

JULY 1979

CAL SEIA

SOLAR ENERGY INDUSTRY REPORT

CAL SEIA PUBLIC RELATIONS CAMPAIGN

Recently we kicked-off the CAL SEIA Public Relations Campaign and it is now in full swing. The new Association Brochure for use by members will be ready toward the end of July.

The firm of Hoefer-Amidei is also in the process of lining up members of CAL SEIA to participate in radio and television talk shows. This type of exposure for our industry is something we have been needing for a long time, and we urge members to submit your ideas to Hoefer-Amidei. The firm has also requested that members of CAL SEIA send company brochures to their office in San Francisco so that they may become better acquainted with your activities in solar. Send your material to Mr. Neal Rosen, Hoefer-Amidei Public Relations, 426 Pacific Avenue, San Francisco, CA 94133.

Many members have already responded to our request for funds for this worthwhile project. However, without everyone's help we will not be able to provide

the statewide campaign that is necessary. The brochure is only the first step. Your support is needed if the industry is going to have a viable and strong voice in California. Early in May you received a request for a minimum donation of \$50 for this special project. If you haven't already responded, please do so. Checks for over \$50 will certainly be welcome. Make your checks payable to CAL SEIA PR FUND and send it to the CAL SEIA office in Sacramento.

We would like to thank the following CAL SEIA members who have responded to our PR efforts thus far:

BELL INDUSTRIES
THE SOLAR CENTER
SOLAR TRANSITION
SOLAR BUILDERS
SOLAR SAVINGS CENTER
SOUTHWEST SOLAR CORP.
LENNOX INDUSTRIES
SOLAR ENERGY SALES, INC.
L.D. SALES ASSOCIATES
HELIOTROPE GENERAL, INC.
REEDS SOLAR-DAY CORP.
DELOITTE HASKINS & SELLS

(cont.)

PR CAMPAIGN (continued)

OME CORPORATION
NOVA PACIFIC
SOLARDYNE
COLT, INC. OF SO. CALIFORNIA
FAFCO
LEWIS & ASSOCIATES
TOTAL SOLAR CONTROL
GRUNDFOS PUMPS
SOLAR POWER SYSTEMS
ALTEN PRODUCTS CO.
SIERRA SOLARTEC

Again, our thanks to these members for giving support to the industry promotional activities

SOLAR SEMINARS: FOR NEW
SOLAR BUSINESS-PERSON

Advance registrations for the CAL SEIA Solar Seminars are now being accepted. This series of seminars is scheduled for August and are specially designed for persons who own or manage small solar business or who intend to open a solar business. Important survival techniques and specific ways to improve your business will be discussed as well as ways to get ahead and improve your business.

State and Federal Tax Credits will be explained fully.

Each registrant will receive a specially designed workbook that supplements the information presented in the course. This workbook can be a valuable

resource for future business reference. 2

The courses will be taught by seasoned professionals in business finance, law, management and advertising. People who know what works.

The seminars are co-sponsored by the Small Business Administration and CAL SEIA.

The seminars will be held in Oakland, August 6 at the Oakland Hilton Inn; Sacramento, August 7 at the Red Lion Inn; Los Angeles, August 9 at the Marriott Hotel; San Diego, August 10 at the Holiday Inn at Barcadero; and in Fresno, August 13 at the Airport Marina Hotel.

Advance registration only -- space is limited. Cost per seminar is \$25.00 and includes workbook, lunch and coffee breaks. Seminars will begin at 8:30 a.m. and end at 4:30 p.m.

Please use the registration form on Page 3.

IF YOU ARE NOT ALREADY A MEMBER OF CAL SEIA, JOIN NOW!!!
MEMBERSHIP APPLICATION ON
PAGE 10.

CAL SEIA BOARD ACTION

The quarterly meeting of the CAL SEIA Board of Directors was held in Irvine on June 11, 1979. Action taken by the Board included a dues structure change for the Association. Effective July 1, 1979 for new members and effective January 1, 1980 for old members the following dues structure will be in effect:

- \$ 75.00 members to \$100.00
- \$150.00 members to \$200.00
- \$300.00 members to \$400.00

\$100 members include installers, engineers, architects, consultants, contractors, etc.

\$200 members include manufacturers, wholesalers, distributors (including companies involved in the above category) and financial institutions and utilities.

\$400 members include manufacturers receiving \$500,000 in revenue per year from the sale of solar equipment in California.

Other Board action included the submission of written testimony to the Public Utilities Commission on the 18 Point Utility Program. Members wishing to receive this document may do so by requesting it from the CAL SEIA office in Sacramento.

President Bevens presented the Board an outline for a

(continued on Page 4)

REGISTRATION FORM

CAL SEIA SOLAR SEMINAR

(PLEASE PRINT)

NAME _____ HOME PHONE () _____

COMPANY NAME _____ ADDRESS _____

CITY _____ STATE _____ ZIP _____ BUS. PHONE () _____

Please enroll me in the CAL SEIA Solar Seminar in Oakland _____, Sacramento _____, Los Angeles _____, San Diego _____, Fresno _____. Enclosed is my check for \$35.00 I understand that this registration fee includes instructional costs, workbook, lunch and coffee breaks. PLEASE MAKE CHECKS PAYABLE TO CAL SEIA. Forward registration form & check to: CAL SEIA, 926 Jay St., Suite 820, Sacramento, California 95814.

Upon receipt of your registration you will be notified of the location of the seminar in the city you check on this form.

Signature: _____

REGISTRATION FORM

BOARD ACTION (continued)

Solar Contractors Training Program. The Board voted to move ahead with the program and Brian Langston, Chairman of the Installer's Committee was appointed to direct the program.

Doug Koch of Garrett G. Steinbeck & Company reported that all CAL SEIA members would be receiving new applications for one and three year Bonded Warranties for Installers. Mr. Koch may be reached at 7120 Hayvenhurst Ave., Suite 309, Van Nuys, CA 91406 - (213) 785-0418.

The Board also moved to offer the San Diego Solar Businessmen's Association an ex-officio seat on the Board until the next regular election. Mr. Langston was appointed to contact SDSBA on behalf of CAL SEIA.

The next regular scheduled Board of Directors meeting will take place in San Francisco on September 17, 1979. CAL SEIA members are encouraged to attend.

NEW CAL SEIA MEMBERS

- CALIFORNIA SUN ENERGY, INC.
- AZTEC ENERGY ASSOCIATES
- MATHEWS ENERGY SYSTEMS
- WESTERN SUN SYSTEMS
- ARCHER INDUSTRIES, SOLAR DIV.
- DONALD G. WILSON, P.E.
- BAILEY'S REFRIGERATION
- AMETEK, INC.
- SOLARSMITH CORP.
- EDUTRONICS

(cont.)

NEW MEMBERS (continued)

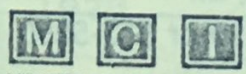
- ALTERNATIVE ENERGY SYSTEMS, INC.
- KERN INDUSTRIES
- GRAHAM BROS. HEATING & AIR CONDITIONING, INC.
- JORDAN'S SOLAR EQUIPMENT SALES
- THEOREM CORPORATION
- BRUCE HOSTETTER
- SEMCOR ASSOCIATES
- THE KOMARA COMPANY
- STILLMAN HEATING AND A/C, INC.

WELCOME TO CAL SEIA!!!

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Rugged Hermetically sealed sensors offer precision temperature sensing and control.



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Port City Industrial Park
1981 Port City Blvd. / Dept. CS
Muskegon, MI 49443
(616) 777-2602

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TO: SOLAR BUSINESS-PEOPLE
IN CALIFORNIA

If you are currently in a solar energy-related business -- installation, manufacturing, design, consulting, research, etc. -- PLEASE READ ON. The SolarCal Office, a state government office established by Governor Jerry Brown to help develop the solar industry in California, will be conducting an informational survey of the industry during July 1979.

Through the survey, the SolarCal Office will gather names and addresses of solar businesses, to be published in a "Directory of the California

Familian has SOLAR!

Finally, it is possible to get all the solar you need at a one-stop source.

All Familian Pipe & Supply branches are now carrying a full line of solar component parts and complete systems.

For further information contact Paul Bevens, Manager of Familian's Solar Products Division, at:

(213) 786-9720 or 873-5050



Familian Pipe & Supply Co., Inc.
A Subsidiary of **Familia corp.**

Solar Industry" in August. The Directory will be available to solar businesses, consumers, homebuilders, investors, lenders, and other interested persons. The survey seeks information on who is doing what and where, the industry is meeting its capital needs, and what sort of problems the industry is encountering. It will also ask solar businesses to describe how state government can help them.

The SolarCal Office will be mailing the questionnaire in early July. To be included in the Directory, you must complete the questionnaire. If you have not received one by July 20, 1979, please contact Vince Stasi at the SolarCal Office at (916) 322-9725, or at 921 Tenth Street, Sacramento, CA 95814

ARIZONA SEIA NEWS

The Arizona SEIA held their annual election of officers on May 31, 1979. Elected as State President was Mr. Ed Shein. Also elected: Steve Bartley, Secretary and Mr. Doug Cornell, Treasurer.

MIKE BOYLSON RECUPERATING

CAL SEIA Secretary Mike Boylson recently underwent major surgery and we are happy to report is on his way to a speedy recovery. Members wishing to send Mike a note may do so by writing to his home at

Manton, CA
96059

Mike will probably be out of commission for a month and all of us want to wish him a speedy and full recovery.

USE F-CHART IN THE PRIVACY OF YOUR OWN HOME!

Berkeley Solar Group now has available F-Chart Version 3 on a dial-in basis. You can use it from your home or office or from a customer's home or office, wherever there is a telephone. Call Tony Wexler at Berkeley Solar Group for details: (415) 843-7600.

reach Resources Committee by July 5. No date set for hearing.

ACA 46 (Hayes) Would amend the State Constitution to allow the Legislature to issue revenue projects. It

Get Well Soon, Mike!!

would have to be approved by the voters before AB 1405 could take effect. Might reach Resources Committee by July 5. No date set for hearing.

LEGISLATIVE UPDATE

SB 16 (Roberti) Would use \$3 million in start-up capital to make 20 year, 6% loans, which are guaranteed by the Federal government for commercial and industrial applications of solar and alternative energy. Loans would be made through a newly created State Business and Industrial Development Corp. Passed State Energy Committee -- In-Assembly Permanent Subcommittee. No date set for hearing.

AB 1244 (Levine) Extends the authority of the State Energy Commission from simple research and development into alternative energy sources to include demonstration and commercialization projects as well. Resources and Land Use & Energy Committee. No date set for hearing.

AB 133 (Levine) Would authorize establishment of an alternative energy resources promotion board, without specifying make-up duties or authority. Resources and Land Use & Energy Committee. No date set for hearing.

SB 566 (Rains) Would utilize an already existing \$200,000 fund to finance low and moderate income applications of solar energy. Fund would terminate in 1983. Passed Senate. Scheduled in Assembly Subcommittee on Energy July 5, 1979.

AB 1405 (Hayes) Would create a California Alternative Energy Source Financing Authority which would be authorized to issue revenue bonds in \$200 million increments. This money would be used to finance solar, wind, biomass, geothermal, and other alternative energy sources. Might

SB 771 (Alquist) Would appropriate \$14.5 million to fund at least 20 projects to convert agriculture and forest plant and animal wastes into energy or

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synthetic fuels. The projects would have to be completed within 5 years. In Assembly Resources. Set for hearing July 5, 1979.

SB 912 (Greene) Would require the Department of Food and Agriculture to study the feasibility of raising plants as an energy source and report their findings by January 1, 1981. In Assembly. No date set for hearing.

SB 1205 (Roberti) Would create the California Energy Development Authority and would authorize the Authority to carry out a loan program which provides long-term loans and loan guarantees to residential

and commercial energy consumers for the purpose of installing alternative energy devices and undertaking energy conservation measures. Set for hearing July 10 in Senate Energy & Public Utilities Committee.

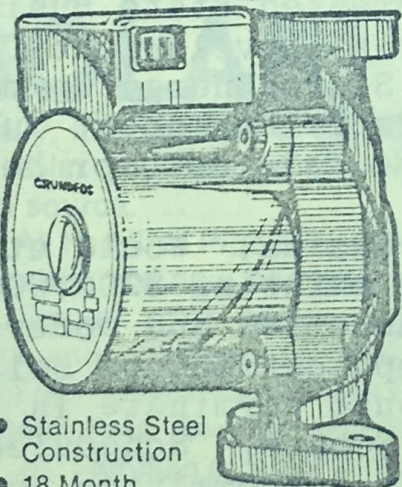
COUNTY OF SANTA CLARA TO
CONSIDER SOLAR ORDINANCE

The Santa Clara County Board of Supervisors is now studying a draft ordinance to require solar hot water for residential domestic use in new construction and on existing residential buildings upon resale.

The draft also establishes solar access provisions and solar subdivision design standards as well as requiring solar energy as a substitute for natural gas and electric heating of swimming pools. The proposal also requires upon resale an energy audit to determine energy efficiency of existing residential buildings and require these buildings to be insulated and weatherized to certain standards.

The Santa Clara County Energy Task Force reasons for recommendation are:

1. The design of all new subdivisions are required to utilize natural solar heating and cooling opportunities under state law (Section 66473.1 Public Resources Code, California Solar Rights Act).



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SANTA CLARA SOLAR ORDINANCE
(continued)

2. The Task Force identified the shading of solar collectors to be a potentially significant problem with widespread solar use, and identified initial site design as an effective solution.
3. The Task Force believes that the draft will not be effective in protecting solar access in existing development, therefore, a supplemental ordinance will be needed to provide solar retrofit.

Walt Hays, Counsel for CAL SEIA will present testimony on behalf of the Association at meetings and hearings now being held in San Jose during July.

SOLAR TAX CREDIT REGULATIONS

The California Energy Commission will consider the adoption of the proposed amendments to regulations regarding the California Solar Tax Credit at their July 11, 1979 business meeting. The meeting will be held before the full Commission at 10:00 a.m., 1111 Howe Ave., Room 620, Sacramento, CA

Several of the revisions to the Solar Tax Credit result from recent legislation (AB 3623 Hart) that amends and expands the tax credit. Among other provisions, the legislation redefines a solar energy system by function (e.g. water heating,

space heating) for the purpose of the tax credit; allows builders and developers to pass the tax credit on to the first-time purchaser of a new home; and makes wind, process heat, and solar mechanical systems eligible for the credit. The proposed revisions also attempt to clarify and modify portions of the regulations that have been confusing or unclear

CONSUMER GUIDELINES FOR BUYING SOLAR ENERGY SYSTEMS

The Department of Consumer Affairs, Solar/Insulation Unit has recently published for the consumer their tips for consumers titled GET A PIECE OF THE SUN: CONSUMER GUIDELINES FOR BUYING SOLAR ENERGY SYSTEMS, JULY 1979.

CAL SEIA was instrumental in providing input on these Guidelines and copies for your customers may be obtained through CAL SEIA or by writing the Solar/Insulation Unit, DCA, 1020 N Street, Room A-547-D Sacramento, CA 95814 (800) 952-5567 (toll free).

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Work for one of the top solar manufacturer representatives across the nation. Excellent opportunity for an aggressive hard-working individual with solar sales experience.

Solar Designs (415) 495-7074
470 - 3rd Street
San Francisco, CA 94107

CONSUMER GUIDELINES (cont.)

We suggest that all solar companies have a copy of these guidelines in their offices for reference. It will be helpful for you to know what the DCA is suggesting to the consumer.

CAL SEAL REPORT

To date there have been 59 applications for CAL SEAL Installer registration. Of these applications seven were not accepted and six are on hold. There are 46 registered Installers.

The program has issued a total of sixteen CAL SEAL labels. Three labels were issued to Owner-Installers and 13 labels were issued through Registered Installers.

There has been a substantial increase in the number of requests for information about the CAL SEAL Program, how to become a CAL SEAL Installer and how to contact CAL SEAL Installers.

Recent PUC 18 Point Utility Program provides that utilities have lists available to the consumer on qualified solar installers. CAL SEAL Installers will more than likely make up the bulk of these lists.

**No consumer complaints have been registered.

Recent CAL SEAL descriptions in the "California Energy Commission News", "Building Orange County" and many news articles throughout the State have given the program the boost it has needed. The first CAL SEAL was issued on May 3, 1979.

Further information on CAL SEAL may be obtained by writing to John Holland, CAL SEAL Director, 926 Jay Street, Suite 820, Sacramento, CA 95814 (916) 443-1877

CAL SEIA OFFICERS

- PAUL R. BEVENS, PRESIDENT
- JOHN BLAKE, VICE PRESIDENT
- JAY McLAUGHLIN, TREASURER
- MIKE BOYLSON, SECRETARY
- JERRY COOK, IMMEDIATE PAST PRES.

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- AL BONIFACE
- ALDEN BRYANT
- ILDIKO DEMETER
- HOWARD KRAYE
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WALTER HAYS, LEGAL COUNSEL

STAFF

- AGGIE JAMES, EXEC. VICE PRES.
- JOHN HOLLAND, DIR. CAL SEAL PROG.
- ALICE TAMBURELLO, SECRETARY

CAL SEIA Membership

926 Jay Street, Suite 820

Sacramento, CA 95814

(916) 447-3994

Yes, I want to be a member of CAL SEIA. Enclosed is my check for \$100.00 _____ \$200.00 _____ \$400.00 _____ to cover my yearly dues.

Company Name _____

Representative _____

Address _____

City _____ State _____ ZIP _____

Phone () _____

I am a current S.E.I.A. member now. Yes _____ No _____

Mark the category below that best describes your solar business.

Manufacturer	_____	Distributor	_____	Retailer	_____
Installer	_____	Engineer	_____	Architect	_____
Consultant	_____	Financing	_____	Trucking	_____
Mfg. Rep.	_____	Jobber	_____	Builder	_____
Contractor	_____	Other (describe)	_____		

CAL SEIA MEMBERSHIP DUES STRUCTURE:

- \$100 per year - Installers, Engineers, Architects, Consultants, Contractors, etc.
- \$200 per year - Manufacturers, Wholesalers, Distributors (including companies involved in above category)
- \$400 per year - Manufacturers receiving \$500,000 in revenue per year from the sale of solar equipment in California.

DATES TO REMEMBER

August 6 - CAL SEIA SOLAR SEMINARS: OAKLAND, SACRAMENTO,
- 13 LOS ANGELES, SAN DIEGO & FRESNO. SEE PAGE 5
THIS ISSUE.

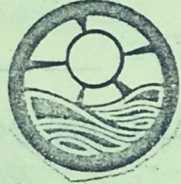
SEPT. 17 - CAL SEIA BOARD OF DIRECTORS MEETING, SAN FRANCISCO.
PLACE TO BE ANNOUNCED.

PLACE AN AD: 2 X 2 - \$30.00 Monthly
2 X 4 - \$40.00 Monthly

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CONTACT: Ms. Aggie James, Executive Vice President
California Solar Energy Industries Association
926 Jay Street, Suite 820
Sacramento, CA 95814 (916) 443-1877

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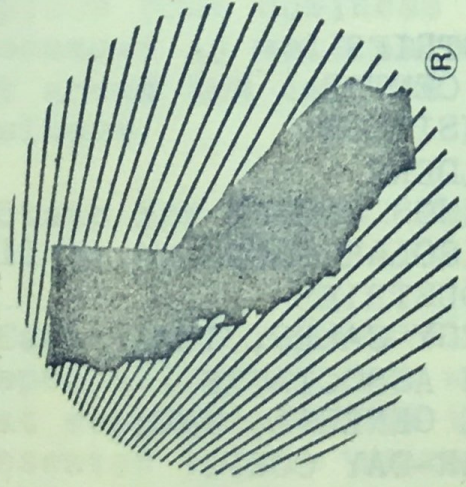
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Bella...
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SOLAR...
SOLAR...
SOLAR...
SOUTHWEST...
LENOX...
SOLAR...
L. D...
RELATION...
REDS...
DELITTS

CALISEIA PUBLIC RELATIONS

Recently we kicked-off the
CALISEIA Public Relations Cam-
paign and it is now in full swing.
The new Association Brochure for
our members will be ready
by the end of July.

The firm of Hoelter-Amidat is
in the process of putting up
a new CALISEIA website and
this type of exposure for
our industry is something we have
been needing for a long time and
we hope members to submit your
names to Hoelter-Amidat. The firm
also requested that members of
CALISEIA send company brochures
to their office in San Francisco
that they may become better
acquainted with your activities.
Solar! Send your material to
Karl Rosen, Hoelter-Amidat
Public Relations, 428 Pacific
Avenue, San Francisco, CA 94133.

Many members have already
responded to our request for
help for this worthwhile project.
Without everyone's help
we will not be able to provide