

March, 1979

# CAL SEIA

## SOLAR ENERGY INDUSTRY REPORT

### CAL SEIA BOARD VACANCIES FILLED

Richard Blumenthal and Don Olson were unanimously elected to fill the vacancies on the CAL SEIA Board of Directors.

Mr. Blumenthal is past-president of the Plumbing-Heating & Cooling Contractors of California and past-president of the PHCC of Southern California. Mr. Blumenthal is with Clarke Mechanical, Inc., in Long Beach, and is a pioneer in solar heating.

Mr. Olson is owner-manager of Trendsetter Industries in Sacramento. He is a licensed professional mechanical engineer, licensed general contractor & licensed mechanical contractor. Mr. Olson's company is a manufacturer's representative and wholesale distributor for solar energy equipment.

Mr. Olson and Mr. Blumenthal formally took their seats on the Board on March 5, 1979 at the Sacramento meeting of the Board.

### MIKE BOYLSON ELECTED SECRETARY OF CAL SEIA

At the March 5th Board of Directors meeting in Sacramento, Mike Boylson was unanimously elected to serve as Secretary of the Association to fill the vacancy created by the resignation of Mike Donaldson. Mr. Boylson will also serve as CAL SEIA Parliamentarian.

Until February 28th, Mr. Boylson had served as Interim Program Director of the CAL SEAL Program.

CONGRATULATIONS TO RICHARD,  
DON AND MIKE!

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### CAL SEIA BOARD VOTES TO ADOPT SEIA'S COLLECTOR RATING, LABELING AND CERTIFICATION PROGRAM

The CAL SEIA Board, at its recent meeting in Sacramento, voted to support and encourage universal adoption of SEIA's Collector Rating, Labeling & Certification Program while at the same time asking the California Energy Commission to drop the



CONTRACTORS SOLAR LICENSE UPDATE

As reported in our April Industry Report, CAL SEIA asked for a meeting with the Contractor's State Licensing Board regarding the issue of the SC-44 supplemental Solar license.

As we go to print, Paul Bevens, CAL SEIA President, will attend a meeting on April 26 in San Diego of the CSLB.

Other members of CAL SEIA will also be present to explain the position of the Association and ask for full hearings on the

subject. We will keep all members informed of our progress and dates of any future hearings.

We would like to thank all members who have given us written testimony on this issue. Your ideas, comments and views are greatly appreciated.

WARRANTY REQUIREMENTS ON PUMPS & CONTROLLERS - UPDATE

The Energy Commission's Solar Implementation Committee has been holding public hearings in Sacramento in the last few weeks taking testimony on Commissioner Ron Doctor's Interim Committee Report asking for three year warranties on pumps and controllers.

Obviously, there is no reasonable justification for requiring a three-year parts and labor warranty for pumps and controllers. Many CAL SEIA members responded to our request for letters and telegrams to Commissioner Doctor and the other Commissioners. CAL SEIA members Paul Bevens, Jerry Cook, Don Olson, Mike Boylson & Bob Selinger all testified on behalf of our position.

The full Commission is expected to vote on this proposal at the May 16 meeting in Sacramento. This is not a firm date - we are all familiar with the Energy Commission changing dates at the last minute. Whenever the meeting takes place, you may be sure that CAL SEIA will be there representing the industry.

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3.

SOLARCAL  
OFFICE ANNOUN-  
CES BUSINESS  
ASSISTANCE  
PROGRAM

As of March 1, 1979 solar companies will get a helping hand from the SolarCal Office's Business Assistance Program, part of the Brown Administration's effort to develop solar energy as an important part of California's energy supply

As an aid to the growing number of businesses in California which manufacture, market, design, install, and service solar systems, the SolarCal Office will provide information to the solar industry on all state and federal (Small Business Administration) loan programs for new and expanding small businesses, and in turn will act as a source of information on the solar industry for lending agencies.

The Business Assistance Program will keep the solar industry informed about state and federal regulations affecting business operations, particularly changes in state and federal tax credit regulations. Designated by Governor Brown to be the focal point with state government for the commercial development of solar energy, the SolarCal Office works with other state agencies to make sure that regulations on the

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solar industry are clear and necessary, and not burdensome.

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Assistance Program will continue the SolarCal Office's Homebuilders' Initiative, encouraging homebuilders to incorporate solar water heating and passive design features in 10% of all new residences, through information programs, permit assistance, mediation of conflicts with local building officials, and special awards to builders using solar heating systems. The Business Assistance Program will encourage individual purchasers of solar energy systems by working with lenders to create new and better loan programs for consumers and more attractive financing for commercial applications of solar energy.

State facilities are another important possible market for solar energy systems, and the SolarCal Business Assistance Program will work with state procurement agencies to inform the solar industry of all forthcoming state purchasers of solar energy systems and ensure that these projects are open to bids from all qualified companies.

Information may be obtained from Jerry Yudelson, Director SolarCal Office, 921 10th St., Sacto 95814



## SOLAR SEMINARS SET FOR AUGUST

The seminars for the new solar business person, held in February were such a huge success that SEIA has scheduled another series for August.

The one day seminars are specially designed for persons who own or manage small solar businesses or who intend to open a solar business. At the workshops you will learn important survival techniques and discover specific ways to improve your business and get ahead. The courses will be taught by seasoned professionals in business finance, law, management, and advertising, people who know what works.

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.

The seminars will be held in Oakland, August 6; Sacramento, August 7; Los Angeles, August 9; San Diego, August 10; and Fresno, August 13. Hotels where the seminars will be held in each of these cities will be announced in our next newsletter. However, if you wish to register early, please fill out the form on page five (5) and you will be notified of the location.

Advance registration only, space is limited. Cost per seminar is \$35.00 per person and includes workbook, lunch and coffee breaks. Each seminar will begin at 8:30 a.m. and end at 4:30 p.m.

## PG&E ENERGY CONFERENCE

4.8

PG&E will hold an energy conference in Bakersfield May 18 and 19 at the Bakersfield College.

John Blake, CAL SEIA Vice-President will be a featured speaker at the conference on behalf of CAL SEIA.

The conference will be geared toward conservation and special emphasis on solar.

Contact: Leland Castro,  
PG&E, P.O. Bin 319, Bakersfield,  
CA 93302 - (805) 327-9561 ext.65

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5. SOLAR EDUCATION PUBLICATIONS

REGISTRATION FORM

A new Solar Energy Education Packet for Elementary & Secondary Students is an interdisciplinary selection of solar activities, reading lesson & background materials about all forms of renewable resources -- sun, wind, water and biomass. Over 25 simple student projects demonstrate solar energy at work. Projects and lesson on concepts & application. The packet also includes a comprehensive, annotated bibliography of K-12 solar publications. This is a first of its kind, highlighting strictly solar educational materials.

(Continued Page 6.)

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

Signature: \_\_\_\_\_

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Solar Tax Credit Information  
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- IRS: (800) 242-4500 (from A/C's 213,714,805)
  - A) (800) 772-2345 (fm 209,408,707,916,415)
  - FTB: (800) 852-5711 (from A/C's 213,714,805)
  - (800) 852-7050 (fm 209,408,707,916,415)
  - (916) 355-0370 (fm Sacto, out-of-State)
  - CEC: (800) 852-7516 (Energy Comm. Info. Ofce)
  - (916) 920-6019 (CEC Solar Office)
  - DCA: (800) 952-5567 (DCA/CSLB "Solar Hot Line")
  - (916) 322-7516 (from Sacramento only)
  - DOE: (800) 424-9246 (Dept. of Energy, Wash DC)
  - NSC: (800) 523-2929 (Nat'l Solar Heating and Cooling Info. Center, PA)
- \* \* \* \* \*

Unfortunately, none of the above are likely to tell you what you really need to know: How to interface the State & Federal credits on multi-use & multi-function systems; How to maximize (in some cases more than double) the credits; How to keep out of trouble with the IRS & FTB.

For PROFESSIONAL help with your tax credit questions & problems, call Mike Boylson at

SC<sup>2</sup>: (916) 474-3521 / 347-5140.

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"CAL SEAL labels are expected to begin appearing on installed solar systems by May 1st," said Ms. Aggie James, representative of CAL SEIA at the solar press conference held April 19 in the Capitol. The event highlighted the CAL SEAL Program which was hailed as a first-in-the-nation program for purchasers of solar energy systems. "CAL SEAL is designed to boost confidence in solar energy and therefore increase solar revenues in the state," explained John Holland, CAL SEAL Director. The press conference was well covered by the media and requests and applications for installer registration have increased measurably.

The CAL SEAL #1 award is scheduled to be publicized by CAL SEIA when the installation forms are completed. CAL SEAL Installers who have joined CAL SEAL since the opening of registration in February will be eligible to receive the Golden Award on one of their installed systems. For information contact the CAL SEAL Program Office in Sacramento.

(continued from page 5)

Solar Energy Education Packet for Elementary & Secondary Students may be ordered for \$3.75 plus 15% postage and handling. Solar Energy Education Bibliography for Elementary, Secondary & College Students is \$2.50 plus 15% postage and handling. Both items may be ordered from Center for Renewable Resources, 1028 Connecticut Ave., N.W., Washington, D.C. 20036. Checks should be made payable to "Sundries".



7.

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IF YOU AREN'T ALREADY A MEMBER  
OF CAL SEIA - JOIN NOW!!

MEMBERSHIP APPLICATION ON PAGE  
TEN OF THIS ISSUE.

SOLAR LEGISLATION

SB 16 (Roberti) Creates the "State Assistance Fund for Energy" California Business & Industrial Development Corporation" (SAFE BIDCO). SAFE BIDCO would be authorized to make loans to two types of small businesses: (1) Small businesses in the alternative energy industry (manufacturers, wholesalers, retailers, installers, designers, etc.); and (2) Small businesses seeking to install an alternative energy system for use in their commercial operations. Passed the Senate Energy & Public Utilities Committee 4/24/79 on vote 6 - 2.

SB 566 (Rains) Authorizes interest-bearing loans to be made from the continuously appropriated Solar-Energy Revolving Loan Fund to local agencies or non-profit corporations operating or developing housing for persons and families of low and moderate income, as specified in the bill, limited to costs related to such solar systems, as specified, and subject to specified repayment guidelines. Passed the Senate Energy & Public Utilities Committee 4/24/79 Unanimously.

SB 946 (Sieroty) Would prohibit the issuance of a permit for a swimming pool with a heating system built on a residential building site after July 1, 1980, unless the heating system included a solar energy system which would provide at least 50% of the energy requirements from May 1 to October 1. The bill would authorize the granting of an exemption from such requirements under specified conditions. Set for hearing in the Senate Energy & Public Utilities Committee for May 8.

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## SOLAR LEGISLATION (CONTINUED)

ACA 46 (Hayes) would authorize the Legislature to provide for the issuance of revenue bonds for financing the acquisition, construction, and installation of alternative energy source facilities. No hearing date set.

## KUDOS AND THANKS

Don Olson, President of Trendsetter Industries of Sacramento and Terrill Buffum, President of Alten Corporation of Mountain View were instrumental in helping to get Senate Bill 16 out of committee. Both members of CAL SEIA were in Sacramento April 24 to appear with Ms. James and offer testimony on behalf of the small solar businessperson

8.

before the Senate Committee on Energy and Public Utilities. Thanks Don & Terry!!

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## UTILITY CONSERVATION PLAN

California utilities may find energy conservation and alternative energy sources as economically attractive as the development of new power plants if the PUC implements a plan currently under study, Assembly Speaker Leo T. McCarthy said in a press release dated April 19, 1979.

McCarthy released a letter urging the Commission to speed up its investigation of the plan and letters to California utility companies requesting their cooperation. The plan has been under discussion for two years and under formal study by the PUC since last September.

"Preliminary findings have been highly encouraging," McCarthy said. "They indicate that fully implementing the proposal would slow the growth of future electricity demands, and thus dramatically reduce the need for new power plants.

"Consumers would face significantly smaller rate increases in the future and actually would use less electricity without the financial burden of installing energy-saving devices."

Basically, the plan would allow utilities to include the cost of installing energy conservation



9. UTILITY CONSERVATION PLAN (Cont)

and solar energy devices in monthly rates paid by consumers in their service area. The utility would maintain its current rate of profit allowed by the PUC and rate increases passed onto consumers would be significantly lower than those required to finance new power plants.

Under the plan, a utility seeking a rate increase to build new power sources must complete a comparative analysis of all alternatives, including conservation and solar energy, to determine the most economically feasible approach.

In practice, the plan would apply generally to solar hardware,

insulation materials and energy-efficient major appliances.

A utility would arrange and pay for the installation of solar systems and insulation, spreading the cost and profit margin over its entire rate base. The hardware and insulation would become "fixtures" of the property, to remain in place regardless of ownership transfer.

The utility also would subsidize purchase of the most efficient models of large appliances, mainly refrigerators and air conditioners. This could take the form of partial cash rebates to purchasers who select models which use the least electricity. Again, the utility's cost would be spread among its customers.

Despite these added costs, studies indicate that utility bills actually would be lower than if the company had chosen to build major new power plants instead of promoting conservation.

"Under our current system, there is absolutely no economic incentive for utilities to encourage conservation or invest in alternative solutions to meet future energy needs," McCarthy said.

"If this plan is as good as it seems, and offers financial benefits for both the public and the utilities, we should know it now, before we approve new power plants we don't need."

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CALIFORNIA PASSIVE SOLAR DESIGN  
COMPETITION

A reminder to those of you who are builders, architects, or designers that the California Passive Solar Design Competition is underway.

There are numerous opportunities to win an award for your designs, including cash prizes of \$5,000 and \$2,000 for first and second place award winners in each of six climate zones in California. If you are a builder or a designer (or both), and have a passive solar design for either a single family or multi-family residence, we encourage you to enter the competition.

You can do so by completing a registration form and sending it to the competition secretary. It must be postmarked by April 9, 1979, no later than 5:00 p.m. All registered entrants will receive

a manual providing detailed information for submitting an entry. 10.

Please Note: Only California residents may enter.

If you would like more information about the competition, just drop a note to Mr. Bob Judd, Director, Office of Appropriate Technology, 1530 Tenth Street, Sacramento, CA 95814.

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KNOW YOUR BOARD AND OFFICERS

Paul Bevens - President  
John Blake - Vice President  
Mike Boylson - Secretary  
Jay McLaughlin - Treasurer

Jerry Cook - Past President  
Walt Hays - Legal Counsel

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Brian Langston  
David Laudig  
Don Olson  
Peter Sardagna  
Ying Yu

Aggie James - Executive Vice  
President



## DATES TO REMEMBER

- March 30-31: Solar Energy for Buildings, Houses and Pools, Auditorium, Lawrence Hall of Science, UC Berkeley
- April 21 : Wind Energy - History, present status and future needs: 166 Barrows Hall, UC Berkeley Campus
- May 11-15 : SEIA NATIONAL SOLAR HEATING & COOLING WORKSHOPS & PRODUCT EXHIBIT: Convention Center, Anaheim, California - Contact: SEIA, Suite 800, 1001 Connecticut Ave., N.W., Washington, DC 20036
- June 11 : CAL SEIA BOARD OF DIRECTORS MEETING - ORANGE COUNTY (To be announced)
- 

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CONTACT: Ms. Aggie James, Executive Vice-President  
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