

The Goal Is Green In America



Thursday March 18, 2010

Crowne Plaza Hotel, MILWAUKEE WEST
10499 INNOVATION DR, WAUWATOSA
Hotel Front Desk: 1-414-475-9500



5:00pm Registration and networking 5:45pm Dinner 6:45pm Announcements 7:00pm Presentation 8:15pm Questions and Answers

Presented by:  *Hot Water Products, Inc.*

Outline

The evolution of high-efficiency hot water heaters and boilers – atmospheric vs. sealed combustion
Solar Hot Water—one of the most efficient and cost effective renewable energy technologies available today
Highlighting successful high-efficiency hydronic heating and solar commercial projects in Wisconsin
Taking advantage of Federal, State, and local financial incentives

Speakers

Kurt Koepf, Solar Thermal Division. Koepf works with Architects, Engineers, Developers, Professional Plumbing, HVAC, and Mechanical Contractors throughout the Midwest promoting Hot Water Products' Energy Efficiency products, services, and Solar Thermal design and applications. He has been a driving force in the Energy Efficiency Industry for over 31 years, serving 21 years as a Demand-side Management Manager for the Wisconsin Gas Company.

Gregory "Jack" Daniels, Vice President of Hot Water Products. Prior to overseeing operations and helping launch the solar division of Hot Water Products, he was the Operations Manager for Franklin Energy Services. Jack has been an influential advocate and practitioner of Energy Efficiency consulting for more than sixteen years and in the HVAC business for five years. He holds a Bachelor of Science degree from UW-La Crosse.

Register online at apicsmilw.org

\$35 nonmembers
\$35 members (3/16 or later)
\$25 members **advance** (prior to 3/16)
\$10 students

About The Company: Hot Water Products, Inc. was the first to introduce Commercial Sealed Combustion Water Heating, Fully Modulating Boilers, and the first full distributor of Solar Thermal products. With a warehouse facility located in Milwaukee, Wisconsin, we carry a complete line of Water Heating & Hydronic products (including replacement parts) available to Contractors providing sales and service to residential, commercial and industrial consumers.

Hot Water Products, Inc. Company Statement

Since 1998 we have built our distribution and service business on a solid philosophy and commitment to “Service beyond the sale” and we have a proud history of successfully influencing the market to adapt emerging technologies that demonstrate increasing levels of energy efficiency. We are one of the largest stocking distributors of solar thermal, domestic hot water, and hydronic heating systems, parts, and accessories in the Midwest.



Heating, plumbing, and solar energy wholesale distributors and contractors who purchase our products rely on our value-added services such as training, product selection and sizing, engineering and design, 24/7 technical support and service, and Federal, State, and Utility Rebate and tax incentive assistance. Also, we have partnered with the Midwest Renewable Energy Association in providing a training center for solar thermal heating and water heating applications and have coordinated the solar thermal installation training of over 300 plumbing, heating, and mechanical professionals throughout the Midwest. Our sales and design staff bring a strong background (60+ years) in working with state and utility demand-side management programs as well as an in-depth understanding of federal tax incentive programs which again, provides real advantages for our participating wholesalers, contractors, and their customers.

Hot Water Products has exclusive distributor arrangements with a number of highly regarded solar thermal component manufacturers which enables us to maximize the economic value of solar thermal installations. We are the exclusive Wisconsin distributor of Solar Skies solar panels, manufactured in Minnesota; have solar thermal energy system component arrangements with Alternate Energy Technologies and Energy Labs in Florida; utilize IMC Instruments and Caleffi controls in Wisconsin; keep a full inventory of Phoenix, Voyager, SuperStor energy efficient in-direct tanks and Munchkin boilers from Heat Transfer Products, Inc. in Massachusetts; and stock Badgerland large storage vessel tanks from Michigan. In addition, we are the leading wholesale distributor for the Bradford White Corporation out of Pennsylvania.