1985 President’s Message

1985 President Bob Pelikan

Last October I attended the Opportunity Planning Conference in Estes Park, Colorado, sponsored by Solar Age Magazine. The conference focused on the formation of a coalition among renewable energy groups to get the tax credit extended and the dissemination of information to help attendees position themselves for maximum benefit as the tax credits are phased out.

I came away from the conference totally motivated to do everything in my power to help get the tax credits extended. For me this was a transformation. Before the conference, my private thoughts were to use 1985 to realign my business away from solar. I figured there was no way we’d ever get the tax credits extended.

In looking at the events which took place leading up to my change of thinking three issues came up:

1) Knowledge – At the conference I heard first hand from Washington insiders (non-solar industry people) specifically what it will take to get the tax credit extended and I realized it is doable.

2) Motivation – I had quiet time to reflect on my nine years in solar and on my reasons for getting into solar in 1975

(Continued on page 3)

1985 CAL SEIA Board of Directors

Thumbs Up For The Federal Energy Tax Credit Extension

The campaign to extend the federal energy tax credit has begun! Staff from the national Solar Energy Industries Association (SEIA) is now working with the staff of key members of the U.S. House of Representatives Ways and Means Committee to develop the language for the bill and to identify an author. This extension bill will be introduced in January and will probably be discussed in its first committee in February.

CAL SEIA, its regional chapters and you will be directly involved in this campaign.

The CAL SEIA Board of Directors met on December 7th and outlined a comprehensive campaign plan for California solar businesses called the “Thumbs Up” program. Its four parts include financial support through fund raising, building positive press relations, community and political support and frequent communications with you through progress reports.

CAL SEIA’s fund raising goal is $175,000. So far, CAL SEIA’s members have contributed $80,275. The remaining $94,725 must be raised by January 20th, the start of the legislative session in Washington. All contributions are tax deductible, because they will be spent only on administering the “Thumbs Up” program, and will not be placed into political campaign chests.

Chapter Fund Raising Status Reports

Each chapter has a fund raising goal to achieve by January 20th. Below are reports from the contact people from each chapter on the status of their fund raising programs.

Bill Kratz, President of the San Diego Regional chapter of CAL SEIA, reported today that his chapter has achieved 44% of its goal to raise $30,000. The commitment of $13,200 came from a relatively small percentage of the membership which, Bill said, is very positive. “If the remaining members would make their contributions, the San Diego Chapter would do great.”

Terry Buffum, the “Thumbs Up” contact for the Bay Area, said his area is half way to achieving its goal of $40,000.

(Continued on page 3)
1984 Outgoing President's Message

Now that I am at the end of my term as President of your Association, I feel I can say what is on my mind — so, I will.

First of all, it has been a real challenging year for all of us. We did not get the federal tax credits extended nor the rebate program in California extended. However, the tax credit issue is still before us and we need to give it everything we can. We can succeed if we have a solid plan and if everyone participates in that plan to the best of his/her ability.

Our Association is strong. Our finances are better than they were. Our membership is solid. We have done a good job with ethics problems this year, but still have a way to go. Our office in Sacramento is in good hands — Sue de Witt is doing a very good job and you should drop her a line and tell her so.

There are some things I think we should work on. They are:
1. We need to have some basis on which to judge if members are living up to our Code of Ethics.
2. We need to strengthen the local chapters and get more members involved in their association.
3. We need to have people willing to serve in leadership roles for the sake of the industry as a whole and not for personal or business gain.
4. We need to realize that we are all working for a common goal — or should be — and not become fragmented.
5. We need, in fact we must have, a far-reaching public education effort on all levels if we are to succeed.

Let's put our efforts to show that the individual contractor is the most important link in this trade association. I know that it is but some contractors don't see it that way. I want personally to thank all of you who have been active on behalf of your association this year. It has been rewarding for me to meet and talk with so many of you around the state. I will always treasure that relationship. I want to extend particular thanks to Sue, Mary and the current Board of Directors for their help, encouragement and self-denial on behalf of the SOLAR INDUSTRY IN CALIFORNIA!

Jim Garfield

CAL SEIA
BOARD OF DIRECTORS
1985
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ROBERT PELIKAN
Vice President
JAY MCLAUGHLIN
Secretary
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Treasurer
AL BONIFACE
Immediate Past President
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AL PANTON
JAMES Senn
JOE UNDECK
CAL SEIA STAFF
Executive Director
SUE DE WITT
Office Manager
MARY CARROLL
Legislative Associate
MIGNON MARKS

CAL SEIA Presidents Club

The CAL SEIA Presidents Club is reserved for those companies who have made pledges of $2000 or greater toward the federal tax credit extension effort.

These people and their companies have made a contribution to the future of the industry. The names will be published in each issue of the 1985 newsletter as well as receiving a limited edition lapel pin, recognition of their efforts at the 1985 Annual Meeting and a Presidents Club Plaque.

ALLEN CORP. - Terry Buffum
ALLEN PRODUCTS - Chuck Woodley
AMCOR GROUP - Joe Conrad
AMERICAN SUN - Mary Elizabeth Gregory
FRAUMAN ENERGY - Mark Frauman
GRUNDFOS PUMPS - Jerry Cook
HANSON, ROY E. MFG. - Roy Hanson Jr.
HELIOTROPE GENERAL - Sam Dawson
KING INDUSTRIES - Brownie Pitts
P.E. O'HAIR
SOLARMITH - Bill Kratz
SOLAR TRANSITION - Rick Rothman
SOUTHWEST ENERGY
MANAGEMENT - Geoff Smith
UNITED ENERGY
CORP. - Sanford Friedlander
WESTERN HOME SYSTEMS - Norm Fadness

Minutes
December 7, 1984 Board of Directors Meeting
San Diego, California

Board Members Present: Jim Garfield, President, Jay Mclaughlin, Vice President, George Radford, Secretary, Al Boniface, Treasurer, Tom Dein, Past President, Roberto Anciss, Philip Caeser, Bill Happersett, George Johnson, Annoush Mizany, Bob Pelikan, Board Members
Absent: John O'Leary, Dennis Farrier, Andy Anderson, Staff Present: Sue de Witt, Guests Present: Sara Balcomb
Call To Order
Mr. Garfield called the meeting to order at 9:30 a.m.
Invocation
Mr. Pelikan gave the invocation.
Approval of Agenda
A discussion on the Annual meeting date was added under New Business.
Approval of Minutes
Mr. McLaughlin moved, Mr. Caesar seconded to accept the
(Continued on page 7)
CAL SEIA Sun Fund Honor Roll

Each of the companies, and individuals, have made their pledge towards the tax credit extension effort. Their names will be published in each issue of the 1985 newsletter in recognition of their efforts.

AMT
Alpha Sun
CAL SEIA Orange County
Energy Marketing
Gary Wood & Associates
Home Energy Advisors
Muir Co.
Native Sun
Pacific Energy
Pelikan & Lindsay
Pyramid Controls
Rhino Rack
Shanna Gibson
Socalso
Solar Depot
Solar Initiative
Solar Electric Engineering
Solar Energy Consultants
Solar Exchange
Solar Pacific
Solar Station
Sue de Witt
Sun Earth of California
Sunspool
Systems Del Sol
T. Christy Enterprises
Undeck, Joe
URJA, Inc.

1985 President’s Message

(Continued from page 1)

and I realized that the same motivations to work for a better future for my kids is still there.

3) Commitment — I remembered a catchy phrase I’d heard before: “If it is to be, it’s up to me” — the ten most important two letter English words.

I decided then and there that I would personally take on getting the federal tax credits extended. And that’s when I offered my service as CAL SEIA President for 1985.

The message here is that each one of us needs to personally take on getting the tax credits extended for it to happen. This is a noble livelihood we’re involved in and it must continue.

Bob Pelikan

Three reasons to choose Pyramid Controls.

- Outstanding reliability!
  Pyramid’s exclusive integrated circuit.
- Real sales features!
  User-friendly graphics.
- Easy to service!
  Unique plug-in modular construction.

Thumbs Up
(Continued from page 1)

Tom Debis, of Orange County, reported contributions totaling $14,250. The Chapter’s goal is to raise $40,000.

George Radford reported that the Coastal Chapter has contributed $1,000 toward its $10,000 goal. He expects more contributions to be made following the Chapter’s membership meeting in early January. The Chapter will also be organizing its telephone tree to spread news of the progress of the tax credit extension bill quickly to its members.

Norm Fadness, representing the Float Hill/Sacramento Chapter, reported that $5,050 has been raised. This figure is slightly more than one third of the $15,000 goal.

Rick Henley, the Los Angeles area’s fund raising coordinator, reported contributions of $20,750, which is more than half of the Chapter’s goal of $40,000.

Your First Opportunity To Help In The “Thumbs Up” Program

All solar businesses are now asked to contribute an amount that equals one quarter of one percent of their 1984 gross annual solar sales revenues. For example, if you earned $100,000 this year, your contribution should be $250,000 (1% of $100,000 = $1,000, divided by 4 = $250,000). The amount of your contribution will be kept confidential and unpublished.

All contributions will support both SEIA’s and CAL SEIA’s legislative programs. CAL SEIA will use the funds to organize media, community and Congressional support for the federal energy tax credit and to keep you informed about the bill’s progress through the law-making process. Your contribution will be applied toward your Chapter’s fund raising goal.

Other solar supporters are also encouraged to contribute to the “Thumbs Up” program. All contributors will receive the latest news about the federal extension bill through the special “Thumbs Up” report. If you know non-members of CAL SEIA who want to do their part to support the continued development of the solar industry, mention to them the need to make a contribution to the “Thumbs Up” campaign. Please send us their names and addresses and we will contact them.

CAL SEIA Gears Up For The “Thumbs Up” Campaign

CAL SEIA has hired an additional staff person and purchased a word processor to assist with the campaign. The new staff person, Mignon Marks, has five years of experience promoting solar and energy management businesses to governmental agencies and is a nationally-recognized expert in energy-tax-credit legislation.

CAL SEIA’s word processor will be used to streamline large mailings to the media and to CAL SEIA members. The first press release, announcing the “Thumbs Up” program to solar industry trade publications, was sent on December 14th.

Flat Tax Proposals And Their Impact On The Federal Tax Credits

Do not be alarmed by recent proposals from Congressional and Administration leaders for a flat tax rate for all taxpayers. Some proposals include the elimination of the regular and the energy investment tax credits and the five-year depreciation schedules for personal property.

These are only proposals. Congress is not in session until January 20th, so no bills have been introduced. Also, no substantial changes to the tax laws will be made without a tremendous amount of public input. These proposals are only trial balloons, and most of these balloons appear to be filled with lead, rather than helium.

Bob Pelikan
SELL PHOTOCIRC. WE'LL PAY THE BILL

WHAT IS PHOTOCIRC?

Our PHOTOCIRC™ system is an active solar circulating system that distributes the hot water from the solar panels to the existing water heater or solar storage tank without the aid of outside electricity! It is powered by a photovoltaic panel which works in conjunction with our Power Pulse Module.*

Our HW Model is unique in its own right. It lowers your installation cost by using the existing water heater as a solar storage tank.

POWER PULSE MODULE

POWER PULSE PHOTOVOLTAIC PANEL

SRES PV PANELS™ turn sunlight directly into electricity. They were originally designed by NASA scientists to power the electrical systems of America’s space craft. Our application of this space age technology has made it available for your every day use.

* Qualify for our financing program (credit approval and approved installation) and your customer can benefit from our no-lien contract, no down payment and no payment for 90 days. Plus, if they choose, they can lease the equipment for as low as $29.00 per month! It's a fantastic opportunity to profit from your sale without being the banker.

POWER PULSE GUARDIAN

The POWER PULSE GUARDIAN™ is your freeze protection guarantee. The Guardian™ drains the solar panels when there is a threat of freezing temperatures that could damage your investment.

SUN RESOURCE ENERGY SYSTEMS
P.O. Box 44015, Sylmar, CA 91342 (818) 896-9151
Annual Meeting Recap

The 1984 Annual Meeting held in San Mateo was a fun event filled with opportunities to learn about the industry and the latest in technology development.

Highlighting the program was the presentation made by Assemblyman Boy Naylor, CAL SEIA Solar Man of the Year. Naylor's speech included advice on looking at the tax credit extension efforts as an equity issue. His advice is well taken and will be a cornerstone of California's efforts.

Seminar attendees were allowed to choose from programs on Thin Film Collectors, Performance Monitoring, a Motivational Program or Photovoltaics. Feedback from all seminars was extremely positive — so much so that plans are already being set to expand the technical program even further.

The awards ceremony featured the induction of the Charter members of the CAL SEIA HALL OF FAME, inducted this year were:

The Honorable Edmund G. Brown, Jr.
Terry Buffum
Jerry Cook
Freeman Ford

Future Hall of Fame inductees will be limited to three per year.

CAL SEIA President Jim Garfield was our Master of Ceremonies and led the day with his message on the solar industry.

The meeting was completed with a Western BBQ on the hotel lawn. Members were able to spend a little more time together to discuss and review the meeting while enjoying wonderful food and drink.

Plans are already underway for next years meeting. CAL SEIA is working to make these Annual Meetings informative and fun, input is welcome.


1984 Chapter Presidents: Mike Oriens, Mike Ebinge, Joe Undeck, Al Pauton, Morgan Muir, Ed Murray and Mike Swelos.

Jim Garfield delivers his Presidential Message.

The Sunearth Booth.

The Solar Transition Booth.

(Continued on page 14)
PULSTAR SHINES IN COMPARISON TEST
AT THE FLORIDA SOLAR ENERGY CENTER

In a 1½ year study at FSEC using identical 4 x 10 collectors, Pulstar System #S2356 OUTPERFORMED the Horizontal Thermosiphon System and Differential on/off controllers by the following amounts:

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<th>Preheat Mode</th>
<th>Single Tank</th>
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<tbody>
<tr>
<td>Typical Differential Controller *on/off</td>
<td>plus 3 %</td>
<td>plus 12 %</td>
</tr>
<tr>
<td>Typical Horizontal Thermosiphon</td>
<td>plus 6 %</td>
<td>plus 26 %</td>
</tr>
</tbody>
</table>

The differential controls and thermosyphon system are at the very apex of their evolution, and they were significantly outperformed by the first revolutionary PV System designed for Pulstar even without considering parasitic power. Today's modern Pulstar System has created an even greater gap between the state of the art and obsolete, antiquated horizontal thermosyphon and differential control strategies.

*Parasitic power was not considered in the test.
Energy Conservation Explored on PBS

The second year of A HOUSE FOR ALL SEASONS, KRMA-TV/Denver's series on energy conservation and self-reliant living, will explore contemporary topics and practice projects of energy and resource conservation around the house. The 13-part magazine format series airs on most PBS stations beginning in January of '85. Hosted by veteran film and television actor, Ric Jury, A HOUSE FOR ALL SEASONS travels across the country to present new ideas for a more self-reliant lifestyle, including energy and watersaving projects, solar greenhouse gardening, low cost cooling, innovative construction techniques, and inspiring community projects. Viewers will take tours on selected energy-efficient housing styles, from adobe to log, from Maine to Oregon — two of them personally conducted by TV actresses Pam Dawber (MORK & MINDY) and Linda Kelsey (LOU GRANT) as they display their own solar homes.

Charlie Wing (HOUSEWARMING WITH CHARLIE WING) visits a Maine island that's gone photovoltaic and tours the best performing solar home in America. Roy Underhill (THE WOODWRIGHT'S SHOP) transports us back in time to Colonial Williamsburg and shows us our forebears' self-reliant lifestyle. There'll also be a tour of George Washington's solar greenhouse and Thomas Jefferson's self-cooling house. Horticulture expert Shane Smith hosts four segments on solar greenhouse gardening and indoor "tub" farming. The series is scheduled to run from January 5, 1985 to March 30, 1985.

Minutes
(Continued from page 2)

Minutes of the September 15, 1984 Board of Directors meeting. Pleaded by majority vote, Mr. Boniface abstained.

Treasurer's Report

Mr. Boniface moved, Mr. Caesar seconded to set the time of the adjournment to no later than 5 p.m.

PASSED UNANIMOUSLY

Budget: Mr. Boniface distributed summaries of the political Action Committee account, the list of donations made through the PAC, and a summary of the CARA budget/actual expenses for 1984. Mr. Boniface noted that the long term debt payments would be settled by the end of 1985; the mortgage and market fund accounts earn 10.5% interest; the funds for the DOE/Annual Meeting contract would be recovered by 1/15/85; and that the $200 expense for the computer purchase would be made up by a $5000 transfer from the Sun Fund account.

Mr. Boniface commented that the 1984 budget was produced by a "crystal ball" and that CARA was able to come in reasonably close. He noted that the proposed 1985 budget, although not particularly austere, is presented quarterly, so that the Board can more effectively control the Association budget.

Chapters: Mr. Boniface reported that it is his understanding that the State Association is responsible for the Chapter financial activities. He recommended that the 1985 Treasurer contact all Regional Chapters and request that they formulate their accounting procedures.

Mr. McLaughlin asked if CARA has any potential liability in this area. Mr. deWitt answered that the Chapters operate as non-profit associations with a formal recognition of the IRS or FTC. He added that this could be handled by amending CARA's exemption to the IRS to individual to group exemption or by each Chapter applying for non-profit status. He noted that if left the way it is now, CARA could be held liable for the Chapter activities. Mr. Boniface commented that a quarterly report from each Chapter would be enough to handle this through CARA SEIA. He recommended that this issue be referred to the Chapters Committee.

Mr. McLaughlin asked if an audit of FY1984 will be conducted. Mr. Boniface responded that an audit had not been planned, although he would recommend a cursory review of FY1984. Mr. McLaughlin moved, Mr. Radford seconded that CARA SEIA have a cursory review of FY1984 performed by CARA SEIA's Accounting firm. PASSED UNANIMOUSLY.

Mr. Pelikan recommended that the Chapters be provided with a standard reporting form for accounting purposes. Mr. Boniface agreed that this would be appropriate if CARA SEIA becomes a group non-profit.

Staff Report

Ms. deWitt reported that over the last quarter the staff had been involved in the Annual Meeting, organizing staff involvement with CARA, purchasing a computer as well as attending the Solar Apps Conference in Colorado. Ms. deWitt reported that the conference provided a stimulating setting for sometimes heated discussions on the tax credit issue. Mr. McLaughlin asked if the many groups represented at the conference felt that SEIA moved too quickly to put together a solar only bill. Mr. McLaughlin and Ms. deWitt agreed that most of the conference was spent writing cautionary and that a coalition of groups involved would be necessary to move the bill in Washington, DC. Ms. deWitt pointed out that this was included as an agenda item under new business.

PUC Rebate Extension: Ms. deWitt reported that after discussing the extension with the Executive Committee, she had filed a petition with the PUC to extend the installation time in PG&E territory. She noted that the PUC had granted the extension as requested by CARA SEIA. Computer: Mr. Pelikan asked for a report on the computer. Ms. deWitt informed the Board that CARA SEIA had purchased an IBM PDP 11 with a C-TOH laser quality printer with cut sheet feeder. Software is the WordStar/Pax. She noted that the CARA and SEIA computers are compatible.

Executive Committee

Mr. McLaughlin reported that the Committee met 11/5/84. He distributed copies of the minutes to the Directors. He noted that both the PUC petition and the computer purchase are covered under these minutes.

Mr. McLaughlin reported that he was over the fundraising dinners which were held to raise money for the tax credit extension. He noted that the meetings were poorly attended due to short notice of these events.

Technical Standards Committee

PUC: Mr. Caesar reported that as a result of the PUC technical report and working closely (Continued on page 11)
**Chapter Activities**

**FOOTHILL/SACRAMENTO CHAPTER** reports that its first dinner meeting on Nov. 29 was quite a success. The meeting was highlighted by the sample testing of the new Contracts License for Solar, the C-46. Over 30 guests attended, including guest speaker Bob Christiansen of the Contractors State License Board, who spoke on Ethics problems in the industry.

**ORANGE COUNTY** announced its new Officers and Board Members at their Dec. 13 Christmas Party. Shanna Gibson of PYRAMID CONTROLS was elected President, John Albritton of JOHN ALBRITTON COMPANY will be Vice-President, Jack Long, SOUTHERN CALIF. GAS Co., will serve as Secretary, and Jim Kline of FULL ENERGY SPECTRUM will be Treasurer for a second term. The remaining Directors are as follows: Bill Dukos, George Johnson, Paul Klinger, Bob Sweet and Joe Undeck.

**CLS CORP.** sponsored the party donating all drinks and pizza for the 60 attendees. Prizes were also raffled, with the Grand Prize, a T.V., going to Brad Cone of BEACH SOLAR SUPPLY.

**COASTAL CHAPTER** President Michael Orions has appointed Fred Ebhardt of CALIF. SOLAR SYSTEMS to Chair a committee which will be working closely with County and City Building Dept. Officials in developing a solar ordinance to be effective in February 1985. For more information contact Michael Orions at THE SOLAR CONNECTION.

**GREATER BAY AREA CHAPTER** announced their new Board Members at the GBARC Christmas party Dec. 17. Nearly 100 guests were on hand to welcome them. The ’85 Board will be Chuck Crouse, Gary Gerber, Brian Hines, Kristi Mauch, Kija Mizany, Morgan Muir, Dale Sartor and Ken Schuman. Also in attendance was SEIA President Jackson Gouraud, who gave a status report on the Federal Tax Credit extension effort.

**SAN DIEGO CHAPTER** had more than fifty members and prospective members at their November meeting. They discussed the C-46 exam being administered by the State Contractor Licensing Board and participated in taking a sample test. They have also announced their positive commitment to the federal tax credit extension effort. Their first contribution being the donation of all art work used in the "THUMBS UP" campaign. Thanks San Diego.
Now Is The Time...

Membership Dues Renewal time is here again and nearly over — have you renewed your membership? The dues structure has not changes in over 2 years due to careful budgeting and strong member participation. So help your Association help you. Renew your dues today!

Note: The 1985 Membership Directory will go to press in early February. Final date for inclusion in this valuable publication is January 31, 1985!

LORDAN
Solar Syphon is tops

• Tops among all solar systems rated by the S.R.C.C. (standard 200 - 82).
• Over 70,000 proven installations worldwide.
• Ten year warranty includes freezing.
• Lightweight design reduces weight.
• Sleek new design: bronze finish for consumer appeal.
• Easy and quick to install.
• Complete package - no extras to buy.
• No pumps / no controls, and no callbacks.
• Priced for high dealer profit.

DISTRIBUTORS

LOS ANGELES - Solar Corp. 15225 Stag St. Van Nuys, CA 91405 (213) 989-4716
SAN RAFAEL - Solar Depot (415) 499-1333
REDWOOD CITY - Solar Depot (415) 365-4415
SACRAMENTO - Solar Depot (916) 381-0235

For exciting marketing information kit MAIL TO:

SOLCOOR INC.
849 S. Broadway, Los Angeles, CA 90014

Or call Phil Wire (213) 622-4181

TOP DEALERS WANTED

If you're a dynamic marketing man of organization it will pay you to join a winning team of Solar Syphon Dealers.
# 1985 Membership Directory Advertising Fee Schedule

**Advertising Deadline 1/31/85**

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<td>Full page</td>
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<td>Half page</td>
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<tr>
<td>Quarter page</td>
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(sorry, both back and inside front pages are already sold)

*Please note: CAL SEIA can only place ads in the sizes listed above.*

**YES, I wish to submit the attached ad for inclusion in CAL SEIA's 1985 Membership Directory**

**YES, I want orange as a second color for an additional $50.**

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<th>I enclose $____ to cover all costs for my enclosed ad.</th>
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I enclose $____ (50% minimum) to cover reservation of space for my ad.

Mail your ad, order form and check to CAL SEIA, 2015 J Street, Suite 14, Sacramento, CA 95814. For more information, call (916) 443-1877 and talk to Sue deWitt.

---

**SOLAR DEPOT**

The Regional **Photovoltaic Wholesaler for San Jose, San Francisco, Santa Rosa, Sacramento**

- Assistance in Design & Sizing
- Complete Systems or Components

**In Stock**
- PV Panels, Mounting Hardware, Batteries, Regulators, Lighting, Refrigerators, Water Pumping Systems, Inverters, Installation Supplies

- **MARIN COUNTY** 96 MITCHELL BLVD, SAN RAFAEL, CA 94903 (415)499-1333
- **MID-PENINSULA** 2860 SPRING ST, REDWOOD CITY, CA 94063 (415)365-4415
- **SACRAMENTO** 7991 FOLSOM BLVD, SACRAMENTO, CA 95826 (916)381-0235

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**CAL SEIA**
California Solar Energy Industry Association
Marks Joins CAL SEIA Staff

CAL SEIA announced the appointment of Mignon Marks as its Legislative Associate. Her responsibilities will include the “Thumbs Up” program to extend the federal energy tax credit and assisting Bill Keese in promoting the interests of the solar industry to the California Legislature.

"CAL SEIA has the deserved reputation of leadership in the promotion of the positive growth on the solar industry in California. I look forward to the opportunity of working with the membership and in expanding CAL SEIA's capability to meet its members' needs."

Before joining CAL SEIA, Marks worked as the Marketing Manager for the E.T. Harlow Company, an energy management training company for contractors and technicians. She was also the Director of the California Solar Business Office in 1981, where she worked on the start up of the SAFE BIDCO. She is also the author of "Third Party Financing of Solar Energy Systems" and numerous articles on solar and energy management financing topics.

Minutes
(Continued from page 7)

with the PUC staff, CAL SEIA has begun to mend fences. He reported that the request of the PUC staff, Mr. deWitt and he will be meeting with the Energy Branch Staff to discuss future PUC solar policy. Mr. deWitt cautioned that the relationship with the PUC is very fragile and that it would be better if this meeting were kept low-key so that the relationship can continue to improve.

ISP: Mr. Caissar noted a copy of the letter sent to ISP regarding pressure testing of solar equipment. Mr. deWitt noted that ISP had not yet responded. Mr. Boniface reported that ISP has been preparing a business plan for the Solar Promotion Council. He reported that papers are ready to be filed to incorporate but that a business plan had yet to be prepared. He attributed this to concerns about where the seed money would come from and how the corporation would be controlled. He suggested that another Director be chosen to complete this project. He noted that the Committee has made no progress in coordinating this effort with CAL.

Mr. Garfield introduced Mr. Peg Box, representing Mr. Jerry Coo, Chairman of CAL's Public Relations Committee. Mr. Box reported that the CAL PR Committee's recommendation is to focus CAL's PR activities on the legislation to extend the federal tax credit. The SEIA Committee recognizes the importance of generic advertising. He reported, however, with limited resources chose to focus on the tax credit extension.

Industry/Utility Committee

Mr. Buffum distributed copies of the minutes of the October I/ U Committee meeting. He pointed out that minutes of the meeting held 12/6 were not yet available, listing that there were no action items from that meeting.

Btu Meters: From the October meeting a discussion was held on the Calif. Dept. of Agriculture, Weights & Measures Div. activities with regard to regularizing Btu meters used in California. Mr. Buffum reported that this will be of significance to the industry probably 18 to 24 months from now. This would add to Btu meters used in commerce (i.e. electricity). The Dept. has received complaints regarding inaccurate metering. They will establish a standard for testing meters then they will verify accuracy of field units. Once the units have been accepted it can be used in California. Recheck of accuracies will be required to be observed then the Dept. will verify them. He added that SOGIE had taken the Dept. representative on a tour of San Diego solar installations to help the Dept. better understand the companies at the issue.

PUC 08-42 Extension: Mr. Buffum distributed copies of the order granting CAL SEIA's petition for extension. He commended the quality of work on this project.

Meetings: Mr. Buffum informed the Board that the I/ U Committee will meet quarterly in the future and that industry representation has been dwindling. He asked for a contractor and a manufacturer representative to be appointed to the Committee. Mr. Frauman asked that the I/ U Committee meetings be announced in the newsletter so that the industry members can participate.

FACT: A recent government study indicated that all economic business failures - 87% were not affiliated with a trade association!

The California Solar Energy Industries Association (CAL SEIA) is the professional trade association representing the solar industry in California. It is the only voice - your voice - throughout California. CAL SEIA is supported by leading solar manufacturers, distributors, contractors, developers, and consultants in the state. Top notch solar business people recognize the importance of an industry speaking with one voice to the California Legislature, local government and regulating agencies.

FACT: CAL SEIA is your solar trade association, with benefits aimed at your company's needs. Benefits include:

- Professional Recognition
- Discount Packages
- Competitive Advantage
- Legislative Activities
- Professional Lobbying
- Solar Energy Report
- Sunspots
- Quality and Professional Leadership
- Regional Chapters
- Committees
- Seminars
- Membership Directory

FACT: If you are involved in solar energy - you should be involved in CAL SEIA!

For more information contact CAL SEIA, 2015 J Street, #14, Sacramento, CA 95814 or call (916) 443-1877

CAL SEIA MEMBERSHIP APPLICATION FORM

NAME ___________________________ TITLE ___________________________

COMPANY NAME ___________________________

ADDRESS ___________________________

CITY ___________________________ STATE __________ ZIP __________

TELEPHONE ___________________________

MAIL TO: 2015 J Street, Room 14 - Sacramento, CA 95814

Initial box if you want $25.00/$50.00 for Category III/tops to go to the CAL SEIA PAC Fund. If box is not initialed the $25.00 will go to the CAL SEIA General Fund.

Membership dues must accompany this application.

NOTE: Grants include membership in CAL SEIA Local Chapter nearest your place of business and a $25.00 contribution to the CAL SEIA PAC Fund.

(Continued on page 15)
Companies Display Products At Annual Meeting

CAL SEIA extends a big Thank You to the companies who set up displays at the CAL SEIA eighth annual meeting:

AMCOR
COLT, INC.
GARY WOOD CORPORATION
GRISWOLD CONTROLS
GULL INDUSTRIES
PYRAMID CONTROLS
RAYPAK SOLAR
SOLAR DEPOT
SOLAR ENGINEERING & CONTRACTION
SOLAR TRANSITION, INC.
SUNEARTH OF CALIFORNIA
SUN RESOURCE ENERGY SYSTEMS
URJA, INC.
WESTERN SOLAR PRODUCTS, INC.

Solar heating systems need these automatic vents to eliminate air traps.

When trapped air retards hot water circulation in solar heating systems the results are inefficient operation and heating waste. Eliminate these problems once and for all with Maid-O-Mist Auto-Vents®. They vent air out of a system continuously and automatically. Not only are they the most dependable and most widely used air vents on the market but they offer you the most complete line. You'll find models for every pressure and every type of connection. And you don't have to modify anything to use them.

Send for FREE sample.

Call us. Or write us on your company letterhead. Tell us about your requirement. We'll send you the proper Maid-O’Mist Auto-Vent absolutely free. Test it and see for yourself how Maid-O'Mist Auto-Vents will help your systems operate more efficiently.

MAID-O’MIST, 3217 N. Pulaski Rd., Chicago, IL 60641.
Phone: (312) 885-7300.
Energy Export Opportunities Seen

Energy Resources International, Inc. (ERI) now offers international business development opportunities to U.S. firms in the renewable energy and energy conservation fields.

In addition to international energy project development, ERI promotes direct sales to overseas markets and helps establish joint venture or licensing agreements to produce U.S. energy equipment abroad. Based on the client's needs, ERI provides market planning, site and feasibility analyses, and contract negotiation. It also coordinates project financing assistance, investment insurance, and all aspects of international shipping.

When U.S. energy firms go international, face new challenges. ERI helps firms manage the complexities of international project development and direct sales. Its support in contracting, permitting, foreign exchange, customs, and personnel management enhances the successful international market penetration of U.S. energy equipment and service providers.

ERI also acts as an information and commercial conduit between overseas energy developers, international development assistance agencies and U.S. energy businesses. ERI helps overseas energy planners access state-of-the-art energy technologies made in the U.S.

"Characterized by small and medium sized businesses, members of the U.S. energy industries often lack the experience to compete with well financed, multinational foreign firms," says Dr. Guy Phillips, President of Energy Resources International.

"ERI helps these firms avoid lost sales or unsuccessful development projects. We identify viable development opportunities and help the exporter get the equipment shipped, installed, and operating." ERI has targeted the Pacific Basin and the Carribbean for market development of small electrical power generation, mechanical energy systems, and electrical energy management equipment.

David Phillips, Vice President of Marketing, believes that, "Because overseas energy planners are now emphasizing energy independence through the development of local energy resources, many U.S. renewable energy and energy management technologies have become very attractive overseas. As energy use continues to grow, the need to conserve traditional fuel sources and reduce oil imports become more important."

"ERI supports a sale from market identification through contract negotiation, freight delivery, and operation. In addition to its technical support and brokerage services, ERI helps the exporter negotiate joint venture and licensing agreements, and arranges trade finance and counter trade."


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Annual Meeting Recap
(Continued from page 5)

The Colt Industries Booth.

Jim Garfield presents the first CAL SEIA Hall of Fame award to CAL SEIA’s first President, Jerry Cook.

Bob Polizzi in front of his Raypak booth.

The Griswold Booth.

Urja Booth.

King Industries Booth.
Minutes
(Continued from page 11)

Ethics Committee
Mr. Raford reported that ethics complaints are still coming in, and that he is working with the SEIA to help the Committee to follow up with positive responses.

Solar Industry Bulletin: "Unethical behavior probably in more serious in the renewable industry than what it was say 2 or 5 years ago, but certain key concerns aren't overcome. The highest ethical concerns are regulation (in a "one size fits all" approach). Thus as the political struggle over the tax credits heats up, and the pressure to move the industry should be proportionally reduced. Mr. Raford reported that SEIA has been helping the Code of Ethics Committee. Mr. Raford stated that he feels it will not be not long before he and Mr. Gorn's point and stated that this is a real problem in California.

Mr. Raford continued reading from the same article, "But..." but Mr. Gorn, Mr. Boniface, and SEIA should be aware that which have been mostly involved in promoting the industry and just surviving the economic downturn are those who have experience in police work than National SEIA does. Mr. Gorn stated that he disagreed with this point and pointed out that CAL SEIA has been very active and pointed out that CAL SEIA should be partly and that SEIA is even more present and actively helping to promote a higher level of consumer awareness.

Organic Providers: Mr. Gorn stated that staff took ethics about a year ago, and with an initiation to a seminar program, this program gets around the California 2-4 week recession period. Some of these seminars make covers for very expensive systems to be cost effective based on utility rates, jumping several hundred percent due to deregulation, etc. Though indications are that deregulation will not affect the rates for 3-5 years, Raford displayed an example of an actual situation which stated that the rate of deregulation was 12.8% (See Chart 1). It is the initiative also claimed that the actual example of a deregulation was 12.8% (See Chart 2). The question was raised about the possibility of several things which can be raised but felt that the important issue is that the deregulation is going on, and it is going to go into this knowing that we will have to deal with internal changes and our world as we can and it is coming along—through National SEIA or other California SEIA associations and big issue. Mr. Gorn pointed out that there will be be looking for ways to involve with the SEIA and expressed his interest in the overall support of the program. Mr. Gorn stated that Mr. Raford might be attending the following meetings and asked the meeting how they feel about the whole situation.

Mr. Raford reported that the Committee really isn't directly involved with the Astor Point.

Mr. Gorn commented that Mr. Raford for the经过期 of the Board's time has made a local Chapter on this issue. Mr. Raford agreed with Mr. Gorn and agreed to attend Chapter meeting to discuss ethics issues.

SEIA seminars
Mr. Ancis reported that he would no longer be as chairman.

Solar Rights: Ms. Devitt reported that she is working with Associated Resources on the solar rights seminar and fund-

The Coalition for Solar Rights (CSRA)
REISE: Ms. Devitt reported that Mr. Gorn had asked for the informational packets for the REISE seminar. Mr. Gorn reported that SEIA was offered seminars by the California Energy Commission. Mr. Gorn reported that the committee members attended the seminar. Mr. Gorn reported that the committee members attended the seminar.

Mr. Boniface commented that the committee met for the first time on 12/6. The members of the Committee and the speakers on the program. Mr. Gorn asked that the committee members be informed of the current status of the program. Mr. Gorn asked that the committee members be informed of the current status of the program. Mr. Gorn asked that the committee members be informed of the current status of the program. Mr. Gorn asked that the committee members be informed of the current status of the program.

AD HOC Tax Credit
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The importance of establishing a deadline for submitting applications.

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**Events**

**January 18**
CAL SEIA Board of Directors Meeting, San Jose

**February 14**
CAL SEIA Industry/Utility Committee Meeting, Los Angeles

**February 24-27**
SEIA Annual Meeting Washington, D.C.

**March 11**
CAL SEIA Legislative Reception Sacramento

**March 12**
CAL SEIA Board of Directors Meeting, Sacramento

**May 9**
CAL SEIA Industry/Utility Committee Meeting, San Diego

**June 3-6**
Retsie Show, Anaheim

(For information on times and locations, call the CAL SEIA office.)

**June 7**
CAL SEIA Board of Directors Meeting, Anaheim

**August 8**
CAL SEIA Industry/Utility Committee Meeting, San Francisco

**September 20-21**
CAL SEIA Ninth Annual Meeting Southern California

**September 20**
CAL SEIA Board of Directors

**November 7**
CAL SEIA Industry/Utility Committee Meeting, Los Angeles

**December 7**
CAL SEIA Board of Directors Meeting, San Diego