Transformational Change comes to the Geothermal Resources Council

Welcome to the GRC’s new Bulletin. We’re excited to bring you this latest edition in a new e-Newsletter format that aims to engage our readers and members more effectively and increase our circulation to a wider audience. The industry magazine has been published since 1972 and has been a backbone of the geothermal industry since then (Figure 1), conveying relevant news for our members, valuable technical articles and informing on the latest innovations in our industry. Over those years the Bulletin has changed format many times and after evolving away from printed form two years ago we want to continue that tradition of informing our members, community and public alike in a more accessible way of viewing the content.

Over the past two months our industry has been hit, like the whole world, by the hammer that is COVID-19. We hope that everybody is staying safe and well during these difficult times. Whilst COVID-19 is an inconvenience and a threat to some of us, it is a terrible burden for many. We can count many in our industry amongst those that have sacrificed safety and isolation as essential workers keeping power and heat flowing to the public during these trying times. On behalf of our community and general public we would like to express our sincere gratitude to you all and salute you for your courage in these circumstances.

The economic fallout of COVID-19 is affecting our industry in many ways: through the restrictions of financial markets, effect on our service companies and consultants impacted by the oil & gas downturn (Figure 2), and impacts on personnel travel and materials supply chains, amongst many others. However, the changes that the world will experience from this pandemic as we come through to the other side also provide opportunities for our community and we encourage you all to look for those opportunities, especially in support of jobs and the energy economy.

For example, the reduction in oil & gas resource development means that the geothermal industry has an opportunity to take advantage of underutilized contractors and equipment to accelerate our own resource development and support those essential service companies we’ll need in the future. Our

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Policy Committee is working with government policy makers on the new policies that aim to rebuild the economy. Our goal is for those policies to look favorably on injecting investments to the geothermal industry for its capabilities in supporting job creation and encouraging cleaner and more sustainable energy production.

The pandemic has also impacted the GRC’s program. We had to quickly postpone our High-Temperature Cementing Workshop, organized jointly with the Society of Petroleum Engineers (SPE), from early April to mid-September. We are now forging ahead with reorganizing the workshop assuming San Diego will be open for business and our community members will be desperate to beat the self-isolation, network with friends and colleagues, and workshop this important topic. Our Annual Meeting & Expo is being held this year in Reno, October 18-21, and we are organizing its program as planned. It promises to be a fantastic event with many new and re-energizing features that will be published over the next few months, brought together by our Organizing Committee and staff. We hope you will come join us there.

Finally, transformational change also comes to the GRC’s operations as we have partnered earlier in the year with Tao3 Creative and Association Headquarters (AH). Tao3 is a marketing group based in Washington D.C., leading the GRC’s rebranding efforts, developing our new website and planning a geothermal marketing campaign commissioned by the GRC for the whole industry and community. AH is an Association Management Company based in New Jersey and is one of the largest and most respected companies amongst its peers. It is taking on the day-to-day operations of the GRC including everything from membership management through communications to operating our Annual Meeting & Expo. Together we are enhancing our administration of the association, enhancing our educational program for our members and enhancing how we inform the general public and government leadership alike on the benefits and innovations for geothermal energy. We are sure you will experience these transformational changes for the better.

Andy Sabin, PhD, Board President
Will Pettitt, PhD, Executive Director

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**Figure 2: An unprecedented collapse in oil demand caused by COVID-19 triggered a downturn in market activity and prices.**

The Economist

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