

# Wisconsin Geothermal Roundtable

## Speakers



**Jack Dienna** is the Executive Director & Founder of the Geothermal National & International Initiative (GEO-NII). He is both a nationally and internationally recognized authority on renewable technology and geothermal heat pumps (GHP), including marketing, creative financing, and the resulting positive economic and environmental impact. His expertise is a valued resource by government officials, trade allies, and all major market segment associations in the promotion of geothermal heat pump technology.

Mr. Dienna is on the Board of Directors of the International Ground Source Heat Pump Association (IGSHPA) and was the Chairman of the Marketing Committee for over 25 years. He was the driving force in the creation and development of the Certified GeoExchange Designer (CGD) certification, a training program for design professionals in GHP Technology that has become the gold standard both nationally and internationally.

Mr. Dienna was recently appointed to the US Department of Energy's Visionary team to provide recommendations and review the strategic vision of the project to analyze the potential for geothermal energy applications across multiple market sectors. He is the originator of the "Road to 30%", a program designed to increase the GHP industry to a 30% share of the HVAC market. He is involved in approximately 30% of all commercial geothermal heat pump projects in North America and consults numerous companies and trade associations. His vision is to eliminate the "first cost" barrier, of GHP technology, through participation by Utilities and other third party owners of the ground loop heat exchanger.



**Representative Mike Kuglitsch** (R-New Berlin) was first elected to the Wisconsin Assembly in 2010, and currently serving his third term in office.

Mike has spent his entire life in Southeast Wisconsin. He is married to his beautiful wife Stephanie and has four great kids; Jake, Matt, Jordan, and Hailey. Mike graduated from New Berlin West High School and went onto graduate from UW-Whitewater with a degree in Business while wrestling as a collegian athlete.

Mike has a background of job creation as he has spent his entire life in the private sector. He has spent years as the owner and operator of Kuglitsch's Entertainment Center, which he later sold in 1998. Mike went onto build Motion Fitness and Racquet Club, where he was the General Manager. The club was sold to the Princeton Club, where he remained the General Manager until taking office in 2010. In New Berlin, Mike continues to work for the Princeton Club when not in Madison.

Mike serves on the following committees during the current legislative session: Energy and Utilities (Chair), Labor, Workforce Development, and Jobs, and the Economy, Rules, and the Joint Survey Committee on Retirement Systems.



**Dr. Susan Hamm** is the Acting Director of the Geothermal Technologies Office within the Office of Energy Efficiency and Renewable Energy (EERE) at the Department of Energy. She leads initiatives to accelerate U.S. geothermal development and manages EERE's participation in the SubTER Crosscut Initiative. She is on detail from the National Science Foundation, where she serves as the Directorate Operations Officer for Mathematical and Physical Sciences. Before that position, she worked at the Department of Homeland Security in the Science and Technology Directorate, advocated with professional science societies, and served as a legislative assistant on Capitol Hill. She holds a bachelor's degree in geology from Amherst College, a master's degree in geophysics, and a Ph.D. in material sciences from the University of Minnesota.



**Katherine Young** is a Senior Energy Analyst at the National Renewable Energy Laboratory, where she conducts research and development of geothermal energy. Her specific research interests include geothermal exploration analysis, resource reporting, geothermal direct use, Water rights and resources engineering, and geothermal barriers.

Kate earned her B.S. in geology/geological engineering from the University of Wisconsin – Madison in 1998 with a certificate in technical communications. She then went on to earn her M.S. in geochemistry and isotope geology in 2002 from the University of Michigan - Ann Arbor.

At the University of Colorado in Boulder and Denver she studied groundwater modeling, quantitative methods in water resource engineering, water resource engineering and management and conducted independent study in groundwater hydrology.



**Doug Dougherty** is President and CEO of the Geothermal Exchange Organization, the "Voice of the U.S. Geothermal Heat Pump Industry", a non-profit trade group that represents the political and business interests of its member companies across the United States.

Previously, Doug served for 13 years as President of the Illinois Telecommunications Association (ITA). From 1976 through 1986, Doug served as Assistant General Manager for several state agencies, including the Illinois Department of Transportation, Illinois Department of Commerce and Community Affairs, and the Illinois Commerce Commission.

Doug has been recognized for his contributions to number of well-known organizations including Rural Partners which he helped form in 1989 and the Illinois Development Council which awarded Doug their Economic Developer of the Year award in 1991.

Doug earned his undergraduate degree in political science from Bradley University and a Master's in Public Administration from the University of Illinois, Springfield.

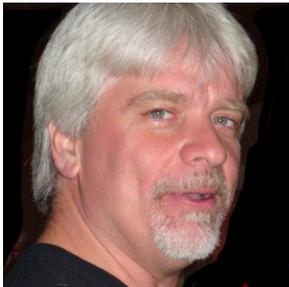


**Jeffrey J. Beiriger** is president of Association/Management Services, Inc., a company that provides management and lobbying assistance for local and state associations, including the Wisconsin Geothermal Association, the Plumbing-Heating-Cooling Contractors Association of Wisconsin, the Wisconsin Water Well Association, and the Minnesota Geothermal Heat Pump Association.

Jeff has been active as a lobbyist and association manager for more nearly 30 years, working the past 25 years with local and state associations in Wisconsin, with a strong emphasis on contractor-related organization. He is a past president of the Wisconsin Society of Association Executive and is a member of the Association of Wisconsin Lobbyists.

Since 1994, Mr. Beiriger has been a member of the State's Worker's Compensation Advisory Council, representing the Management side of the Council. He has participated in numerous study groups and has been a frequent author and speaker related to the State's WC system and the Agreed Bill process.

Mr. Beiriger holds a Bachelor's of Science degree in Business Administration from the University of Illinois at Urbana, with an emphasis on Marketing and Economics, and a Master's Degree in Business Administration, with an emphasis in Human Resource Management and Labor Relations, from the University of Illinois at Chicago.



**Bruce Walker** is the owner and CEO of Wisconsin Well & Water Systems, LLC. He oversees the design and construction of private water well systems including pump system selection and installation for needed applications. Bruce is a certified professional and manages the construction of vertical borehole and loop installation for residential and commercial geothermal applications. He is also an acknowledged consultant for geothermal installations.

As a professional geothermal heat pump system installer, Bruce Walker is IGSHPA accredited and holds Master Geothermal Loop Field Installer certification from the Wisconsin Geothermal Association. He currently sits on the Board of Directors of both the Wisconsin Water Well Association and Wisconsin Geothermal Association. He previously served as Vice President of the Wisconsin Geothermal Association from 2009 to 2011 as well as President from 2011 to 2013.

Bruce was appointed to the Wisconsin Department of Natural Resources Advisory Council in 2016

**Mark Geall** is a former attorney for the U.S. Environmental Protection Agency who now redevelops brownfields. The RiverHeath project in Appleton, Wisconsin, sits on the site of an old paper factory. Mark has been working on RiverHeath for almost a decade.



**Jeff Urlaub**, as Principal-In-Charge, has led MEP Associates, LLC to the forefront of technology, recognizing innovative, environmentally responsible designs as cost effective and long-term solutions. Jeff has more than 20 years of professional engineer experience in HVAC design, project management, design of engineered systems and mechanical services, with an emphasis in renewable energy, energy analysis and geothermal design.

Over the past decade, Jeff has overseen the design of more than 200 geothermal projects. He is responsible for some of the most sophisticated and complex geothermal projects, including the Nation's largest geothermal campus conversion at Ball State University in Muncie, IN and the Epic System campus in Verona, Wisconsin.



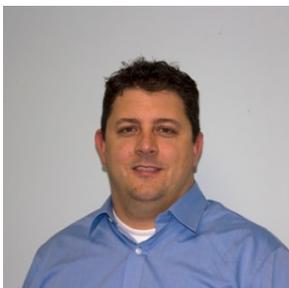
**Leo Udee** is the co-founder, life member and past President of the Wisconsin Geothermal Association. A long time WPL member contact and Energy Efficiency outreach instructor for the Energy Center of Wisconsin.

Leo retired from 25 years of service at ALLIANT Energy, WPL, serving as Trade Ally Account Manager from 1985 to 2010. While there, Leo was responsible for Alliant Energy's Geothermal Information Office, Distributed Resources Generation and Renewable Energy Interconnection Hotline and WPLTrade Ally Accounts' Energy Efficiency program delivery for Alliant Energy customers.

From 2010 to 2013, Leo worked with MEP Associates LLC based in Eau Claire WI. As the Energy Advisor, he provided introduction and consultation on Geothermal Heat Pump applications and Renewable Energy generation for potential client projects. In 2012, he was awarded ECW's Educator of the Year.



**Manus McDevitt** is a founding principal of Sustainable Engineering Group, LLC based in Middleton, Wisconsin. He has over 22 years of experience in HVAC design, retro-commissioning, energy efficiency engineering and building commissioning. Manus has developed a strong expertise in sustainable design, in particular the design of geothermal systems, making him a leading geothermal design and commissioning expert within the Mid-West.



**Brian Urlaub** is the commercial sales manager for Enertech Global where he sells and supports all Enertech brands of geothermal systems to the commercial HVAC industry. Mr. Urlaub started out his career in the field installing and servicing all different types of HVAC systems. In 1996 he moved to inside sales and design, and was introduced to his first IGSHPA geothermal course. He has been dedicated solely to the geothermal industry since 1999. He has been with Enertech since 2002. He has been involved with over 1000 installations of geothermal systems since 1999 and has trained over 500 contractors.



**Jan Stranz**, vice president of member services, is a 23-year veteran of Oconto Electric Cooperative (OEC.) During her time with the cooperative, Jan has been actively involved with geothermal heating and cooling applications, from using the technology in her own home, to counseling members on how they, too, can benefit from that technology. Among other duties, Jan actively promotes the use of geothermal systems as a viable option for both new construction and retrofit opportunities using OEC's favorable load management rate options. Stranz began her utility career at Xcel Energy (formerly NSP) in the late 1970's, specializing in conservation and demand side management programs. Jan holds an MBA from Lakeland University and is a past president of the Wisconsin Geothermal Association.



**Jason Stringer** is a Program Planning Consultant at WECC (Wisconsin Energy Conservation Corporation). In this role he develops energy programs, monitors market trends and helps building owners, contractors, lenders and developers access affordable funding for energy-efficiency initiatives. Jason is also responsible for managing clients' regulatory filings and oversees portfolio strategy and program design and testing. WECC customers benefit from his extensive background in program management, financing, energy efficiency, real estate and urban planning.



**David R Jankowsky** is the Founder and current President of Francis Renewable Energy, LLC ("FRE"), a start-up renewable energy company based in Tulsa, Oklahoma, focusing on geothermal and solar technologies. Prior to founding the company, David was Vice President – International Business Development for SunEdison, Inc. from 2010 to 2015. David was responsible for all aspects of business development in the Asia-Pacific and Sub-Saharan Africa regions, where he led the expansion of SunEdison into several countries, including Cambodia, Thailand, Malaysia, South Africa, Korea and Philippines. At the same time, David acted as the interim country manager for Malaysia, where he completed 25MWs of solar installations, contributing \$75M in revenues and \$4.5M of net income to SunEdison's P&L. Prior to SunEdison, David was an energy project finance attorney at Skadden, Arps, Slate, Meagher & Flom, LLP in Washington, DC, where he closed over \$5B of international and domestic project finance transactions in the renewable energy, LNG and conventional power markets. David has an undergraduate degree from Middlebury College in Vermont, where he graduated with honours, and a juris doctorate degree from the Georgetown University Law Center in Washington, D.C., where he served on the *Georgetown Law Review*. David was recently the recipient of the Tulsa World Business and Legal Journal "40 under 40" award, as well as the "Achievers under 40" award by the Journal Record.