Events At A Glance

February 21, 2024: Wisconsin Geothermal Assn. Conference
February 28-29, 2024: HRAI CRD Course
March 3-6, 2024: Annual Well Drillers Convention
March 11-14, 2024: ACCA 2024 Conference & Expo
March 12-13, 2024: Geothermal Alliance of IL Conference
March 22, 2024: Dig Deeper Webinar with Bill Eggertson

STAY UP TO DATE ON OUR UPCOMING EVENTS WITH OUR EVENTS PAGE ON OUR WEBSITE: https://igshpa.org/calendar/

Message from the Executive Director

Thank you for reading the February newsletter! Each month, I try to provide
updates on the many exciting things happening at IGSHPA. This month I would like to take a break from the updates and share some feedback that I have been receiving from a number of meetings and phone calls. There seems to be a common theme – We are excited about the anticipated growth of our industry BUT how are we going to get the capacity we need to gear up for growth? In my 37 years in the industry, I have learned that just being passionate about the technology does not make it grow. We have so many great stories to tell, but there are many who are not aware of this game-changing technology. The key, in my opinion, is working together to build consistency of message, promote good quality installations, and “build bridges” to the future. I am so appreciative of the support that our industry has given IGSHPA since its transition to an independent non-profit. Working together, I am confident that we will see the efforts of our members pay off. Below are my thoughts on areas we can work on that will continue to build on our strong foundation and help us prepare for growth!

1. **Membership.** If you are receiving this newsletter and are not a member, I would encourage you to join this growing organization. Our new membership program has many more levels available, from a directory-only listing for business members to benefactor memberships. Some of our heat pump manufacturer members even have advertising co-operative funds that partially or fully offset IGSHPA membership cost for distributors and dealers. All industry stakeholders can benefit from membership, especially with a listing in the directory, which is a great way to network, obtain more leads, and get the word out about your company or organization. Members also get discounts on advertising, conference registration, publications, and more.

2. **Training.** As our industry grows, we will need a lot more skilled trades and design professionals. Even if you are not actively designing or installing geothermal heat pumps today, getting the training now will prepare you to answer the questions as the demand increases. Over the next two years, the IGSHPA training curriculum will be completely updated. So, now is the time to take the current training to get prepared for the next round of courses.

3. **Consistency of Design and Installation.** As our industry grows, it will be extremely important that we have minimum design and installation requirements in place that are consistent across North America. Many are unaware of the ANSI/CSA/IGSHPA C448 Design and Installation Standard that has been around since 1992 and has been a bi-national (Canada and
U.S.) standard since 2016. Familiarity with the standard will answer so many questions about pipe material, grouting, heat transfer fluids, and much more. Members get a $55 discount on the standard.

4. **Marketing.** As a member, you have access to the IGSHPA Member Portal, which includes member marketing resources that have been developed by IGSHPA's marketing partner, MediaMark Spotlight. Social media posts and videos are available to member companies for their marketing efforts, and more resources are added at least monthly. Spread the word, and take advantage of one of the many perks of being a member.

Thanks for your support of IGSHPA!

Sincerely,

Jeff Hammond
Executive Director
International Ground Source Heat Pump Association
jeff@igshpa.org

2024 is off to quite a start! This is clearly going to be a bellwether year for the industry with exciting developments occurring on a nearly daily basis. In case you missed it, last year our friends at the Building Decarbonization Coalition issued a report on neighborhood scale decarb and how thermal energy networks might play a role in this transition. And last week the Southwest Energy Efficiency Project released a report on opportunities and challenges in
the geothermal market. And we can't forget to continue to highlight the DOE geothermal impact report which was unveiled at the IGSHPA conference in December. We are grateful to DOE and the Geothermal Technologies Office for funding this research which is a must-read for anyone with a stake in the future of our electric grid, electric rates, and our environment (which is everyone!).

Speaking of DOE, we were thrilled to see that Lauren Boyd was officially confirmed as Office Director of the Geothermal Technologies Office. Lauren had served as Acting Director previously and is now positioned to lead GTO during a pivotal time across the spectrum of geo tech. We are excited to continue our collaboration with Lauren and her exceptional team at GTO.

Finally, this week DOE’s Office of Manufacturing and Energy Supply Chains announced a second round of funding pursuant to President Biden’s Executive Order on the Defense Production Act. $63 million is being made available for heat pump technology manufacturers to accelerate and increase the deployment of their products. In the last round of funding, two geothermal companies, Ice Air and Hydro Temp, were announced as awardees. This funding is available not only to heat pump OEMs, but also component manufacturers. Please let your colleagues and business network know about this exciting opportunity that can help spur advancement in the industry.

Read the full funding opportunity here. An information webinar will be held on February 21, 2024, at 2:00 pm ET, register here. Concept papers, which are required for all applicants, are due on March 15, 2024, at 5 p.m. ET. Full applications are due on April 29, 2024, at 5 p.m. ET.

As always, if you have questions about anything above or other policy topics, don’t hesitate to reach out to info@geoexchange.org.
We hope that enjoyed our latest edition of GeoOutlook! Unfortunately, due to some technical issues with our email service, some of you received an email with bad links to the magazine. If you receive communications from us in the future with bad links, please let us know by sending an email to info@igshpa.org. You can view January's edition here.

Advertise in the July 2024 Edition!

Help keep GeoOutlook going and promote your brand at the same time! Did you know that IGSHPA has over 6,000 subscribers for GeoOutlook Magazine? And since we partner with BNP Media for the creation of the magazine, that means it’s also available to The HVACR News (31,000) and Engineered Systems (13,000) audiences, making our total subscribers about 50,000.

Reader mix for GeoOutlook is as follows:
- HVAC contractors
- Architects/engineers/designers
- GHEX (Ground Heat Exchanger) Installers
- Utilities
- Manufacturers
- HVAC, plumbing, drilling supply, construction equipment distributors
- Government and regulatory
- Universities, trade schools, and community colleges
- Researchers
- Associations

Don't forget that IGSHPA members can take advantage of a special
First Time Advertiser offer to advertise for a discounted price!

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Member Pricing</th>
<th>Non-member per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First Time Advertisers</td>
<td>Per issue 1X</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,250</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside cover</td>
<td>$1,850 <strong>SOLD</strong></td>
<td>$2,100 <strong>SOLD</strong></td>
</tr>
<tr>
<td>1/2 page</td>
<td>$800</td>
<td>$1,050</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$600</td>
<td>$750</td>
</tr>
</tbody>
</table>

*Deadline for ads is June 1, 2024*

*Publication is the end of the month for each issue.*

---

**E-Mail Subscription Choices Are Now Available!**

IGSHPA is making it easier for you to decide which types of e-mail you receive from us! Now you can log into the member portal and select the email communications you would like to receive. **Please note that if you have an IGSHPA certification (AI, CGI, CRD) you will want to make sure you are opted into the certification renewals for each type you hold so that you can be notified when it’s time to renew.**

Certification
renewal notifications are only communicated via e-mail.

SAVE THE DATE!!

2025 IGSHPA Annual Conference
IGSHPA & GAOI Annual Conference
Champaign, IL March 11-13 2025
Breaking New Ground

Registration, Sponsorship & Exhibitor Details
Coming Soon!
New Member Benefit!

IGSHPA members in good standing now have access to social media marketing materials! IGSHPA has been working MediaMark Spotlight to create content for member marketing and outreach efforts. We provide links to social media posts, blogs, graphics, and other valuable marketing collateral to help promote geothermal systems and ground source heat pumps. As an active IGSHPA member, you can co-brand with IGSHPA and use this content on your social media platforms. **Any changes must be approved in writing by IGSHPA's Marketing Manager. Please request approval for changes to Sally Stephens at sally@igshpa.org.**

As more content becomes available, it will be posted in the Member Portal Resources, typically at least monthly.

---

February Dig Deeper
Don't forget to join us February 23, 2024 at 10:30 am CT for our next Dig Deeper Webinar! Wesley Sherrod, Randy Holt, and Ben Holt of Corechem will be presenting *Freeze Protection and Water Quality...Why it matters*. It will include proper flushing and purging of a closed loop system, how water quality effects the life of your heat transfer fluid, the importance of freeze protection, the different heat transfer fluids (with pros and cons of each), preparing a closed loop system to inhibit biofouling, maintenance and annual testing of your heat transfer fluid, and make-up tank/make-up water systems.

**Wesley Sherrod: General Manager of CORECHEM, Inc.** His Grandfather was an analytical chemist at Oak Ridge, founded the company in 1981. Wesley has been with CORECHEM for 23 years, and is the 3rd generation of the family business. From operations to General Manager, he has touched every aspect of CORECHEM.

**Randy Holt: Business Development Manager at CORECHEM, Inc.**
Started as the Purchasing Manager with CORECHEM in 2006. Transitioned into Marketing and Business Development in 2014. Randy strives to bring the CORECHEM brand of heat transfer fluids in front of an ever-expanding audience interested in sustainable energy.

**Ben Holt: Thermal Fluids Manager at CORECHEM, Inc.** Started with CORECHEM in 2018. Ben has been instrumental in the growth of CHORECHEM's heat transfer fluid sector which has quadrupled in the last 2 years alone.

Register for the webinar here.

**March Town Hall**

March 13, 2024 at 10:30 am CT is our next Town Hall. We will be hearing from David Sadik, Senior Vice President of Carbon Solutions Group who will be presenting *What Are GRECs (Geothermal Renewable Energy Credits), And How Do They Drive Decarbonization?*.

Join us for this upcoming presentation where we discuss the latest developments in new incentives for geothermal energy. Learn how geothermal units now qualify for Renewable Energy Credits (RECs), offering a financial incentive to recover system costs. We'll explore eligible regions and examine the potential financial benefits for both system owners and installers. Additionally, we'll introduce
two payment structures tailored to owner preferences. With our upfront prepay option, Carbon Solutions Group can help offset installation expenses for new units, and ultimately lead to distributed decarbonization.

Daniel Sadik joined Carbon Solutions Group's executive team in January 2022 to spearhead the expansion of the company's commercial endeavors. With an extensive background in origination and trading spanning over 15 years, Daniel brings invaluable commercial expertise to the team. Prior to joining Carbon Solutions Group, Daniel played pivotal roles in originating new-build wind deals across the US and executing transactions totaling over 30 Million MWh of power and REC deals in key markets across the US and Canada.

Before his tenure at Carbon Solutions Group, Daniel held prominent positions including Senior Commercial and Industrial Originator at Southern Power Company, International Originator at Acciona Energy, and roles at NRG, West Oaks, and Credit Agricole CIB, where he honed his skills in commercial transactions, financial trading, and commodity sales.

Daniel holds a degree from Tulane University and is based in Austin, Texas. With Carbon Solutions Group's expansion into geothermal technology in 2024, Daniel is enthusiastic about leveraging the company's prior success in residential solar aggregation to further scale presence in this innovative sector.

Register for this Town Hall here.

**March Dig Deeper**

Take a deeper dive into technical topics on the 4th Friday every month @ 10:30 CT

Join us live on Teams March 22, 2024 at 10:30 am CT. We will be hearing
from Bill Eggertson, President of NetZeroPLUS Canada. Bill will be speaking to us on the topic **How GSHPs can contribute more than wind and solar.**

There is growing awareness of the need to electrify energy end-uses as a key strategy in reducing carbon emissions, which implies a transition to wind, solar and other non-combustion generating technologies. This underscores two major shortcomings in the ground source heat pump industry. The GSHP industry continues to use arcane terminology such as ton of cooling and Btu, and it must express its capacity in kW and its output in kWh to underscore its compatibility with the future. Consumers will never understand any energy terminology, but they are more comfortable with common terms and this change would allow the industry to be compared with other options on an equal footing. The GSHP industry must also quantify its output as the production of dispatchable renewable energy from the ground. Promoting itself simply as energy efficient obscures its value in the wind-solar future and gives no credit to a major source of energy production. In Canada, 15 million households consume 400 billion kWh of energy, of which 325 billion kWh (82%) is for space heating, water heating & space cooling. GSHP would produce this quantity and consume 101 b-kWh of grid for performance energy (assuming absolute minimal efficiency of 3.2), meaning the residential sector would CONSUME 176 b-kWh (101+75) of commercial energy but PRODUCE 325 b-kWh … far surpassing ‘net zero’ and verifying its claims in the process. In the US, thermal production from GSHP in the residential sector would be 2,000 billion kWh (6,628 trillion Btu). This webinar explains the benefits of implementing these two changes in the GSHP industry immediately, and discuss how they could be (must be) implemented

[Register for this Town Hall here.]

---

**Share your installation pictures with us!**

This month, IGSHPA member, John Ciovacco sent us a picture of his new
Do you have an installation you would like featured in an upcoming newsletter? Send us your pictures to sally@igshpa.org.

Remembering David Waterman

It is with deep sadness that we inform you of the passing of David Waterman on January 16, 2024. David retired from WaterFurnace in 2019. He was one WaterFurnace's first ten employees in May 1985 – shortly after emigrating from England with his new bride, Lisa. His contributions helped shape WaterFurnace as a company and his leadership as Tech Service Manager, Plant Manager, and Director of Customer Support Operations played a crucial role in their growth and success.

David was a proud father and grandfather, bringing a warmth and playful spirit to the workplace. He was known for a great sense of humor, a vibrant personality, and a love for Liverpool Football Club. His legacy extends
beyond his professional accomplishments to the positive impact he made on those around him.

We extend our deepest sympathies to his family and to all who knew him.

Upcoming Events

**February 21, 2024- Wisconsin Geothermal Assn. Conference:** 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.

For more info and to get registered, go here.

**February 26-28, 2024- 2024 Iowa Geothermal Association Conference:** What’s new and different this year? IGSHPA certification courses. These courses focused on installers and service technicians result in attendees receiving recognition and certification which are universally recognized as providing assurances that your geothermal project meets the top industry standards. These classes are only open to current members of the Iowa Geothermal Association.

Separate tracks for technicians and non-technicians. If you work in the field, you have the opportunity to gain valuable knowledge AND CEU credits from some of the best in the industry. For those non-technicians, this conference will help you better sell geothermal to your clients and market the benefits to both homeowners and commercial interests. Information & registration here.
February 28-29, 2024- **IGSHPA Certified Residential Geothermal Designer Course Online with HRAI:** Learn how to properly design a residential system, starting with the benefits and types of ground source heat pumps. Attendees will also learn about the design process, energy loads and requirements, and how to calculate loads; how to select mechanical systems; site, geology and soil conditions; ground heat exchanger design; pumping, interior piping and header design; economics of the design; and calculate a sample problem. Upon successful completion of the corresponding exam, an IGSHPA Certified Residential Geothermal Designer certification will be issued.  
For more information & to register go here.

March 3-6, 2024- **Annual Well Drillers Convention:** The annual convention and trade show is set! Please use this link to register, pay Membership Dues and get more info. Registration Includes: Meals, Trade Show, Education Sessions, and Evening Entertainment.

March 11-14, 2024- **ACCA 2024 Conference & Expo:** Join a network of best-in-class peers by attending ACCA 2024 Conference and Expo in Orlando, Florida! ACCA 2024 welcomes all members of the HVAC industry to come together and learn from our expert speakers, as well as one another. This highly anticipated event will feature an inspiring keynote speaker, legendary breakout sessions, top-tier product and service providers, epic networking opportunities, and the coveted Copeland Party! Go here for more information and to get registered.

March 12-13, 2024- **Geothermal Alliance of Illinois Conference:** GAOI Members and Friends: We’re looking forward to seeing you at the 2024 IL Geothermal Conference in Bloomington at the Double Tree Hotel and Conference Center. We plan to have a tentative agenda completed and posted sometime in January. For now, know that we’ll have MANY of the longtime regular presenters at the conference, as well as some new trainers — about 25 different presentations in all.

Registration fees: early rates are $200 for GAOI Members and $275 for Non-Members. These early rates are in effect through February 16, 2024 – then registration increases to $275 for members and $350 for Non-Members. Go here for registration and details.

March 20, 2024- **Minnesota Geothermal Heat Pump Assn. Conference:** 7:30 am - 5:00 pm at Connexus Energy: 14601 Ramsey Blvd. NW Ramsey, MN. Go here for more info and to get registered.
**April 8 - 9, 2024 - Albany NY-GEO:** Hosted at the Albany Marriott, the event will open with an exhibitor mixer on April 8 and a full day of programming on the 9th with focused attention on Upstate. [*Get more info & register here.*](#)

---

**Our mailing address is:**

International Ground Source Heat Pump Association  
312 S 4th St Ste 100  
Springfield, IL 62701-1469