Message from the Chairperson

We’re getting the band back together!

I couldn't be more excited regarding the announcement of the conference this December. This conference is an opportunity to not only get together with colleagues and friends in the industry, but a chance to learn more about how we can continue to grow the market that we are all so passionate about. And the partnership with NGWA provides us an opportunity to talk to the drilling community, and get them excited and engaged in our industry too!

Planning is well on its way to making this an amazing event. The Board and I couldn't be more excited about the addition of the new Marketing Committee to head up this planning effort. Tim and Darrin have gathered together an amazing group of people, and we'll be highlighting each member over the next few newsletters, so stay tuned!

At this point, we do have one request of all of you that receive this newsletter - we are looking for speakers! If you have a speaker that you have heard in the past, or a presentation that you think would be beneficial to our membership
and market, please contact us at info@igshpa.org with the information. We are gathering names and topics for speakers, but would like to give anyone that would like to speak, or would like to volunteer a name to speak, the opportunity to send us a quick paragraph about the topic, as well as a bio of the speaker. Speaking time is limited, so make sure that you send your information in early!

As a quick reminder, speaking engagements should be centered around educational topics for the membership, to promote and engage people in ground source heat pump technology.

Thank you to everyone that has renewed your membership. We couldn't be here without you and appreciate your time and support of our organization. If you have any questions about renewals, your membership or certified professional status, please feel free to reach out to us at info@igshpa.org.

I'm looking forward to seeing you all soon!

Sincerely,

Kortney Lull
Chairperson, Board of Directors

June 2021 renewals are happening now! IGSHPA is still waving CEU's for those renewing within 2 years of their expiration. Use our Square Site to get your membership and certifications renewed here: igshpa.square.site Please contact us at info@igshpa.org if you have any questions.
Registration is open for the IGSHPA/NGWA joint conference in Nashville, Dec. 14-16! We have exhibitor and sponsorship opportunities available as well! Head over to our website to reserve your spot and get more information: https://igshpa.org/conference2021/ We will see you in Nashville!

**August Virtual Town Hall**

During the IGSHPA July Town Hall, you heard from Zeyneb Magavi from HEET and Nikki Bruno from Eversource Energy who gave a dynamic presentation about their pilot geothermal district program in Massachusetts. If you missed the July Town Hall, you can view a recording of the event on our YouTube channel: https://youtu.be/rPy2Dennq4Q

The August Town Hall will be a residential roundtable discussion with a range of residential industry contractors. Our panel will be sharing the successes and challenges that they have experienced while selling geothermal in the
residential market. To register for the Town Hall go here: https://us06web.zoom.us/meeting/register/tZYtc-6tqj0jH9JeTEPymV_FTZKeMQINy2P

Meet the Marketing Committee

IGSHPA Vice President, Tim Wright and Marketing Committee Chairman, Darrin Beller have gathered members from all over the geothermal industry to serve on the IGSHPA Marketing Committee. Each month we will be introducing you to the incredible members that make up our Marketing Committee.

KARI RAU

Owner and Vice President at Colorado Geothermal Drilling, a geothermal design and installation contractor. Kari is primarily responsible for marketing and advertising strategy, building and executing social media content, payroll,
hiring, and assistance in all aspects of managing a green.

Colorado Geothermal Drilling has been custom designing and installing geothermal systems for residential homes and businesses since 2005. Kari is a member of IGSHPA, NATA, is a Steering Committee Member for the Brighton Business Builders, and a member of The Greater Brighton Chamber of Commerce.

“I am so excited to come to IGSPHA 2021 and continue to lay the groundwork for the future of geothermal. The geothermal industry is primed to play an important role in the rapid transformation to a clean, low carbon economy and I am eager to network with some of the best in the renewable energy business. There won't be a better place for sharp minds to come together to educate, cultivate, and elevate geothermal than IGSPHA 2021 in Nashville, TN in December! See you there!”~Kari
BOYD LEE

Boyd is a 39 year veteran of 3 electric cooperatives and 1 G&T, all in Oklahoma. He is the VP of Strategic Planning for CKenergy Electric Cooperative, where he has been for 16 years.

He has pioneered several “outside the box” marketing concepts including over 1300 free geo ground loop installations, multiple demand control programs, electric vehicle initiatives and unique rate concepts. The combined results for CKenergy has greatly reduced wholesale cost of power. He was presented with the VISION Award by the Oklahoma Association of Electric Cooperatives for his roles as a Mayor of Cherokee, OK; a Governor Frank Keating appointee as Commissioner for the Oklahoma Tourism Department; and being named one of 10 “Outstanding Young Oklahomans” in 1997.
“Join us in Nashville as we re-invigorate IGSHPA with timely new ideas. Geo systems have never been more important, and they are the only renewable that both reduces the carbon footprint AND corrects efficiency problems in the home and business. We will see you in December!” ~Boyd

JACK DIENNA

Mr. DiEnna, the Executive Director & Founder of the Geothermal National & International Initiative (GEO-NII) is a business development and marketing professional with over forty years combined experience in the electric utility industry and the renewable energy industry. He is a nationally recognized authority on all aspects of renewable technology and specifically geothermal heat pumps (GHP), including marketing, creative financing, and the resulting positive economic and environmental impact that can be derived from the use of geothermal heat pump systems and other renewable technologies. His expertise is internationally acknowledged as a valued resource by not only the renewable & geothermal heat pump industry but also by government officials, both national and international, trade allies, and all major market segment associations in the promotion of geothermal heat pump technology.
“This conference will have something for everyone. For the veteran IGSHPA person, it will discuss benefits and address some of the hurdles and how they can overcome them. A new attendee can take advantage of having access to the veterans in this industry that are always willing to lend support for a new IGSHPA member.

So, put on your boots and grab your hat and come join us in Nashville on December 13th – 16th and see why the time for Geothermal Technology is now and become part of our Industry, the industry that uses the “ENERGY UNDER OUR FEET" to deliver comfort to a facility, while reducing emissions and creating jobs.” ~Jack
State Updates from GeoExchange

Minnesota - The Geothermal Exchange Organization (GeoExchange) is pleased to announce the passage and enactment of the Energy Conservation and Optimization (ECO) Act. GeoExchange has been an active stakeholder in Minnesota pushing for updates to the state's Conservation Improvement Plan since 2017. Minnesota has had an energy efficiency program fuel switching prohibition in place since 2005. This policy banned utilities from incentivizing a "fuel switch" from a fossil fuel HVAC technology to an all-electric heat pump system. The ECO Act removes this prohibition and lays out guidelines for programs that incentivize a fuel switch to geothermal. The new policy will open doors for electric utilities to start offering rebates and other installation incentives for geothermal customers.

Read more about the new law [here](#).

Maine - GeoExchange was pleased to submit written comments to the Efficiency Maine Trust in the ongoing Maine Triennial Plan V (Fiscal Years 2023-2025). This planning process will result in the adoption of a framework for the state's energy efficiency programs. Maine faces the biggest challenge to widespread building decarbonization of any state in the region. 72% of the state's homes are heated with delivered fuel oil or propane and the building stock is often older and poorly insulated. Despite these obstacles, Maine has forged ahead with a climate plan called Maine Won't Wait. A centerpiece of the state's effort is a law which spurs the deployment and installation of 100,000 air-source heat pumps by 2025. GeoExchange believes that geothermal heat pumps need to be part of Maine's plan and is pushing forward to get further recognition amongst key stakeholders.

Read the comments [here](#).
**Vermont** - After four years of engagement with key energy leaders in Vermont, GeoExchange is thrilled that its hard work has paid off with the unveiling of Vermont's first ever statewide geothermal heat pump incentive program. Eligible customers can receive $2,100 per ton of installed capacity through Efficiency Vermont's program in partnership with Vermont utilities. GeoExchange's early efforts with the Burlington Electric Department served as a catalyst for wider negotiations and the eventual development of this groundbreaking program.

Learn more about the program [here](#).

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**More News & Events**

**NY-GEO 2021 Webinar Series on Summer Break!**

NY-GEO 2021 Webinar Series will be taking a summer break. Instead, please consider joining us on one or more [NY-GEO Summer Networking Trips](#) to a variety of locations around the state on July 9, July 23, August 6 and August 20.

**Special Summer Session:**

"[NYSERDA's Community Heat Pump Systems: Overview of First Round Awards.](#)"

Donovan Gordon /Director, Clean Heating & Cooling / NYSERDA

Dana Levy / Senior Advisor, Clean Heating & Cooling / NYSERDA
We anticipate the next regular session will be on **Tuesday, September 7, 2021** at Noon featuring Lisa Meline P.E., of Meline Engineering presenting on "Grounded in Reality: Better Ground Source Heat Pump Design." This is the first of three consecutive design track sessions with Lisa Meline. CEUs will be available. [Pre-register here.](#)

**UPDATE from GeoExchange**

**Rep. Suozzi Introduces Geothermal Parity Bill**

IGSHPA's partner, the Geothermal Exchange Organization, continues its
advocacy work in Washington, D.C. On June 15, Representative Tom Suozzi introduce H.R. 3920, legislation to amend the Internal Revenue Code of 1986 to provide tax credit parity for geothermal heat pump property.

This action by a majority member of the House Ways & Means Committee sends a strong signal to the full House of the importance of this legislative provision. GEO has fought all year to raise awareness of tax credit inequity in the commercial sector. Solar technology currently receives a credit of 26% while geothermal heat pumps receive only 10%. This disparity inhibits investment in the geothermal market and hinders the development of third-party ownership models.

H.R. 3920 is a strong marker for the industry as Congress heads into major negotiations regarding the American Families Plan, President Biden's "human infrastructure" proposal. The geothermal industry continues to work with partners on Capitol Hill to achieve not only commercial parity, but also an extension of existing credits. Success in these endeavors will give the geo industry a path to significant market growth.

GEO is deeply involved in the ongoing deliberations and discussions on Capitol Hill and continues to press for strong support of the geothermal industry. If you have any questions about GEO's efforts in Washington, please reach out to info@geoexchange.org.

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Announcements

**Training Committee**
The Training Committee has been meeting regularly to discuss revisions to existing curriculum and plan for future courses. There are planned updates to the Accredited Installer course and implementation of the Certified Residential Designer course. For any questions about the work of the training committee, please send your inquiry to info@igshpa.org.

**We Need You!**
If you are willing to volunteer your time to continue to promote our industry, we are looking for your help! Please contact us at info@igshpa.org with your interest in volunteering. Please also keep your eye out for any opportunities on our website and
Member Survey
If you have not completed the IGSHPA Membership Interests Survey, please do so at https://forms.gle/pWyy2YbmownDhHzf7

Town Hall Topics
We will be hosting Town Hall with Seminar events every month and welcome your suggestions for topics you’d like to hear more information on. Suggestions we have received to date include:

- Overview of the individual training classes offered by IGSHPA
- The benefits of geothermal, including lower maintenance, indoor air quality, etc.
- Commercial building, K-12 & mixed-use building case studies
- Financing options (ESCO’s, PACE, bonds, etc.)
- The process of getting started on a geothermal project (feasibility, when to do a TC test, etc)

The purpose of the geothermal heat pump industry is to promote a sustainable and decarbonized future across the globe through the adoption of geothermal as the cleanest, most efficient heating and cooling technology.

The mission of the geothermal heat pump industry is to promote a unified effort to encourage the adoption of geothermal by increasing understanding, awareness and adoption through:

- Federal & State government advocacy
- Utility & Electric Co-op engagement (including incentives)
- “Voice of the Industry” Consumer awareness through marketing tools & campaigns
- Resource for relevant data and information to government agencies
- Training & Certification
- Industry Standards & Specifications
- Basic thermal energy education to the market
- Research & Development opportunities
- Provide professional continuing education

At the February Town Hall meeting, the IGSHPA Board presented a working version of its joint Vision and Mission Statement with GeoExchange. If you have thoughts or comments on this statement, please reach out, we would love to get your input.