Hello members, I hope you are having a great summer so far. I would like to bring your attention to the WGA website and the changes that have been made recently. The WGA board is working hard to continue elevating the value of your membership and we think the website additions do just that. Here are some of the great additions:

- Added the IGSHPA installers logo to all members in the “find a pro” section who submitted their IGSHPA information.
- Added a “How to Choose a Pro” tab with a paragraph about choosing a quality contractor and also revising the questionnaire that is available for download.
- Added the Geo Technical Bulletin PDF’s to the website for consumers to download.
- Added the “about us” tab with the board members listed as well as the code of ethics of all members.
- Updated the FAQ page.
- Updated the poll question.
- Made the sponsorship information a little clearer for members.
- Added “association news” section so all members can keep up with the changes happening to the association.

We have added a “Call for Presenters” to the home page of the website for next year’s annual conference. If you are interested, please fill out the form and send it in. We are also constantly updating the events page so please check that out from time to time as new items are listed. For instance, quarterly board meetings will be listed as soon as they are scheduled.

With all that, we have also done a few other things to help increase our membership and add value. The membership fees for manufacturers have been reduced from $800 to $500 per year. The utility dues have also been restructured to have a maximum cap of $500 instead of the cost of membership related to how many clients they serve. Our membership has grown to over 100 members and we hope these dues changes will continue to encourage growth.

The board is constantly looking for new ways to bring value to the members. If you have any suggestions or input we would appreciate hearing from you, or better yet, please attend the board meetings and help make this association grow and become the common voice for the geothermal industry in Wisconsin.

Have a great rest of your summer.

Brian Urlaub
WGA President
Many big thanks to those 15 WGA members who assisted with man-ing and woman-ing the WGA booth during this year’s event! The weather was great with only a slight threat of rain on Saturday. There would have been no problem if it did rain with the rather sturdy tent that we rented to cover our booth space.

The crowds were slightly more modest this year with the MREA reporting just over 19,000 attendees vs. 23,000 last year. As is typical the event attendees come up with more informed questions each year so, it makes for a great opportunity to educate consumers and work towards completion of the sale of Geo systems which will provide added growth in our industry. There are so many people these days looking to cut their energy costs and be green at the same time. As an industry we’re still the best kept secret as a solution to both. I’m confident that the members who helped at the fair have gotten leads and responses through the many attendees that we talked with.

Next year’s event will again be held on the 3rd weekend in June 2011. Mark it on your calendars for a return and thanks once again to the volunteers who supported all of us.

Leo Udee, Board Secretary
Go Paperless!
If you wish to receive only the electronic copy of the WGA newsletter and stop receiving the paper copy in the mail, simply send an email to info@wisgeo.org. In the subject line ask to stop receiving paper newsletters.

Calendar of Events
August 4, 2010
WGA Board Meeting 9:30 a.m. Hotel Mead, Wisconsin Rapids. All members welcome. Please email burlaub@enertechmfg.com if you plan to attend.

September 24, 2010
5th Annual Geo Ride - Meet at Al Muth Harley Davidson in Black River Falls at 9 a.m..

October 4-7, 2010
Design of Geothermal Systems. UW-Madison, The Pyle Center, Madison, WI. (See ad)

March 16-17, 2011
WGA Annual Conference, Hotel Mead, Wisconsin Rapids

Membership Benefit
The WGA website has received: 3000 unique visitors so far in 2010. Average over 5 pages viewed per visit. About 4 minutes average spent per visit. 60% of traffic comes from search engines.

Design of Geothermal Systems
October 4–7, 2010
http://epd. engr. wisc. edu/ webL146
Harold Olsen, Program Director
800-462-0876 or olsen@engr.wisc.edu
Wisconsin Geothermal Association
455 Science Drive, Suite 200
Madison WI 53711

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