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**NEW JERSEY GROUND
WATER ASSOCIATION**

Dates for 2012 Meetings

Quarterly Meetings

Third Tuesday of March	3-20
Third Tuesday of May	5-15
Third Tuesday of September	9-18
Third Tuesday of November	11-20

Directors Meetings

One Month Prior To Regular Meeting Dates:

Second Tuesday of February	2-14
Second Tuesday of April	4-10
Second Tuesday of August	8-14
Second Tuesday of October	10-9

President's Message

Welcome members and guests of the New Jersey Ground Water Association. As we look forward to the spring weather approaching we sure have to be grateful for the mild winter we have had the pleasure of enjoying this year. If only the state of our economy allowed us all to be busy. As I speak to several drillers, pump installers, suppliers etc. throughout the state, the story lately is the same: it seems we are all much slower, work wise, than any of us wished that we were.

The NJDEP has been very active in working on the final proposal for our rule changes of 7:9D. There have been several meetings which have taken place, and many hours spent reviewing the old regulations and proposing changes which would better serve our industry and protect the Ground Water and residents of the State of New Jersey. Unfortunately, due to the pressures of upper management at the NJDEP, we are unsure of how many changes we can expect. I continually urge all of our members to maintain pressure on our legislators and DEP commissioners to listen to our concerns

and comments and completely revise the rule as it should be, and not force us to accept a watered down version of the same. Our lobbyist, Paul Bent, has requested a meeting with Assistant Commissioner Siekerka to address our concerns in person as soon as possible. I will be present at this meeting to ensure the concerns of this Association are heard.

*“Keep New Jersey’s
most precious
natural resource safe;
New Jersey
Ground Water.”*

I would like to extend another thank you to VP Joe Neri and his holiday party committee for all of their hard work and planning to put together one of the best holiday parties this association has ever had. Harrah’s Resort

was a perfect host and offered so many activities after our party from gambling to night clubs. Thanks to our members who attended, our association actually made money on our affair, Thank you to every one!

Let us all look forward to a safe and profitable year! Lets keep our most precious resource safe: New Jersey Ground Water.

Gary D. Poppe, President
New Jersey Ground Water Association

**Don't Make This Your Last Issue
of the New Jersey Ground Water Association Newsletter.**

If you have not joined NJGWA for 2012, do so now to avoid uninterrupted service and to assure your companies listing in our directory to be published in May 2012.

Please fill out the application on page 9 and mail to:

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I hope you are planning to attend the NGWA 2011 "Fly In" February 27 and 28 in Washington DC. This is the premier event for making a difference with our government and representing our industry. NGWA works very hard to make our membership and industry positions known to our federal legislators. Please attend the 2012 Fly In and become an integral part of this process. At the "Fly In" the NGWA will be releasing a position paper on "Hydraulic Fracturing of gas wells" to our government officials. This position paper will provide NGWA commentary on the drilling of gas wells and the importance of protecting groundwater resources during and after the completion of the drilling of the gas well. Both resources can co-exist with proper construction, drilling and procedural execution.

The membership has spoken at the **2011 NGWA Expo** and voted to revise the Code of Regulations (COR – our by laws) to open the position of officers of the NGWA to any member of the Board of Directors irrespective of the division you belong to. Any contractor, supplier, scientist or engineer and manufacturer can be elected to be an officer of the NGWA. This is a very important step for our future as it allows the Board of Directors to elect the best leaders from the Board to serve as officers. I congratulate the members for making this change to move our association into the future.

I unfortunately missed the **NJGWA Holiday Party** as I was on vacation in Florida. I have heard nothing but good things about the event and the welcomed change in venue. Congratulations to all those hard

working NJGWA members that put in all the effort to make this an enjoyable and successful event.

Revisions to NJAC 7:9D is on going and the draft should be completed by March 1. It is extremely important that all industry members place their support behind revising the regulations. Many sections of our regulations are antiquated and no longer make sense in this changing industry. I cannot over emphasize the need for the industry members to write letters to the NJDEP Commissioner stating their support for these revisions. I don't want to see the revisions watered down by NJDEP not applying the priority to the revisions that it deserves and the industry deserves. Do your part and write a quick letter. I am willing to help anyone with this effort.

I am now Past President and my duties have lessened a bit but I am still enjoying my service to our industry. Thanks again to all for supporting me and making it a pleasure to serve.

If there is anything I can do or anything the NJGWA needs my input on just contact me. I can be reached at 609-548-1983 and my e-mail is art.becker@sgs.com. I will not know all the answers to all your issues but I will research those issues with NGWA staff and get the answers to you.

Get involved, its' your Association, its' your industry!!

Art Becker, 2011 NGWA President

609-548-1983 (cell)
art.becker@sgs.com

The New Jersey Ground Water Association newsletter is published quarterly. Deadline for copy and advertising is February 15, April 15, August 15, and October 15, 2012. Please contact George Strycker for article submission at 732-423-0521 or e-mail Gstrycker@aol.com. For information on placing an advertisement, please contact George Berry at 973-835-6600 or e-mail FLHR94BERRY@aol.com.

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Ensuring a Quick Recovery from a Claim – Part 1

By Paul Quirk, CIC, Capital Bauer/Gallagher Drillers Insurance Program

The purpose of insurance is to bring you back to whole in the event of a claim. Many factors come into play in getting you back to whole in a time frame that will minimize the stress on you and your wallet. Here are a few tips that should help you move the process along in the event that you have a claim.

Like so many other times accurate and thorough documentation is a big part of handling a claim. When you have a claim the first thing you should do is document what happened, where and when it happened, and list the factors that lead up to the incident. Once this is done you should make a list of all of the damaged property. Once you have all of your facts straight its time to call in the claim to your carrier or agent.

Since the insurance carrier, not the agent actually pays the claim its best

for you to deal directly with the claims department of your carrier. They'll need all of the information listed above so they can first determine if you have coverage to pay the claim then start working on how much to pay for the claim. If your agent has done his or her job there should be no question as to whether or not you have coverage. If not please call **888-869-3535** and ask for **Paul**.

The question of how much should be paid for the claim should have been answered at your last policy renewal. If we're talking about a rig claim, or a piece of equipment listed on your Inland Marine policy most likely the claim will be paid on an Actual Cash Value (ACV) basis. One way to determine the ACV is the price new minus depreciation. Another way to determine the ACV is to consider how far into the useful life the equipment has lasted. If you have a piece of

equipment that should last ten years, and you have a total loss when it's five years old then the ACV would be 50% of what you paid for it. During this time feel free to share any copies of Worldwide Driller Resource or National Driller Magazine that you might have with the claims adjuster. Drilling equipment is very unique and specialized so you may be able to help the adjuster by sharing this information.

If you and your agent have done your homework settling a claim should be a pretty quick and relatively easy process. Most carriers track how long it takes to settle claims and their goal is always to shorten that time by as much as possible. Watch for a follow up article in the next newsletter where we'll discuss things you need to do in the event of a liability claim. Until then be safe, and don't go down the hole without the right coverage!

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ADAPT OR DIE!!!!

by Bill Beyer Pentair Water

Recently my wife & I went to see the movie "Moneyball."

My motivation to see this movie was that I am a sports fan. My wife, who is definitely not a sports fan, had a much different motivation. She likes Brad Pitt. Anyway this is a subject for another discussion.

There was a line in the beginning of the movie that stuck with me. Brad Pitt plays Billy Beane, who is the general manager of the Oakland A's baseball team. Beane is talking with a number of long time scouts. These scouts had been out in the trenches for many years going to every high school & college baseball field from Florida to Alaska. They have been looking for prospects, working them out, trying to convince these prospects & their parents that they should sign with the Oakland A's. They had been doing things the same way for many years. Beane's line to them is simple "Adapt or die." He is referring to changes that the Oakland A's need to make in order to compete with the big money teams from New York, Boston, Philadelphia etc. In other words if they did not change how they look for new players they would never be able to compete in the new world of big bucks baseball.

The reason this line "Adapt or die," resonates with me is that we in the Water Well Industry are at turning point also. Our industry has changed and we need to "Adapt or Die." From 2000 – 2007 more new houses were built every year. All of us in the Water Well industry benefitted from this growth. Then in 2008 things in the new home building market started going south. My perspective is Water Well pumps & tanks, as I have been selling these products for 35 years. To get a perspective of how the lack of new home construction affects Water Well pumps sales consider this. First look at the number of pumps your company installed each year from 2000 – 2007 & say that 70% of these pumps were replacements and 30% were for new homes. Then consider that new home construction in 2011 may be off by 90% when compared to 2007. Simply put if new home construction related pumps sales represented 30% of the overall pump sales and this portion of the business is down 90% we have just lost 27% of our business. Things look fairly bleak when looking at a crystal ball as to what the future will bring. Every day you hear how bad the economy is here in the US. Additionally it seems that the economies of other countries are even worse than ours, i.e. Greece, Italy, Spain etc.

This is where the line "Adapt or die," comes in. If you are still doing exactly what you were doing in 2000- 2007 and 27% of your market has disappeared you are in trouble. Many companies are struggling to make a profit. But there are some exceptions that I have seen. Some contractors & wholesalers have taken what they have been dealt and figured

out a way to not only break even but actually be successful in today's weak economic climate. How have they done this? What is their secret?

They have adapted. They have diversified. They are looking at Variable Frequency Drives. They are looking at geothermal, directional drilling, water treatment and maybe sump, sewage & effluent pumps. By adding more things to the menu of things that they can offer their customers they are finding new ways to make money.

For the first portion of my career I just sold Water Well pumps & tanks. This is still a very important part of my business. But now I am also selling Variable Frequency Drives. By adding a VFD to the pump & tank you have an opportunity to increase your total sale by 40-50%. Here is some quick math on where I get this 40-50% increase. The list price on a 1hp, 20gpm pump is somewhere between \$800-1200, depending on which brand and model you use. The list price of a tank is somewhere between \$300 – 700, once again depending on the brand and size. If you take the midpoint of the list prices on the pump & tank your total is about \$1500. The list price on a 1hp VFD is between \$1300 - \$1400 also depending on the brand you use.

If you have lost 27% of the pie, because new home sales are down but you could increase the amount made on every job by 40-50% you would actually be better off today than you were 5 years ago. Unfortunately contrary to what VFD manufacturers are telling us, we all know that we are not selling a VFD on every job. This being said if you are not talking up VFD's every time you replace a pump or tank, which is the easiest time to sell a VFD other than on new construction, you are shortchanging yourself and your business. Believe me your competitors, that are successful today, are talking about VFD's everyday & every time they are with a customer. With the availability of 2 wire, VFD's the retrofit opportunities are endless. Just think about how many pumps your company has installed over the years.

I think we can all agree that there are fewer jobs available now than in the past. This being said we need to figure out a way to replace these lost revenue dollars. This is where UP selling comes into play. If we sell more on each job this will help. If you sell VFD's, geothermal, water treatment and even some sump & sewage pumps to your existing customer base while continually looking for new customers you will succeed in a the current economy while others will either fall behind or go out of business altogether.

If you did not get anything out of this article remember the salesman's code. ABS (Always Be Selling.)

Our industry has changed and we need to "Adapt or Die."

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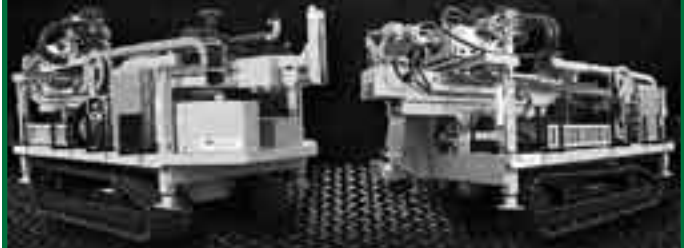
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New Jersey Ground Water Association

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All members will receive the NJGWA quarterly newsletter and are encouraged to attend quarterly meetings.

New Jersey Ground Water Association:

The objectives of the Association are to assist, promote, encourage and support the interest and welfare of the water well industry in all of its phases; to foster aid and promote scientific education and standards and to advance the science of ground water technology; to promote harmony and cooperation between well contractors, scientists and regulatory agencies relative to the proper development and protection of underground water supplies; to encourage cooperation of all interested groups relative to the improvement of drilling and pumping equipment; to collect and analyze and disseminate to the public, facts about the role of the water well industry; and to advance the mutual interest of all those engaged in the ground water industry in their own public interest.

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New Jersey
GROUNDWATER
Association

NJGWA, c/o Doug Walker
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March 20, 2012

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7:00 p.m. Dinner

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Fran Ballak

*an attorney with Goldenberg,
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