



## NEWSLETTER ~ SPRING 2012

Wisconsin Geothermal Association  
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### A Successful Convention!

*"It was a good conference setting overall - great speakers/sessions."*

We couldn't agree more! The Chula Vista provided some unique opportunities for our conference and with temperatures above the 70 degree mark for the conference, we were able to enjoy not only the inside, but some of the grounds that make up the resort.



Our speakers averaged ratings between "above average" to "excellent" and the topics were well-received. We were particularly pleased to have Steve Smith of EnerTech (photo - left) and Phil Albertson of WaterFurnace (photo - below) with us for the conference. Each provided a broader perspective of the geothermal industry. Steve focused his remarks on the increased opportunities in the industry while Phil focused his remarks on turning those opportunities into sales.

*"Excellent information and ideas."*

One of the aspects of conferences that often gets lost is the networking that takes place. The "excellent information and ideas" didn't all come from our speakers. When we hold our conference, there's a lot of talent and experience in the room.

Participants commented on the quality of the discussions that were taking place and that the focus is where it should be -to make geothermal a larger part of the HVAC market.

*"Liked the exhibitor set-up in the same room as the food & beverage and keynotes."*

We received good feedback from both our vendors/exhibitors and from our participants. They liked that so much of the program was held in the same room as our exhibitors. Having everyone in the same room increased the amount of time available to exchange time and money-saving ideas. This idea went over so well, that it will be a big part of the decision with regard to the location we select for next year's conference.

*"Enjoyed the layout and speakers. Add more time for more presenters."  
"Too hard to decide what to attend."*



These two comments go together and they're also something we're looking at for next year. For many of our participants, they enjoyed the program they were attending, but it meant that they couldn't attend one of the other sessions going on at the same time. When participants have too many choices and want more time in the programs they choose, it means we are on the right track.

## Many thanks to our convention sponsors and exhibitors!

### Platinum-Level:



### Silver-Level:



### Exhibitors:

Auer Steel and Heating Boiler Buddy	Gustave A. Larson Company Hole Products	Sam's Well Drilling Terra-Therm, Inc.
Continental Industries, Inc. EWC Controls - Ultra-Zone	MBA Construction MEP Associates LLC	ThermLink Vermeer Wisconsin, Inc.
First Supply and Geofinity Flow Center Products	Milwaukee Stove Phoenix Energy Supply	WaterFurnace

## WGA Holds Annual Meeting

As part of our annual conference, the WGA held its 2012 Annual Meeting. The association had a good year in 2011, continuing its outreach efforts on behalf of the industry. The office was transitioned to an association management company during the year and they continue to bring new ideas and professionalism to the association. For the year, the association operated in the black, something that many organizations have struggled with.

During the Annual Meeting, the following were elected to three-year terms on the Board of Directors:

Jerry Brown	Brown's Heating & Cooling (Deerfield)
Joe Dutton	Milwaukee Stove & Furnace (La Crosse)
Bruce Walker	Wisconsin Wells & Water Systems, LLC (Grand Marsh)

The members thanked Dan Green for his many years of service to the Wisconsin Geothermal Association and the industry. Dan's term expired and he did not seek reelection to the Board of Directors.

Continuing members of the Board of Directors are:

Mark Flock	Flock's Heating & Air Conditioning (Cashton)
Manus McDevitt	Sustainable Engineering (Madison)
Dave Mitchell	Mitchell's Heating & Cooling Company (Waupaca)
Jan Stranz	Oconto Electric Cooperative (Oconto Falls)
Leo Udee	MEP Associates, LLC (Fond du Lac)
Brian Urlaub	Enertech Global (Greenville, IL)

It was announced on Thursday morning that the Board of Directors elected the following to serve as Officers for 2012-2013:

President	Bruce Walker
Vice President	Mark Flock
Secretary	Leo Udee
Treasurer	Dave Mitchell

## **Conference 2013**

The 2013 WGA Conference will be held on February 13-14 at The Osthoff Resort in Elkhart Lake. The resort is one of only two four-diamond hotels in the state. The resort features outstanding meeting rooms and food/beverage service. Rooms are spacious and upscale. Located about an hour from Milwaukee, Madison, and the Fox Valley, the resort is perfectly located to reach the state's largest metropolitan areas and well worth the trip for those coming from areas to the north and west.



Don't forget, it's never too early to start thinking about presenters for next year's conference. If you are interested in presenting or know someone who might be of interest to the group, please be sure to let us know. We will be sending out RFPs for speakers in September.

## **Dues Process Changes**

At a recent meeting, the Board of Directors agreed to change the way that membership renewals are handled. It was agreed that the annual membership renewal shall cover the period from July 1 to June 30.

The Board of Directors decided to make the change because invoicing all of the members at one time creates an efficiency over invoicing a few members each month. The time we save can be reinvested into providing improved services that add value to your membership and to our industry.

Everyone will be invoiced this month for a full-year dues (covering the period between July 1, 2012 and June 30, 2013), but some of you may receive a credit because your current membership/renewal extends beyond June 30 of this year. Please note there are no changes to the cost of membership. The only change is the timing of your renewal.

We are pleased to let you know that we will be accepting credit card payments for your dues investments as well as registrations, advertising, and sponsorships. And while we aren't there just yet, we are looking at the potential for online registration/payment through our website. Stay tuned....

If you have any questions regarding the dues investment statements you will receive in May, please contact Jeffrey J. Beiriger at (414) 331-2059 or call the WGA office at (262) 532-2440.

## **Vertical, Closed-Loop Statistics**

Until the economy faltered, the trend was looking good for vertical, closed-loop permits issued by the DNR....

<u>Year</u>	<u>Count</u>	<u>Year</u>	<u>Count</u>
2001	28	2007	143
2002	48	2008	265
2003	39	2009	333
2004	58	2010	248
2005	78	2011	176
2006	139	2012	37 (as of April 30, 2012)



## Renewable Energy Program Update

We were notified of the following development in late April. The text is from a press release from the Focus on Energy program, with emphasis added by WGA....

The Public Service Commission of Wisconsin (Commission) recently issued an order establishing requirements for the inclusion of renewable energy technologies in Focus on Energy's portfolio of programs.

The order establishes an annual budget cap of \$10 million for renewable energy incentives. In addition, **the order dictates that, starting in 2013, 75 percent of renewable energy funding must be allocated to biogas, biomass, and geothermal technologies and 25 percent to solar thermal, photovoltaic and wind technologies.** Starting in 2013, additional requirements will impact the level of funding for renewable technologies. Specifically, renewable energy incentives cannot reduce Focus on Energy's portfolio energy savings by more than 7.5 percent compared to an efficiency-only program and Focus on Energy must maintain a benefit to cost ratio of at least 2.3.

Under Wisconsin Act 141, the Commission is charged with evaluating Focus on Energy's energy efficiency and renewable resource programs and to set or revise goals, priorities and measurable targets for the programs. **Regardless of the type of programs implemented, Wisconsin law requires Focus on Energy to be cost effective. This means more expensive technologies, like some renewable energy systems, will need to be balanced with investments in other projects that deliver more energy savings for the same dollar amount.**

Starting in 2010 and continuing through the beginning of 2011, Focus on Energy's ratio of cost effective and non-cost effective energy projects became unbalanced due to the approval of a disproportionate number of non-cost effective projects. Last year alone, approximately 18 percent of all incentive spending went to renewable energy projects that resulted in just 3 percent of the program's mandated energy savings. This pattern was not sustainable and threatened Focus on Energy's long-term viability. As a result, Focus on Energy temporarily stopped accepting applications for new for renewable energy projects; while maintaining prior commitments and awarding millions for previously approved projects.

Focus on Energy continued investing in renewable energy projects, including more than \$10.2 million in 2011. In addition, Focus on Energy has already committed approximately \$8 million in incentives for renewable energy projects in 2012.

During the past few months, Focus on Energy worked with the Commission to analyze the pipeline of projects, determine the expected impact on the program's cost-effectiveness, and conduct an evaluation of both monetary and non-monetary benefits of renewable energy technologies. These efforts are helping to determine a sustainable path forward for renewable energy incentives.

As a result of the order released today by the Commission, Focus on Energy will design new renewable energy programs. These offerings will allocate \$2 million in addition to the \$8 million already committed to the renewable energy market for this calendar year. Focus on Energy is currently evaluating the detailed order and will provide a status update soon.



**7th Annual Geo Ride**  
**Friday, June 1**  
**Leaving 9:00 a.m.**



**Al Muth Harley-Davidson**  
**N6630 County Road A**  
**Black River Falls, WI 54615**  
**(715) 284-4725**  
[MAP](#)

Join us for our **7th Annual Geo Ride**. Drive or ride in ANY open-air vehicle. A motorcycle, a convertible, or even a truck with the windows down will do. Assuming the window cranks still work, you can even drive that 1992 Geo Prism in this event. It is, after all, considered a "classic" car now that it's twenty years old!

The ride will take you through some of the most beautiful hill country this side of the Rocky Mountains. We're hoping for 72 degree weather and plenty of sun, but bring whatever gear you might need to stay comfortable. Stops are planned for lunch and at the end of the ride.



## 7th Annual Geo Ride

**Friday, June 1**





## Learn the Fundamentals of Geothermal System Design

Attend “Fundamentals of Geothermal System Design,” a professional development course held on the University of Wisconsin–Madison campus in Madison, Wisconsin, on September 25–27, 2012.

This 2-1/2 day course will combine theory with practical guidance to improve and enhance your geothermal design skills.

You will:

- Compare different types of geothermal systems and the principles that govern their design
- Learn why geothermal heating and cooling systems are more efficient (when properly designed) than conventional systems
- Understand when a geothermal heat pump system is a feasible system design alternative
- Identify strategies to enhance the energy efficiency of geothermal systems
- Understand the economics involved in system design and installation and the operating savings that are achievable
- Take home valuable course materials, including the textbook *Energy Exchange—Geothermal Exchange and Beyond*, authored by your experienced course instructor, Eric Dickie, founder of Delta Geothermal, Ltd.

Learn more and enroll at [www.epd.engr.wisc.edu/webN366](http://www.epd.engr.wisc.edu/webN366).

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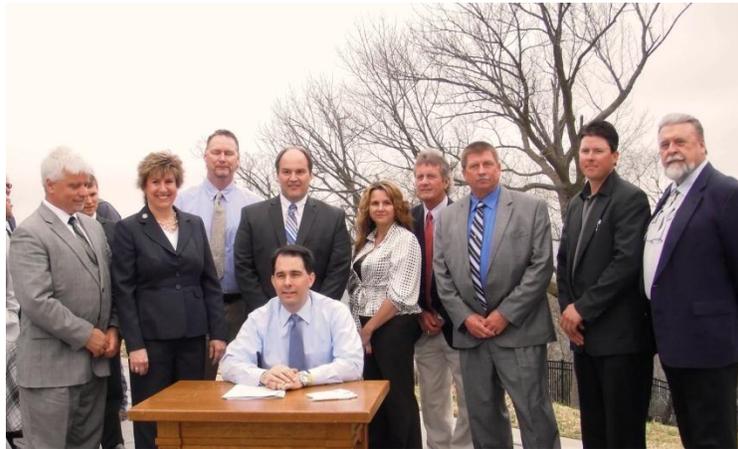


Each year, the [MREA Energy Fair](#) transforms rural Central Wisconsin into *the spot* for renewable energy education. The Energy Fair brings together more than 20,000 people to learn and network and prepare them for action. The Energy Fair is the nation's longest running energy education event of its kind.

Renew The Earth Institute  
7558 Deer Road  
Custer, WI 54423

Friday, June 15	9:00 a.m. to 7:00 p.m.
Saturday, June 16	9:00 a.m. to 7:00 p.m.
Sunday, June 17	9:00 a.m. to 4:00 p.m.

## Geothermal Drilling Requirements Signed Into Law



On Friday, March 23, Wisconsin Governor Scott Walker signs Senate Bill 150 into law, becoming 2011 Wisconsin Act 150. The new law requires the licensure of individuals constructing drill holes used in vertical geothermal heating-cooling systems. The law also requires the development of construction standards for drill holes used in the vertical geothermal heating-cooling systems.

Two bills, Assembly Bill 201 and Senate Bill 156 were introduced concurrently in July 2011. The principal sponsors of the legislation were Representative Alvin Ott (R - Forest Junction) and Senator Neil Kedzie (R - Elkhorn), both of whom have worked extensively on groundwater issues in the past.

Foremost among the groups supporting the legislation was the Wisconsin Water Well Association, the Wisconsin Geothermal Association, the Plumbing-Heating-Cooling Contractors - Wisconsin Association, Operating Engineers Local 139, and the Construction Business Group.

WGA President Bruce Walker (pictured at far left above) testified in support of the bill when it came before the Assembly and Senate Natural Resources Committees. He noted that, "Geothermal systems are a great opportunity for businesses and consumers to save on their heating and cooling costs. With energy prices being unstable, using the ground for heating and cooling provides a predictability of costs that people really like. This legislation is a step in the right direction for the geothermal industry." He continued, "There was always agreement that we needed to do

something to protect the groundwater, so it's good that we were able to focus on how to best accomplish that. Act 150 is exactly what we needed in Wisconsin."

Act 150 will establish a code for drilling heat exchange drill holes and will establish a license for those wishing to drill such holes. The administrative rules will be developed over several months and the legislation will be effective beginning the spring of 2015. There will be several paths to licensure based on the education and experience the driller/contractor has geology, codes, drilling techniques, and grouting techniques, among others. For the language of Act 150, click [HERE](#).

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## **Your Input Needed On Industry Surveys**

### *GHP Consumer Confidence Survey Seeks Industry Feedback*

If you are a professional involved with the installation, sales, service and/or design of geothermal heat pump (GHP) systems, you're invited to complete a short survey that will help identify factors that affect consumers' confidence in this technology. This effort is part of a U.S. Dept. of Energy funded project to develop a [National Personnel Certification Standard](#) for all primary personnel involved in the design and installation of GHP systems. The standard will be designed to increase consumer confidence in GHP technology, reduce the potential for improperly installed systems and assure product quality and performance.

The Geothermal Exchange Organization is working with the Colorado Geo Energy & Heat Pump Association to conduct nationwide market research that will identify the essential elements of the standard. Results from this survey will provide a better understanding of the consumer confidence issue so that the standard is as effective as possible in assuring high quality GHP installations. The survey takes about 5 minutes to complete and consists of just 8 questions.

To provide your input, click [HERE](#).

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### *The GHPsRUS Project (<http://ghpsrus.com/>) Measures The Costs/Benefits Of Geothermal Deployment*

Do you manufacture or sell GHPs in the U.S.?

- Do you install ground loops?
- Do you design or install the mechanical equipment for GHP systems?
- Do you supply compressors, air or water coils, cabinets, controls, or other components to GHP manufacturers?
- Are you a dealer, distributor, commercial representative, or supplier for the GHP industry?
- Do you manufacture or supply pipe, fittings, or fusion machines; drill rigs, bits, or fluids; grout; flow centers; headers or vaults; antifreeze; etc. for the GHP market?
- Do you develop GHP system design software?
- Are you involved with GHP systems in any other way, e.g., as a builder or developer, utility or electric cooperative, government official, etc.?

If you answered "yes" to any of these questions, and want to help promote increased GHP market penetration, the GHPsRUS Project needs your active participation.

The survey is supported by the U.S. Department of Energy and more than 200 of your colleagues have already participated in the GHPsRUS Project--the first ever nationwide assessment of the U.S. geothermal heat pump industry.

To provide your input, click [HERE](#).

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www.geocomfort.com  
888-436-3783

## Mark your Calendars!

7th Annual Geo Ride  
Friday, June 1  
Leaving 9:00 a.m.  
Al Muth Harley-Davidson  
Black River Falls

2013 WGA Conference  
February 13-14, 2013  
The Osthoff Resort  
Elkhart Lake.



### Recent and Upcoming Outreach Activities

- MREA Annual Meeting (Custer - February 27, 2012)
- B4 Conference (Wisconsin Dells - February 29 to March 2, 2012)
- Habitat ReStore (Appleton - April 28, 2012)
- Rome Energy Fair (Nekoosa - April 28, 2012)
- Rural Water Association (Madison - May 2, 2012)
- Wisconsin Groundwater Conference (Wisconsin Dells - January 16 to 18, 2013)
- Wisconsin Geothermal Association Conference (Elkhart Lake - February 13 to 14, 2013)
- B4 Conference (Wisconsin Dells - March 6-8, 2013)
- Wisconsin Geothermal Association Conference (Elkhart Lake - February 19-20, 2014)

Do you have ideas for other outreach activities? Let us know! Call the WGA office with your ideas.

## **2012-2013 WGA Board of Directors**



**Bruce Walker – President** (Director Term Ends 2015)  
Wisconsin Well & Water Systems, LLC  
Grand Marsh, WI  
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**Mark Flock – Vice President** (Director Term Ends 2013)  
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