

Water Words

July 2009

In Memory of Al Lofland, Jr.

You don't work for the company... you are part of the company
You don't sell to customers... you sell to your friends
You don't tell how... you show how
You don't talk about it... you do it
Al never said these things, he demonstrated them
Al never was my "boss"... He was my leader, friend, mentor
I can't explain how Al shaped my life... I will show it
Every person that worked for him will.

Thanks Al
Jim Inman

My memory of Al Lofland,

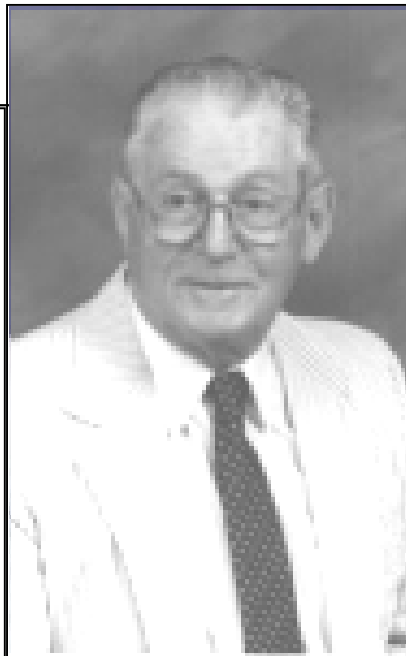
Al Lofland was the name synonymous with DSI that I heard before joining the DSI family. He was my first boss and became my friend. He was a class act. He took me under his wing and shared his selling skills, but was quick to point out, "that he taught me all that I knew, but not everything that he knew" with always a laugh.

One of his wise sayings was, "The customer is not always right, but he is always the customer." Al believed in making customers and everyone feel special.

He was "Mr. DSI to the Water Well Industry" and always will be.

I will miss him,

Roy Lawson, Branch Manager
Drillers Service, Inc.



Al Lofland, although retired for a few years, was just a few months away from 55 years of service to DSI. His leadership, personal example, and dedication to our industry was unsurpassed. He was always our compass. His counsel, passion, and knowledge will be missed.

Richard Redden

In Memory of Al Lofland, Jr.

I first met Al Lofland in September, 1970, where he was my boss at the DSI Greensboro, NC branch for 12 years. Immediately, Al made me feel a part of the DSI family. That is how Al looked at DSI - a family. With Al's mild demeanor, company loyalty, professionalism, respect of others, and honesty, he became a man I highly respected, and admired.

Al was my Mentor. He would often tell people, "he raised me from a pup." And this is very true. He did not only teach me the Groundwater industry; he taught me about life. My father passed away in 1969, and Al picked up where my father left off. I have tried to pattern my life from Al's example.

Up until his last week of life, Al would stop by my office. He would always have a joke, a big smile, and a good outlook. I am really going to miss those moments.

With Al's passing, I lost my father in the DSI family. Even though our DSI family is strong, he will be truly missed. My love and memories of Al will always be with me.

Thank you Al!!!

Charlie Moser
Drillers Service, Inc.

OBITUARY

Albert L. Lofland Jr., 80, of Newton, died Thursday, April 30, 2009, at Catawba Valley Medical Center. Born July 31, 1928, in Caldwell County, he was the son of the late Albert L. Lofland Sr. and Eva Mae Bondurant Lofland. He was a graduate of Newton-Conover High School and attended Clevenger's Business College. He was a former board member at Abernethy Laurels and spent countless hours volunteering there and taking care of his many friends and neighbors, along with many hours of service to Grace Reformed United Church of Christ, where he was a member. He enjoyed visiting various churches in the community and participating in their functions.

Mr. Lofland was employed for 52 years with Drillers Service Inc., where he was co-founder, vice president and a salesman. He was very respected and made many friends in the well-drilling business. He was a lifetime member of the National Ground Water Association and was active at the South Atlantic Well Drillers Jubilee, where he had attended every jubilee since 1955. Al was a veteran of the U.S. Marine Corp, U.S. Merchant Marines and retired as captain in the U.S. National Guard.

In addition to his parents, he was preceded in death by his wife, Mary Josina Johnson Lofland; a sister, Bonnie Colbert; and a brother, Charles "Bud" Lofland. Survivors include a daughter, Kathy Jo Eads and husband, Dwight, of Hickory; sons, Albert L. Lofland III and wife, Patti, and Bradley E. Lofland and wife, Monica, of Newton; grandchildren, Brian Lofland, Scott Lofland, Albert L. "Luke" Lofland IV and Tyler Lofland; and great-grandchildren, Gwenyth Lofland, Autumn Bolling and Veda Hoyle; nephews and nieces, Eric Caldwell, Lindy Caldwell, Lucy Lofland, Leida Stewart, Kenny Johnson and Kevin Johnson.

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WONDERFUL MEMORIES OF AL LOFLAND

I was eighteen years old in 1965 when I first meet Al Lofland. I had just started to work at Drillers Service, Inc. and soon discovered what an influence and inspiration Al could have on a person. Al was always a pleasure to be around, optimistic, positive, and always dressed very well which got him the nickname "Mr. Esquire". I had the pleasure of working under Al as a Counter Person, Store Manager, and as a Salesman. I must say that all of my experiences while working under and with Al were all enjoyable.

I also had the great opportunity of serving under Al in the North Carolina Army National Guard. Al held the rank of Captain and was the Battalion Executive Officer. I must say he was a great leader and was admired by all those who served under him. At one time he held the record as being the only person in the North Carolina National Guard who had held every Enlisted Rank from Private through Sergeant Major. He then received his Commission and held every Commissioned Rank through Captain.

Al has told many people that he raised me (and many other people) from a pup. He has also told many people that he "taught me (and many other people) everything I know, but not everything he knows".

Al Lofland was a wonderful person who influenced many people with his charm and good will. He will be missed and remembered by all those who had known him.

John Penland
Branch Manager, Drillers Service, Inc.
Millersville and Newville, PA

A Letter from the President

I grew up in the shadow of the church and hearing from my grandfather that good things come to those who loved the Lord.

The Little River Baptist Church was deeply and comfortable seated in the traditional interpretation of the word.

Religion, like so many other things, isn't as simple as it used to be. My grandfather wouldn't have cared much for today's big time TV preachers. In his opinion, preachers were supposed to marry folks, preach funerals, mow the grass around the church, and administer to his flock.

Now Grandfather also didn't like it when young preachers used note cards to deliver their sermon. He said, "They ought to get it straight from the Lord." I heard this many, many times. "Politicians use notes!" he declared.

When I was growing up, the preacher at Little River Baptist Church suited Grandfather and me just fine. He drove an old car, had only one suit, and did the yard work. Our preacher even used to knock down the mud dobbers nests in the windows of the sanctuary so the inhabitants wouldn't bother the worshippers while we were trying to run the devil out of town on Sunday morning. Wonder if today's big time TV preachers ever knocked down mud dobbers nests?

Now, when I was growing up, our preacher suited me just fine. He always attempted to answer the questions of a 12-year-old boy when things didn't always add up.

"Can you dig your way to hell?" I asked the preacher one Sunday morning. "Guess you can," he said with a laugh. "But I can tell you how to get there a lot quicker. So, why do you ask?" "Well sir," I replied, "I have already agreed to help dig a grave for a church member who didn't have the money to pay the undertaker for his own grave."

Having already experienced the wrath of this Devil character on Friday night at our church revival where the Devil himself came down the aisle of the church, stopped right beside the pew where my friends and I were sitting, looked around and moved forward, I was sure I didn't want to dig up this Devil character ever again. "Was that the real Devil?" I asked. "Well boy," he chuckled, "probably not!"

Yes, not only did the preacher take the fear out of my life, he cared for my soul. Granddaddy convinced him to preach a funeral for two old hound dogs, Ruff and Rowdy, this little boy loved very much. Wonder what our big time TV preachers would say about two old hound dogs!

So on Father's Day, be thankful for both your Grandfather and your Father.

For me and Granddaddy, give us that old timey religion.

Jerry Merrill

Memories of Al Lofland:

When I first met Al, I was 20 years old. My first job with Drillers Service was inventory control manager. I had occasion to chat with him every Friday when he came sales routes. He always had a joke to tell or a word of encouragement.

He impressed me with his knowledge of the industry and his sincere caring for everyone – the customers and their families as well as everyone with DSI.

I remember the time in 1967, right before I got married, he said: "Marriage is a great institution, but who wants to be in an institution." He was kidding, of course, because he was completely devoted to his wife, Jo, and their family.

He was and always will be DSI's and the industry's ambassador.

I'll miss him,

L. Richard Dameron
Executive Vice President
Drillers Service, Inc.

Legislative Issues

Our industry has been in a recession for over a year and at times appears to be slipping into a depression and it is easy for us to lose focus or interest in legislative issues. Our industry will recover and when it does we do not want to have been legislated out of business while we were trying to survive a recession. Legislative issues are just as important today as they were two years ago. A great majority of the legislators time has been used on ways to raise taxes, sales tax, income tax, service taxes, corporate taxes and taxes with no names. Please take the time to read our legislative reports which are on our web site and emails.

The 2C .0100 well construction rules were adopted by the Environmental Management Commission on March 12th. During the technical review period it was noted that DENR did not advertise the public hearing dates as required by NC G.S. 87-87(1) and had to advertise and reopen the public comment period. One additional public hearing was held in Waynesville, NC on May 14th, which some of you attended. The 2c rules will go back before the EMC on July 9th with no substantial change. The proposed rules did not give us everything that we asked for but the NCGWA thinks that most of the changes are good and help protect our groundwater.

Senate Bill 141-- A bill to limit well water testing for volatile organic compounds (voc's). Last year a bill was approved on the final day of session that would require that all new wells be tested for voc's (costing hundreds of dollars) and would start in Oct. 2009. SB 141 would allow the Commission for Public Health to adopt rules to determine when testing for voc's is required. The testing would not be required on all new wells, but only when needed as determined by the local health departments. The bill has passed the house and senate and the NCGWA supports this bill.

SB 687--A bill to exempt plumbing contractors from well certification requirements. The NCGWA opposes this bill. Well contractors and pump installers have to be certified in NC to break the well seal and install a well pump and chlorinate the well. If this bill passes, plumbers would not be required to be certified. NC law says that a certified well contractor has to be on site to perform any well contractor activity such as breaking of the well seal. If this bill passes as proposed, plumbers would not have to have someone on site that is certified. In a time when more water testing is required on our newly constructed wells, legislators will allow people with no training to enter our wells and contaminate them and the certified well contractor will have the responsibility of correcting their lack of knowledge. Please contact your legislators to oppose this bill and if you need telephone numbers or email addresses contact the NCGWA or our web site.

SB 907-- Water resources policy. This bill is the result of the allocation study in 2008. The bill is very large and appears not to be moving this year. The most disturbing part of the bill is that it would require that groundwater be declared a public trust. This would mean that the state of NC would have the right to say who can own a well and when and how much water could be used from that well. There are some good parts in this bill but we oppose this section strongly and this will be a major water rights issue in the future. Now is a good time to gain as much support as we can, so inform well owners every opportunity that you get and call your legislators to oppose this. Every issue cannot be covered in this letter so I ask that you stay informed and involved.

I have been the legislative committee chairman for many years and have enjoyed working with and for you on the many battles that we have had. We did not win them all but I feel that we made a difference. I have informed the NCGWA board of directors that I am resigning from that position due to some personal issues. Mike Floyd has agreed to accept this responsibility and I know Mike will do a great job. I ask that you support him as well as the NCGWA as they work on your behalf. I want to thank all of you who have served on the legislative committee and the board of directors over the years in supporting me. I want to give a special thanks to Elaine Christian and Colleen Kochanek for all their guidance and support.

Thanks, see you at the Jubilee
David Hutson

Have you thought about how you are going to handle your new competition for pump installation jobs?

You do know that you have more competition, right? Don't grab your phone book seeking the name of a new firm in your neighborhood. Your competition; is not a company, it's a person. He goes by the name of Weekend Warrior and he's everywhere.

People around the country are trying to save money due to the tough economy. That's fine; everyone should be looking for ways to be as practical as possible around their home and the office.

Unfortunately, some people are looking at home projects as cost-cutting opportunities. The view is a trip to the big-box, do-it-yourself store and a Saturday afternoon of work will save cash because there won't be a charge for labor.

That's not fine and you need to know how to combat those Weekend Warriors before they impact your bottom line.

Obviously, you know and I know that installing a pump for a family's water supply is a job for a professional who has honed his skill by countless hours of training - namely, someone exactly like you. That is why the best way to combat do-it-yourselfers is by never letting them get near the giant stores that dot our landscape.

Promote your company and its professionalism by being out in front of your community. List all certifications and years of experience in any advertising you do and in a highly visible place on your company's Web site.

Participate in career days, talk to civic associations, write letters to newspapers about the importance of clean water, and get involved in Ground Water Awareness Week activities in your area. People need to know that you are the ground water professional in your town so that they will call you when there is a need.

And lock in your customers. Does your company have maintenance agreements? Such contracts are more important than ever right now. Agreements that offer yearly checkups, small discounts on service calls, and prompt responses prevent people from heading to the big-box stores because they know that they are going to save money and be taken care of right away. A simple "10% off any service call" will be all some people need because of the discount. Remember, people are desperately looking to save.

Professionalism is also more important than ever. Every time you talk with someone who has purchased your services, it is a chance to hook them for life. Discuss your certifications and training, offer a maintenance agreement, and always make customers feel like you are going the extra distance for them.

Along with savings, people want ease. Offering both are the weapons you need in your battle with the Weekend Warrior.

Thad Plumley is the editor of WWJ and director of publications at the National Ground Water Association. He can be reached at tplumley@ngwa.org

Atlantic Screen Ad

Water Specialist Ad

Crossroads Insurance Ad

Baroid Ad

WORTH PICKARD SCHOLARSHIP WINNERS

Congratulations to the following recipients of the
Worth Pickard Scholarship Award:

Candace Brown	\$1000.00 Scholarship Award
Amanda Renee Hamby	\$1000.00 Scholarship Award
Brittany McKinnon	\$750.00 Scholarship Award
Kristie Waters	\$750.00 Scholarship Award
Andrew Marshall Laurens	\$750.00 Scholarship Award
Audessa Vaught	\$500.00 Scholarship Award
Kendra Ferguson	\$500.00 Scholarship Award
Chelsea Brackins	\$500.00 Scholarship Award

Thank you to all of this year's outstanding applicants!

Legislative Updates

Stay informed on legislative issues that affect the industry. Go to www.ncgwa.org. On the left hand side of the page go to "Legislative Reports". As we receive updates and reports from the NCGWA lobbyist, they are placed on the website.

If you have questions or concerns, please call Elaine at the NCGWA office 919-876-0687.

HOW TO CONTACT YOUR LEGISLATOR:

Your legislators are determined by your home address but you can also contact the legislators that represent the area where your office is located.

- Go to the NGWA website (www.ncgwa.org)
- Go to the home page
- Go to "Do you know who represents you?"
- Click the link "www.ncleg.net"

Once on the General Assembly site, you can find the current House and Senate members.

- Click on "Representation"
- Click on "by County"
- Enter your county and zip code

You may click on the name of the representative for their website and to contact them via e-mail.

If you would like to be included on the legislative alert list, call the NCGWA office at 919-876-0687.

Legislative Reports:

Listed below are a few of the bills that are included in our legislative report. For more information regarding a specific bill, go to the website www.ncgwa.org.

HOUSE BILL 1429, Clarify the New NC Drought Response

SENATE BILL 141, Limit Well Water Testing for VOC's (volatile organic compounds).

SENATE BILL 687, Exempt Plumbing Contractor/Well Contractor requirements.

HOUSE BILL 846, Study State Water and Wastewater Infrastructure.

SOUTH ATLANTIC WELL DRILLERS AWARD WINNERS

Each year the SAWD Jubilee makes available up to 25 scholarships of \$1,000.00 each to qualified students of its state member associations. The North Carolina Groundwater Association is proud to announce that our members received nine of the twenty-five available scholarships this year. The NCGWA would like to congratulate this year's NC winners and their member companies.

Chelsey Caldwell Brackins---
Candace Raynell Brown----
Russell Bailey Calicutt---
Rachael Lynn Dickey---
Kendra Leigh Ferguson---
Whitney Marie Ferguson---
Amanda Renee Hamby---
Brittany Pauline Mckinnon--
Audessa Sarah Vaught---

Reubin Caldwell Well Drilling Inc.
Yadkin Well Co.
Wendell J Lee Well Svcs
Cherokee Well Drilling & Pump
Ferguson's Well & Pump LLC
Ferguson's Well and Pump LLC
Braswell Well Drilling Inc
Cherokee Well Drilling & Pump
EGIS PA

Your NC Jubilee representatives Ronnie Venable (President of the SAWD Jubilee) and David Hutson urge that you take advantage of this opportunity each year. Applicants must be members of, or the children or grandchildren of members in good standing(for not less than three years) of the governing or affiliate Jubilee state associations. Scholarships are available to undergraduates only and applicants must maintain at least a 2.5 grade point average during their last two years of formal education. Scholarship applications will be made available in November for the following academic year and applicants may be selected to receive the scholarship twice only. Please come and join us for this year's Jubilee (August 1-3) and attend the Worth Pickard picnic on Sunday evening as we acknowledge our scholarship award winners with a special presentation.

NC Utility Wants to Store Extra Water Underground

Wilmington-- The Cape Fear Public Utility Authority wants to pull water from the Cape Fear River all year, treat it, then store it in the PeeDee Aquifer. It has submitted a \$3.8 million proposal to the state to use federal stimulus money for the project.

"This is water just like you would consume out of your tap. All we're doing is diverting it and putting it in the ground instead of in a tank," drinking water superintendent Mike Richardson told the Star-News of Wilmington.

The system has been used in other places in the US and across the world. But it would be new to North Carolina. The utility can pull water from the river any time, allowing water treatment plants to work at a more even pace throughout the year, instead of at maximum capacity during the summer and half that speed during the winter, Richardson said. The water could be pulled from the aquifer anytime and would only need a little chlorine before it is pumped to customers.

The utility could store up to 300 million gallons in the aquifer, pumping out 3 million gallons a day. In comparison, a massive above-ground tank currently being built by the utility holds 2 million gallons of water. If the underground storage works, Richardson said the utility will consider building two more systems in the area. "We think this idea holds real potential for us down here, especially as we continue to grow," he said.

Calendar of Events

South Atlantic Well Drillers Jubilee
August 1-3, 2009

NCGWA Membership Meeting Monday, August 3, 11:00 a.m.
Sheraton Myrtle Beach Convention Center Hotel
Myrtle Beach, SC

Continuing Education
October 17, 2009

Clam Digger Inn, Atlantic Beach, NC

NCGWA Trade Show and CE
January 29-30, 2010
Park Inn, Hickory, NC