

The Year In Review—

Here’s an attempt to capture the activity and achievements of our Association during the past year. We present this year’s highlights for review by our [supporting members](#), our affiliates, and our industry, represented by both IGSHPA® (the [International Ground Source Heat Pump Association](#)) and GEO® (the [Geothermal Exchange Organization](#)). Both have been a support to our efforts.

We are a non-profit 501 c6 all-volunteer organization with a [history](#), working for progress in bringing more greenhouse gas-free geo heat pump heating, cooling, and hot water production to California. Our Board of Directors [meets bi-monthly](#) via phone or computer conference and all members are welcome to attend.

Communications—

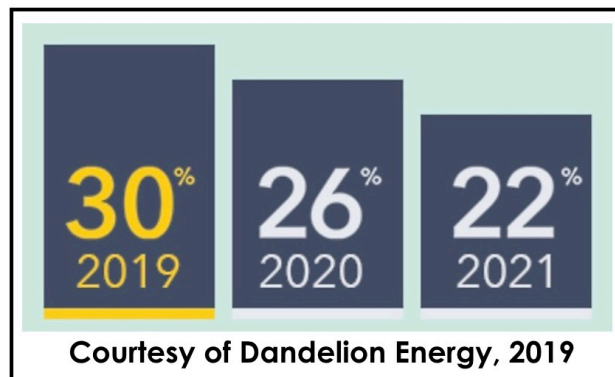
After a [retroactive extension](#) to continue federal geothermal heat pump system tax credits back to 2017, we begin 2020 with the first of two percentage reductions until the program is currently scheduled to end at the close of 2021.

This was largely the work of our upstream industry partner, G.E.O. (The Geothermal Exchange Organization) who coordinates lobbying in Washington, D.C., actively utilizing participants from our industry.

As you may know, G.E.O. has managed to get [another](#) replacement tax credit bill introduced (H.R. 3961) that would maintain these previous credits for another five years at their 2019 levels.

You may feel a dash of guilt about the potential of 15 years of continuous tax credits “propping up” an industry that hasn’t yet reached its potential. Please don’t. Subsidies for all fossil industries and the nuclear industry are decades old and have received thousands of times as much federal help as all renewable industries combined. Besides, we are more of a solution to the carbon and climate change riddle than those mature, politically-connected giants.

Our website now features **71** [Blog posts](#) and we now total **119** [News Posts](#) split among four categories (some with commentary). Coverage of topics by major news organizations that parallel our efforts continued to expand—a welcome trend.

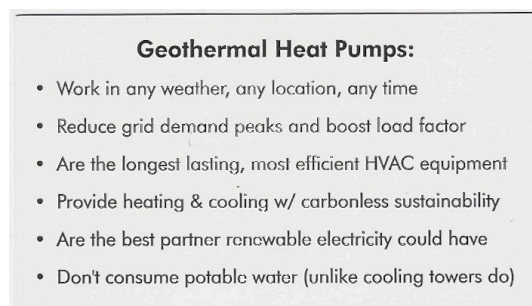


Thanks to a 2017 start-up contribution from member [Enertech Global, LLC](#), we continued using a personalized bulk mailing system (Constant Contact) that has sent 106 separate promotional messages in support of the GeoExchange® industry. That Constant Contact® list is now at 467 targets, segmented into seven sub-list categories and we are reaching people throughout the U.S. and Canada.

Membership—

CaliforniaGeo grew in 2019 by 9 full memberships and 6 affiliate memberships. Frequently, these were individuals who had recently received a bulk email featured “campaign.” Full members are listed in our website’s [Membership Directory](#), and Affiliates are featured [HERE](#). Google Analytics has consistently ranked our membership directory as one of the top three landing spots for outsiders visiting our website. Access to membership is through this [JOIN LINK](#) for you.

CaliforniaGeo stocks a universal business card for members or interested parties that contains our branding, logo, and a technical promotion for what geo heat pumps can accomplish. A sample of the front and back of the card is below:



Those wishing to obtain a few cards for themselves to share with others are welcome to request them from President, Bill Martin.

Training—

Training and certification programs for professionals and entry-level laymen are already [sponsored by IGSHPA®](#) in a number of formats; some of these are through distance learning and some extend outside U.S. borders. California has begun distributing course details and dates through bulk email, and will continue.

President Bill Martin audited the Certified Geothermal Designer course in Farmington, Utah in May for the purpose of analyzing content, mechanics, and delivery methods. There is currently an IGSHPA reorganization effort continuing and the latest signals are that Oklahoma State University will retain the geo course packages, while member services would be adopted by a separate trade organization. (More information will reach you as it happens via our bulk email.)

Except for the online courses mentioned above, the remaining classroom-based course content is offered outside California, but we would like to begin offerings in the north and south state as enrollment interest grows.

Collaboration—

In May, President Bill accompanied lifetime CG member engineer Lisa Meline to our Sacramento Capitol to meet with Senator Stern, co-author of our state’s de-carbonization bill, SB 1477. We talked up the superior abilities of geo heat pumps to avoid carbon and consume the least electricity.

In November, Bill traveled to Davis, CA to the Western Cooling Efficiency Center for a final Technical Advisory Committee meeting. This group is participating in a grant from the California Energy Commission’s EPIC Program to test the viability of the auger-bored, shallow helix heat exchanger system that serves several buildings in the Davis area, including the Honda Smart House project.

It’s important to note that CaliforniaGeo remains in contact with the Geothermal Exchange® Organization (that we often refer to as Big Geo) and with other regional Geo Association leaders such as Bill Nowak, President of NYGEO (the New York Geothermal Energy Organization). States such as New York and Massachusetts are well ahead of California in fossil reduction policy. They are replacing gas in existing large buildings and considering the installation of district geo loops in dense urban zones to replace aged gas lines.

Contacting Us—

The [Contact Us](#) page of our website has received a number of inquiries about geo heat pumps each month. Those arrive as email queries and direct phone calls. Often times, our most helpful response is to narrate technical information during a live (dual) review of our website. We have strict limits as to how far we can go before directing such callers to our Membership Directory, where the geo professionals can take over.

As of mid-year, our *Contact Us Page* also contains guidelines for how [residential](#) and [commercial](#) customers should prepare before contacting our pros about specific projects they wish to pursue. Sometimes, it’s surprising how little is understood about how GeoExchange® works and we are happy to fill in those knowledge gaps.

That’s it for 2019 from CaliforniaGeo. Let’s all double our efforts in 2020 to fight back against climate change.

Bill Martin, President

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