



EARTHLINKED
TECHNOLOGIES

link to infinite energy for heating and cooling.

e-Newsletter ~ January 2008

NEW, NEW, NEW. All is New.

New Corporate Name

EarthLinked Technologies, Inc is our new name. Our former name, ECR Technologies served us well, but "EarthLinked Technologies" boldly claims our pioneering status as innovator of the most efficient means of delivering renewable energy from the earth to slash energy costs, displace fossil fuel firing and reduce emissions. The new company name also reinforces our EarthLinked® brand.

New Website

Although we are the same company, our website is being totally redesigned and is expected to be launched in late February. There is new messaging, new graphics, new information for homeowners, business owners and designers who are searching for energy and environmental savings. It will include many new features for the global EarthLinked team of sales representatives and dealers.



New Logo

ETI's new logo shows the dawning rays of the sun and the link between the earth and sun. It is designed to illustrate the mission of delivering warmth and savings with renewable energy. The green and blue colors proclaim a clean and sustainable future.

New Messaging

The shallow earth stores solar energy that is available anytime, anywhere that people live. That continuously available renewable energy source is clean, indigenous and free for the extraction. That will be the basis to communicate the substantial benefits of the system.

New Vice President

Joe L. Parsons, Jr. is our new VP at ETI. Joe began his career in the HVAC industry in 1975. He was the president of a large HVAC-Mechanical contracting firm, specializing in commercial and industrial installations and residential service. Joe has participated in the manufacture and marketing of Direct Exchange Systems since 1994. He joined us as Director of Marketing in September of 1996 and has served as product manager. In Joe's new role, he will be responsible for product definition, pricing and promotion, customer service, contracts, warranty policy, information technology and purchasing.



New Pool Heating . . . With 20-Year Old Copper Earth Loops

In 1987, an EarthLinked system was installed in a model home in Lakeland, Florida. The original owners enjoyed the home for many years and eventually moved into a retirement home. In 2001, the home was sold to its third owner. One week after the new owner moved in, the (then) 14-year old system needed repair service. The new owner had no idea what an EarthLinked heat pump is, nor its energy saving value. The EarthLinked unit was replaced with an air source heat pump under the broker's warranty. The earth loops were then abandoned and left open to the soil and weather. In 2007, ETI was asked if it could use the loops as part of a system to heat the pool. The loops were uncovered, blown out with nitrogen, pressure tested for a week and coupled to a new EarthLinked compressor unit. It is now heating the spa and pool. The owners are enjoying swimming in winter without bearing the high operating cost of the old propane heater.

New Earth-Friendly Ace Hardware in New Hampshire



As fossil fuel prices rise to unprecedented levels, Goffstown Ace Hardware has been heating and cooling its new building since August, 2007 using EarthLinked® systems that have



saved the business an average of \$1,000 a month.

“On an ongoing basis, our heating and cooling costs are much lower,” said owner Larry Brown. “We’re not going to be burning fossil fuels or contributing to global warming concerns.”

Brown found out about the geothermal technology from Mike McQueeney, a Goffstown resident and energy efficiency services program administrator for Public Service Company of NH. McQueeney oversees a PSNH program offering rebates to homeowners and businesses that use geothermal technology.

“More and more consumers are approaching us and saying, ‘We’d like to look at what our options are for controlling fossil fuel costs,’” McQueeney said.

Update on EarthLinked System Savings in New Hampshire

Five years ago we first reported on the operating efficiency of a 3.5 ton EarthLinked system installed at the home of John Cavanagh in Rye, New Hampshire. The system provides space heating and cooling and domestic hot water. It has been metered separately since its start-up in March, 2002.



From the December 2002 EarthLinked e-newsletter: “For the past year, a 3½ ton EarthLinked® DX unit has been the sole heating source for a new 2,600 square foot home in Rye, New Hampshire. Even in the coldest winter months the total monthly cost for space heating and water heating has never exceeded \$100.”

While the price of electricity has risen over 38% since 2002, the average monthly operating cost is still an amazing \$84.77. “John has done an excellent job of documenting the operating cost,” said ETI’s Joe Parsons. “We thank him for making this data available and for the many prospective EarthLinked purchasers he has spoken with over the years.”

National Recognition for Canadian Dealer

Congratulations to Ms. France Sergerie, President of EarthLinked installing contractor, Lys Air Mecanic, Inc, of Laval and Mont-Tremblant, Quebec, who received the Prize for Leadership from the Canadian Geothermal Coalition on December 10, 2007. Ms. Sergerie has a degree in finance and 20 years of experience in the HVAC industry in various capacities, including 15 years promoting and installing geothermal heat pumps. She is a member of several industry associations and served as president of CETAF for two years.

New LEED-Designed Building for EarthLinked Technologies, Inc

The construction of the new building designed for LEED certification and specifically for ETI’s needs is almost complete. EarthLinked® heat pumps are a major part of the energy saving design. We should be moving in late February, in time to begin product assembly for the 2008 season. Our fork lifts will not have to travel long distances from storage space to the production floor, and those of us who now have to share offices are anxious for the move-in date to arrive.

Employee Spotlight

ETI employee, “Tom” Eang deserves credit for the ultimate act of giving! Tom has returned to work after donating a kidney to his father. After years of painful dialysis and declining health, Tom’s father was ready to give up in 2006. Tom, who was born in Boston of Cambodian immigrant parents, moved to their home in Lakeland to find a way to donate a kidney to save his father. After 5 months of extensive testing the doctors determined that a transplant was feasible. The surgery was performed in October. Mr. Eang has gained 20 pounds since receiving his son’s kidney and has resumed all normal activities including his favorite hobby, gardening. Tom spent several painful weeks following the surgery but says he now feels normal. All of us at ETI view Tom as a hero, but in his understated way he says, “I just wanted my dad to be happy and to live a long life.”

Training Schedule for 2008

- January 16-17: Milford, Indiana
- January 17: Denver, Colorado
- February 1: Roosevelt, Utah
- March 6-7: Lakeland, Florida
- June 12-13: Lakeland, Florida

Please check the [Training page](#) on our website for additional details.

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