

# IN THE LOOP

The latest news and updates from the Ontario Geothermal Association

## IN THIS ISSUE

President	2
News	3
SPP & donations	4
Feature project	5
OGA communications	6
Sponsors & members	6

## SUSTAINING PARTNERS



**ARCON**

 **VERSAPROFILES**





# President's Message

## STAY SAFE OUT THERE

I hope everyone is staying safe out there, because the more we learn about the virus the more we realize how much we don't know. Some early assumptions may not be reliable about who is susceptible, or how the disease progresses. We've all heard of people who underestimated it and later lost their lives.

These are some key points to be considered during this pandemic

- It's safer to leave the HVAC system running
- Don't shine UVC light directly on your body
- Consider proper use of UVC systems
- Don't get overexcited about returning to public interactions
- The OGA needs some help

**In 1918 the virus made a comeback and killed three times as many people**

## VENTILATION & UVC CAN HELP

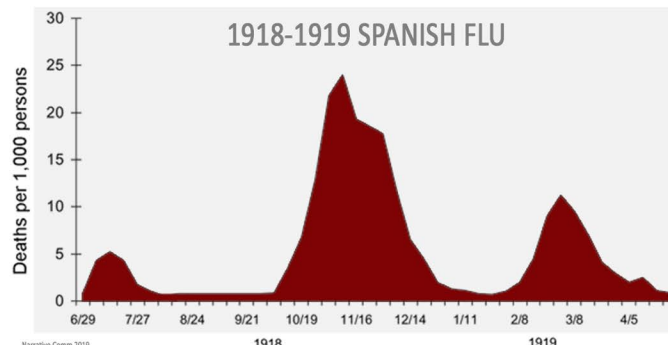
Scientists, HRAI, AHRI and ASHRAE have all come out to say that the myth about shutting down HVAC systems is not a good idea because operating ventilation dilutes any airborne virus that might be present, and along with system filtering and UVC disinfection can constitute an effective mitigation strategy. These topics are covered in detail in recent articles and releases from the organizations mentioned.

Direct exposure of your skin and eyes to UVC light is, of course, very dangerous for humans. Don't try it. It will burn you and can lead to skin cancer and cataracts, temporary blindness and other ill effects.

UVC light disinfectant devices used properly in buildings were effective in breaking down the SARS & MERS viruses, and are expected to do the same with the COVID-19 virus (SARS-CoV-2).

By the way, transmission of the virus through the air is considered the least likely of three scenarios. Person-to-person contact and person-to-surface-to-person are both considered more likely.

## RETURNING TO WORK & GROUP EVENTS



In 1918 a pandemic killed a large number of people within a few weeks and then appeared to be under control. Things were pretty quiet for several months. People returned to normal activities. Then the same virus made a comeback and killed more than three times as many people. And a few months after that, a third wave killed millions more. There are many reasons we may want to return to normal activities, but history suggests it should not be done in any careless way, if at all.

## OGA PANDEMIC CHALLENGES

We had announced earlier that we were working on postponing the spring OGA conference, but since then the decision was made by the OGA Board to cancel the 2020 event completely, and look forward to spring 2021 instead. This has created some difficulties for the organization, and I recently sent a letter to our members and supporters about our Sustaining Partner Program sponsorship opportunities, and also about making a one-time donation. More details on these can be found on page 4 of this newsletter.

This is a difficult time for many, who are grieving for relatives and friends, and struggling financially. But there are silver linings to be found. We can pause and reflect on our lives and design our world as a more caring and healthy place. We have time to remember the reasons we have to be thankful. My very best wishes to you all.

*-Stanley Reitsma*

*President and OGA Chair*



## Advocacy & pandemic update

### DECARBONIZATION ECONOMICS RESEARCH

Despite the current slowdown in many places, the OGA is busier than ever. One important initiative we are undertaking is the commissioning of a study to refute the gas industry's claim that moving to low carbon building heating will necessarily require heavy reliance on air source heat pumps, creating a dramatic spike in peak load that will require massive grid and generation upgrades and higher power bills. Unsurprisingly they propose a gas-based solution instead.

Their report ignores potential alternate scenarios, which would see widespread adoption of ground source heat pumps, that offer very high power use efficiency and HVAC performance. This will complement the impact of building energy upgrades, utility-scale electricity storage, intelligent load management optimization and demand response. These and other measures can be shown to help trim peak usage, as they have in other jurisdictions. Numerous cities, provinces and states are already phasing out gas service and appliances.

We need a sophisticated, specific analysis and report that settles the question once and for all, and can be placed before the Federal government to support appropriate policy action. We cannot afford to allow well-capitalized fossil fuel interests to continue to create confusion and delay decarbonization. The OGA is organizing funding and a few companies have already pledged their help. Your company may be asked for a contribution. This is an excellent project to support if you care about the continuing progress of the geothermal heating and cooling industry and the battle against climate change.

### BURLINGTON GOES GREEN WITH OGA HELP

At its April 20, 2020 meeting the City of Burlington Council approved the Burlington Climate Action Plan and set an interim target for the municipality to reduce emissions by 50% below 2016 levels by 2030, and to later become a net zero carbon community.

It directed staff to provide updated information during Q2 on Federal government plans for a home energy retrofit program and how Burlington will participate.



The OGA's Paul Frith spoke at the meeting, providing advice on how geothermal can play a key role in decarbonization planning. Frith and the HRAI are actively pursuing several initiatives at three levels of government as our industry continues to make the case that we offer an excellent pathway to the decarbonization of buildings.

### COVID-19 WORKPLACE SAFETY

The Ontario government is both eager to restart the economy and cautious about when it will be safe to do so. As of the beginning of May it suggested that COVID-19 case numbers would need to be dropping consistently for several weeks before the closure rules could be relaxed.



Nevertheless preparations were being made for a phased re-opening and in one of the government's information sessions it released safety guidelines for several sectors. OGA members may be especially interested in the sections on construction and manufacturing.

As an example, the construction section of Ontario's COVID-19 web pages provides a guidance note and some posters. The guidance document includes information about on-site best practices, protecting yourself and your co-workers, reporting illnesses, infection prevention and control, positive test reporting requirements, sharing information, posting policies, physical distancing, on-site sanitation, production schedules, tracking and monitoring your workforce.



# 12 months geo industry branding with SPP

The OGA Sustaining Partner Program (SPP) is an opportunity for geothermal marketing pros to strengthen ties within the built environment community. It offers 12 months of brand promotion for one low annual fee. Sustaining Partners receive unparalleled exposure for their brands to a tightly targeted marketplace.

In addition, Sustaining Partners benefit by supporting the critical activities of the OGA, the industry's main trade group, at a time when we need some help. Your benefits include government advocacy, professional development, industry partnership synergies, special and social events, best practices, standards work, and much more.

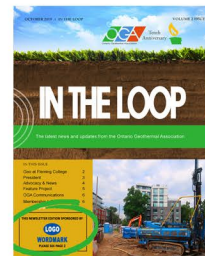
## THREE WINS WITH A DISCOUNT!



Top marketers optimize ROI with unified messaging and brand building. You can become an OGA Sustaining Partner, Conference Sponsor and OGA Member, demonstrating exemplary commitment to our industry and to sound marketing savvy. Due to the quality of your involvement from a targeting perspective, your return on investment is tremendous. And we want to boost the value of your triple win even further, so for a limited time, we are offering OGA Members who invest as both Sustaining Partners and Conference Sponsors in the same year, a 10% discount off both!

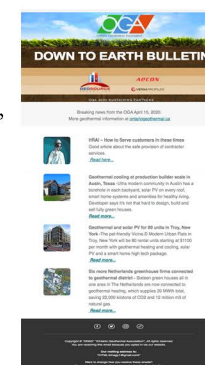
## OGA Newsletter

- Sustaining partners are featured in 6 annual newsletters, with a spotlight profile story for your company in one of those six editions.
- Distributed to 1300 people including 1150 HRAI members, manufacturers, designers, installers, building owners, architects, government personnel. Links to other geothermal organizations government sites in North America.



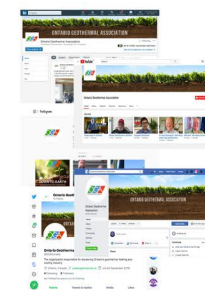
## OGA Bulletin

- Sustaining partner brands, tradenames and/or logos appear in more than 20 "Down To Earth" OGA Bulletins each year (approximately twice per month).
- 300+ Recipients: Manufacturers, designers, installers, building owners, architects, and government personnel.



## Permanent web site and social media exposure

- OGA LinkedIn
- OGA Youtube
- OGA Twitter
- OGA Facebook
- OGA Instagram
- OGA Sustaining Partner web site page
- OGA Web site news blog



## PARTICIPATE IN THE SPP OR MAKE A ONE-TIME DONATION

Another way to help the OGA through the downturn is to make a small one-time donation of \$200, \$400 or even \$1000 for larger companies. In this case you will receive some recognition on our web site, but your motivation would really be to support the OGA and help us pay the bills during the next few months. For such a donation or for involvement with our SPP, please contact **Gabriela Grigoriu**. The OGA is going to continue advocating for and promoting geothermal as it always has, and we hope that we can count on you to get behind this effort. Thank you and please stay safe.

## ‘Environmentally responsible without costing a fortune’

He was a fearsome hockey foe in his day, but Mike Ault has spent most of his time as a gentle partner to Mother Nature; an egg, dairy and cattle farmer in the Hanesville, Ontario area.

“I believe in being as environmentally responsible as possible, with out spending a fortune,” says Mike, who installed geothermal in his house about 10 years ago and says it has always worked perfectly, with minimal annual service.

The house is 934 square feet, plus a loft and a basement. When the previous electric furnace became too old, Mike asked his friend Jimmie Thom, from ATEL Air, to install a Bard GeoTec three-ton two-stage heat pump that was connected to six-foot-deep horizontal geothermal trenches next to the building. They changed some ductwork, reducing hot and cold spots and unnecessary noise.



*Mike Ault, fearsome hockey foe, dairy farmer and geothermal trench digger*



Mike estimates that summer cooling in his little house costs about \$90 or \$100 per month, and winter heat about \$250 per month.

“I have no regrets. It’s a lot less than the alternatives,” says Mike, who worked for a time for an excavation company and knew about trenching. He saved on up front costs of the system by taking care of the digging his own geothermal field. For those who are not as fortunate, the up front cost can seem daunting at first glance. But the equipment pays for itself in utility savings in about 10 years and lasts much longer. Geothermal heat pumps last about 20-30 years and geothermal fields last about 25-50 years.

“Financing is available so that you can make payments roughly equal to the amount you’re saving on utilities,” says Jimmie. “So it doesn’t really have to cost you anything to upgrade to a cleaner system.” He processes fast customer approvals on his iPad through a company called Snap Financial. The interest rate is about 8% or 9%. Some people can do better through their existing financial institution. More and more conventional banks are extending financing for clean energy upgrades.

“I wanted solar panels too but the local utility didn’t have enough local line capacity,” says Mike. “People in this area are going that way. Just a few miles east of here there’s a big wind power installation. I think we have to do what we can to protect Mother Earth.”

### PROJECT INFORMATION

**Customer**  
Mike Ault, dairy farmer and hockey player

**Project**  
Small 934 sq ft residence in Hanesville, Ontario

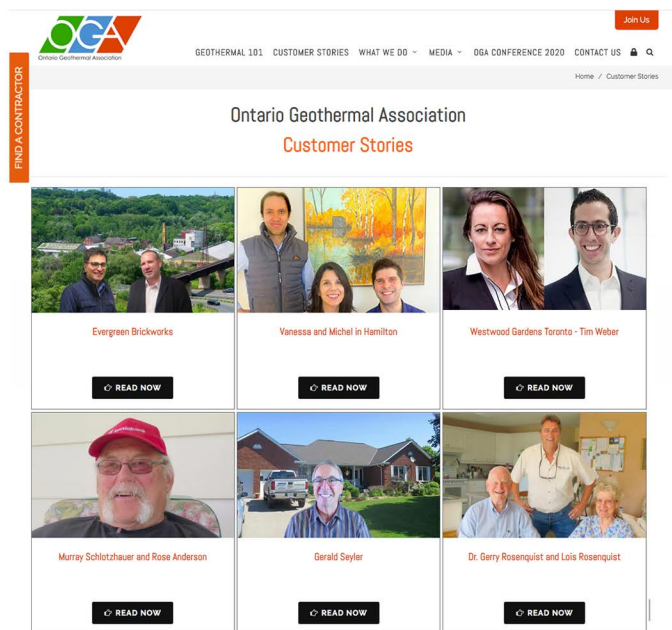
**OGA member - Installer**  
Jimmie Thom, ATEL Air, Williamsburg, Ontario

**Tech details**  
Horizontal trenches & 3-ton Bard GeoTec ground source heat pump

**Utility cost & greenhouse gas savings**  
Approximately 50% - \$100-\$250 monthly



## Share customer success stories online



OGA members and supporters are encouraged to share our geothermal heating & cooling customer success stories. Post them on social media or reuse them on your web site and in geothermal presentations.

There are a handful of these stories available now in the Customer Stories section of the OGA web site. This summer we'll be adding more. The photos, videos and stories are all in the public domain and free to use.

They provide concrete examples of how decarbonization of homes and other buildings can be healthy and a good investment; and they create more public awareness about proven ways to improve the health of the planet.

### Free E-Newsletter Subscription

Keep up-to-date on changes to the industry. Sign-up for our monthly e-newsletter by e-mailing [office@ontariogeothermal.ca](mailto:office@ontariogeothermal.ca).

### OGA Membership

Take advantage of member benefits such as province and nation-wide recognition on HRAI's online contractor locator, discounted OGA conference rates, exclusive industry deals & HRAI news updates. Learn more [here](#) or get in touch by contacting 1-(800) 267-2231 or [sales@hrai.ca](mailto:sales@hrai.ca).

### New & Current Members

Check out our list of current OGA member companies and brand new member recruits [here](#).

### Follow us on Social Media at:

- OGA LinkedIn: <https://tinyurl.com/wdjjg7k>
- OGA Facebook: <https://www.facebook.com/OGACanada>
- OGA Instagram: <https://www.instagram.com/OGACanada/>
- OGA Twitter: <https://twitter.com/OGACanada>
- OGA YouTube: <https://tinyurl.com/rbfu7gk>

### More Information

Contact [office@ontariogeothermal.ca](mailto:office@ontariogeothermal.ca) for more information on the Ontario Geothermal Association.

### Association Partner

