



**EARTHLINKED**  
TECHNOLOGIES

*Celebrating 30 years of  
energy saving innovations!*



e-Newsletter ~ March 2010

***Our 30th year is off to a great start! January and February sales in 2010 increased more than 200% over the same period in 2008 and 2009!***

#### AN ANNIVERSARY CELEBRATION

EarthLinked Technologies celebrates its 30th year in 2010. In 1976, President Robert Cochran, P.E. began the development of an EarthLinked heat pump to use the heat in the shallow earth to heat water. The company was formed in 1980 to support that work. It produced the most energy efficient water heater ever tested at the Florida Solar Energy Center.

Nine utility projects ensued in diverse regions as innovations were added and independently validated. Then the US EPA verified 75% savings in commercial water heating. ETI received nine patents for those inventions and the systems are now saving energy and emissions in 47 states and 16 countries.

In the last 12 months, ETI has added nine sales representatives from Southern California, across the U.S. and Canada to the Maritime Provinces, and across the ocean to France. More than 400 installers have been trained in that period of time.

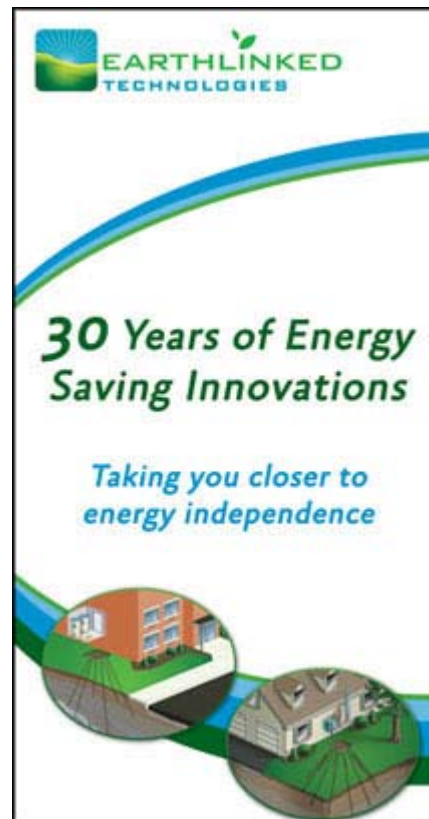
#### 2010 ANNUAL SALES REPRESENTATIVES MEETING

The ETI Annual Sales Rep Meeting was held February 11-12 in Lakeland, Florida. ETI welcomed representatives from 20 sales organizations from the US, Canada and Australia at an opening reception on Wednesday evening.

Presentation topics during the business session included methods of growing a business via social networking and the strategic use of the Internet to gain exposure. Presenters on these topics were ETI VP of Sales Tom Scozzari and David Munisteri of [HP Building Solutions](#). Speakers from the HVAC industry included Patrick Carus, Director of Air Conditioning Sales for Emerson Climate Technologies, Frank Gibson of Parker-Hannifin, and Billy Leonard of Equiguard.

Dr. Donald Payne of [Direct Energy](#) described the use of EarthLinked systems to cool the electronics in radio telescopes for the Square Kilometer Array project in Western Australia. David Bazzell, spoke about the product benefits of [Geo SuperGrout](#), and Tim Modrzynski of [Xcess Energy Drilling](#) provided details of a turnkey drilling and earth loop installation service that his company is currently providing in Michigan and Colorado. The company is positioned to expand into other geographical markets as well.

The meeting concluded at the awards banquet where top honors went to Mel Hensch of [EfficiencyPlus](#) as Sales Rep of the Year. Other rep awards included [PINKS](#) for Most Consistent Quality of Sales and Customer Service, [HP Building Solutions](#) for Business Growth by Innovation, and [EarthTap Energy](#) for creating the Most Significant U.S. Business Opportunity. Dr. Donald Payne received an award on behalf of the [Direct Energy](#) team for the Most Innovative Application of existing ETI technology. R&D Technician Ricardo Cruz was recognized for his dedication to company service as the ETI Employee of the Year.





### EARTHLINKED DOWN UNDER

The Commonwealth Science and Industry Research Organization of Australia (CSIRO) selected an EarthLinked system to cool the electronics in a radio telescope in the desert of Western Australia. The system has been subjected to testing since September 2009 and serves as the prototype for an array of radio telescopes that will eventually consist of 3,600 systems. The EarthLinked unit uses an air coil condenser to exhaust superheat and the remaining heat is dissipated in the ground through earth loops, **which is possible only because of ETI's proprietary refrigerant flow controls.**

In Melbourne, Victoria, Australia, the Plumbing Industry Climate Action Center will also include an EarthLinked system for training of heat pump installers.



### STETSON UNIVERSITY FEATURES EARTHLINKED IN NEW ENVIRONMENTAL LEARNING CENTER

The new Environmental Learning Center at Stetson University in Florida is designed for the highest LEED certification. To achieve that objective, two 5-ton EarthLinked systems heat and cool the 2,800 square foot building. The Learning Center is used by Stetson students,

environmental groups and students from other schools in the area for presentations, demonstrations, meetings, lectures, workshops, and special events.

### MOVING AHEAD IN CANADA

#### *Incentive Program Eligibility*

EarthLinked systems are now eligible under the [ecoENERGY Retrofit-Homes](#) program for installations after October 20, 2009. The program, sponsored by Natural Resources Canada, has \$220 million in incentives targeted to help Canadians retrofit their homes, buildings and industrial facilities.

#### *CAN/CSA Accreditation*

The Canadian Standards Association CAN/CSA-C448 Design and Installation specifications were recently revised to include qualifying Direct GeoExchange systems such as EarthLinked. A list of accredited installers, designers and drillers is available on the Canadian Geothermal Coalition website at [http://www.geo-exchange.ca/en/accreditations\\_search.php](http://www.geo-exchange.ca/en/accreditations_search.php).



### FINANCING PROGRAMS

ETI and the Electric & Gas Industries Association (EGIA), a nationwide non-profit organization dedicated to advancing energy efficiency & renewable energy solutions have a partnering arrangement with GEOSmart® Sustainable Financing Solutions, a comprehensive and easy-to-use home improvement financing program. GEOSmart has contracted with a new financing source to ensure that EarthLinked dealers have simple-to-use, affordable financing available for their customers. Two programs are available:

- Revolving Financing - For dealers who want a one call close, are comfortable with loan paperwork and want to sell a competitive interest rate and an affordable monthly payment.
- Installment Financing - For contractors that want to focus on "Same-As-Cash" as a selling tool and prefer to have the bank handle the credit application & loan documents.

[read more about the EGIA program](#)

ETI has partnered with REEL (Renewable Energy Equipment Leasing, LLC) to offer flexible commercial financing solutions. The financing option is tailored to the business customers' needs with attractive rates and terms matched to their credit qualifications. Financing enables customers to upgrade to efficient and renewable energy equipment without a cash investment. REEL financing improves liquidity, preserves cash flow and increases efficiencies for the end user while creating long term customer-focused relationships for the dealer. A variety of lease options and benefits make it easier for the end user to reduce energy costs and take advantage of energy savings incentives. Lease packages range from \$5,000 to \$5,000,000 with terms up to 10 years.

## SALES REP NEWS

### *New Reps in Canada and France*

Rick Martin of **Atlantic Geothermal Solutions** will be covering the provinces of Nova Scotia, Newfoundland, Prince Edward Island and New Brunswick in Canada. Will James of **Geo Direct Holding** is the new Sales Rep for France.

### *Kudos for Company of the Month*

Congratulations to David Munisteri of [HP Building Solutions](#), Cartersville, Georgia, who was chosen March Company of the Month by LivingGreenPages.com. As the name implies, the LivingGreenPages website promotes an environmentally friendly lifestyle by providing viewers with information on recycling, reducing their carbon footprint, water conservation, and energy efficient products for home and business.



**A geothermal heat pump system is not only something that makes you feel comfortable, it is a technology that you can feel comfortable about," says David. "It is the most environmentally responsible heating and cooling alternative available today."**

[read more](#)

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## PRODUCT UPDATE

ETI has entered an equipment stocking relationship with Bock Water Heaters of Madison, Wisconsin for "Geo-Stor" water storage tanks. ETI will maintain an inventory of tanks at the manufacturer's warehouse. When an order is received, tanks will be shipped directly to the installer to reduce freight costs.

The two series of tanks are the GST that provides storage-only in 30, 50, 80, and 119 gallon sizes. GST is appropriate for residential and commercial water heating. The GSTE series is available in 60, 80, and 119 gallon models and is equipped with 4.5 kW of electric heat. The GSTE series will be used primarily for domestic water heating with a desuperheater and radiant hydronic heating and chilled water. These tanks are covered by the manufacturer's warranty for five years in residential applications and three years in all non-residential applications. More specific information has been provided to ETI sales representatives.



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## TRAINING SCHEDULE

March 3-4: Denver, Colorado  
March 4-5: Fairfax, Virginia  
March 10-11: Waco, Texas  
March 25-26: Cartersville, Georgia  
April 13-14: Raleigh, North Carolina  
April 28-29: Denver, Colorado  
June 30-July 1: Denver, Colorado

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

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EarthLinked Technologies, Inc. | 4151 S. Pipkin Road | Lakeland, FL 33811 | [www.earthlinked.com](http://www.earthlinked.com)