



# Wisconsin Geothermal Association

Spring  
2009  
Issue

## WGA Holds Annual Meeting in Dubuque

The Wisconsin Geothermal Association held its annual meeting on Wednesday, March 11, 2009 in conjunction with the IHPA's Midwest Geothermal Heat Pump Conference in Dubuque, IA. The conference is the perfect backdrop for the WGA annual meeting. Attendees are able to participate in a wide variety of geothermal industry breakout sessions and can network with other professionals from around the Midwest.

The main order of business at the WGA annual meeting was the election of directors to the board. Each year three of the nine director seats are up for election. This year, Galen Betz (WaterFurnace) and Dan Green (WaterSource Heating and Cooling) were re-elected to the board, and Bruce Walker (Wisconsin Well & Water Systems) was elected for the first time. Mike Alf (Van's Refrigeration), who has diligently served on the board of directors for a number of years, leaves the board with a sincere thank you from the entire association.

During the meeting, the members instructed the

board to continue researching options for paid advertising on the redeveloped website. A special committee will make a recommendation to the board in the near future. The association also discussed adding a new membership level, possibly called "Friends of the WGA." Members at that level could be home and business owners and others who simply appreciate the benefits of geothermal applications and could potentially serve as allies when the WGA is gathering support on any of a number of issues. More information will be available as these initiatives develop.

It was reported at the meeting that WGA membership surged in 2008. We now have over 90 members compared to about half that amount in 2007. Please help keep your association strong by encouraging others to join our organization and participate in maintaining a solid, reliable backbone in the geothermal industry.

Please consider attending next year's conference and annual meeting. Your participation defines the organization.

## **Board Meeting Report from Past President**

**By Jan Stranz**

The WGA board of directors met on Thursday, March 11, 2009 to determine the board officers for the coming year, and to make plans for the coming year, based on the previous day's annual meeting discussions.

I'm pleased to announce that Brian Urlaub (GeoComfort) has accepted the position of president, and newcomer to the board, Bruce Walker (Wisconsin Well & Water Systems), is our vice president. Leo Udee (Alliant Energy) continues as the secretary and Dave "Mitch" Mitchell (Mitchell's Heating & Cooling) remains as our treasurer. Please join me in congratulating these officers and offer them your ideas and support throughout the year.

It truly has been a pleasure serving the WGA as president and vice president over the past few years. I look forward to continuing my service as a board member, and I'm confident the association is heading in a positive direction with the new officer team. There is still a lot of potential for the geothermal heating and cooling industry, and when we combine our efforts, we multiply our success.

I'm looking forward to another great year for the Wisconsin geothermal industry.





# Mark Your Calendars for the 4th Annual GEO Ride



Spring has sprung, that most wonderful time of the year when we can once again dig loops, sell heat pumps, and most importantly, get out the bikes! 2009 brings us to the 4<sup>th</sup> Annual Wisconsin Geothermal Association motorcycle and “open air” vehicle ride. (Anything that can be driven with the windows down will qualify.)

This year the ride is scheduled for Friday, June 5<sup>th</sup>. We will again meet at 9:30 AM at the central location of Al Muth Harley Davidson in Black River Falls, WI. We will begin the ride at 10:00 AM and tour through some of the most beautiful country this side of the Rockies. We will travel through the hills and valleys of Trempealeau, Jackson and Buffalo counties, stopping for lunch at Hanson’s Hold-up. This unique bar is located about 5 miles west of Arcadia on Hwy 95 and has an outdoor deck with one of the most

spectacular views in the area! If your schedule requires, you could meet up or leave the group at the lunch stop.

The afternoon ride will leisurely meander through places like “Montana Ridge” and “Waumandee Valley” with traditional stops at Buena Vista Park in Alma, overlooking the mighty Mississipp’ and the lock & dam. Then onto the best ice cream in the area at the Nelson Cheese Factory in Nelson, WI.

Oh, yeah, for you geo-junkies, geo-joes, geo-jans, geo-leos, and geo-evangelists, we will try to work in a stop or two at residential geo jobs, one hopefully being the “zero energy project home” in Black River Falls.

As many of you may know, this ride is probably the most important WGA function of the year, and one of the best attended. So save yourself a year of heartache and regret and get this on your calendar! Last year we had

15 bikes, a car, and about 20 people. This year our membership has nearly doubled, so.... 30 bikes, 2 cars and 40 people!



## Benefits of Membership in WGA

The Energy Center of Wisconsin sent this report on the number of hits the WisGeo website has had from the day it went online, November 12, 2008 until March 19, 2009 - just over four months.

This demonstrates another value for your membership in WGA. These website hits mean potential customers for you.

Webpage Title	Number of hits
Find a Geothermal Professional	142
FAQ	802
Applications	671
Open Loop Systems	672
Closed Loop Systems	953
Components	599
Contact Us	517
Events	855
Links	593
Testimonials	942
What is Geothermal	663
How it Works	673



# WGA Needs You

June 19 - 21, 2009, is the 20<sup>th</sup> Anniversary of the Midwest Renewable Energy Association's Conference and Fair.

Your WGA will be present again marking more than 10 years of attendance and participation. Each year the MREA Conference and Fair attendance has grown with last year hitting between 22,000 to 24,000 attendees.

As the Geo industry has grown in our state, the Geo conversations between the interested attendees and helpful Association members have gotten longer and more in depth.

It's a well informed crowd and this is your chance to showcase the role that GSHPs play in the "Greening" of America. This is also an excellent venue to collect leads for your business.

Attendees come from Wisconsin, other nearby states and typically there are a few international

guests as well.

Help the WGA for a morning, afternoon or a day. Bring your family so that the kids can collect Geo and other renewable energy info for their next school project.

Your participation is important and it helps to lighten the load of the others who are there to represent your industry. To volunteer, contact Leo Udee at [leoudee@alliantenergy.com](mailto:leoudee@alliantenergy.com) or 920-322-6606.

## Calendar of Events

April 30 WGA Board Meeting\* - 10 AM  
Jackson Electric Cooperative  
N6868 County Road F  
Black River Falls  
Contact Brian Urlaub 651-458-8846  
or Bruce Wallker 608-584-5000

*\*Any WGA member is welcome to attend but please let an officer know ahead of time for a headcount.*

June 5 4th Annual Wisconsin Geo Ride  
(see article page 3)  
Al Muth Harley Davidson  
Black River Falls  
Contact Dan Green @ 715-833-9001

June 19-21 Midwest Renewable Energy Fair  
Custer, WI  
To volunteer contact Leo Udee  
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