



# WELL LOG

A PUBLICATION OF THE WISCONSIN WATER WELL ASSOCIATION

Summer 2024

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## LETTER FROM THE PRESIDENT

By Rick Peterson, WWWA President

Greetings everyone,

I hope that your summer has been fruitful and that you have had time to enjoy some leisure activities that we all look forward to in the dead of winter. I know that I am looking forward to fall and hunting season, my favorite time of year.

I wanted to touch base with you all regarding some upcoming changes to the CE offerings through the Wisconsin Water Well Association. As you know, over the past several years, we have navigated through unprecedented times, adapting our events and meetings to accommodate the needs of our members and presenters. During this period, we transitioned to primarily showing video presentations at our in-person Continuing Education Road Show. This allowed us to continue sharing valuable knowledge and insights while accommodating the accessibility of our speakers. We understand this has been frustrating for many, and we hear you— you would like presenters to be there in-person to address questions and enhance the education you're receiving.

With all that in mind, I wanted to let you know that the format going forward will be changing for our Roadshow locations. Next year, you can likely expect live speakers including some Board members, possibly DNR staff, and various industry partners, to be conducting the educational sessions. Topics are still being discussed and so the WWWA is currently seeking speaker proposals for our 2025 continuing education sessions. Please email any class or speaker suggestions to [info@wisconsinwaterwell.com](mailto:info@wisconsinwaterwell.com) or fill out the form on page 7.

Due to the resources required to provide in-person presentations throughout the state, we will also need to reduce the number of Road Show locations. Our 2025 Road Show will be held in January in Wisconsin Dells, Green Bay and Eau Claire in April. There will be no in-person education offered after April. Our on-demand platform will be the only way to obtain continuing education credits after March.

Please feel free to reach out with any feedback, suggestions, or ideas. Looking forward to the year ahead and how these changes help move us forward! 💧

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



# 2024 WWWA BOARD OF DIRECTORS

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## ADVERTISE TODAY! WWWA WELL LOG ADVERTISEMENT PRICING

**Full Page Advertisement**

Entire Year ..... \$1300  
Single Issue.....\$475

**Half Page Advertisement**

Entire Year .....\$700  
Single Issue.....\$250

**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](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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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.

# EXECUTIVE DIRECTOR'S MESSAGE: PROFESSIONAL DEVELOPMENT: NOT JUST THE TECHNICAL SIDE

By Jenni Kilpatrick, WWWA Executive Director

In a previous issue, I spoke of the importance of professional development and continuing education for groundwater industry professionals; however, professional development is important for your whole team – not just those on the technical side.

While most of the education the Wisconsin Water Well Association provides is geared towards pump installers and well drillers, the importance of professional education for administrative staff - including administrative assistants, billing departments, and human resources - cannot be overstated. Investing in the education and development of these key personnel is crucial for the overall efficiency and success of any business.

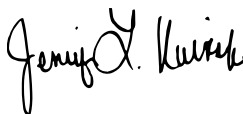
Administrative staff are truly the backbone of any organization. Their roles involve being the first point of contact for customers and staff, developing schedules, handling billing and payroll, maintaining records, and ensuring smooth day-to-day operations. Professional development and education for these key members of your staff results in streamlined processes, reduced errors, and increased productivity.

As the groundwater industry continues to evolve, the need for well-educated and skilled administrative staff will only become more critical. A major part of the workforce is heading into retirement, and those positions will need

to be filled. By encouraging professional development, you are taking a step to ensure continuity for your business and career advancement for those you employ. Professional development is an investment that yields returns for both the employees and the organization.

Given how important your administrative team is to your business, the Wisconsin Water Well Association encourages you to have members of your administrative team attend the Annual Conference with you as a guest at no charge (license holders must pay to attend). We are planning for business specific education related to human resource best practices, debt collection, office management, and marketing your company. If you have any suggestions on business-related topics that would be helpful to you or your administrative team, please don't hesitate to reach out ([kilpatrick@wisconsinwaterwell.com](mailto:kilpatrick@wisconsinwaterwell.com)). 💧

Sincerely,



Jenni Kilpatrick, CAE  
Executive Director



## WWWA MEMBERSHIP UPDATE

As of August 15, 2024

**191** FULL MEMBERS

**51** ASSOCIATE MEMBERS

**10** LIFETIME MEMBERS

**37** FULL MEMBERS  
2nd Member from  
the same company



**MORE DETAILS  
ON PAGE 25!**



# 2024 VIRTUAL CONTINUING EDUCATION PLATFORM

## VIRTUAL CONTINUING EDUCATION

Registration is open for the 2024 Virtual Continuing Education Platform! All courses MUST be completed by 11:59PM to be valid for renewing your 2025 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.

### CE SESSION COUNTS

as of 7/15/24

IN-PERSON		ONLINE
2024 Annual Conference	192	153 as of 9/5/24
Wisconsin Dells	179	
Green Bay	81	
Rothschild	66	
Madison (October 1st)	4 as of 9/5/24	

New courses will be rolling out throughout the year at various times so keep your eyes open for topics that interest you! Below is the current list of courses being offered:

#### DNR Program Updates

**Marty Nessman**

1 = PI; 1 = WD; 1 = HE

This session will provide 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.

#### DNR Data Systems

**Sara Fry**

1 = PI; 1 = WD; 1 = HE

Want to learn tips for using DNR data systems more effectively? This session will help well drillers and pump installers access DNR data systems and learn how to find important information more quickly so that they can do their work more efficiently and effectively. The session will also provide example of common errors that could result in questions that delay processing of records.

#### What Controls Today's Aquifers

**Eric Hiatt**

1 = PI; 1 = WD; 1 = HE

Wisconsin is built from some of the oldest rocks in North America. The state has a rich and complex geologic history marked by mountains, ocean-front property, a playground for dinosaurs, and massive glaciers during a global ice age. Wisconsin's rocks and sediments are the products of this history, and each has distinct aquifer properties. In this session, you will learn about the Earth's long history in deep time, how the planet has evolved, and the relationships between Wisconsin's geologic history, regional major rock types, and their aquifer properties.

#### Something We Can Agree On

**Jeff Beiriger, Government Relations Advisor, Wisconsin Water Well Association**

1 = PI; 1 = WD; 1 = HE

If you're looking for a place where policymakers are working together, look no further than the laws, rules, and other regulations that govern our industry. Public sentiment favors responsible regulation, and there is good communication between regulators and the regulated community. This session will look at recent changes, proposals for additional changes, and explore ways that we can continue to build bridges, even if it feels like everyone wants to burn them down.

#### Variable Frequency Drives

**Tom Beran**

1 = PI; 0 = WD; 0 = HE

This presentation will provide a basic overview in understanding how Variable Frequency Drives Operate, understanding the programming within them, troubleshooting basic faults, tools to have for installation & repair and a look forward to VFDs in use with Permanent Magnetic Motors.

#### Well Fouling Indicators

**Michael Schnieders**

1 = PI; 1 = WD; 0 = HE

The session will start with common issues resulting from well fouling to include impacts on efficiency, water quality, and treatability. We will then discuss the common types of well fouling that occur, supplementing the discussion with information obtained from fouled well testing across North America. The session will feature reality based information from troubled wells, exposing the complex nature of water well management.

*Continuing Education continued on next page*



## Preventive Maintenance – Extending the Life of Your Water Well

Kevin McGinnis

1 = PI; 1 = WD; 0 = HE

This session will explain the benefits of preventive well maintenance and describe the process. It will discuss why the contractor should offer this as a service to his/her customer. And last, it will explain why the industry should be promoting this service.

## Safety and OSHA Requirements

Matt Kouba

2 = PI; 2 = WD; 2 = HE

Detailed on site and off site requirements to operate a safe company on and off the job site. 💧

# NOW AVAILABLE! WWWA CLASSIFIED ADVERTISEMENTS

By Hope Hurda, 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. 💧

## 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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# DNR UPDATES

By Marty Nessman, Private Water Supply Section Manager

## REMINDER: 2024 LICENSE AND REGISTRATION RENEWALS BEGIN OCTOBER 1ST



### ARPA Well Compensation Ending and Return to Statutory Compensation Program

Thank you to all the well drillers and pump installers that have helped well owners obtain safe drinking water through the DNR's ARPA Well Compensation program. As of July 19, 2024, the program has provided grants to over 600 well owners and has awarded over \$8.5 million. The DNR is no longer accepting new applications as the number of applications waiting for review exceeds the remaining funding.

With the end of the ARPA Well Compensation program, we are directing well owners to the previous well compensation program that was established in 1984. As we return to the previous well compensation and well abandonment grant program, please keep in mind the following:

- Fecal bacteria contamination is grant eligible only if the DNR determines that the contamination is due to livestock and creates an area of special well compensation eligibility.
- Nitrate contamination is eligible only if all the following apply:
  1. The nitrate concentration of the well is greater than 40 mg/l.
  2. The well serves livestock, or a residence and livestock, at least 3 months per year and provides more than 100 gallons per day for consumption by livestock.
- Arsenic contamination is eligible only if it exceeds 50 ug/l.
- Non-community wells are eligible only if the well is also used for residential use (excludes any well with 15 or more service connections).
- Applicant income may not exceed \$65,000 and awards are reduced if the applicant's income exceeds \$45,000.
- Awards are limited to 75% of eligible costs up to \$16,000 (maximum award is \$12,000).

### REMINDER: DAY CARE FACILITY WELLS ARE NOW CONSIDERED SCHOOL WELLS!

Following the code revision change to section NR 812.07 (94), Wisconsin Administrative Code that went into effect July 2020, the existing definition of schools was expanded to include day care facilities. With the change to the definition of school wells that now includes day care facilities, well drillers should be very aware if a *new* well is to be installed for an upstart business, if a *replacement* well is being drilled for an existing day care facility, or if you are *reconstructing* an existing well at a day care facility, school well approval shall be obtained prior to starting work. This is true even if the business has other prominent functions such as a community center, senior dining, etc. This is very important to ensure compliance.

The details of the well construction provided on the approval request will be reviewed in relation to the requirements provided in section NR 812.152, Wisconsin Administrative Code to maximize protections against contamination for the vulnerable population to be served. This is comparable to obtaining a high capacity or wastewater treatment plant well approval before the well project begins. Although specific requirements may vary depending on the drilling site, you should note school wells (including day care wells) require at least 3 inches of a 60-foot grouted annular space.

Ask thorough questions of general contractors, project managers, consulting engineers and owners on the intended use of the building. Be specific. In addition, please be sure to keep your private water or public water supply specialist informed on the construction details and your progress. Note that the application fee for school wells (including day care wells) is the same as the notification fee for private and other non-community wells (currently \$50) unless the well will be considered a high capacity well.

School well approval requests can be submitted to the Department of Natural Resources using both of the following applications forms:

<https://apps.dnr.wi.gov/doclink/forms/3300-295.pdf>

[https://apps.dnr.wi.gov/doclink/forms/3300-295a\\_printonly.pdf](https://apps.dnr.wi.gov/doclink/forms/3300-295a_printonly.pdf). 💧

# 2025 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](mailto:info@wisconsinwaterwell.com)

Potential presenters, please submit your interest no later than September 30, 2024 to [info@wisconsinwaterwell.com](mailto:info@wisconsinwaterwell.com) using the form below.

## 2025 WISCONSIN WATER WELL ASSOCIATION ANNUAL CONFERENCE:

January 8-9, 2025 • Kalahari Resort and Convention Center, Wisconsin Dells

~ and ~

## CONTINUING EDUCATION SESSIONS: Jan. 10 - WI Dells; Apr. 1 - Eau Claire; Apr. 2 - Green Bay

If you would like to be considered to be a speaker for the **2025 WWWA Annual Conference**, please complete the following:

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Length of Presentation: \_\_\_\_\_

Track (choose all):

☐ Well Driller

☐ Rig Operator

☐ Business Management

☐ Pump Installer

☐ Geo-Thermal

☐ Legislative/Regulatory

Title of Presentation: \_\_\_\_\_

Brief Description of Presentation:

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# LOBBYIST REPORT: GOVERNMENT RELATIONS UPDATE

By Jeff Beiriger, WWWA Government Relations Advisor

I read an article the other day from Jason Kotecki. Jason is a public speaker and an artist and, I think, a bit of a philosopher. You can find him at [www.escapeadulthood.com](http://www.escapeadulthood.com).

In the article, Jason noted that he likes dogs, but doesn't have one, and that he loves to travel, but doesn't want to take a cruise.

What he draws attention to is the number of people who will go to great lengths to convince him that he is wrong – that he should own a dog and that he should go on a cruise.

Jason points out that we are increasingly being led to believe that your preference is an attack on mine. But sometimes, there is more than one "right" answer. And you aren't obligated to be offended by someone else's preferences, or get defensive, or object.

It's a good message to keep in mind, especially as we inch closer to the elections this Fall. It's OK to have an opinion and it's OK for someone to disagree.

For my two cents, having an opinion is not a new phenomenon. Neither is sharing your opinion. What's missing is the willingness to listen – to be curious and not judgmental, as Ted Lasso would say. And, having listened, the willingness to compromise.

It's a zero-sum, winner takes all game to some folks. It's blood-sport. If you feel otherwise, don't doubt for a second that you – not the death match folks – are in the vast majority.

That said, here's what's happening in the world of government relations affecting our industry:

The legislative session ended in March and the veto session – where the legislature votes to override any vetoes the Governor may have issued – failed to produce any changes.

The focus now turns to the Fall elections....

## Fall Elections

And things will be different this year, as the down-ballot elections (state assembly and state senate) are in play as a result of redistricting that took place earlier in the year. While the Senate will almost certainly stay in Republican hands, there has been some question about the Assembly. What makes one branch a near-certain outcome and the other more competitive is that only half of the Senate is up for election, so there are 16 or 17 seats unaffected by redistricting until the 2026 elections.

And this is where Wisconsin elections are affected by national elections and the momentum surrounding them. In that regard, it's been a wild thirty days!

The rough debate performance by President Biden shifted momentum to the Republicans. A failed assassination attempt and a National Convention saw additional momentum swing to the Republicans. And while a bump coming out of the convention is normal, the combination of events had some polls in key states showing a likely Republican landslide in the Fall.

And then candidate Biden stepped out of the picture and a new candidate, Kamala Harris, emerged. And the Democrats caught fire again and have pulled even or close to even in the key battleground states. In a few states, where Democrats were expected to win easily, the race was getting close, but the Democrats appear to once again have control of those states.

Typical of the last few elections, it will be Michigan, Nevada, Arizona, Pennsylvania, and Wisconsin that are the key states. Georgia is in play too again, and Virginia and North Carolina are both moving closer to a 50/50 race.

It's for Vice President Harris to keep the momentum going and she will face headwinds – from Republicans for sure, but also from independent voters, who really don't know much about what she stands for, and whether she is best defined by her comments as a presidential candidate in 2020 or the more centrist actions of the last four years. For sure, she has energized young voters, but it's hard to know whether that will be enough to overcome a very committed base enjoyed by the Republicans.

If momentum continues for the top of the Democratic ticket, they could take the state Assembly. Minimally, the races will be more competitive than they would with Biden at the top of the ticket.

## Referenda and the Supreme Court

There were two referendum items on the ballot this August. Both deal with who can spend money sent to the state by the Federal government. The referendum would have made the legislature responsible. Currently, the governor makes those decisions. The arguments on both sides have merit, but the method of this change – a constitutional



*Government Relations Update continued on next page*

### Government Relations Update *continued from previous page*

amendment – is a circumvention of the governor's power to veto legislation. Taking issues to the people screams "democracy," but often results in decisions being made by people lacking the information they need to make the best decisions (versus elected officials, whose job it is to evaluate all sides of the issues).

And one more thing on the ballot, but not until April, is a Wisconsin Supreme Court seat. One of the "liberal" justices (they're supposed to be non-partisan) is up for election and the balance of the court is in play – again. So, brace yourself for another seemingly endless election cycle.

### Personal Property Tax

A quick reminder that personal property tax will be going away.

### Issue for the 2025/2026 Session

The issues for 2025/2026 have been identified as:

- NR 146/812 Code Change
- Reworking the Pump Installer Licensing Examination

- Weight Limits
- Heat Exchanger License – Required Credits
- Training Grants
- Tax Exemption on Drill Rig Purchases

Do you have other issues we should consider? Let us know!

### NR 146/NR 812 + Drinking & Groundwater Committee

The 146/812 Code Committee will meet on August 29, focusing on NR 812 this time. If the committee work ends this Fall, the rule will be drafted, then go to two public hearings – fiscal and the text of the rule. After that, three legislative committees before it is finally implemented. In other words, nothing is imminent.

Please stay in touch with WWSA regarding your thoughts on the rule changes. We want to provide valuable testimony at the hearings, and the best way to do that is to hear from all of you. 💧

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Reedsburg, Wisconsin

**Academies Offered**

- Driller** (Icon: Drill bit)
- Water** (Icon: Water tap)
- Asphalt** (Icon: Asphalt paver)
- Welder** (Icon: Welder mask)
- Septic** (Icon: Septic tank)

**Let us help train your next team member!**

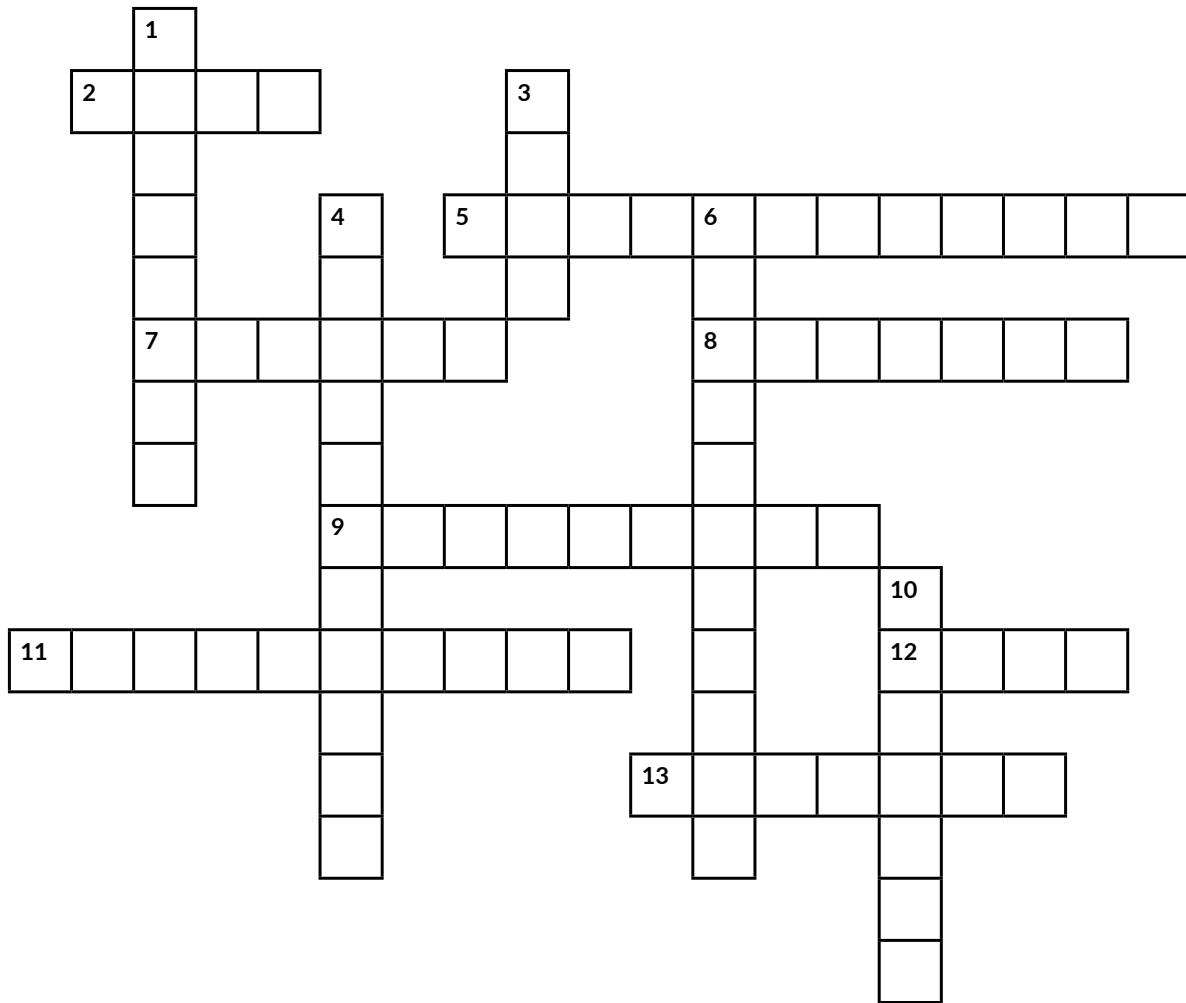
Visit Our Website  
[www.myskilledtrades.com](http://www.myskilledtrades.com)

Follow Us! (Facebook and Instagram icons)

The advertisement features a blue and yellow color scheme. On the left, a list of five trade academies is presented in blue rounded rectangles with white text and icons. A large white arrow points from this list towards a circular inset photo on the right. The photo shows two young men in orange protective suits and hard hats, smiling. To the right of the photo is a yellow speech bubble with the text 'Let us help train your next team member!'. At the bottom left is a globe icon and the website URL. At the bottom right are social media icons for Facebook and Instagram with the text 'Follow Us!'.



# WATER TERMS CROSSWORD PUZZLE



## DOWN

2. A pipe in the ground that is used to remove water from an aquifer
5. Clouds are an example of this
7. Water on the earth's surface which moves into a lake or stream without absorbing into the soil
8. Layers of soil, sand, and rocks that store groundwater
9. Groundwater leaves the ground and enters a lake or stream in a \_\_\_\_ area
11. The largest use for groundwater is \_\_\_\_
12. An example of precipitation
13. To contaminate, to become unclean

## ACROSS

1. In the water cycle, when water soaks into the soil
3. The movement of water underground is called groundwater \_\_\_\_
4. Water that is found underground in the cracks and spaces in the soil sand and rocks
6. The stage of the water cycle when water changes from a liquid to a vapor
10. A long period of dry weather could cause a \_\_\_\_

*See Correct Answers  
on listed on the  
bottom of page 22*



# MARKETING MATTERS: THERE'S DANGER IN THE DARK

By Tara Schessler, In Time Creative

Silent recession? Soft economy? Election year wait and see? Let's talk about the recession that nobody is talking about. While 2023 was expected to see a dip in business, the opposite happened. Now, it appears the U.S. is looking at the possibility of a delayed recession. Inflation is up, interest rates aren't falling, and even though some supply pricing has gone down, retail prices are still high. And business decisions are hard. Particularly marketing decisions. So, when a company feels the pinch, bills need to be paid, what's the first budget to be cut? Advertising of course. Let's talk about it's not necessarily the best idea to go dark.

Before you decide to cut your marketing and advertising, here are the questions you need to ask yourself.

How many competitors do you have?

What's your market share in your industry?

How did you earn that market share?

Are you prepared to lose it?

If you're currently at the top of the list and are earning most of the business in your industry in your geographic region, whatever you're doing for marketing is working. If you're not doing much of anything, well, you've established a name for yourself and word of mouth is working for you.

Now, when the economy is soft and there are fewer buyers or prospective customers, the fishing just got ten times harder. Word of mouth isn't going to cut it; you're going to have to be louder than that.

Businesses who stay consistent, make noise and show up like nothing out of the ordinary is happening, retain and gain market share. Those who go dark are in danger of losing their place on the list and will have a tougher time climbing back up the ladder.

Cost shift what's not working, go all in on the most efficient marketing strategies and stay the course. Add some grass roots sales tactics and you'll come out stronger than your competitors on the other side.

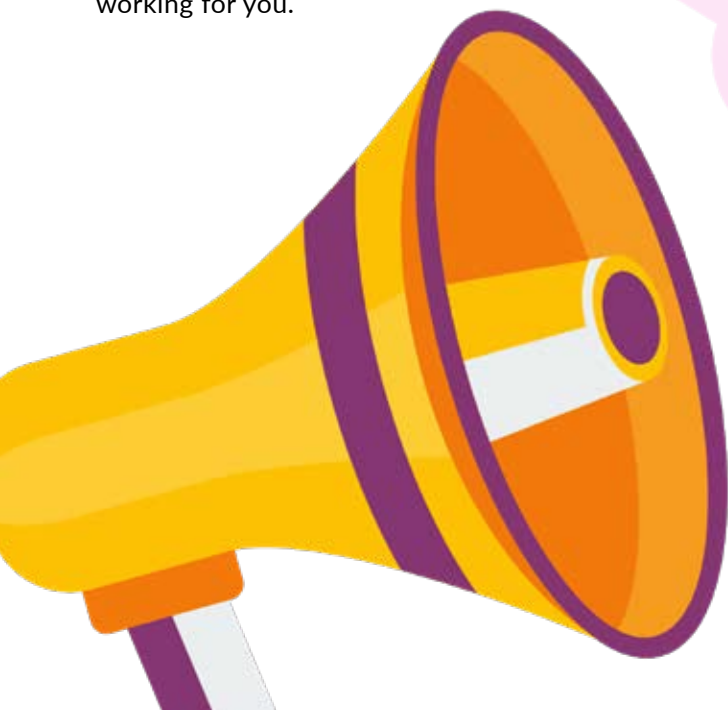
## Bonus Business Bites:

Sales teams during a soft economy need to be reminded that meetings will be harder to get and closes will take more effort than they do in a booming economy. Hiding behind a keyboard or a cubicle wall will not move the needle. We are in a 'call economy.' That means picking up the phone or getting on the road to prospect, knock on doors and see new people. So, before you send another email, think about how much more impactful that conversation would be in person. 💡

Sincerely,  
Tara Schessler  
TV Local Sales Manager,  
Digital Sales Manager



**BONUS**



# MUSTACHIOED MUSINGS



By Terry Farago

Summer is here in full swing. Everyone has the drill bits turning. With the heat we've had so far, I wanted to remind you all just how important heat safety is. Remember to drink water and take plenty of breaks. I know we're all busy and tend to want to work faster when it's hot to get sooner but listen to your bodies when it's time for a break.

Service work has been nuts lately – I love it! Had a guy come in the shop this week that dropped a pump in a well and needed help getting it out. We've been so busy I told him it would be a few weeks before I could make it over there. He'd already spent a week trying so I loaned him some fishing tools I had made over 20 years ago and by God, they got it

out. I made the plans up for the tool with a couple of other drillers on a bar napkin at the national convention.

We are busy planning the Annual Water Well Conference in January. It's shaping up to be a good show with lots of changes, great prizes, and of course, live speakers. This year if you have any rig operators that would like to come along and sit in of the sessions, not for CE, they can attend for \$75. They can get some education and see what it's all about. Hope to see you there! 💧

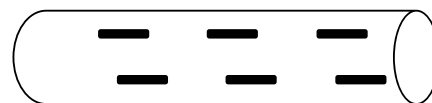
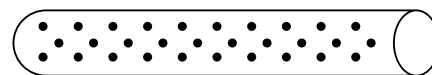
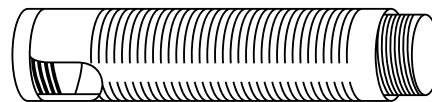
Keep the bits turning,  
Terry



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## CAN YOU SOLVE THE RIDDLE?

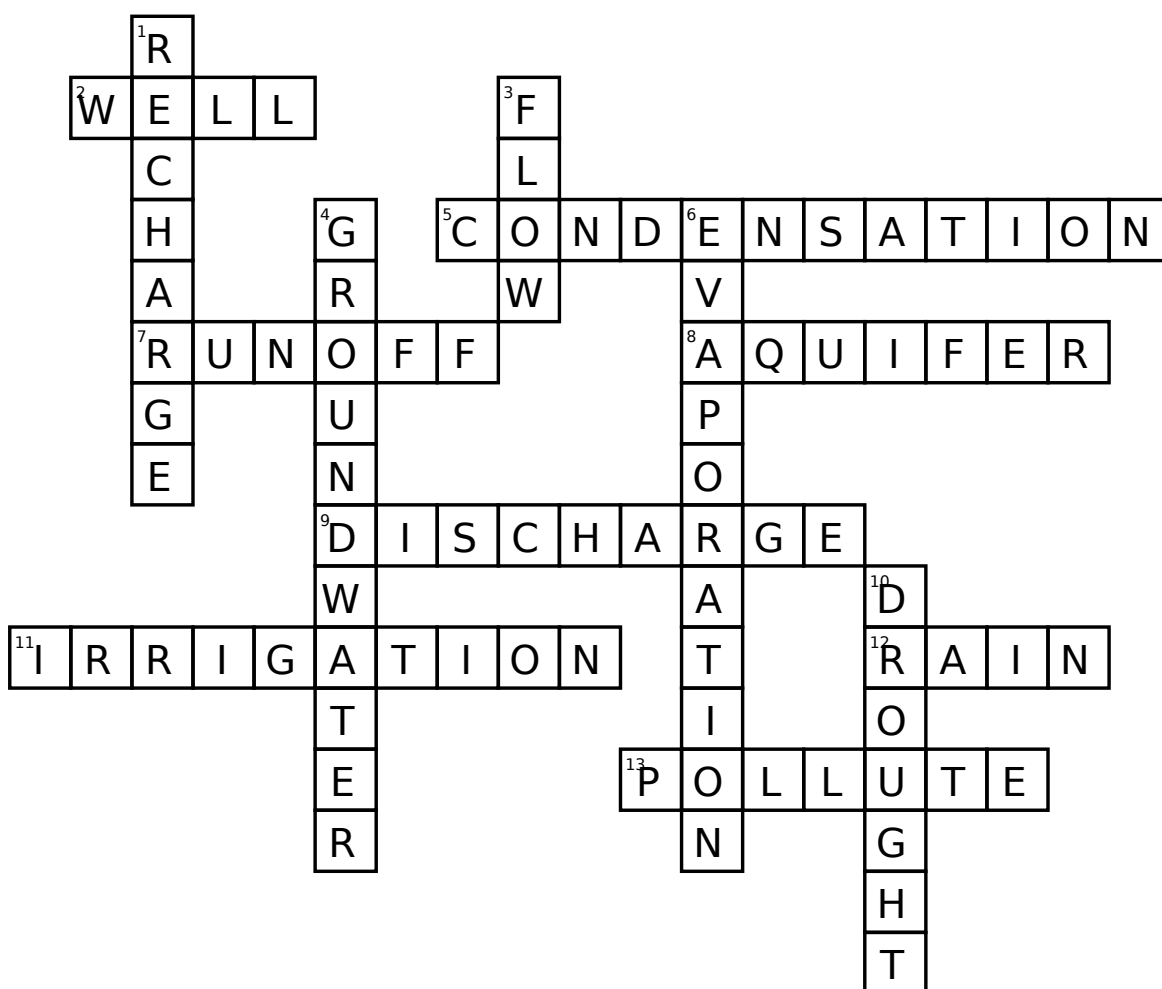
I have seas with no water, coasts with no sand,  
towns without people, and mountains without land.  
What am I?

Email your guess to [info@wisconsinwaterwell.com](mailto:info@wisconsinwaterwell.com).

The first person to send in the correct answer will receive a prize. Good luck!



## WATER TERMS CROSSWORD PUZZLE ANSWER KEY





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**Wayne Holly**  
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**Jeff Wirtz**

24/7 Well & Pump  
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Aqua Service  
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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 WWWW 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 WWWW 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 WWWW 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](http://wisconsinwaterwell.com), or fill out and mail in the application on the following page.

Submission deadline November 17, 2024





# Edwin Huntoon / Owen Williams Scholarship Application

## PERSONAL INFORMATION

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Parent Names: \_\_\_\_\_

Current WWWA 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: WWWA Scholarship Fund  
6737 W. Washington St.  
Suite 4210  
Milwaukee, WI 53214

Questions: 414-488-3908





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](http://www.wisconsinwaterwell.com)

# 2024 WWWW MEMBERSHIP

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

Please visit [www.wisconsinwaterwell.com](http://www.wisconsinwaterwell.com) to find a more detailed listing of membership benefits and details on the networking and educational opportunities coming in 2024.

The Board of Directors hopes that 2024 will continue to be a strong membership year with many returning and new members who will help the WWWW fight for what's good and right – **Water the Wisconsin Way: Fresh. Clean. Safe.**

Dues to the Wisconsin Water Well Association are not deductible as charitable contributions for federal income tax purposes, but may be deductible as ordinary and necessary business expenses.

**We hope to have your support!**

## CONTACT INFORMATION

Full Name: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate Phone: \_\_\_\_\_

Email: \_\_\_\_\_



**YES!** I want to be a WWWW member in the 2024 year.

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

<input type="checkbox"/> \$150 = FULL MEMBERSHIP (VOTING) - FIRST Member from a member company		PAYMENT DETAILS	
<input type="checkbox"/> \$100 = FULL MEMBERSHIP (VOTING) - ADDITIONAL Members from same company		<input type="checkbox"/> Check enclosed payable to: WWWW	
License # _____ <b>Full Members MUST hold at least one license</b>		<input type="checkbox"/> Charge my credit card \$ _____	
Mark all that apply: <input type="checkbox"/> Pump Installer <input type="checkbox"/> Water Well Driller <input type="checkbox"/> Water Well Drilling Rig Operator <input type="checkbox"/> Heat Exchange Driller <input type="checkbox"/> Heat Exchange Drilling Rig Operator <input type="checkbox"/> Other License: _____		#: _____	
<input type="checkbox"/> \$75 = ASSOCIATE MEMBERSHIP (NON-VOTING)		Name: _____	
License # _____		Exp. Date: _____	
Mark all that apply: <input type="checkbox"/> Employee of a Full Member <input type="checkbox"/> Family Member <input type="checkbox"/> Supplier/Distributor <input type="checkbox"/> Manufacturer <input type="checkbox"/> Manufacturer Rep <input type="checkbox"/> Scientist <input type="checkbox"/> Technician <input type="checkbox"/> Hydrogeologist <input type="checkbox"/> Geologist <input type="checkbox"/> Engineer <input type="checkbox"/> Consultant <input type="checkbox"/> Health Official <input type="checkbox"/> State Government Official <input type="checkbox"/> Other: _____		CVV #: _____	
<b>PRINTED NEWSLETTER OPTIONS</b>		<b>WEBSITE ADVERTISING</b>	
Full Page Ad: <input type="checkbox"/> \$1,300 full year / <input type="checkbox"/> \$475 single issue Half Page Ad: <input type="checkbox"/> \$700 full year / <input type="checkbox"/> \$250 single issue Quarter Page Ad: <input type="checkbox"/> \$500 full year / <input type="checkbox"/> \$175 single issue		<input type="checkbox"/> \$180 = Large Banner Ad (380 x 380 pixels)	
<b>DONATIONS</b>			
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# IN MEMORIAM

## ALLEN C. FARWELL

November 9, 1943 - June 16, 2024

Allen C. Farwell, age 80, of Cottage Grove, passed away on Sunday, June 16, 2024. He was born on Nov. 9, 1943, in Madison, Wis., the son of Coyt and Catherine (Carpenter) Farwell.

Allen graduated from Madison East High School in 1963. He met his wife, Sharon, there when she was 15 and he was 18. On Feb. 27, 1965, he married Sharon Vincent in Madison. He enjoyed a 54-year career working as a backhoe operator as well as an installer of swimming pools, and septic system at Farwell Pools. He held a master Plumbers license as well as a pump installer and was also a Registered soil tester.

Allen got his student pilot's license at age 16, before he got his driver's license at 18, and then received his Private pilot's license in 1975. He started to build his own experimental Baby Ace Aircraft when he was 16 and worked for Ace Aircraft in McFarland. He rebuilt a 1946 Aeronca Chief with his grandson, Sam, in 2008. He has been a long time member of the EAA and held member No. 17049, as well as a member of local EAA CORBEN Chapter 93.

Allen was an aspiring inventor who loved the outdoors, working with his hands, (he often said "God blessed me with these awesome hands.") He also enjoyed gardening, his birds, especially Humming birds, and wild life.

He always looked forward to spending time with his family, filled with camping, star gazing, road trips filled with adventure, always asking the children "which way, right or left?" Not knowing where the family's final destination would be. Road trips would be educational, by pointing out irrigation and what types of clouds were overhead, and filled with family experiments, hands on. When a family member spotted the first

deer, they received the first ice cream cone. He sure enjoyed his ice cream cones. and he never stopped loving his ice cream. He would often say, "When Sharon and I were dating, an ice cream cone cost 15 cents, now if I want a cone, with the family, it will cost me well over \$20," (laughing).

The Farwell name stood for INTEGRITY, and he was very proud to be a FARWELL.

Sharon was Allen's Queen. He and Sharon with the help of their family built a dream home for Sharon, for supporting him in the design of his invention of an Automatic Perk Tester. Saying to the family," I'm building a Castle for my Princess."

He loved teaching others new things, especially co-workers and his children and grandchildren. He was a kind, generous man who would give you his last dollar, he had a great sense of humor even moments before he passed away, He was a great storyteller, and jokester.

Allen is survived by his wife of 59 years, Sharon; children, David Farwell, Deerfield, Rochelle (Eric) Elliott, Deerfield, and Stacy Farwell, Cottage Grove/Oxford; grandchildren, Benjamin, Samuel, and Amanda Farwell, Lucas Elliott and Trevor Bushke; great-grandchildren, Keaton Farwell and George Farwell; Siblings, Virginia Zwickey, Bernice Murray, Duane (Camilla) Farwell, Donald Farwell and Dale (Kathy) Farwell; brothers-in-law, James (Becky) Vincent, California, Richard (Irene) Vincent, California, and Robert (Connie Bush) Vincent; Florida; along with numerous nieces, nephews and friends. He was preceded in death by his parents; grandchild, Adam Farwell; and sisters, Betty Jacob and Jean Farwell.



# IN MEMORIAM

## LEONARD “RED” WILLEMS

October 20, 1939 - May 18, 2024

Leonard “Red” Willems, age 84 of Kaukauna, passed away peacefully at his home on May 18, 2024. Red was born in Green Bay on October 20, 1939, son of the late Leonard and Marcella (Wollersheim) Willems. On November 13, 1965, he married Janis Schnell at St. Patrick’s Catholic Church in Askeaton.

Years later, he became the owner of The Well, a well-known tavern just down the street, and now known as Rocky-Top. But for many years he was well known for his well-drilling business, Willems Well Drilling, Inc., which he operated for nearly fifty years. He also purchased and operated a well drilling business up north, known as Tipler Well Drilling. Red. served his country as a member of the United States Army and earned the rank of SP4. In his younger days, he enjoyed bowling and baseball, but lately his days were spent telling

stories, shaking dice, and daily breakfast at Landreman’s Family Restaurant.

Red is survived by his wife:

Janis Willems; three children: Tammy (Ken) Kuchenbecker, Troy (Winnie Rootes) Willems, and Terri (Adam) Hansen; four grandchildren: D.J. (Adrianna) Quinzer, Brooke (Myles) Schroeder, and Steven Quinzer and Courtney (Michael Lounge) Willems; a great-granddaughter Annalise Quinzer; a brother-in-law Ron Schnell, as well as many nieces, nephews, other relatives and friends.

Red was preceded in death by his parents, his step-father Erv Tennessen, a sister Elaine (Bob) Miller, a brother Ron (Cheryl) Willems, a brother-in-law Buzz (Beno) Schnell; Janis’ parents Butch and Mary Schnell and her step-father Herb Kalies.





6737 W. Washington St.  
Suite #4210  
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# WWWA CALENDAR OF EVENTS

**January 8-9, 2025**

**2025 Annual Conference**

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

**January 10, 2025**

**Wisconsin Dells Roadshow**

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

**April 1, 2025**

**Continuing Education Session**

**29 Pines  
Eau Claire, WI**

**April 2, 2025**

**Continuing Education Session**

**Comfort Suites/Rock Garden Banquet &  
Conference Center  
Green Bay, WI**