

SOLAR ENERGY INDUSTRY REPORT

CAL SEIA/CEC/SBA SEMINARS

The joint CAL SEIA/CEC/SBA seminars for the new solar business person are being filled rapidly. As we go to print, we still have some room in the San Diego workshop for February 27th and can handle more for the workshops in Oakland and Sacramento.

The preliminary agendas for these seminars promises a full day for those who register. The courses will be taught by seasoned professionals in business, finance, law, management and advertising. Each participant will receive a specially designed workbook that supplements the information presented in the course. The workbook will be a valuable resource for future business reference.

The seminars are being held on February 23 - Red Lion Inn, Sacramento; February 22 - Hyatt Inn, Oakland Airport; February 26 - Biltmore, Los Angeles; and February 27 - Sheraton Harbor Island Hotel, San Diego.

Each seminar will begin at 8:30 a.m. and end at 4:30 p.m. Cost per seminar is \$25.00 per person/advance registration. Fee includes workbook, lunch and coffee breaks.

CAL SEIA members Dick Duncan and Walt Hays will take part in the Sacramento and Oakland seminars and Paul Bevens and Mike Donaldson will participate in the Los Angeles and San Diego program.

Tom Williams, California Energy Commission, will be present at all four workshops to explain the State and Federal Solar Tax Credits.

Also participating in all four workshops will be Kathryn Ramsay of the Department of Consumer Affairs. The Small Business Administration will also be represented along with Jerry Yudelson of the SolarCal Office in Sacramento.

Please use the form opposite to register. Space is limited.

SORRY - THE LOS ANGELES SEMINAR IS FILLED.

CAL SEIA BOARD OF DIRECTORS MEETING

The next CAL SEIA Board Meeting will be held March 5, in Sacramento at 926 Jay Street, 2nd Floor Conference Room. The meeting will begin at 9:00 a.m. and is open to all CAL SEIA members.

Bob Shinn, Chief, Development Division of the Energy Commission, will address the meeting and discuss the Solar portion of the Energy Commission's budget.

If you plan on attending this meeting, please let staff in Sacramento know so that they may plan accordingly.



Manufacturer of Solar Energy Equipment

WORKING TOGETHER WITH YOU TOWARD ADVANCEMENT AND COMMERCIALIZATION OF SOLAR ENERGY THROUGHOUT THE NATION.

Member SEIA CALSEIA

1957 West 144th Street
Gardena, California 90249
(213) 770-1756

REGISTRATION FORM

ENERGY COMMISSION/CAL SEIA SOLAR SEMINAR (Please Print)

NAME _____

HOME PHONE () _____

COMPANY NAME _____

ADDRESS _____

STATE _____ ZIP _____ BUSINESS PHONE () _____

CITY _____

Please enroll me in the Energy Commission/CAL SEIA Solar Seminar in San Francisco, San Diego Enclosed Sacramento for \$25.00. I understand that this registration fee includes is my check for \$25.00. I understand that this registration fee includes instructional costs, workbook, coffee breaks and lunch. PLEASE MAKE CHECKS PAYABLE TO CAL SEIA. Forward registration form to: CAL SEIA 926 J Street, Suite 820, Sacramento, California 95814.

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

Signature: _____

REGISTRATION FORM

3.

YMCA LOOKING TO SERVE AS
A SOLAR TESTING LOCATION

CAL SEIA has been contacted by the W. Contra Costa YMCA in the hopes of serving as a testing location for new technology in the solar heating field for space, pool, and/or hot water applications. Their interest is naturally related to free or reduced cost for the purchase and installation of the equipment.

The West Contra Costa YMCA operates two facilities - one in Richmond and the other in Pinole.

Any company interested in this opportunity should contact:

Mr. Ken Stein
Executive Director
W. Contra Costa YMCA
3230 MacDonald Avenue
Richmond, CA 94804
(415) 234-1270

CAL SEIA WARRANTY PROGRAM IN
FULL SWING

CAL SEIA members interested in participating in the Warranty Assurance Program should contact Douglas Koch, Garrett G. Steinbeck Co., 7120 Hayvenhurst Ave., Suite 309, Van Nuys, CA 91406. (213) 785-0418.

Installation Warranty Bonds are now being issued at a one-time underwriting set-up fee of \$25.00. The program is open to CAL SEIA members only.

SOLAR ADVERTISING GUIDELINES

A Solar Advertising Guidelines pamphlet is now available. This pamphlet, published by the Department of Consumer Affairs, was developed in cooperation with CAL SEIA and will be beneficial in helping industry members advertise effectively and avoid problems.

CAL SEIA members interested in receiving a copy of this informative pamphlet should contact CAL SEIA headquarters in Sacramento.

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 Division of Familia corp.

SOLAR SALES & ENGINEERING - Design-build mechanical contractor in San Francisco Bay area needs an experienced individual capable of engineering design, estimating and sales of all types of active solar systems. Must have demonstrated sales and marketing experience. The Company has four years of solar experience in design and installation and desires to increase market penetration. Flexible salary and liberal fringe benefits. Send resume to Buffalow's, Inc.; 1245 Space Park Way, Mtn. View, CA 94043. 415/961-7550.

SOLAR CONSUMER BUYING GUIDELINES

The Solar/Insulation Unit of the Department of Consumer Affairs is in the process of putting together consumer buying guidelines as they relate to the solar industry. DCA has contacted CAL SEIA for help in writing this document. They particularly want input from those of you who are actively installing solar systems, designing them or who are in contact with systems being installed. They would like some basic tips for consumers understanding their system or tips for consumers who are contemplating installation of a system.

Suggested tips should be sent to Kathryn Ramsay, Program Coordinator, DCA, Solar/Insulation Unit, 1020 N Street, Sacramento, CA 95814 (916) 322-5756

CORRECTION!!!!

On Page 13 of the DECEMBER issue of the CAL SEIA newsletter (3rd paragraph-column left) we inadvertently stated that the average solar tax credit for a \$10,000 installation qualifying for the maximum \$2,200 was 18.33%. Actually it should have read 22% not 18.33%.

ARI-SEIA NEWS

Ed Schein was elected to another term as President of the Central Region ARI-SEIA. Steve Bartley was elected Secretary/Treasurer and Bill Segsensi, member at large.

CONGRATULATIONS!!!

CAL SEIA HEADQUARTERS IN SACRAMENTO WILL BE CLOSED ON MONDAY, FEBRUARY 19TH IN OBSERVANCE OF WASHINGTON'S BIRTHDAY.

5. SOLAR-UPRISING '79

SEIA has developed what will be the most comprehensive and largest national meeting and product display since its inception. SOLAR UPRISING '79, the National Solar Heating & Cooling Workshops and Product Display, will be held at the Anaheim Convention Center May 11-15, 1979. In conjunction with this meeting, the Disneyland Hotel will hold its Grand Opening of their solar tower.

Space for exhibitors is going fast and interested companies should contact Joanne Bard, Director of Meetings & Exhibits for SEIA at Suite 800, 1001 Connecticut Ave., N.W., Washington, D.C. 20036 (202) 293-2981.

ANAHEIM SHOW TO FEATURE
INSTALLERS SCHOOL

In conjunction with SOLAR UPRISING '79 a concentrated two-and-a-half day school in "installation" will be held. The installers Short Course is intended to provide plumbing contractors, HVAC contractors, swimming pool contractors and general contractors, as well as others who are interested in solar, with basic application and installation information in the domestic hot water/space heating, and swimming pool markets.

The course is intended to be a comprehensive introduction into the basics of solar energy. The course will be conducted by experts in the Solar field and will begin on Sunday afternoon May 13th and run through Tuesday, May 15th.

SPECIAL FEATURED PROGRAMS

Specialized sessions on -

- * Sales Techniques
- * Business Management
- * Solar Financing
- * Application of Solar Tax Credit
- * Building Codes and Regulations
- * SEIA's Collector Rating & Labeling Program
- * The Contractors Role in Solar
- * Introduction to International Marketing of Solar
- * Utility Viewpoint on Selling Solar

- will all be offered at SOLAR UPRISING '79 PLUS - much more.

For further information on SOLAR UPRISING '79 contact SEIA headquarters in Washington

IF YOU AREN'T ALREADY A MEMBER OF CAL SEIA - TURN TO PAGE 10.

JOIN CAL SEIA AND ENJOY THE BENEFITS OF THE SOLAR CONTRACTORS BONDED INSTALLATION WARRANTY PROGRAM. CONTACT AGGIE JAMES (916) 443-1877 FOR FURTHER INFORMATION.

ADVERTISEMENT COMPLIMENTS OF:

Rod Bergen, Solar West Construction Co.
&
Douglas V. Koch, Garrett G. Steinbeck
& Co.

CAL SEIA BONDED INSTALLATION WARRANTY PROGRAM IN FULL SWING

The first Installation Warranty Maintenance Bond was issued early in January on a solar water heating system installed by Rod Bergen of Solar West Construction Company.

The objectives of this new CAL SEIA statewide program are to increase credibility of the California Solar Industries; give consumers an added level of protection and enhance and maintain the overall caliber of solar installations in California.

The advantages of subscribing to the CAL SEIA Warranty Maintenance Bond Program are that it guarantees your customer that the installed system is free from defects in material, workmanship or installation. Guarantees your customer that there will be someone around to take care of his problems; gives you leverage in negotiating construction loans for your customers and systems; gives you a powerful sales tool; increases your sales and cuts out a lot of the competition of they can't deliver a Bonded Warranty.

On MARCH 5, 1979, Douglas V. Koch of Garrett G. Steinbeck & Co., will be in Sacramento to present CAL SEIA's Bonded Warranty Program to those interested. The presentation will be held at 926 Jay Street, 2nd Floor Conference Room, at 7:00 p.m. You need not be a member of CAL SEIA to attend this meeting.

However, you must be a member of CAL SEIA to participate in the warranty program. Please call CAL SEIA headquarters if you plan to attend this meeting.
(916) 443-1877

NEW CAL SEIA MEMBERS

HOME FEDERAL SAVINGS & LOAN
SOLAR SAVINGS CENTER
BAY SUN POWER COMPANY
RHEEM WATER HEATER DIVISION
PENINSULA ENERGY SYSTEMS
RAY MAY PLUMBING, INC.
SOLAR CONSULTANTS
SOLAR BUILDERS
SUNRISE SOLAR INSTALLATION
SOLAR PLUMBING, INC.
ERLING ROHDE PLUMBING
BLACKHAWK INDUSTRIES, INC.

BTU METER An Accurate Low Cost Solution to Measuring SOLAR OUTPUT



Measures precise number of BTUs your system saves. Now in use by major utility companies and corporations in the energy industry for instant data and environmental impact monitoring.

Conserdyne Corporation

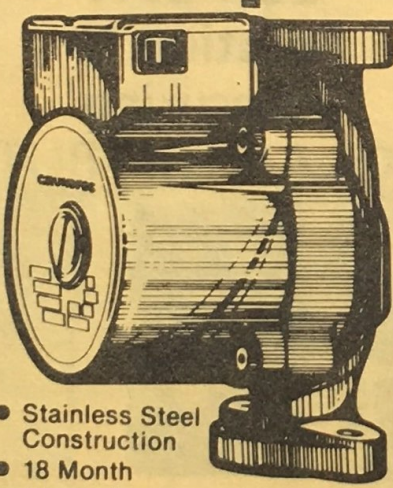
4437 San Fernando Road
Glendale, CA 91204
(213) 246-8408

7. NEW CAL SEIA MEMBERS (Cont'd)

- SUN BURST PLUMBING
- SUN ENERGY
- TRIPES SOLAR HEATING SYSTEMS
- SOUTHERN CALIF. SOLAR (A Div. of SOCALSO, INC.)
- ENERGY CENTER, INC.
- SOLAR TREND INDUSTRIES, INC.
- B & J AIR CONDITIONING
- SOLAR ENERGIES OF CALIFORNIA
- HALDEMAN, INC.
- CALIFORNIA SOLAR UNLIMITED, INC.
- MARKETING CRITERIA
- SOLAR CONTRACTORS
- GOLDEN WEST INSULATION CO.
- NATURAL HEATING SYSTEMS

WELCOME TO CAL SEIA!!!

The Pump



- Stainless Steel Construction
- 18 Month Warranty
- Efficient and Quiet
- No Lubrication or Maintenance

GRUNDFOS

Manufactured in
Clovis, California (209) 299-9741


CAL SEAL REGISTRATION NOW OPEN

Packets containing CAL SEAL Registration Forms are now being sent out to solar installers statewide, inviting them to register in the CAL SEAL Solar Tax Credit Labeling Program.

After a series of unavoidable delays, the program is now scheduled to be operational by mid-March. Installers are being encouraged to register now so that they will be prepared and have program materials on hand when the program is officially launched.

Early registrants will also be invited to submit a "candidate" installation which could be used to launch the program in the media and which, if selected, would receive CAL SEAL Label #1.

If you have not received a packet by the time you receive this newsletter, please contact CAL SEIA at 926 Jay Street, Suite 820, Sacramento, CA 95814, Attn: Mike Boylson, CAL SEAL Program Director.



SUNRAY

SOLAR SYSTEMS

PRACTICAL APPLICATIONS OF SOLAR ENERGY

1850 Mt. Diablo Boulevard
Walnut Creek, CA 94596 (415) 937-4226

ENGINEERS - CONTRACTORS LIC. #331263

After many months of acarpous endeavor the fruition of CAL SEAL is finally at hand! I, as well as others, have been anxiously awaiting the issuance of the first Cal Seal.

After recent meetings with the Energy Commission staffers it appears that the CAL SEAL program may be operational as early as March. Much can be said for the diligence of Mike Boylson and members of the CEC in developing this program to its final form. All that remains is the final review of the actual CAL SEAL design and minor revision of the instruction sheet to conform to AB 3623. This program, coupled with our Bonded Warranty program, should go a long way towards strengthening consumer confidence and increasing the level of solar commercialization in California.

MARK YOUR CALENDAR!! May 11-15 is going to be the best solar show yet. John Blake, Vice President of CAL SEIA, is Chairman of the SEIA Shows and Exhibits Committee and has been working with CAL SEIA to develop an outstanding format for the SOLAR UPRISING '79 to be held at the Anaheim Convention Center May 11-15. This SEIA show is specifically geared to increasing commercialization through education. Two concurrent 2-day seminars are planned which will teach basic solar theory and

installation to the contractor, builder, etc., and special sessions specifically geared to the solar entrepreneur titled "Sales and Marketing" with big-name speakers. Plan to attend!

Finally, let me say thank you for your response to the first President's Corner. Aggie tells me we had a record month for new members and renewals. Your support is appreciated.

SOLAR
TEMPERATURE
SENSORS

FREEZE SENSORS

Reliably senses freeze conditions and provides drain down activation.

HIGH TEMPERATURE
SENSORS

Rugged Hermetically sealed sensors offer precision temperature sensing and control.



MIDWEST COMPONENTS INC

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

BOARD VACANCIES TO BE FILLED
AT MARCH 5 DIRECTORS MEETING

Winston Boone and Mike Donaldson have resigned their positions on the CAL SEIA Board of Directors. We are sorry to see these two leave the Board and wish them well in their future endeavors.

The vacancies on the Board will be filled at the March 5th Board Meeting in Sacramento. At the same time, the Board will elect a new Secretary to take Mr. Donaldson's place on the Executive Committee.

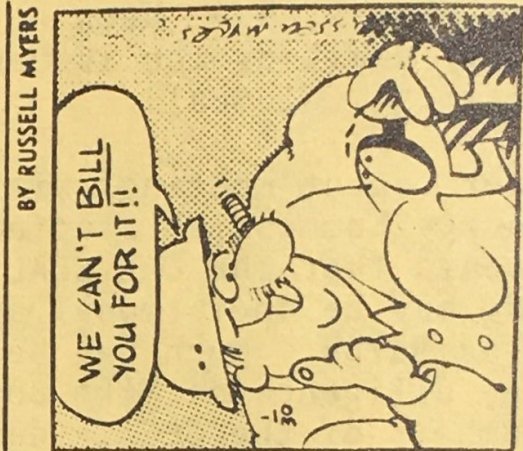
KNOW YOUR OFFICERS AND
BOARD MEMBERS

Paul Bevens - President
John Blake - Vice-President
Jay McLaughlin - Treasurer
 - Secretary (vacant)

BOARD MEMBERS:

Frank Ames
Al Boniface
Mike Boylson
Alden Bryant
Ildiko Demeter
Howard Krave
Brian Langston
David Laudig
Peter Sardagna
Ying Yu

Walt Hays, Legal Counsel
Aggie James, Exec. Vice-President



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

Attach 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 _____ |
| g. Rep. _____ | Jobber _____ | Builder _____ |
| Contractor _____ | Other (describe) _____ | |

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.

DATES TO REMEMBER

- February 21-22 : SEIA National Solar Electric Conf., San Jose, Convention Center
- February 22, 23-26 & 27 : CAL SEIA/CEC SOLAR SEMINARS, See page 1 (this issue)
- March 5 : CAL SEIA BOARD OF DIRECTORS MEETING, 926 Jay Street, 2nd Fl. Conf. Room, Sacramento-9:00 a.m.
- March 8 - 11 : Energy Expo '79, at CAL EXPO, Sacramento
- May 11 - 15 : SEIA National Solar Heating and Cooling Workshops & Product Exhibit, Anaheim Convention Center
-

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

Place a one-year ad and get a 10% discount!

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

Solar

Energy



Products, Inc.

Proudly serving the solar industry by supplying **SUNFIRED™** energy systems through a national sales and service dealership network —

P.O. Box 3969
Santa Rosa, CA 95402
(707) 584-7161

SOLAR STORAGE TANKS

High Temperature

- 180°F and 210°F

Double-Walled Fiberglass

- Seamless Gelcoat Inside
- Outer Fiberglass Coated with Ultra-Violet Paint
- (R-30) Urethane Foam - 4"

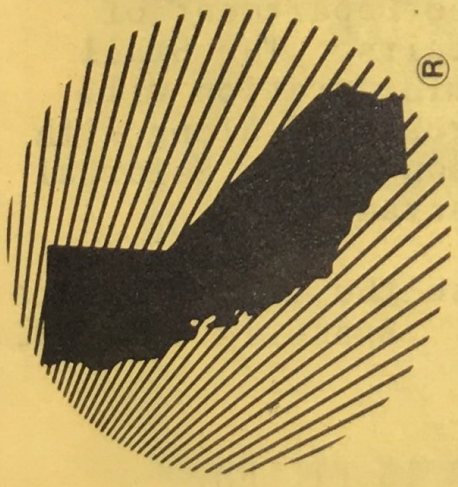
12 Standard Sizes

- From 80 to 3000 Gallons (Larger or non-standard sizes special order)

Write or Phone
(415) 883-7040



180 COUNTRY CLUB DRIVE
NOVATO, CALIFORNIA 94947



CALSEIA

CALIFORNIA CHAPTER
SOLAR ENERGY INDUSTRIES ASSN

926 J St Bldg, Suite 820 Sacramento, CA 95814/916 443-1877

BULK RATE
U.S. Postage Paid
Permit No. 1815
Sacramento, CA

[Faint, illegible text from the reverse side of the page is visible through the paper.]