THE COMPONENTS OF A SUCCESSFUL STATE ORGANIZATION

NY-GEO

Geothermal: The Genius Renewable

Live at Groundwater Week in partnership with NGWA

Las Vegas, NV
December 5-7, 2023
CEUs for this workshop

Be sure to scan the QR for Tuesday, Wednesday, and Thursday workshops to get points towards your IGSHPA certification CEUs.

Annual Conference, December 5 - 7, 2023 – Las Vegas, NV
THE COMPONENTS OF A SUCCESSFUL STATE ORGANIZATION

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NY-GEO is comprised of four officers and five board members, one full time and one part time staff.

**Officers:**
- President/Chairman, Jens Ponikau, *Buffalo Geothermal*
- Vice President, Zach Fink, *ZBF Geothermal*
- Secretary | Treasurer, Amanda Schenck, *WaterFurnace*
- Imm. Past President, John Ciovacco, *Aztech Geothermal*

**Board of Directors:**
- Heather Deese, *Dandelion Energy*
- Kevin Moravec, *Barney Moravec, Inc.*
- Venetia Lannon, *Con Edison of New York*
- Samara Swanston, *NY City Council*
- Bill Nowak, *Immediate Past NY-GEO Executive Director*

**Staff:**
- Christine Hoffer, *Executive Director*
- John Rath, *Director of Operations*
THE COMPONENTS OF A SUCCESSFUL STATE ORGANIZATION

The NY-GEO board and staff have taken steps to build a large and broadly diversified stakeholder group. This session will review the history of NY-GEO and plans to grow membership and influence to increase market penetration of GSHPs in New York and the Northeast.

While every state has its unique challenges, including NY, hearing what’s working in New York will likely spark ideas on how to grow your local industry organization!
The Long Island Geothermal Energy Organization (LI GEO)
• Founded in June of 2012
• First Meeting lead by John Franceschina of the Long Island Power Authority, Tony Penachio of GeoEnergy Enterprises, Zach Fink of ZBF Geothermal, and John Rhyner of P.W. Grosser

Goals were started in 4 areas:
1. Consumers
2. Government
3. Training and Codes
4. Promotion

What came before NY-GEO...

Long Island Power Authority
National Grid (for LIPA)
P.W. Grosser Consulting
U.S. Green Building Council
Geo NII
Water Furnace
North Shore LI Jewish Medical Center
GeoEnergy of New York
Air Ideal
Accelerated Services

Apollo HVAC
AFK Group
Air Control Supply
Empire Clean Energy Supply
Integrated Geothermal
True North
TRC Energy Services
Martack Corp.
i2 Air Fluid, and
WSP F&K.
ZBF Geothermal, LLC
NY-GEO HISTORY

Founded in 2014 by seventy (70) members representing the geothermal heat pump (GHP) industry in New York State to promote geothermal heating and cooling.

John Abularrage, Advanced Radiant Design, Inc.
Roger Anthony, Anthony’s Heating and Contracting
Keith Bell, Bell HVAC
Philip Blatner, Capital Heat Inc.
Bryan Bourque, Bourque Mechanical Systems, Inc.
Edward Byrne, Paradise Heating and AC, LLC
Peter Cann, Cann Geothermal Plus
Joseph Carey, Choice Heating and Cooling, LLC
Garrett Carrino, American Well & Pump Co
John Ciovacco, Aztech Geothermal
Daniel Cochran, Renaissance HVAC
Donald Colbert II, Freedom Mechanicals,
Roger Connelly, Geo Tech Climate Control
Brett Conyer, Integrated Geothermal, LLC
Jesse Cook, Geotherm, Inc.
Sam Cosamano, IPD Engineering
Steven Couse, Earth Energy Connections Inc
David Cramer, Zoe Energy Solutions Inc.
Ryan Dailey, Dailey Electric Inc
Adam DeVit, Thermal Associates
John B. DeVitt, Advanced Thermal Technologies
Doug Dougherty, The Geothermal Exchange Organization (GEO)
John (Jack) P. DiEnna, Jr., Geothermal National & International Initiative
Josh Einbinder, NY GreenTech

Bill Feldmann, Empire Clean Energy Supply
Zachary Fink, ZBF Geothermal, LLC
Brad Fisher, Friedman Fisher Associates, P.C.
Tim Foley, Foley Mechanical, Inc.
Tamar Fox
John Franceschina, PSEG Long Island
Mike Goekbora, GeoThermal Tools, Inc.
Donovan Gordon, D. Gordon Consulting, Inc.
Peter Grill, Meadowlands Geothermal
Lloyd Hamilton, Verdae, LLC
Geoffrey Hanowitz, Woodstock Plumbing Heating
Jonathan M. Harkness, EBM Consulting Services
AJ Heiligman, Alternative Carbon Energy
SystemsAllen Hicks, Energy Efficiency Consultants
Robert Jensen, Agreenability
Lori Kempf, Suffolk Systems Inc.
Dale La Quay, Diversified Energy System Installations
Harshad Lakhani, Lakhani & Jordan Engineers
Charles Lazin, Altren Consulting & Contracting, Inc
John Lembo, TRC Energy Services
John Manning, Phoenix Energy Supply
Joe Miranda, Aquifer Drilling & Testing Inc.
Jim Moench, Geothermal Services, Inc.
Jesse Monette, Blake Equipment
Kevin Moravec, Moravec Geothermal

Paul Moshano, PM Innovations
James Murray, Greenway Energy Solutions
Brian Nodine, Nodine’s Heating
Zachary Nothnagle, Nothnagle Drilling
Bill Nowak, Buffalo Clean Energy
Kevin O’Rourke, O’Rourke Groundwater Developing, LLC
Joe Parsons, EarthLinked Technologies, Inc.
Tony Penachio, GeoColumn HX
Tom Piekunka, Piekunka Systems Inc
Jens Ponikau, Buffalo Geothermal Heating
Nicholas Pryputniewicz, NP Environmental,
Lynette Raimondi, AP Plumbing
Kevin Rhyner, PW Grosser Consulting
Billii Roberti, Green Choices Consulting
Jeff Rosenberg, Geothermal Energy of Oneonta, Inc.
Chuck Russo, Chuck Russo Heating & A/C, LLC
Bennett Sandler, Equity Energy
Amanda Schneck, WaterFurnace
John Schretzmayer, Associated Environmental Services, Ltd
Dan Silvestri, D. Silvestri Sons Inc
Hal Smith, Halco Energy
James Snyder, Snyder Manufacturing, Inc.
Focus on Policy & Education

*Focus on policy* to create conditions for success!

1. **Strong Consistent Core Group – Working Board**
   - From the beginning - Jens Ponikau, Zach Fink, Bill Nowak, (John Ciovacco)

2. **Create strong relationships**
   - Equipment Manufactures – WaterFurnace’s financial support from the start!
   - State Government – Governor, Legislature, NYS PSC/DPS, NYSERDA, NYS DEC and others
   - Like-minded stakeholder organizations – AGREE, NY for Clean Power, HEET
   - Utilities Involved – Participation in Rate Cases / NYS Clean Heat / UTENJA
   - Organized labor in job growth expected from large IRA & UTENJA projects

3. **Emphasis on Education**
   - Annual Conference – Grown in sessions, participants, exhibitors & sponsors
   - Weekly Newsletter – Just In! (thanks Bill Nowak!)
Geothermal Heat Pumps: Great Fit for NYS

- Leverages NYS’s Clean Electric Grid
- Reduces Summer Peak Demand
- Improves Winter Grid Utilization
- Utilizes Solar Energy 24/7/365
- Applicable to All Building Types
- Works Extremely well in Cold Climates
- Heating Cost Similar to Natural Gas*
- Cooling Cost Approximately 1/2
- Expanded Federal Incentives

*Generally in Northeast residential electric and gas rates
Education:
Cost of Heat per Therm ~ Upstate NY

Electric Heating Options

- Oil @ $2.97/gal
- Propane @ $2.69/gal
- Natural Gas @ $1.00/therm
- Geothermal @ $0.14/kWh
- Electric @ $0.14 kWh
- Air Source HP @ $0.14/kWh

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Source: Aztech Geothermal
Electric - Winter Peak Approaching

Figure 5: Electric Summer and Winter Peak Demand – Actual & Forecast: 2021-2052

Source: NYISO Gold Book

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Education: Electrification Impact on Peak

The Difference in Peak Increase at Differing COPs

Addition to NYISO Peak at Various Levels of NG Heating Electrification at COP = 1.5 and COP = 3.5

Source: Emergent Urban Concepts
www.emergentgroup.com
NY-GEO HISTORY

In March of 2015, we launched a statewide conference GEOPALOOZA with approximately 100 engineers, policymakers, and students visited Skidmore College for the New York Geothermal Energy Organization (NY-GEO) conference. Skidmore was selected to host the conference, dubbed “Geopalooza,” because it has implemented numerous sustainability initiatives that align with the NY-GEO agenda, including expansive geothermal systems.
CONFERENCE HISTORY

NY-GEO 2022 Conference surpassed all expectations with 675 Registered Attendees, 50+ Exhibitors, and 22 Sponsors.
CONFERENCE HISTORY

2023 hosted 7 Tracks, 38 Sessions, and welcomed 675 registered attendees, 50 exhibitors, and 22 sponsors.
CONFERENCE GROWTH

NY-GEO 2024 will include two programs to be held in Albany on April 8-9 and in New York City on October 21-23 with an anticipated combined attendance of 1,500+.

SAVE THESE DATES FOR NY-GEO 2024

ALBANY, NY APRIL 8-9

BROOKLYN, NY OCT 22-23
MEMBERSHIP
Membership continues to grow with just over 211 members.

Member Categories

- Driller Loop: 10
- Manufacturing: 13
- HVAC Contractor: 38
- Labor: 1
- Allied - NFP: 15
- Distributor: 3
- Professional: 53
- Utility: 4
- Assc. Member: 74

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GROWTH MEMBERSHIP

Launched a new website providing additional exposure for members of NY-GEO.

PERSONALIZED MEMBER LISTING PAGE - included in the directory is your information page on the website which can include a description area, location, logo, photos, and contact details based on your membership level.

RESOURCES - being part of our association includes access to key sites, documents, and other information to help you thrive in our community. Check out the resource area to learn more.

EVENTS - advertise your upcoming events to other members and/or on our public site. Login to create your event page and submit it to us for review/approval. Also, check out and register for upcoming events on our calendar.

CAREER CENTER - create a posting for any job openings you have available - gain visibility and help recruit new employees.

PAY INVOICES – Click and pay open invoices for membership, events, or programs.

NEWS - Share exciting and important information with our community. Enter your news item to be added to our site.

SEARCH THE DIRECTORY LISTING - your contact information and our other members are available in the "members only" hub.
A new website providing additional exposure for members of NY-GEO.

PERSONALIZED MEMBER LISTING PAGE included in the directory is your information page on the website which can include a description area, location, logo, photos, and contact details based on your membership level.

Members listing page is a microsite on the NY-GEO site:

LOGO and Category Listings
Details and links
Organization Description
Open Positions
Map of your Location
About
Aztech Geothermal LLC specializes in the design, installation, and service of environmentally friendly, renewable heating and cooling systems. Our dedication to setting the quality standard for our industry has made us a leading geothermal heat pump provider in the Northeast. We are proud to have hundreds of satisfied customers who enjoy clean, reliable, low-cost heating and cooling. Our team is made up of highly trained engineering and installation personnel dedicated to ensuring each system is optimized to run at peak performance. Aztech Geothermal is an International Ground Source Heat Pump Association (IGSHPA) Accredited Installer, a Building Performance Institute (BPI) Accredited Contractor, and NYGEOA Partner.

Membership Type
HVAC Contractor Membership
NY-CEO Job Listings
Experienced HVAC Technician
In NY’s Capital District
HVAC Project Manager
Contacts
John Clevacq, CGD, CGI, AI
President
315-422-2332
Regina Vazna
Senior
315-422-2332
Desiree Vazna
Senior
315-422-2332

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CONNECTING WITH MEMBERS

Just In! is a weekly newsletter produced by NY-GEO BOD, Bill Nowak, that includes important articles that impact the GHP industry.

Let’s Talk twice a month member interactive discussion complemented by programs and presentations that impact our members.
IMPACT ON GHP GROWTH IN THE NORTHEAST

Active participants Rate Cases to support ratepayers, providing testimony, memos of support to advance GHP technology.

Support Legislation to advance Geothermal.
- NY-GEO was successful in advocating that boreholes be able to go beyond 500’ with new law being passed in September 2023.
- Actively supporting NYS legislation. NY-GEO current list of priorities:
  - Green Jobs – Green NY
    - Increase loan amount for geothermal heat pump systems from $25k to $50k.
  - Sales Tax Exemption on the sale of residential and commercial geothermal HPs
  - NYS income tax credits for geothermal heating and cooling systems.
    - Increase of 25% tax credit from $5k to $10k

Above: NY-GEO with Assemblymember Otis
Below: NY-GEO BOD and Staff attend Senator Hackham’s press conference celebrating the passing of the 500’ rule
IMPACT ON GHP GROWTH IN THE NORTHEAST

• Partnering with IGSHPA to grow training and education in NYS
  • Grant collaboration to provide additional AI and Train the Trainer program in NYS.
• Playing an active role in the IGSHPA/GeoExchange Advisory Committee
  • Support unified messaging, education, and outreach to grow GHP
• Partnering with Industry Allies to advance electrification and GHP.
  • Support industry allies at rallies, providing testimony, and letters of support.
• Working with labor groups to make them aware of GSHP opportunities for members.
  • NY-GEO board members have given presentations and training to organized labor groups.
NY-GEON COLLABORATION

The NY-GEO will engage in ongoing collaboration with NYSERDA addressing issues related to the geothermal heating and cooling industry and will play a key role in fostering industry support to drive market activity enabling the achievement of New York State’s clean energy goals.

NYSERDA aims to accelerate the GSHP market penetration in New York State. Recent modeling suggests that the penetration of GSHPs needs to grow from 300-500 per year at present to over 25,000 per year by 2030.

As the trade organization in NY for GSHP, NY-GEO will play a critical role in that market growth. In order to increase its support for GSHP accelerating market development, NY-GEO needs to grow to become a more robust organization with self-sustaining revenues.
NY- GEO
EXECUTIVE SUMMARY

ABOUT NY-GEO
Is a not-for-profit trade association, was founded in 2014 with 70 founding members that were comprised of geothermal system designers, installers, drillers, engineers, manufacturers, distributors, renewable energy consultants and industry stakeholders who support ground-source heat pumps to heat and cool buildings throughout New York State.

PRODUCT & SERVICES
NY-GEO provides a platform for business-to-business engagement, consumer promotion, annual education conference and awards, bi-weekly discussions (Let’s Talk), weekly news and information (Just In). Policy and legislative work to advance GSHP technology and market growth.

FINANCIAL ANALYSIS
NY-GEO will become self-sustaining by increasing membership, growing conference investment opportunities, grants and additional partner engagement.

MEMBERSHIP
NY-GEO to increase memberships and partnerships in underserved areas across NYS. Collaborate and form Agreements with IGSHPA, GEO-EXCHANGE, NYS Utilities and NYS Allies focused on supporting geothermal and GSHP.

GSHP MARKET DEVELOPMENT
NY-GEO will support workforce development programs to ensure that NYS is able to meet its climate goals. Team up with environmental justice stakeholder groups to foster job opportunities for MWBEs, SDVOBs and individuals from priority populations.

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GOALS
Scaling and Supporting the Geothermal Heating and Cooling Industry in NYS

Membership Engagement
- Increase membership by location and membership type
- Host Geothermal Meet and Greet Mixers to engage current members and recruit new members
- Plan and Grow NY-GEO annual conference
- Develop a plan for Annual Support of NY-GEO

Programs & Services
1. Marketing | Education
   - Industry
   - Consumer
   - Disadvantages Communities
     - Supporting jobs
2. Working with financial institutions that currently support green and GSHP initiatives to
   - Offer a lower interest rate to GSHP contractors and homeowners
   - Increase their funding as well as
   - Work with local Credit Unions and Banks to see the benefit of supporting loans for GSHP installations.

Outreach
- Collaboration and Engagement with other like-minded groups
- Attend and participate in programming that will expand the knowledge of geothermal in NYS
- Write State, Federal, and Local Grants to support Geothermal
- Establish Partnerships
  - Please see slides 16-20 for actions, descriptions, collaborators’ goals, and objectives.
Scaling And Supporting The Geothermal Heating and Cooling Industry In New York State

The NY-GEO will engage in ongoing collaboration with NYSERDA addressing issues related to the geothermal heating and cooling industry and will play a key role in fostering industry support to drive market activity aiding the achievement of NYS clean energy goals. As the trade organization in NY for GSHP, NY-GEO will play a critical role in that market growth.

NY-GEO will strive to increase membership by 10% each year, with focus on:

- Disadvantaged Communities, as described by NYSERDA
  - MWBEs, SDVOBs, and individuals from priority populations, as defined by NYSERDA’s Clean Energy Workforce initiative
  - Large Building Contractors, Designers and Installers

Revenue Increases (In addition to membership dues)

i. Outreach to groups such as:
   i. ESWWDA Winter and Spring Meet Up & 2024 Conference
   ii. NYSSPE Fall Conference Oct. 27 & 28 – Saratoga
   iii. IGSHPA Conference Dec 2023

ii. Collaborate with current members to host up to four Meet and Greet Member Education and Mixer events across NYS

iii. Sponsorships – Annual support of NY-GEO

iv. NY-GEO Conference (s)

v. Grants, Foundations, and Other
## BOD – STAFFING

### WORKING GROUPS – STAFFING

### STAFF
- **Executive Director**
- **Director of Operations**

### BOD
- **EXECUTIVE COMMITTEE**
  - President
  - Immediate Past Presidents
  - Vice President
  - Secretary
  - Treasurer

  **BOD**
  - Four Members

### WORKING GROUPS
- Nominations
- Budget/Finance
- Governance
- Marketing | Outreach
- Education
- Workforce
- Development

### INTERSHIPS
- Communications
  - Social Media
  - Website
- Membership

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Questions / Discussion