

20

23

ANNUAL
REPORT

LETTER FROM THE CEO

2023, our 75th Anniversary, has been a year of growth and development for NGWA and Groundwater Foundation.

NGWA has continued to expand our partnership with Oklahoma State University and course offerings through NGWAU. We have also been hard at work developing our NGWA Business PRO program which we feel will revolutionize the way our industry does business. In addition, we collaborated with IGSHPA, their board of directors and industry partners to retrofit the NGWA headquarters to geothermal. We will utilize our office as the industry geothermal model to create geothermal awareness and education to not only throughout the industry but also the general public, legislators and public policy officials.

Under the umbrella of the foundation, we had tremendous success with our STEM youth education program AA360 during the 2022-23 school year and are off to another record performance for the 2023-24 school year. Last, we are very excited and pleased to launch the Water Well Wish Program that provides clean, safe water for families and communities in the United States. Having just launched the program August 1st, we have already completed six (6) water wells for families in Colorado, Florida, Ohio and New Hampshire.

None of these successes and/or programs could be possible without the support of our members, volunteers, board of directors and staff.

The goal for 2024 is to stay the course and ensure the success and growth of all these programs while still supporting our members and industry as we have done the past 75 years.

We remain committed and believe we are positioned to lead this industry for decades ahead.

With sincere gratitude and thanks.



Terry Morse, CAE, CIC
National Ground Water Association CEO



Contents

Financials **04**

Education **06**

Membership **07**

Publications **08**

Drilling Basics **09**

Sponsor a Classroom/AA360 **09**

Public Relations/ Government Affairs **10**

Well Water Wish **11**

Financial Highlights

Statement of Financial Position (December 31, 2022)

Assets	2022	2021
Cash and Cash equivalents	\$3,003,504	\$3,800,226
Investments	\$8,553,720	\$8,356,737
Receivables, net	\$484,635	\$439,446
Prepaid expenses	\$183,100	\$125,397
Inventory, net	\$53,048	\$55,042
Deposits	\$6,320	\$9,311
Property and equipment, net	\$507,482	\$492,852
Total Assets	\$12,791,809	\$13,279,011

Liabilities		
Accounts Payable	\$142,134	\$453,528
Investments	\$264,600	\$312,374
Receivables, net	\$1,479,725	\$1,415,326
Total Liabilities	\$1,886,461	\$2,181,228

Net Assets		
Without donor restrictions	\$9,955,721	\$9,952,967
With donor restrictions	\$949,627	\$1,144,816
Total Liabilities and Net Assets	\$12,791,809	\$13,279,011

Statement of Activities (December 31, 2022)

Revenue	2022	2021
Membership Dues	\$1,402,968	\$1,361,046
Conventions and expositions	\$2,495,004	\$1,868,355
Course and Conference Registration	\$223,807	\$272,187
Books and Proceedings	\$70,206	\$60,042
Advertising and Related Income	\$956,060	\$933,005
Grant revenue	\$328,864	\$516,689
Royalties	\$229,602	\$220,528
Other revenue and support	\$337,176	\$335,783
Contributions	\$207,749	\$339,101
Total Revenue and Support	\$6,251,436	\$5,906,736

Expenses	2022	2021
Program Services	\$3,779,495	\$3,157,658
Management and general	\$1,488,814	\$1,472,911
Total Expenses	\$5,268,309	\$4,630,569

Other Income (Expenses)	2022	2021
Investment Income, net of fees	\$1,433,510)	\$754,901
Interest income	\$257,948	\$217,473
Net gain on sale of property and equipment		\$11,974
Income tax expense		(51)
Total Other Income (Expenses)	\$1,175,562)	\$984,297

Change in Net Assets	2022	2021
Net assets, beginning of year	\$11,097,783	\$8,837,319
Net assets, end of year	\$10,905,348	\$11,097,783

The Association continues to be strong financially.

Highlights for 2022 include:

- Net Income on Operations \$983,000
 - Investment Losses totaled \$1,175,000
 - Total Change in Net Assets a loss of \$192,000
- Revenue increases in:
- Conventions/Expositions - increase of 33% from prior year 2021. The 2022 convention was the first year in person conference at Vegas since COVID-19.
 - Membership dues - NGWA had 10,223 members at year-end 2022
 - Advertising Revenue - increased slightly at 2.5%

Continued strong financial position, as evidenced by:

11.5

Cash and Marketable Securities

500K

Net Property and Equipment

11M

Total Net Assets

2023 Outlook

2023 is expected to be another positive year for the Association. Net income on Operations is anticipated to be consistent with 2022. We continue to promote our learning center as it proves to be a very popular resource for groundwater professionals across the board. We anticipate the launch of multiple new programs, including Water Well Wish with our foundation and NGWA Business Pro, in 2023. Although Investment Income is subject to volatility, we remain cautiously optimistic for 2023 results.

Education

Bringing you virtual and in-person learning opportunities.



Learning Center

\$70,350 COURSE REVENUE

1,722 COURSES PURCHASED

*(Numbers are through 11/1/2023)



In-Person Courses

6 events

200 attendees

- State of the Art Techniques in Groundwater Recharge
- ASR: Achieving Successful Groundwater Recharge
- Geothermal Drilling & Grouting Fundamentals
- Indian Health Services Drilling Fundamentals
- Well Evaluation, Troubleshooting, Rehabilitation
- Field Methods, Environmental Project Planning, and Data Management



Virtual Events

15 events

705 registrations

- Six Hydrogeology of States Series Webinars
- Six Member Exclusives Webinars
- Two Darcy Distinguished Lectures
- Well Evaluation, Troubleshooting, Rehabilitation Short Course



Web Conferences

2 events

295 attendees

- Managed Aquifer Recharge: Unleashing Resiliency, Protecting Groundwater Quality Conference
- Develop Your Professional Skills: Young Professionals & Students Virtual Conference

Membership

Our combined
12-month member
retention rate is 84.71%

(Membership numbers as of October 1st.)

**Total of 10,134
members in 2023**



Staff works diligently to show the value of NGWA membership in an effort to recruit new and retain current members.

So far this year, we have welcomed/
reinstated 1,502 members!

- ✓✓ **8 Associates**
- ✓✓ **440 Contractors**
- ✓✓ **120 Manufacturers**
- ✓✓ **660 Scientists & Engineers**
- ✓✓ **34 Suppliers**

Publications

Water Well Journal, Groundwater, and Groundwater Monitoring & Remediation



40
National Awards
in the last 21 years

The most in the
groundwater industry!

Water Well Journal

Water Well Journal earned a national award in 2023, ranking it among the best business publications in the nation. It earned a 2023 Grand Award from Communications Concept. The Grand Award is the highest honor given by Communication Concepts and was the third won by *Water Well Journal*. The publication has won 40 total national awards in the last 21 years, the most in the groundwater industry. It is the only industry publication to ever win a Grand Award.

When Impact Factors for scientific journals were released this year, *Groundwater Monitoring & Remediation* and *Groundwater* both had marks that are their second highest ever. Impact Factors are a way of measuring the importance of scientific journals.

Groundwater

The *Groundwater* March-April 2023 issue was a special issue focusing on advances in the thermal use of groundwater. It focused on advances and research in the field of groundwater and geothermal energy systems.

Groundwater Monitoring and Remediation

Groundwater Monitoring & Remediation's Summer 2023 issue was a special issue focusing on complex sites. The issue highlighted new technologies and strategies that can be used to address groundwater projects that present multiple challenges on the path toward remediation.

NGWA published two new white papers in 2023, both on topics critical to groundwater professionals. The first was *Practical Guide for PFAS Sampling*, which provides advice on planning effective PFAS sampling projects. The second was *Evaluating Groundwater Conveyance of Point Source Pollution to a Navigable Water as Functionally Equivalent to Direct Discharge*, which discusses a U.S. Supreme Court case relating to groundwater.

DrillingBasics/ Oklahoma State

This collaboration between Oklahoma State University's College of Arts and Sciences and the National Ground Water Association aims to address the critical shortfall of geoscience workers and improve access to groundwater essential to people around the world.

NGWA University provides learning modules for New Hire Onboarding Training, State Licensing General Drilling and Pump Installation Exams, as well as the NGWA Certified Well Driller Program.



Sponsor a Classroom/ AA360

The Groundwater Foundation created Sponsor a Classroom to directly impact local communities and schools by providing teachers with high quality groundwater-specific education materials.

Awesome Aquifer 360 is the ultimate groundwater tool. K-12 students across the nation can now access this fun and interactive model, entirely online. Everything a teacher may need to teach these important groundwater concepts are provided with access to the digital kit.



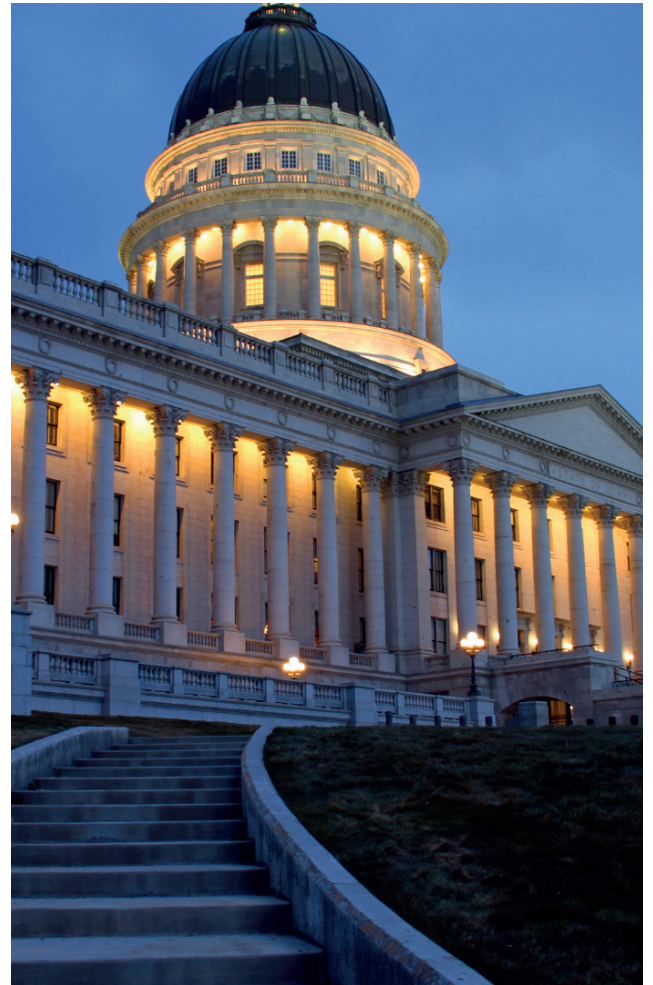
Public Relations

NGWA appeared in national news outlets in 2022 including PBS, Bloomberg, and NBC News.

170M 55+

NGWA public relations efforts were viewed almost **170 million times in 2023 worldwide**. This includes news articles, op-eds, and television news stories.

NGWA continued a strong presence in industry publications being featured in **more than 55 news stories** in 2023.



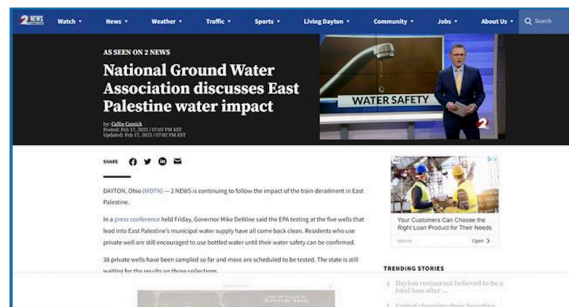
Smart Water Policies

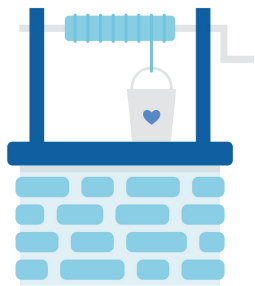
- On March 22nd, along with the Water Quality Association, we had more than 70 attendees for our day of professional development and policy sessions.
- On March 23rd, we completed over 60 meetings on Capitol Hill.
- We are currently working with members to complete appropriate follow-up with each office and have also added our 2023 Policy packet to www.smartwaterpolicies.com

Government Affairs

NGWA successfully advocated for the extension of geothermal tax credits through 2030.

- Secured funding for managed aquifer recharge study and western drought remediation.
- NGWA partnered with the Water Quality Association to hold our Smart Water Policies DC fly-in. With more than 70 members from both associations conducting over 60 meetings on Capitol Hill.
- NGWA supported various actions to expand national regulations on PFAS and PFOA chemicals throughout 2023.





WATER WELL WISH.ORG

Providing Life's Basic Need

Welcome to **Water Well Wish**, where we believe that clean water is a fundamental right. Join our mission to provide life's most basic need – clean, safe drinking water – to families and communities in need. Lack of access to healthy drinking water can reduce life expectancy by up to 20 years. Together, we can make a significant impact and bring hope and health to those without access to this essential resource.

Your donations will directly fund the construction of water wells in underserved areas within the United States. You'll receive regular updates on the wells you helped build and the lives you've transformed.

Our mission will not end until every American has access to clean, safe water. Each water well represents a life-changing gift for the people and families it serves. With your support, starting with the 23 families on our waiting list, we can achieve this ambitious goal.

DONATE TODAY AT:
WATERWELLWISH.ORG



Our program currently has 94 families on the wait list.



CELEBRATING 75 YEARS OF EXCELLENCE!



NOW & THEN



NGWA Staff

We truly are focused on the future.



Terry Morse, CAE, CIC
Chief Executive Officer



David Evener, CAE
VP of Operations and
Technology



Sam Magers, CPA
Director of Finance



Dawn Bauer, SHRM-CP
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