEEP THE FOLLOWING REQUIREMENTS IN MIND WHEN PERFORMING PROPERTY TRANSFER WELL INSPECTIONS

Property Transfer Well Inspections (PTWI) are not required when a property with a private well changes hands, but if a PTWI is performed, NR 812 requirements must be followed.

In most cases, a PTWI is requested by a potential buyer, or the lender, and is a condition of the sale of the property. Once requested the PTWI must be performed following the requirements in NR 812.

Specifically, Property Transfer Well Inspection requirements are detailed in NR 812 Subchapter VI (NR 812.44). The following are among the requirements licensees should keep in mind:

- PTWIs can only be performed by licensed Well Drillers or Pump Installers, or an employee of a Level 3 County regulated under NR 845. They cannot be performed by unlicensed employees, subcontractors, or the property owner.
- PTWIs *must* be completed on DNR Form 3300-221, titled, "Property Transfer Well and Pressure System Inspection." Licensees may attach their own forms and letters to Form

3300-221, if they wish, but Form 3300-221 must be completed and submitted to the requestor.

- The Form 3300-221 should be submitted to the requestor only; do not submit the form (or copies) to the DNR.
- A well sample is required when performing a PTWI. For potable wells, samples must be analyzed for total coliform, nitrate and arsenic. For nonpotable wells, only total coliform sampling is required.
- An easy rule of thumb for determining compliance in a PTWI is that any well constructed on or after February 1, 1991 must meet NR 812 for new construction. Wells constructed before February 1, 1991 must meet the standards for existing installations in NR 812.42.
- If a well is determined to be noncompliant, the DNR does not have to be notified, nor will it trigger enforcement by the DNR.

If you have any questions, please contact your regional Private Water Supply Specialist. You can find a list by county at: dnr.wisconsin.gov/topic/Wells/PrivateWaterSupply.html. 💧

MARKETING MATTERS: DIGITAL STOREFRONT

By Tara Schessler, In Time Creative

Being in business today requires a lot more than establishing a physical address and hanging up a “We’re Open” sign. Most companies will need to have both a physical storefront and a digital storefront. That means, as a business owner you need to think of your online presence, i.e. your website and how well your business ranks on search engine pages.

“So you’re telling me I need to pay Google to rank on Google?” This is a direct quote from one of our advertising partners. The answer, “Yes, and no.”

By having a well-built website that includes some key ranking factors, you may be able to get away with little to no additional expenses and still have a decent digital presence.

Firstly, what constitutes as a “Good Website?”

Content Is Key

A company website should be jam-packed with rich content that positions your business as the leader in the product or service you want to be known for. Creating content using good descriptions, images and video that incorporate key words relevant to the products or services that people are searching for online will increase your rankings organically. *(Ranking without paying for ads or referral services. Someone searches “plumber near me,” the Plumbers listed below the Ads on the top of the search engine page are populating organically.)*

However, this does NOT mean your page needs to be 30 pages deep. A 3-5 page site can suffice in most business categories. It’s important to keep it fresh and relevant. Blogging can help with this. Short “How To” articles, Tips from experts and industry news can help to keep your site relevant and fresh.

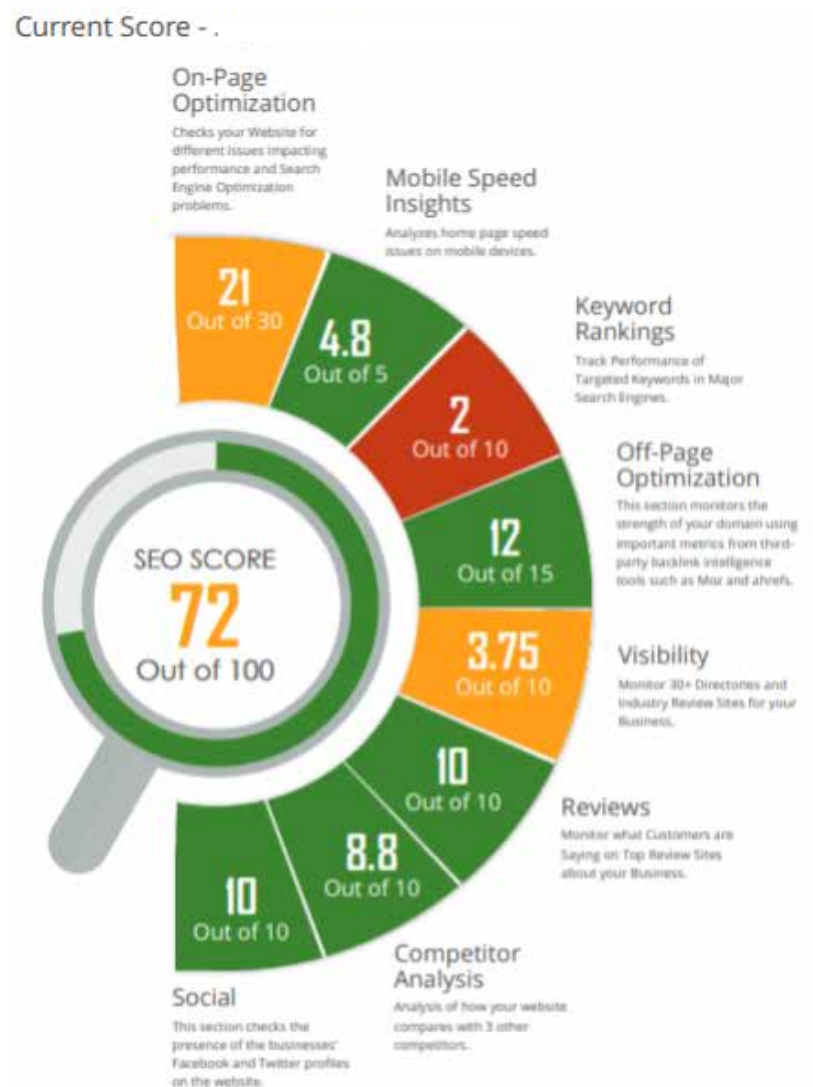
Speed

When someone accesses your website on a PC, tablet or mobile device it is important that the website loads quickly. This means all pages on the site including images, forms and videos load in a timely fashion. While it may appear to load quickly to you, a Search Engine Crawler, like Google, will look at the time for the complete site

to load on the backend and ding your site (give a lower ranking) if it takes longer than just a few seconds for the entire site to load. Often times, a mobile version of the site will take longer to load when images are not formatted correctly or use movement that delays the load time.

Google My Business

Google is the number one search engine people use to find what they want online. Part of the process to



Marketing Matters continued on next page

registering a Website with Google is setting up a Google My Business Account. This allows for your physical address to meet your digital storefront address. It allows for people to leave reviews, which also helps with ranking your site higher on the search engine results page.

Additionally, there are many directory listings you can take advantage of. The more exposure your business has online will help to create better digital authentication. It tells search engines that your business is established and stable which provides you with better search engine page ranking.

Test.Test.

If you're unsure how your digital storefront is showing up online, have some friends and family conduct some searches for products or services your business provides and see where you rank.

Or, reach out to your web developer or a digital agency and ask for a digital snapshot to show you how your business is showing up online. It will grade your website; let you know where you rank amongst your top 3 competitors and show you areas of improvement.

If those searches show your Google My business listing doesn't match your correct phone number, website domain name, physical address, or proper description, you'll want to fix that immediately. Search engines recognize these discrepancies and will not provide good search engine ranking results.

Review the site yourself. How is the customer experience? Were you able to find what you were looking for? Is the phone number click to call option working? Can you click on the map and get directions to your physical location? If you experience bumps in the road to your online experience, so will your current and prospective customers.

Bonus Business Bites:

If you have a website, it needs to be set up with **Google Analytics**. This report shows visitor trends to your website.

Before someone calls or visits a business, 76% of the time they will conduct some kind of online search to review a company. Which means, if you are advertising, you should be receiving increased traffic to your website. If your advertising is working well, the traffic should be coming through organically, which means your brand is well-known, familiar, and trusted.

However, if you are advertising and your digital storefront is in shambles, you may not be capitalizing on the leads your advertising is generating. Follow the customer experience from all angles to ensure you can capture leads no matter how they arrive. 💧

Sincerely,

Tara Schessler
TV Local Sales Manager,
Digital Sales Manager



NOW AVAILABLE! WWWA CLASSIFIED ADVERTISEMENTS

By Hope Vandenhouten, WWWW Coordinator

As a membership benefit, WWWW has 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.

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. 💧

2023 VIRTUAL CONTINUING EDUCATION PLATFORM

VIRTUAL CONTINUING EDUCATION

Registration is open for the 2023 Virtual Continuing Education Platform! All courses MUST be completed by December 1, 2023 to be valid for renewing your 2024 license/s.

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.

CE SESSION COUNTS		
as of 7/15/23		
IN-PERSON		ONLINE
2023 Annual Conference	212	162 as of 7/15/23
Wisconsin Dells	132	
Green Bay	72	
Stevens Point	73	
Madison (October 3, 2023)	7 as of 7/15/23	

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

DNR Program Updates

Marty Nessman

1 = PI; 1 = WD; 1 = HE

This session will cover updates on the Private Water Supply Section and how they affect licensed drillers, pump installers and rig operators. Specific updates on staffing, code revisions and other relevant information will be discussed.

Grouting and Placement

Jim Hutmacher, CWD PI

1 = PI; 1 = WD; 1 = HE

This session will cover all types of grouting, sealing, and decommissioning wells using all products used currently in the water well industry.

Seen and Unseen Flow in Wells

Dave Hart, PhD

1 = PI; 1 = WD; 1 = HE

Even in wells that aren't being pumped or flowing artesian, water can be moving between aquifers. This can create problems, especially if water is flowing from an aquifer with poor quality water into an aquifer with high quality water. In this presentation, we'll look at some examples of flow, how it's measured, why it happens.

Groundwater Industry Update - A Look at the Rules and Regulations Affecting YOUR Industry

Jeff Beiriger, Government Relations Advisor, Wisconsin Water Well Association

1 = PI; 1 = WD; 1 = HE

The groundwater industry is a highly-regulated industry. And why wouldn't it be, given its importance. Simply stated, public health and safety is a priority for every citizen. This session will look at all of the various regulations and talk about what's new and how those changes affect your business and your customers.

Drill Bits and Pump Pieces

Dick Milaeger

1 = PI; 1 = WD; 1 = HE

The Drill Bits portion of the presentation will discuss present and past challenges in the drilling business, successes, and failures, drilling obstructions. The Pump Pieces portion of the presentation will cover issues and failures of pumping equipment, challenges with failures, fishing and production.

WI DNR American Rescue Plan Act (ARPA) Well Compensation Grant Program

Aaron Kent, Sandy Chancellor & Emily Mitchell

1 = PI; 1 = WD; 0 = HE

This on-demand session will provide an overview of the WI DNR American Rescue Plan Act (ARPA) Well Compensation and Well Abandonment grant Program. Information will be provided regarding eligibility criteria and the application and grant award process. This information will familiarize licensed well driller, pump installer and rig operators with the program which will be helpful for those who have clients who meet program eligibility.

Continuing Education continued on next page

Sandstone Aquifers: Their Evolving Hydrogeology and Role in Regional Hydrology

Eric Hiatt, PhD

1 = PI; 1 = WD; 1 = HE

Wisconsin's sandstone aquifers have highly variable hydrologic properties. These sandstones provide opportunities to demonstrate fundamental processes that sand, and sandstones undergo in the evolution of aquifer properties. This course is designed for professionals who are not geologists or experts in sedimentary rocks, and it will highlight the factors that control the distribution and aquifer properties of sandstones.

POWTS & Wells 201 – The Impact of Septic System Density

Elizabeth "CeCe" Rudnicki

1 = PI; 1 = WD; 0 = HE

In 2022, CeCe's presentation covered the basic concepts of wastewater recycling and a discussion about how SPS 383 addresses methods for protecting drinking water supplies including setbacks and regulations. The 2023 presentation will use the SWIGG study and the UWSP Groundwater Quality Viewer to focus specifically on what types of groundwater issues we see in Wisconsin and how septic systems density can create a problem for well water.

Why are Wisconsin's Karst Aquifer so Vulnerable to Contamination?

Maureen Muldoon, PhD

1 = PI; 1 = WD; 1 = HE

Maureen started her career with the WGNHS in 1987. In 1998 she moved to UW-Oshkosh for 21 years where she was a professor of Geology. She has recently returned to the WGNHS where she conducts research that focuses on applied groundwater questions throughout Wisconsin. Her interests include investigation of groundwater quality and flow in carbonate rocks, relationship between geology and hydraulic properties, land-use impacts on groundwater quality, and delineation of wellhead protection zones. She is a licensed professional geologist and hydrologist in Wisconsin.

OSHA Procedures and Trenching Emphasis Program

Mary Bauer

1 = PI; 1 = WD; 1 = HE

This session will provide an explanation on how OSHA prioritizes job sites inspections and what happens when we conduct inspections. Trenching hazards will be discussed along with the standard to prevent trench collapses. Other hazards relating to digging or drilling will be discussed. ♦

Protection that matters



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

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Our website means 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.

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Full year\$180

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

Ad Size	Single Issue	Full Year
Full Page	\$475	\$1,300
Half Page	\$250	\$700
Quarter Page	\$175	\$500

ADVERTISE TODAY! WWWA WELL LOG ADVERTISEMENT PRICING

Full Page Advertisement

Entire Year\$1300

Single Issue.....\$475

Half Page Advertisement

Entire Year\$700

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Quarter Page Advertisement

Entire Year\$500

Single Issue.....\$175

To advertise, submit an article, or recognize industry members In Memoriam please contact the Association office at 414-488-3908 or e-mail us at 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: 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.



WATER TERMS CROSSWORD PUZZLE

	1										
2											
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					4						
				5							
				6							
7								8			
							9				
			10								
		11				12					

DOWN

1. A Tiny Bit of Matter
3. A Device Used to Measure Humidity
4. A Structure that Extends Into the Sea
5. Iron
10. Chloride
12. Dissolved Oxygen

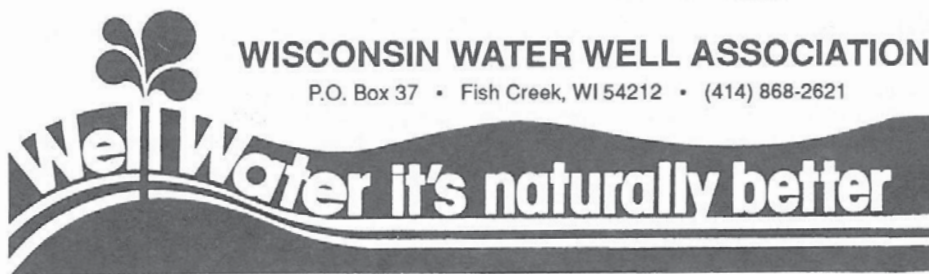
ACROSS

2. Condensed Water Vapor Near the Ground
6. Where Fresh Water Meets Salt Water
7. The Study of the Earth
8. Manganese
9. A Solid Form of Water
11. A Torrential Downpour of Rain

See Correct Answers on listed on the bottom of page 34

THROWBACK TO 1992!

Official Publication Of The...



NEWSLETTER

MARCH 1, 1992

President Wally Govert's Message To The Membership of WWSA

The 1992 Board of Directors met at Stevens Point for a brief session on February 6, in the afternoon, to set up some of the working committees for this year.

1. Legislative - WWSA Board
2. Finance Budget - WWSA Board
3. Membership and Dues - Terry Marshall-David Haupt
4. Ground Water Conference - Mike Furstenberg-Jewel Zielieke
5. Audit - Marv Holzem-Dick Berkholtz-Jim Olson
6. Nomination and Awards - Jim Olson-Sam Vander Galien-
John Herr
7. Constitution and Bylaws - Wally Maass
8. Communication and
Newsletter -
Ed Huntoon
9. Ladies Program -
Charlene Govert and
Volunteers
10. Continuing Education-
Jerry Wojcikiewicz-
Byron Wickham



Some of these committees need more help and volunteers would be appreciated. Call Owen Williams or myself or any Board member.

One of the concerns of the Board has been communication. We hope to resolve this with a timely newsletter, which Ed Huntoon has graciously agreed to produce and edit. Any news items should be directed to him at E2223 King Road, Waupaca, WI 54981. (715) 258-3640.

This will be produced bi-monthly to the members. Two issues will be mailed yearly to the members at large.

We hope to be able to announce in advance most of the board meetings, and hope to have more input from the general membership.

Hope to see all of you soon.

Wally Govert
President - WWSA

Mr. C.D. "Buzz" Besadny Holds Meeting With The Board of WWSA in January

A meeting with Mr. Besadny, Secretary of the DNR, was requested by several members of the Board at a meeting on December 13th, 1991. Mr. Besadny granted a meeting for January 10th at GEF-II in Madison.

At this meeting Mr. Besadny, Mr. Wibel and Mr. Krill, were in attendance with the 1991 Board of WWSA. A main concern was to try to establish an advisory council between the DNR and the Well Drilling and Pump Installer professionals licensed in Wisconsin.

A suggested format for a council was presented to the DNR. It was not well received by the DNR at first. Discussion was held on how it could be advisory to the Bureau of Water Supply, on water well technology and pump installer technology and provide a group for discussion of water well issues and problems. It could also be the industry contact with the Private Water Supply Section of the Bureau of Water Supply-DNR. This group could review and provide advice on issues such as licensing, field inspections, regulation, contractor and employee performance, etc.

Mr. Besadny, Mr. Wibel and Mr. Krill seemed to acknowledge that such a group, should it be well organized with good professional people, could be very beneficial to both the DNR and the industry. Mr. Besadny stated that he would give the council some consideration.

In a letter to Rod Pfeiffer on February 13th from Mr. Besadny and Mr. Krill, they seem to be willing to consider granting organizing an Advisory Council in the near future, with an 11-member group, made up of nine licensed members from WWSA, and non-members of well drillers and pump installers, one monitoring contractor and one geological survey employee. Three or more meeting per year are suggested. We were told in December that Mr. Besadny would not grant us an audience or consider an Advisory Council, but --- due to the intelligent fore-thought, ambition and determination of some of our board members, a miracle seems to be about to be accomplished. Secretary Besadny is suggesting establishing the council at the earliest possible time, which will be called

**"ADVISORY COUNCIL ON WELL DRILLING
AND PUMP INSTALLING."**

Continued on page two

NEWSLETTER EDITOR - EDWIN HUNTOON • E2223 KING ROAD • WAUPACA, WI 54981 • (715) 258-3640

THROWBACK TO 1992!

NEWSLETTER

PAGE TWO

MARCH 1, 1992

COUNTY DELEGATION PROGRAM

Changing the County Delegation Program was one of the main reasons for the meeting on January 10th. The WWA Board requested and suggested that Mr. Besadny and the DNR discontinue the County Delegation Program. The recent involvement of the WWA and the Wisconsin Realtors Association and some recent changes in new statutes were suggested as more workable solutions to problems that the program was trying to achieve.

Mr. Besadny and his staff have been studying the program, WWA Board suggestions and options, and have given the idea much consideration. Should WWA keep improving their work with the Realtors and show much cooperation and help with well locations, well abandonment, professionalism also showing that the group, and everyone in the industry is really concerned about ground water protection and doing the best work possible, there is a very good possibility that the County Delegation Program could become inactive. It may not be taken out of the statutes, but could become a silent part of the code, with no action. The industry should go to extra efforts to help lead in all of our communities, with better overseeing of anything concerning water wells.

Every well driller and pump installer should give some of the extra effort needed to accomplish this, and watch and help your neighbors, friends, and competitors to make your area a better place to work, live and play.

CHAPTER 162

DNR is continuing to discuss introduction of Chapter 162, with legislative aides, but are not working with vigor, until they know whether WWA will support Chapter 162, in its entirety or will support special exceptions.

Most members see the County Delegation Program as one of the biggest concerns. There are a few other items that could be changed that could help the industry much in the future.

Determination, Effort, Good Will, Etc.

Many concerned people have driven to Madison, participated in many day-long meetings with DNR, on

NR-145

NR-112

Chapter 162

for the last four years. (March 1988, 1989, 1990, 1991). Many area meetings have been held. Many board meetings have been held. And now the "Continuing Education Program" being held for the second year in eight or more areas of the state, jointly with the DNR personnel. Many good, well versed speakers obtained by WWA have helped improve many things.

The Technical Guides should be helping improve WWA's position with the DNR personnel and help create more of a learning effort by the well drillers and pump installers.

Four years ago DNR personnel were on one side of the room

at a meeting and the well drillers and pump installers were on the other. Today at a meeting, someone will say "gee, things have really changed, and DNR personnel and the industry people are all one group much of the time."

All levels of the DNR are noticing the improvements. Much has been accomplished and improved. But ---- there is still work to be done.

Private Well Code (NR-112)

The new NR-112 Code that went into regulation on February 1, 1991 (one year ago) is being considered by the Private Water Supply Section for several additions and corrections. Suggestions for changes to help alleviate minor problems with the code, have been submitted within the last year by DNR water supply employees and by members of the well drillers and pump installers. There are some actual errors in the new code and interpretation of the language has also created a few problems.

These corrections and additions being considered, will be distributed for formal review through the public hearing process in the near future.

At the Natural Resource Board Meeting at Sturgeon Bay the Bureau of Water Supply agreed to continue to work together with WWA to make regulations more workable and help protect Wisconsin's most precious resource - **GROUND WATER**.

Specially designed Insurance Program for water well drillers and pump installers

- **Reduced Rates !**
(available with NWWA Certification)
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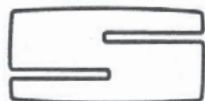
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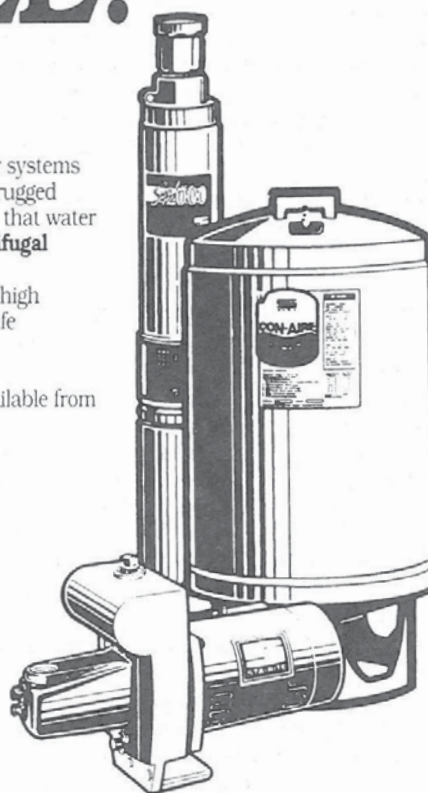


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Quality Pump	Madison	608/221-8880
Wil-Mar Pump & Supply	Delavan	414/728-5025

THROWBACK TO 1992!

NEWSLETTER

PAGE FOUR

MARCH 1, 1992

Are You Gambling On Your Future?



If you are earning a living in the drinking water field, you know these are challenging times. The demand for better quality drinking water is now greater than ever before. Are you meeting this demand successfully? Are you gambling on the future of your career alone?

You might be if you're not a member of the Wisconsin Water Well Association. Whether you're a well driller or a pump installer, you are affected by the issues and demands facing the industry today. The stakes are high, and the game could cost you if you don't know the facts or have up-to-date information on the issues. Alone, the odds are not in your favor, and the "house" almost always wins. But with WWSA working with and for you, you hold a winning hand. Gain partners committed to the game.

Through membership in WWSA you'll gain valuable partners in the game. You'll meet and exchange ideas with others in some of the same situations. As a professional, you'll benefit much. WWSA truly represents your needs. You get what you put into it, but only if you participate.

Knowledge gained from conferences and speaking with other water people is unmatched. The potential for your career advancement will be enhanced and you'll find you won't be playing the game alone.

JOIN WWSA AT YOUR EARLIEST OPPORTUNITY. Being a member of WWSA benefits professionals in the water well industry in many ways.

Many meetings with the DNR in Madison has helped make over 200 changes in the NR-112. Some changes were very small, but several have been large and important changes.

The new proposed Chapter 162 has been changed much and still needs changes before it can be accepted as workable. A large group has traveled to Madison many times and have been in meetings many days to try to help make regulations beneficial and workable for ground water protection, better wells and to try to provide clean drinking water to the people of the state.

Meeting and working on new codes with the DNR for the last four years has been a lot of work and cost the association many thousands of dollars. A lobbyist was hired to help mediate meetings and assist with getting beneficial changes. You do not get all of your good ideas and methods accepted by the DNR, their legal writers and their attorneys. But if you appear in numbers, you can work at it and should reach agreements between you and the DNR. You will generally have a better regulation to live with in the end.

If you are not a member of the group working at Madison or a member of WWSA, give it consideration. You are needed to assist to make things better. WWSA will help you with a winning hand.

WWSA MEMBERSHIP

During the Annual Meeting of WWSA on February 5th the following were elected at Stevens Point.

PRESIDENT - WALLY GOVERT, Beloit
VICE-PRESIDENT - TERRY MARSHALL, Wisconsin Dells
SECRETARY - ROD PFEIFFER, Kenosha
TREASURER - ROGER LANG, Wausau
DIRECTOR - DAVID HAUPT, Auburndale
DIRECTOR - JERRY WOJTKIEWICZ, Cameron
DIRECTOR - BYRON WICKHAM, Lodi
Continuing Education Specialist
EXECUTIVE SECRETARY - OWEN WILLIAMS

Certification as a Ground Water Professional

Many of Wisconsin's well drillers, pump installers and professionals working with water are being "certified."

Are you proud of your ability and your workmanship?

Certified Well Driller - CWD
Certified Pump Installer - CPI
Master Well Contractor - MWC
Certified Ground Water Professional - CGWP

Demonstrate your desire and ability to qualify your professional skills. This is a great opportunity to show that you are truly a professional.

More than 1200 have elected to test in 13 or more specialized categories, demonstrating their knowledge. Several dozen have become recognized as Master Water Well Contractors.

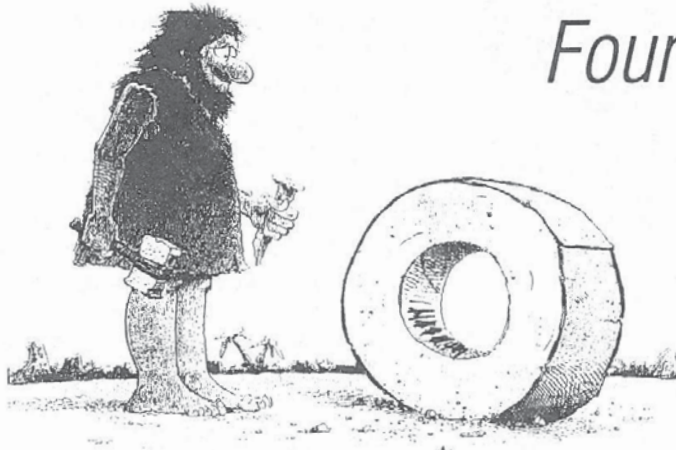
IN WISCONSIN:

Butterfield, Roscoe C., CWD
Butterfield, Thomas G., CWD
Campbell, Kenneth W., CGWP
Haupt, David L., MWC
Heeg, Brian, CPI
Jehn-Dellaport, Theresa C., CGWP
Johnson, Charles P., CWD
Junemann, Jim, CWD/PI
Marshall, Terry L., CWD/PI
Mejac, Mark M., CGWP
Meyers, Keith, CWD
Olson, Roger M., CPI
Richert, H. Malcolm, CPI
Schafer, Michael A., MWC
Senger, James A., CGWP
Solsvig, George E., CWD
Tinker, John R., CGWP
Underwood, Joan E., CGWP
Vander Galien Jr., Sam, CWD
Wojtkiewicz, Jerome, CWD
Zielicke, Jerry, CWD



THROWBACK TO 1992!

ATTENTION: BE SURE TO GO



*Four Locations
For Last
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1992 Continuing Education Program For Well Drillers & Pump Installers



**April 6, 1992
April 7, 1992
April 9, 1992
April 10, 1992**

**Monday
Tuesday
Thursday
Friday**

**Rhineland Holiday Inn
Green Bay Radisson Inn
Lake Geneva Interlaken Resort
Tomah Holiday Inn**



GREEN BAY - OPPOSITE AIRPORT



LAKE GENEVA - 3 MILES WEST ON HWY. 50

COME AND HEAR THE "HOLE STORY"

THROWBACK TO 1992!

NEWSLETTER

PAGE SIX

MARCH 1, 1992

Ground Water Conference

The first week in February a very informative conference on ground water was held at the Holiday Inn at Stevens Point by WWA.

Andrew Stone with the American Ground Water Trust addressed the group on both days on "A Nation's Concern for Ground Water Protection", and "Clear Drinking Water, a World Problem", and Americans as Seen by the Rest of the World." Andrew is very knowledgeable and has worked as an educator and hydrogeologist in many parts of the world.

Bruce Cutright of Dames & Moore addressed the group on "To Protect Ground Water, the Need for Proper Well Abandonment." Bruce is a very good speaker and it is a privilege when he shares information with you. He has projects around the world and regarded as a top consultant in environmental work.

Hank Hedges, a Certified Safety Professional gave a very informative and important safety presentation.

Tom Davis - Geraghty & Miller gave an excellent talk on "Geology of Ground Water Protection."

Robert Colangelo of the Green Corporation presented "Regulators and Ground Water", a very informative topic.

Fletcher Driscoll from Geraghty & Miller and author of the water industry's "bible" - "Ground Water and Well" gave the keynote address, "The Water Well Contractor and Ground Water Protection."

Carl Mason of Baroid spoke of "On Being a Professional Contractor" and "You Make Your Own Problems", very informative seminar topics.

Lori Huntoon, a hydrogeologist with Radian Corp. presented "Drilling Contractors - Do You Perceive How Others See You?", a very unusual topic and well presented to help lift up the image of the well driller. The well driller is as important to his community as a doctor, lawyer or banker.

David Schmitt, new Executive Director of our National Ground Water Association addressed the group with "Where Does the Association Go Now?" With nearly 24,000 members, Dave is reshaping the group and many new changes and help to water well industry are being planned.

Speakers were very informative, educational and interesting. WWA was very fortunate to have some of the best speakers available on GROUND WATER PROTECTION and CLEAN DRINKING WATER.



Natural Resources Board Has New Members

Mary Jane Nelson of Holmen, WI replaces Helen Jacobs of Shorewood.

Stephen D. Willett of Phillips replaces Constance Pukaite of Mequon.

James E. Tiefertaler, Jr. of Brookfield replaces Thomas Lawin of Bloomer.

Stanton P. Helland of Wisconsin Dells is Chairman.

Herbert F. Behnke of Shawano is Vice-Chairman.

Trygve A. Solberg of Mincoqua is Secretary.

Neil W. Schneider of Janesville is another member.

C.D. "Buzz" Besadny has a new Executive Assistant, Maryann Sumi.

This board provides policy direction for the Department of Natural Resources and it also appoints the full-time secretary, who is the Chief Executive officer.

The Board holds monthly meetings with and accepts input from citizens of the state.

Six district directors, each responsible for the total mission of the department in his or her district, manage the departments field operations.

District directors report to the office of the Secretary in Madison.

The Future is With Us

Some of the new code, safety and environmental regulations plus labor, supplies and equipment are costing you much more in time and money. You cannot absorb these costs. You must include them in your charges for services. The well drilling industry does not print money.

When government passes laws to keep our water safe and the environment clean, we all have to pay the bill.

Keep your prices up and increase now to cover added costs received lately and in the future.

Let your competitor follow your lead for a needed and earned profit.

Plan to pay your accounts, update equipment, tools, supplies and get some extra cash in the bank.



DO NOT DRIVE YOUR TRUCK APRIL 1st

Do you have your "CDL" (Commercial Driver's License)?

Any truck over 26,000 lbs. requires this on April 1st.

NO extensions will be granted.

NO other license will allow you to drive.

NO license - NO work or job.

Lines will be long - DO NOT WAIT!

THROWBACK TO 1992!

NEWSLETTER

PAGE SEVEN

MARCH 1, 1992

Drill Rig Overweight Study by NGWA

The U.S. Dept. of Transportation will conduct a study of federal and state gross vehicle weight restrictions pertaining to water well drill rigs. Increased enforcement by officials cause problems for drill rig owners. The National Ground Water Association (formerly NWWA) and the Safety Committee decided to respond to the problem and its impact on the industry.

Together with NGWA members and state associations, lobbying began. Contacts were made with members of Congress, resulting in the study of the highway bill. This study was signed and passed by President Bush on December 18, 1991.

The NGWA Board of Directors and the Safety Committee will meet with the U.S. Dept. of Transportation to discuss the water well industry's role in the study.

**IF YOU VALUE FREEDOM AND DEMOCRACY
THEN YOU NEED TO PARTICIPATE.
HELP YOUR ASSOCIATION HELP YOU!**

Specially designed Insurance Program for water well drillers and pump installers

- **Reduced Rates!**
(available with NWWA Certification)
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Contact your local independent General Casualty agent or General Casualty branch office.

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WIS. GROUNDWATER ASSOCIATION

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THROWBACK TO 1992!

WHY I BELONG TO MY WATER WELL ASSOCIATION

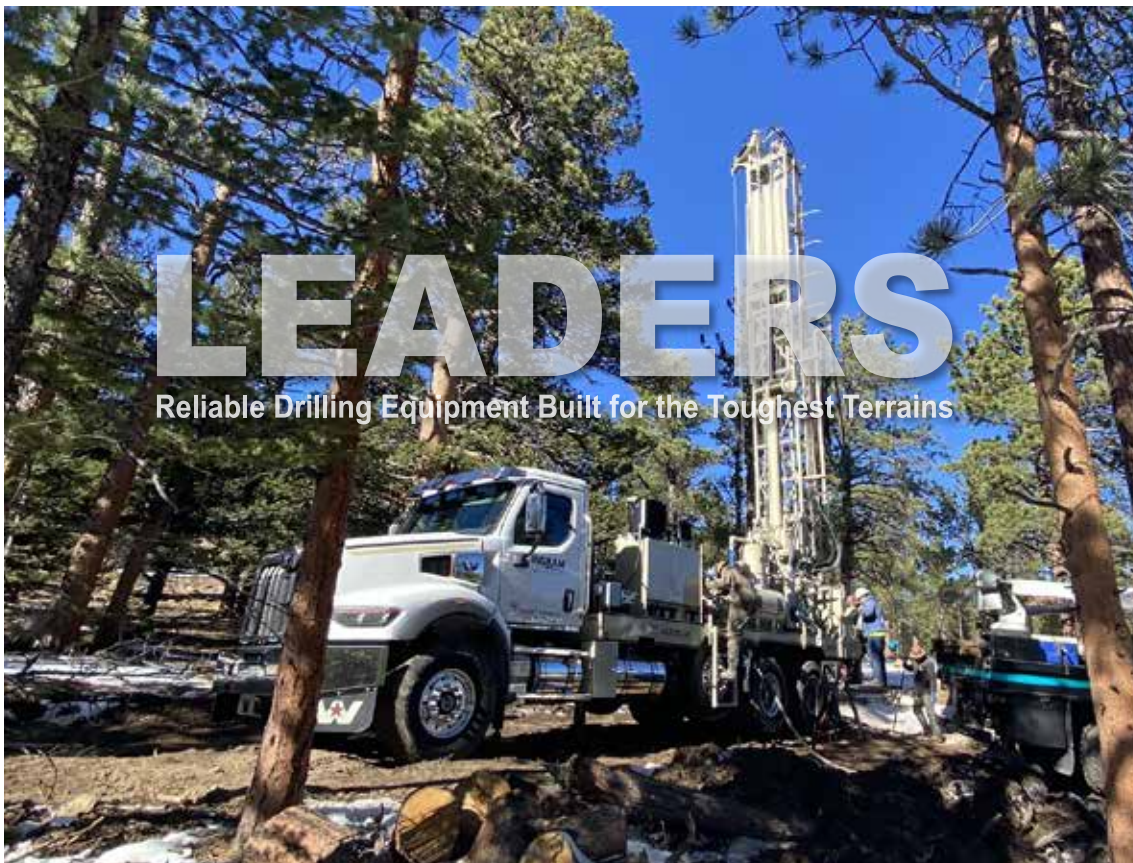
From Roger Lang

Occasionally someone asks me WHY I BELONG to the Water Well Association.

- I tell them I belong because I do not think that I know all that I should know about the Water Well business.
- I belong because I want to keep up with the fast moving developments in our industry.
- I belong because I want to attend meetings where I can learn things and exchange ideas with others.
- I tell them I belong because I want to learn how to better merchandise the wells and water systems I install or the products and services I sell.
- I belong because the public regards a member as an established and progressive firm.
- I belong because the Association is on the firing line every day on a twenty-four-hour basis, watching over the interests of the water well industry.

I believe, as THEODORE ROOSEVELT once said:

“Every man owes a part of his time and money to the business or industry in which he is engaged. no man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.”



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WWWA Scholarship

Edwin Huntoon / Owen Williams Scholarship

Two \$3,000 Scholarship Awards

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.

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. He encouraged others to "make greater strides to meet the challenge of protecting the environment."

Applicant must be:

- A current member of WWSA or family member of a current member
- Applying to or enrolled at a post-secondary institute as a full-time student

To Apply:

Scan code at right with mobile device, visit wisconsinwaterwell.com, or fill out and mail in the application on the following page.

Submission deadline November 17, 2023





Edwin Huntoon / Owen Williams Scholarship Application

PERSONAL INFORMATION

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Phone Number: _____ Email: _____

Parent Names: _____

Current WWA Member? Yes No Name of Member/Company: _____

HIGH SCHOOL/COLLEGE INFORMATION

High School Graduation Date: _____ GPA: _____

College Applied to: _____ Accepted? Yes No

If no, when do you expect acceptance?: _____

Intended field of study?: _____ Career Objective?: _____

What influenced your choice?: _____

Please list high school activities: _____

Please list community activities: _____

WORK HISTORY

Please list your work history

ESSAY QUESTIONS - Please use a separate sheet of paper to respond.

- What would this Scholarship mean to you? (approximately 500 words)
- How would you use these Scholarship funds? (approximately 250 words)

APPLICATION SUBMISSION

Completed applications should be submitted to: WWA Scholarship Fund
6737 W. Washington St.
Questions: 414-488-3908 Suite 4210
Milwaukee, WI 53214

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Clean Water Center
Oconomowoc, WI

Gary Allen

24/7 Well & Pump
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Oconto Falls, WI

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Ringwood, IL

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LLC
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Mantyla Well Drilling, Inc.
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Tom Van De Yacht

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Troy Van de yacht

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Chilton, WI

Bradley Webster
Brad Webster & Sons
Drilling Inc.
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Inspections
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Wells, Inc.
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David Werner
Werner Pump Service
Jefferson, WI

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Weslow Water
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Water Well Solutions
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Aqua Service
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Zimmer Inspection
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IN MEMORIAM

GREGORY S. DOMRES

Feb. 14, 1957 - June 2, 2023

On June 2, 2023, Gregory S. Domres was called home to be with the Lord. Greg was born February 14, 1957.

He began working as a mason after high school and later pursued a career as a well driller. He excelled in the well drilling industry and became vice president and managed Herr Well Drilling, Inc. Greg enjoyed the outdoors, hunting, and spending time up north at the family cabin with loved ones.

He is survived by his beloved wife of 40 years, Theresa Domres (nee Herr), and children Adam Owsley (Tabitha Havnen), DJ (Krista) Domres, Nathan (Sara) Domres,

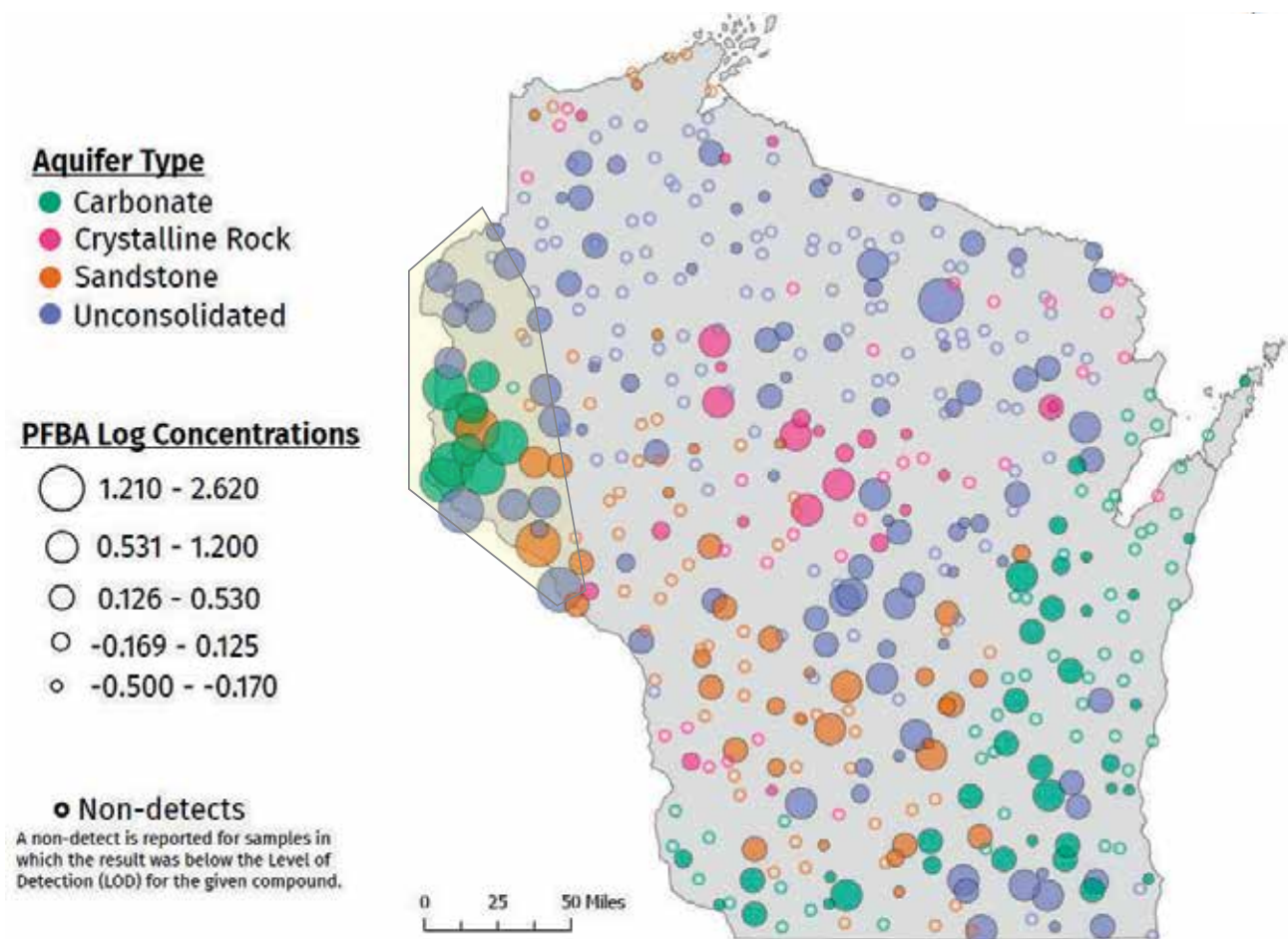
and Kendel Domres (Dylan Hochschild). He was a loving grandfather to Lauren Owsley, Riley Owsley, Jaxson Domres, Wyatt Domres, Maverick Hochschild, Veyda Domres, Caiden Domres and Georgia Domres. His mother-in-law, Marcia Herr, also survives him.

He was preceded in death by his parents, Roy and Janet Domres, as well as, brother and best friend, Terry Domres. 💧

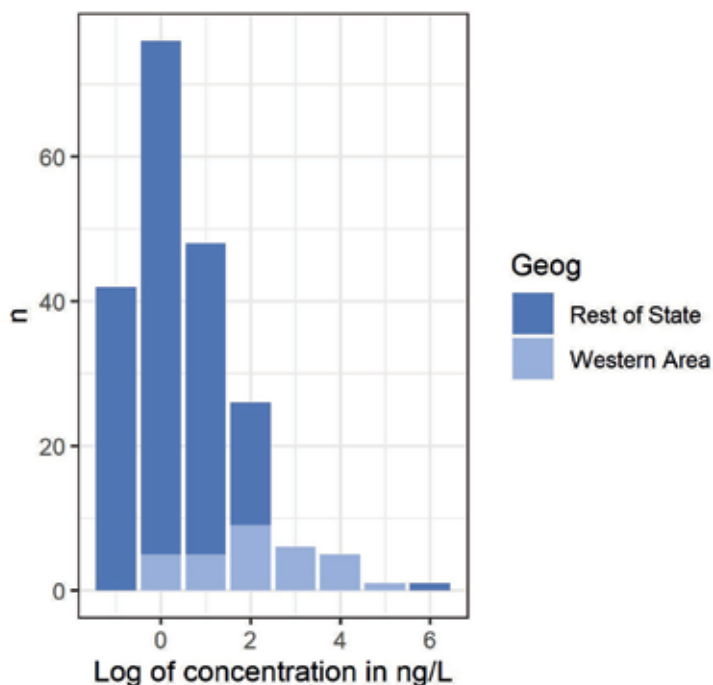


GEOGRAPHIC RESULTS FOR PFBA

Provided by the Wisconsin Department of Natural Resources



PFBA in Western Area vs. Rest of State



Correct Answers to the Water Terms Crossword Puzzle on Page 18

DOWN

- Molecule
- Hydrometer
- Jetty
- Fe
- Cl
- DO

ACROSS

- Fog
- Estuary
- Geology
- Mn
- Ice
- Cloudburst



Wisconsin Water Well Association (WWWA)
 6737 W. Washington St., Suite 4210, Milwaukee, WI 53214
 Office: 414-488-3908 • Fax: 414-755-1346 • Toll-Free: 855-947-9837
 info@wisconsinwaterwell.com • www.wisconsinwaterwell.com

2023 WWSA MEMBERSHIP

There are countless benefits to being a dues-paying member of the WWSA. While many are intangible, WWSA 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 2023.

The Board of Directors hopes that 2023 will continue to be a strong membership year with many returning and new members who will help the WWSA 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 2023 dues that represents non-deductible lobbying costs is 30%

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 WWSA member in the 2023 year.

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

\$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company

\$100 = FULL MEMBERSHIP (VOTING) - ADDITIONAL Members from same company

License # _____ *Full Members MUST hold at least one license*

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: _____

\$75 = ASSOCIATE MEMBERSHIP (NON-VOTING)

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"/> Engineer
<input type="checkbox"/> Family Member	<input type="checkbox"/> Technician	<input type="checkbox"/> Consultant
<input type="checkbox"/> Supplier/Distributor	<input type="checkbox"/> Hydrogeologist	<input type="checkbox"/> Health Official
<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Geologist	<input type="checkbox"/> State Government Official
		<input type="checkbox"/> Other: _____

PRINTED NEWSLETTER OPTIONS

Full Page Ad: \$1,300 full year / \$475 single issue
Half Page Ad: \$700 full year / \$250 single issue
Quarter Page Ad: \$500 full year / \$175 single issue

WEBSITE ADVERTISING

\$180 = Large Banner Ad
 (380 x 380 pixels)

DONATIONS

Scholarship Fund: \$ _____
 Silent Auction Item: _____

PAYMENT DETAILS

Check enclosed payable to: WWSA

Charge my credit card \$ _____
 #: _____

Name: _____

Exp. Date: _____

CVV #: _____

Please return by fax:
414-755-1346
or scan/send to:
info@wisconsinwaterwell.com
or mail to address at top.

Any questions, please call:
855-947-9837



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



WWWA CALENDAR OF EVENTS

October 3, 2023

**Final In-Person CE Session
Plumbers Local 75**

2102 E. Springs Drive, Madison, WI 53704

January 17-18, 2024

**2024 Annual Conference
Kalahari Resort and Convention Center
Wisconsin Dells, WI**