

MAY 1979

# CAL SEIA

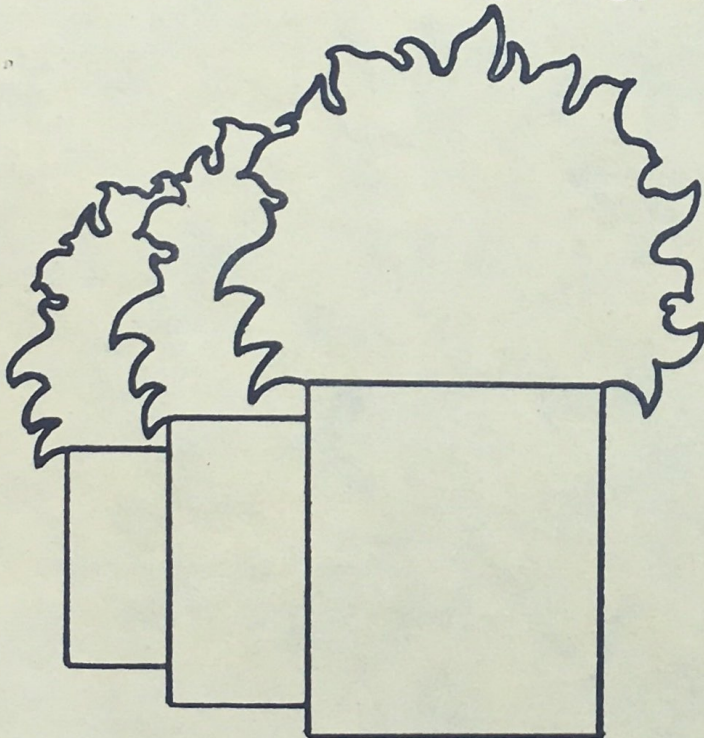
## SOLAR ENERGY INDUSTRY REPORT

### CALIFORNIA WELCOMES SOLAR UPRISING '79!

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## SOLAR UPRISING '79



**National Solar Heating & Cooling  
Workshops & Product Exhibit  
May 11-15, 1979**

**Anaheim Convention Center  
Anaheim, California**

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JoAnne Bard, Director of Meetings, SEIA, informs us that more booths have been sold for SOLAR UPRISING '79 and more solar business people are expected to attend the Anaheim meeting than in the past.

SEIA is offering a concentrated 2 1/2 day "Installation School" plus comprehensive industry update dealing with everything from Sales Techniques, Business Management, Sources of Financing, Application of Solar Tax Credits, SEIA's Collector Rating & Labeling Program, The Building Contractor's Role in Solar and much more.

This, plus THE EXHIBIT. Over 150 companies will be exhibiting from the following: collectors, piping, controls, tanks, glazing, glass, plastics, fluids, metal fabricators, test facilities & More.

**WE ENCOURAGE ALL CAL SEIA &  
NON CAL SEIA MEMBERS TO ATTEND!**

How did this intolerable situation come about? If you will recall, about a year ago I and other members of CAL SEIA attended and testified at Public Hearings held by CSLB to discuss the need for a Solar License. The Solar Industry was indeed a minority representing this issue. The hearings were literally packed with members and lobbyists from the Sheetmetal Workers and Plumbing Trades who sent one after another before the Board to explain that solar was merely an extension of their existing trade knowledge and no special knowledge of training is needed ...."after all, we were installing solar systems 50 years ago."

The preponderance of evidence overwhelmed the Board and the

Supplemental only classification was born.

CAL SEIA's position on this issue continues to be that CSLB should establish a Primary Solar Contractors Classification which will allow a Solar Contractor to install all solar systems.


I have recently written to Mr. Mel Cooper, Registrar of Contractors in Sacramento asking for a meeting with him regarding this problem. I shall again request hearings on the subject.

Through this letter, I am requesting that those members of CAL SEIA who are interested and are willing to testify on behalf of a Primary Solar License, correspond with the CAL SEIA office in Sacramento immediately giving your points of view and written testimony. I would like to see a show of force from the industry on this issue should it go to hearings. This matter has far reaching ramifications for you and for the industry.

If you have any questions regarding this position, you may write to me directly at Familian Corporation, 7651 Woodman Ave., Van Nuys, CA 91402 or call CAL SEIA in Sacramento and Ms. James will keep you up-to-date.

Paul Bevens, Pres.  
CAL SEIA

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REGIONAL MEETING to be held on April 26th at 7:30 p.m. - Dept. of Water & Power, 111 No. Hope St., Los Angeles.



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(213) 770-1756

### 3. DEPUTY UNDER-SECRETARY OF ENERGY VISITS CALIFORNIA

Jackson S. Gouraud, Deputy Under-Secretary of Energy and senior marketing officer of the Department, was in California on March 22 and 23 visiting with CAL SEIA members in order to get a view of the industry and where it is going in our State.

Mr. Gouraud has among his principal responsibilities the commercialization of all alternative energy sources and techniques and the educating of the American public about the reality and seriousness of the energy problems.

CAL SEIA members met in San Diego for lunch with Mr. Gouraud and reported to him that solar was gaining in their area and that business was good.

Mr. Gouraud then flew to Los Angeles where he met with members of the Board of CAL SEIA. Mr. Gouraud mentioned that he had been in Florida, New Mexico, and Arizona before arriving in California and had met with the solar industry in those states also. He mentioned that his meeting in San Diego was the first "upbeat" meeting he had had with the solar industry and felt the same about his meeting with the CAL SEIA members who met with him in Los Angeles.

The Under-Secretary mentioned that there is \$800 million in the DOE budget for alternative energy and that they believe that a major marketing thrust with more good press was one of

the main purposes of his job. He said that he is working with the National SEIA in this regard.

Mr. Gouraud said that he considers the State of California to be the trendsetter in the solar business.

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### MEMBERS OF CAL SEIA GETTING THE WORD OUT ABOUT THE SOLAR INDUSTRY

CAL SEIA members are more and more being asked to speak to diverse groups on many aspects of solar.

Mike Boylson, in one twenty-four hour period, spoke at a PG&E meeting in Stockton on CAL SEIA, CAL SEAL and the Tax Credits; to a group of CPS's

## **Familian has SOLAR!**

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

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

(213) 786-9720 or 873-5050



**Familian Pipe & Supply Co., inc.**

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Superior California Solar Consultants (SC<sup>2</sup>)  
announces TWO UNIQUE NEW SOLAR SERVICES:

Solar Tax Credit Return Preparation  
(State & Federal, Original or Amended)  
and Solar Tax Credit Counseling.

If you or your client filed for the Solar Tax Credits,  
Did you claim the MAXIMUM amount to which  
you were fully entitled?

Was the claim filed RIGHT?

Our analysis indicates that many (if not most) solar  
returns filed by Californians are likely to:

- OVERCLAIM the credit in ways that demand the attention of both the IRS and the FTB, and
- UNDERCLAIM what could, with counseling, have been a substantial net increase in the credit.

And BOTH errors can occur on the SAME return!

The tax credit provisions are complicated. And, although tied together by statute, the State and Federal credits do not readily interface.

Yet the tax credits directly affect the "efficiency" of a system: If you miss a 20% credit, your system will have to be 25% more efficient to get the same "BTU's per Buck!"

SC<sup>2</sup> is prepared to handle your solar tax credit forms promptly, efficiently and correctly. And we are prepared to provide you with the tax credit advice you need before installation, so that you can optimize the system's "cost-effectiveness."

If we can be of service, or for more information, write:

SC<sup>2</sup> (Superior California Solar Consultants)  
Alfalfa Hill, Mantion, CA 96059 (916) 474-3521/  
347-5140

SC<sup>2</sup>--an older solar company with a new name--is proud to be

--A Founding Member of CAL SEIA--

program which asks the listeners to call in with questions to the guest of the day. Mr. Duncan was made aware by the questions asked that most people who called in did not think that solar was 'here now,' that is was still in the technical stages.

"This points up the need even more in my mind," said Mr. Duncan, "of the need for a statewide public relations campaign on behalf of the industry."

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WORKSHOP ON SOLAR ENERGY LAW

The Solar Energy Subcommittee of the Electric Power Committee of the American Bar Association's Natural Resources Law Section announces its workshop on Solar Energy Law. The workshop will be held at the Sheraton Carlton Hotel in Washington, D.C., on Tues-

day, April 17, 1979, and will run from 9 a.m. to 4:30 p.m.

The workshop will focus on legal issues of interest to practitioners dealing with real estate matters, utilities, manufacturing product liability, warranties and other trade regulation matters. If you are interested you may contact ABA at 1155 East 60th St., Chicago, ILL. 60637. \$40.00 fee.

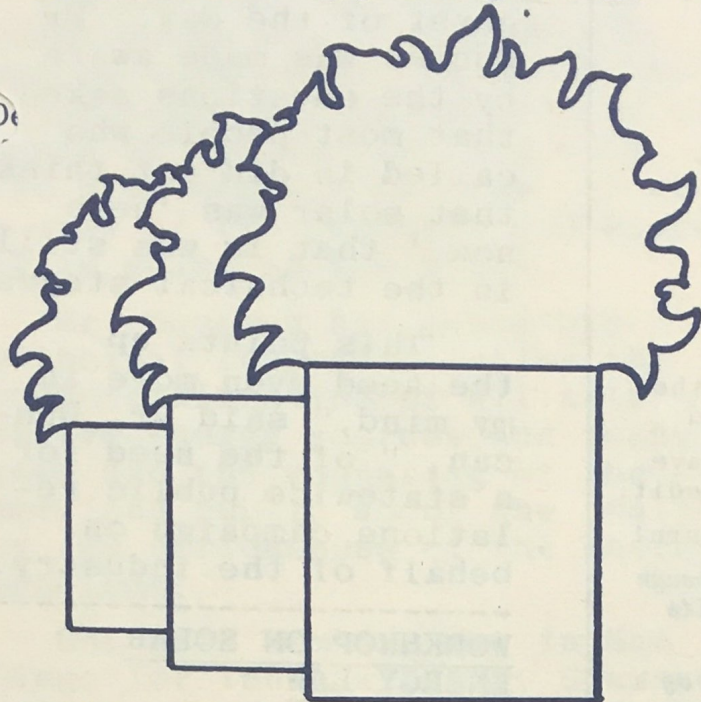
and tax accountants in Chico; and to the Shingleton Homeowners Assn.

Dick Duncan of Sun Ray Solar Systems spoke and represented CAL SEIA on the Lee Kirk Talk of the Town Show in Sacramento on March 12. Dick said that more than ever after this one talk show he feels that the problems facing the solar industry are not so much that of financing but that of marketing.

Talk of the Town is a radio

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# SOLAR UPRISING '79



**National Solar Heating & Cooling  
Workshops & Product Exhibit  
May 11-15, 1979  
Anaheim Convention Center  
Anaheim, California**

sponsored by the  
**SOLAR ENERGY INDUSTRIES ASSOCIATION**  
with the cooperation of  
**California Solar Energy  
Industries Association**

**OFFERING A CONCENTRATED 2½ DAY  
"INSTALLATION SCHOOL"...**

**PLUS ...**

**COMPREHENSIVE INDUSTRY UPDATE  
DEALING WITH ...**

Sales Techniques  
Business Management  
Sources of Financing  
Application of Solar Tax Credits  
Building Codes and Regulations  
SEIA's Collector Rating & Labeling Program  
The Building Contractor's Role in Solar  
Materials Applications

**THE EXHIBIT...**

Over 150 companies will be exhibiting from the following industries: collectors, piping, controls, tanks, glazings, glass, plastics, fluids, metal fabricators, test facilities, and more.

For additional information, contact:

**JoAnne Bard, Dir. of Meetings, SEIA**  
1001 Connecticut Avenue, N.W., Suite 800  
Washington, D.C. 20036  
(202) 293-2981

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## CAL SEIA MEMBERSHIP

As Chairman of the Membership Committee, I feel that it is most important at this time for CAL SEIA members to recruit new members for the Association in light of the work we have ahead of us in 1979-80.

As you know, CAL SEIA plans to actively fight for a Solar Contractor's License, is on top of every issue from warranties to tax credit guidelines changes at the Energy Commission, is following major solar legislation, working on a Public Relations campaign for the industry, has

provided an installers warranty program and is working with the National SEIA on Certification, Labeling and Testing.

We are also providing seminars to the new solar business person and will be holding seminars later this year on marketing techniques for the industry.

These reasons and many more are why you should recruit a new member today. Please use the application (opposite page).

**FRANK AMES**  
Membership Chairman

IF YOU HAVE ANY COMMERCIAL INTEREST IN THE SOLAR INDUSTRY  
JOIN CAL SEIA NOW!!

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Detach and mail - please print or type

CAL SEIA Membership Committee  
Frank B. Ames, Chairman  
926 Jay Street, Suite 820  
Sacramento, CA 95814

Phone: (916) 443-1877

Yes, I want to become a member of CAL SEIA. Enclosed is my check  
for \$75.00 \_\_\_\_\_ \$150.00 \_\_\_\_\_ \$300.00 \_\_\_\_\_ to cover my yearly dues.

Company Name \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_ Business Phone ( ) \_\_\_\_\_

I am a current S.E.I.A. Member. Yes \_\_\_ No \_\_\_

Please mark the categories that describe your solar business.

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

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CAL SEIA MEMBERSHIP DUES STRUCTURE:

- \$75.00 per year - Installers, Engineers, Architects, Consultants, Contractors, etc.
- \$150.00 per year - Manufacturers, Wholesalers, Distributors (including companies involved in above category)
- \$300.00 per year - Manufacturers receiving \$250,000 in revenue per year from the sale of solar equipment in California.

## 7. SOLAR LEGISLATION

Senator Alan Sieroty, D-Los Angeles, has introduced Senate Bill 946 which would mandate that residential swimming pools constructed after July 1, 1980, get at least half of their heating requirements from solar energy.

Exemptions would be made for applicants who could show a solar energy system would not be cost efficient in the long run or where restrictions on the sunlight available made the system unfeasible.

Senator Sieroty said that this measure was aimed at encouraging conservation of energy.

## STAFF CHANGES AT CAL SEIA

Doreen Wells, who has been on our Sacramento staff since August of 1978, is leaving us to take a position in management with the Government. Doreen will be missed by all who have had the opportunity to work with her. She has been a great worker and supporter of CAL SEIA and has virtually been my right-hand in the office.

Taking Doreen's place will be Alice Tamburello. Alice comes from New Orleans and is highly qualified for the position of secretary. I hope that all of you will welcome her as you make contact.

We have also hired Mr. John Holland as CAL SEAL Director. John will officially begin his duties on April 1st. John has an M.A. from the University of Santa Barbara and a B.A. from the University of Montana. During his career, he oversaw construction of two passive solar heated buildings in Georgia. John is very busy bringing himself up-to-speed on the CAL SEAL Program.

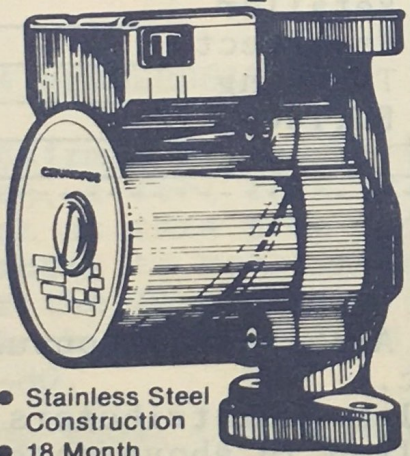
### CAL SEIA STAFF

Aggie James, Exec. Vice President  
John Holland, CAL SEAL Director  
Carol Smith, Asst. CAL SEAL Dir.  
Alice Tamburello, Secretary  
Deanna Maddy, Part-time Secretary

PLEASE CALL US IF WE CAN BE OF ASSISTANCE TO YOU!

AGGIE JAMES

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- 18 Month Warranty
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HOME SAVINGS & LOAN ADOPTS SAN  
DIEGO S&L SOLAR LOAN PROGRAM

Peter Sardagna (San Diego Savings & Loan) CAL SEIA Board member reports that Home Savings & Loan (largest S & L in the United States) has formally come out with a program modeled after the solar loan program provided by San Diego Savings & Loan.

This is a big step for the solar industry and the consumer! Home hopes to have their brochure on the program out within a couple of weeks.

Mr. Sardagna is working with other savings and loans to provide the same type of program to their customers.

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NEW CAL SEIA MEMBERS

CAL-PACIFIC ENERGY SYSTEMS, INC.  
REED'S SOLAR-DAY CORPORATION  
ENERGY CONSERVATION, INC.  
PACIFIC STATES SOLAR ENGINEERING  
D & S PLUMBING  
CAL SOLAR  
THE THOMAS GROUP  
GROVE ELECTRIC  
THE GLUCK COMPANY  
CALIFORNIA SUN SYSTEMS  
ALPHA-OMEGA SOLAR  
HARMAN PUMP CO.-HARMAN SOLAR  
DON LEWIS ASSOCIATES

WELCOME TO CAL SEIA!!

GOVERNMENTAL AFFAIRS COMMITTEE

Don Olson, Chairman of CAL SEIA Governmental Affairs Committee announced that a meeting of his committee will take place on Saturday, April 21st at 10:00 a.m. in Sacramento at the CAL SEIA offices.

On the agenda to be discussed is the Solar Contractor License issue, extension of the 55% tax credit, solar financing and legislation relating to solar.

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INDUSTRY/UTILITY COMMITTEE

Meeting will be held on April 24th at the Holiday Inn in Long Beach at 10:00 a.m.

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## 9. VIC Conserve-A-Rama

VIC Conserve-A-Rama, billed as a Vocational, Industrial & Cultural Fair, will be held May 18, 19 & 20th at the Napa Town and Country Fairgrounds.

Exhibitors interested in participating should contact H.F. McGruder, 575 3rd St., Napa, CA 94558 (707) 224-7951.

Fair will be free to the public.

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

## CAL SEIA MEMBERSHIP TRIPLES IN LESS THAN A YEAR

Less than a year ago the membership in CAL SEIA was only 55. Today, as we go to print our membership has soared to over 185. 11

The following is a breakdown of the membership:

* Manufacturers	50
* Distributors & Manuf. Representatives	39
* Installers	57
* Engineers, Architects Consultants, etc.	31
* Utilities	5
* Financial Institutions	3

We encourage anyone with a commercial interest in the solar industry to join CAL SEIA and become active on one or more of our many committees listed below:

Ethics Committee  
Governmental Affairs Committee  
Industry Statistics & Data Committee  
Industry/Utility Committee  
Installers Committee  
Membership Committee  
Other Alternative Energy Systems Committee  
Public Relations Committee  
Shows & Exhibits Committee  
Standards, Certifications & Testing Committee  
Warranties, Service Agreements & Insurance Committee

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Pat. Pending

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Calif. residents add 6% sales tax. Specify nearest even latitude. Informative brochure included. Tripod not included.  
Allow 4 weeks delivery. Money Back Guarantee

IF YOU HAVE ANY COMMERCIAL INTEREST IN THE SOLAR INDUSTRY  
JOIN CAL SEIA NOW!!

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Detach and mail - please print or type

CAL SEIA Membership Committee  
Frank B. Ames, Chairman  
926 Jay Street, Suite 820  
Sacramento, CA 95814

Phone: (916) 443-1877

Yes, I want to become a member of CAL SEIA. Enclosed is my check  
for \$75.00 \_\_\_\_\_ \$150.00 \_\_\_\_\_ \$300.00 \_\_\_\_\_ to cover my yearly dues.

Company Name \_\_\_\_\_

Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_ Business Phone ( ) \_\_\_\_\_

I am a current S.E.I.A. Member. Yes \_\_\_ No \_\_\_

Please mark the categories that describe your solar business.

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

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- \$150.00 per year - Manufacturers, Wholesalers, Distributors (including companies involved in above category)
- \$300.00 per year - Manufacturers receiving \$250,000 in revenue per year from the sale of solar equipment in California.

DATES TO REMEMBER

- MAY 11 - SEIA National Solar Heating and Cooling Workshops &  
15 Product Exhibit: Convention Center Anaheim
- JUNE 11 - CAL SEIA BOARD OF DIRECTORS MEETING - REGISTRY HOTEL  
AT ORANGE COUNTY AIRPORT 9:00 a.m. (1)
- AUG. 6 - CAL SEIA SOLAR SEMINARS: OAKLAND, SACRAMENTO, LOS  
13 ANGELES, SAN DIEGO & FRESNO. SEE PAGE 4 THIS ISSUE.

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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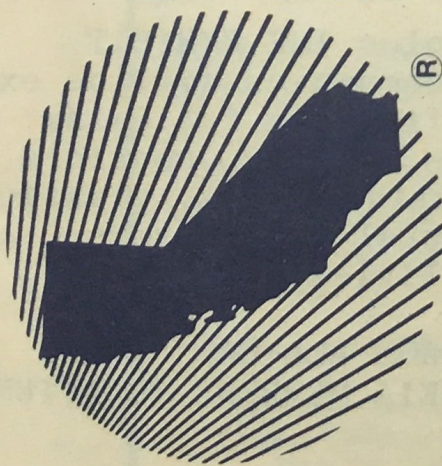
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*[Faint, mirrored text from the reverse side of the page, including "CAL STATE", "SOLAR ENERGY INDUSTRIES ASSN", and "SOLAR UPRIISING 79" visible through the paper.]*