

# Wisconsin Geothermal Roundtable Kickoff

**When:** Tuesday, May 24th 8:45 am-12:30 pm  
**Where:** Monona Terrace Community and Convention Center, Madison  
**Organizers:** Office of Energy Innovation (f/k/a Wisconsin State Energy Office)

The Wisconsin Geothermal Roundtable is a stakeholder forum created to identify opportunities to collaborate with geothermal stakeholders in order to expand installations of geothermal technologies in Wisconsin. The forum is coordinated by the Office of Energy Innovation, Wisconsin Geothermal Association, International Ground Source Heat Pump Association, and an advisory group of stakeholders.

## Goals of the Wisconsin Geothermal Roundtable:

- Provide a neutral resource for businesses and consumers to be apprised of the current state of play of the national and local geothermal markets.
- Catalyze collaboration among stakeholders to improve outreach and education of geothermal to promote the industry and jumpstart a marketing campaign.
- Explore the long-term opportunities geothermal can provide to Wisconsin's agriculture and manufacturing industries, schools, and commercial projects.
- Investigate opportunities and mechanisms for financing geothermal including state and federal incentives.
- Increase the number of geothermal installations in Wisconsin.
- Promote Wisconsin as a great geothermal resource.
- Foster a robust, accredited geothermal work force to propel the industry forward.

Room open for networking until 2:00pm.

---

---

## Agenda

<b>Registration &amp; Breakfast</b>	8:00 - 8:45am
<b>Introduction of the Wisconsin Geothermal Roundtable</b> <i>Amber Gray, Office of Energy Innovation</i> <i>Representative Mike Kuglitsch</i>	8:45 am
<b>Keynote</b> <i>Dr. Susan Hamm, Director, Geothermal Technologies Office, U.S. Department of Energy</i>	9:00 am
<b>Brief primer on geothermal and its role in the national stage</b> <i>Jack Dienna – International Ground Source Heat Pump Association</i> "Geothermal is a clean, domestic, and reliable renewable energy technology."	9:15 am
<b>State of the Geothermal Market Nationally</b> Learn from experts in the industry about what is happening throughout the country. Speakers will present case studies of exemplary residential, commercial, agricultural, and institutional geothermal system installations highlighting the following points: <ul style="list-style-type: none"><li>• Financial pathways</li><li>• Energy saved and load management</li><li>• Maintenance and cost</li><li>• Challenges faced and lessons learned</li><li>• Comfort levels</li></ul>	9:30 – 10:45 am
<b>Break</b>	10:45 am
<b>Ask the Experts</b> <i>Moderator: Doug Dougherty, President, Geothermal Exchange Organization</i> Many businesses and citizens are interested in geothermal technologies, but lack the expertise necessary to navigate the options and find affordable, reliable, fool-proof installations. Others simply would like to learn more about how geothermal could work for them. This question and answer session is designed to help attendees learn from experienced businesses and other experts about the advantages, cautionary notes and emerging opportunities that are available for businesses and consumers in geothermal.	11:00 – 11:45 am
<b>Future of geothermal</b> <i>Katherine Young, Geothermal Energy Engineer, National Renewable Energy Lab</i> How does geothermal fit into the broader economy of thermal energy generation? How will the geothermal industry market and promote itself as an economically and environmentally sound alternative? What barriers to success exist in this industry?	11:45 am – 12:15 pm
<b>Concluding Remarks and Next Steps</b> <i>Jack Dienna – International Ground Source Heat Pump Association</i>	12:15 pm