

LEVELING UP RENEWABLE ENERGY THROUGH GEOTHERMAL

Wednesday, February 21, 2024

8:30 a.m. – 6:00 p.m.

The Tributary

2102 E Springs Dr, Madison, WI 53704

Presented By



You are invited to attend the Wisconsin Geothermal Association Annual Conference. Our theme this year is *Leveling Up Renewable Energy Through Geothermal*. Without a doubt, the surge in renewable technologies is here! The market has responded to some of the best incentives yet offered for renewable projects, and geothermal heating/cooling industry is a big part of that growth.







We've experienced huge growth as more and more property owners are motivated not only by incentives, but by lower operational costs, energy price stability, lower carbon footprint, and more. This conference will provide a balance of the policy and the practice behind the design and installation of geothermal heating and cooling systems and address some of the opportunities – like beneficial electrification and net zero energy - and challenges – like training, as the industry expands to meet this new demand.

Agenda

8:30 am. – 6:00 p.m.	Registration Open
8:45 a.m. – 9:00 a.m.	Welcome by President Sean Steffes & Executive Director Jeff Beiriger
9:00 a.m. – 10:00 a.m.	<i>Industry Trends from Industry Experts – What Are We Seeing Out There?</i> <i>Scott Niesen, Jay Hammond, Tom Wyer, Brandt Eisenga, Jeff Beiriger</i>
10:00 a.m. – 10:30 a.m.	Exhibitor Showcase/Break
10:30 a.m. – 11:45 a.m.	<i>Finding Value Through Commissioning and Operational Control</i> <i>Jay Hammond, Water Furnace</i>
11:45 a.m. – 12:15 p.m.	<i>Best Practices for Working with Loop Field Contractors</i> <i>Matt Kouba, Kouba Drilling; Brandt Eisenga, G.O. Loop</i>
12:15 p.m. – 1:15 p.m.	Lunch & Exhibitor Showcase
1:15 p.m. – 2:00 p.m.	<i>The Importance of Flushing and Filling</i> <i>Kurt Hedstrom, Senior Project Manager at Hooper Construction</i>
2:00 p.m. – 2:45 p.m.	<i>Innovations in Geothermal Components</i> <i>Tom Wyer, President, Geo-Flo</i>
2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:00 p.m.	Comparing and Contrasting Thermal and Electrical Units of Energy <i>Jim Tinjum, Associate Professor, UW Madison</i>
4:00 p.m. – 4:45 p.m.	<i>New Fusion Technology Including Numerical Control</i> <i>Core and Main</i>
4:45 p.m. – 6:00 p.m.	<i>Wrap-Up & Reception</i>

Master Geothermal Installers that attend receive six (6.0) hours of Continuing Education Credits.

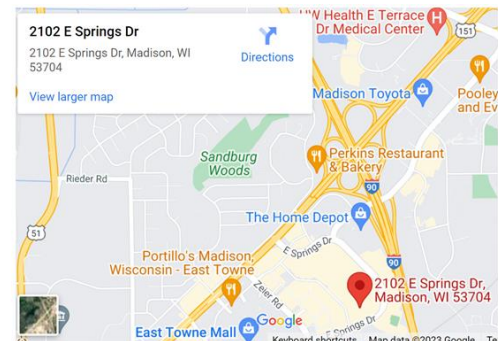
About Our Speakers

	Jay Hammond is the Training Manager at Water Furnace. He has been in the geothermal heating and cooling industry for 25+ years, has held positions with major manufacturers with positions ranging from Technical Service Advisor to National Training Manager to National Accounts Manager.
	Matt Kouba is President of Kouba Drilling. Matt drilled his first well by the age of 16 and purchased the family well drilling business in 2012. Since that time, he has expanded the size and scope of the business, and has purchased several other, related companies. He holds an MBA from the UW Madison and received local and national awards for entrepreneurship from the FFA. Matt is a member of the Wisconsin Water Well Association Board of Directors.
	Brandt Eisenga, is a Partner at GO Loop. He is responsible for the sales and installation of the in-ground looping for geothermal heating/cooling systems. Brandt is a former member of the WGA Board of Directors.
	Kurt Hedstrom is a Senior Project Manager with Hooper Mechanical Division HVAC. Kurt has been actively involved in the HVAC industry for more than 18 years and has been responsible for some of the largest geothermal installations in Wisconsin and the nation. Among many activities and organizations, Kurt is a Director for the Wisconsin Geothermal Association.
	Jim Tinjum is an Associate Professor at the University of Wisconsin Madison, and he also serves as the Director of the Geological Engineering Program. His academic/consulting background and research/teaching/outreach interests are interdisciplinary, covering facets of geotechnical, geological, environmental, transportation, and sustainable energy engineering.
	Tom Wyer is President of Geo-Flow Corporation, which manufactures pumping systems and components for hydronic based HVAC systems including geothermal and water source heat pump systems. Before becoming President, Tom headed up the Engineering Department at Geo-Flo, where he has worked for nearly 20 years. He holds bachelor and masters degrees in mechanical engineering.

Accommodations

Looking for a place to stay in Madison? There are several options that are a short distance from the conference location:

Best Western East Towne Suites	(608) 244-2020
Courtyard By Marriott	(608) 661-8100
DoubleTree by Hilton Madison East	(608) 244-4703
Fairfield Inn & Suites	(608) 661-2700
Hampton Inn Madison East Towne Mall Area	(608) 244-9400
Red Roof Inn	(877) 843-7663



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To register, use the form below or visit <http://www.wisgeo.org>.

Conference: \$75 per person

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Check enclosed payable to WGA

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Mail your registration form with payment to:

WGA
P.O. Box 833
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Fax your registration form with credit card information to:

(888) 287-4116

Email your registration form with credit card information to:

jane@assocmgmtservices.com

Questions? Call us at 888-782-6815