



INDUSTRY NEWS

FLASEIA SELECTS 2003–2004 OFFICERS & DIRECTORS

On Tuesday, August 19, 2003, the 2003–2004 FlaSEIA Directors held a board meeting. The first order of business was to elect the officers for the 2003–2004 term. The FlaSEIA Officers for 2003–2004 are: President – Dave Bessette; Allsolar Service Company, Inc.; First Vice President – Tom Harriman, Harrimans, Inc.; Second Vice President – Bob Zrallack; Solar Energy Systems; Secretary – R. W. Schabes; The LeverEdge; Treasurer – Wayne Wallace, Solar Source; and Immediate Past President – Pete

DeNapoli, Shell Solar Industries.

The FlaSEIA Directors for 2003–2004 are: Dr. Charles Cromer, Florida Solar Energy Center; Victory Eyal, Heliocol U.S.A., Inc.; Steve Gorman, Thermal Conversion Technologies; Mark Krenn; American Solar Energy, Inc.; Tom Lane, Energy Conservation Services of North Florida; Skip West, Phoenix Home Services, Inc.

FlaSEIA looks forward to a very productive and active year.

FLASEIA TO HOLD AUCTION, ANNUAL MEETING AND DINNER

On Tuesday, October 28, 2003, FlaSEIA will be holding an Auction, Annual Meeting and Dinner at the Radisson Plaza Hotel in downtown Orlando. Social Hour begins at 5:30 p.m., Dinner and Annual Meeting begins 6:30 p.m. and the Live Auction begins at 7:30 p.m. The cost to attend the Auction, Annual Meeting and Dinner is \$25.00 per person and \$20.00 for that person's spouse. Tickets must be purchased no later than Tuesday, October 21, 2003. Tickets purchased after Tuesday, October 21, 2003 will be an additional \$10.00 per person. Join us for some great

fun, prizes and auction items.

The deadline to submit donations to the FlaSEIA office is Tuesday, October 14, 2003 in order for the donation to be listed in the Auction brochure. Any donation of \$50.00 or more will receive a business card ad in the Auction brochure.

For your convenience, the Donation Form, Suggested List of Items to Donate and a Ticket Order Form are attached to this newsletter. If you have any questions, do not hesitate to contact the FlaSEIA office at (407) 339–2010.

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DAVE BESSETTE
FLASEIA PRESIDENT

Have you ever heard these expressions? . . . "It's a good idea. I'll have to try it some day." "It makes good sense, but it's ugly." "What happens when the sun don't shine?" "You can't put that in my neighborhood." "Does it have to go on the roof?" We hear these comments all too often when trying to sell our products.

So, how can we change these perceptions? It won't happen overnight. As incoming President of FlaSEIA, it is my intention to initiate educational programs to inform the general public, real estate professionals, architects and builders about the solar industry and its products. We also need to educate our future leaders, the students. By planting these seeds, we will ensure a good harvest in the future.

Although these remedies are not new ideas, they need to be revisited and reinvented. Especially within the real estate community. They are the most difficult of the targets, but they can be the most beneficial to our industry. They are already trained, wear suits and are considered trustworthy by the general public.

We can create programs for the students such as solar competitions within school districts, merit awards for ideas in marketing, scholarships and implementing solar courses in technical schools. The students of today are more concerned about their future than the people who are making the laws that protect them.

Finally, when we educate the public, they will demand the builders and architects to integrate our products into their buildings.

We cannot accomplish any of these goals without support. This support must come from the FlaSEIA membership. The Membership Committee has a big responsibility facing them, and we all should become a part of it. This job is too important for just a few to handle. Look around you and you will see a

potential member. Maybe it's your supporting suppliers or your fellow competitor. Once you have identified them, get them to join FlaSEIA.

If we are to change the solar industry's image, we must change the way we do business. Someday, I would like to hear words like . . . "It makes good sense." "It's beautiful." and "Let's do it today."

Best of Luck,

Dave Bessette
FlaSEIA President

FLORIDA ENERGY OFFICE MOVES

On June 20, 2003 the Florida Energy Office (FEO) was transferred to the Department of Environmental Protection (DEP). The FEO serves as the central place in state government for information on energy related issues in Florida. The FEO is the responsible state entity for performing or coordinating the functions of all federal energy programs delegated to the state, including energy supply, demand, conservation and allocation. The FEO is responsible for developing and coordinating implementation of energy policy within the state. The FEO also coordinates the efforts to seek federal support or other support for state energy activities, including energy conservation, energy efficiency, research, development, deployment and commercialization of next generation technologies. Through the FEO, the State of Florida accomplishes its commitment to programs concerned with energy and hydrogen. These programs and subsequent actions will help shape "Florida's Energy Future." Through the FEO the State will Lead by Example; Diversify the Economy; Streamline and Modernize Government Regulations and Provide Assistance to both Communities and Needy Families.

2003/2004 EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

PRESIDENT	2003 – 2005	2002 – 2004
Dave Bessette Allsolar Service Company, Inc.	Victory Eyal Heliocol U.S.A., Inc.	David Bessette Allsolar Service Company, Inc.
1st VICE PRESIDENT Tom Harriman Harrimans, Inc.	Steve K. Gorman Thermal Conversion Technologies	Dr. Charles Cromer Florida Solar Energy Center
2nd VICE PRESIDENT Bob Zrallack Solar Energy Systems	Tom Harriman Harrimans, Inc.	Pete DeNapoli Shell Solar Industries
SECRETARY R.W. Schabes The LeverEdge	Mark Krenn American Solar Energy, Inc.	Tom Lane Energy Conservation Services of North Florida
TREASURER Wayne Wallace Solar Source	R.W. Schabes The LeverEdge	Bob Zrallack Solar Energy Systems
IMMEDIATE PAST PRESIDENT Pete DeNapoli Shell Solar Industries	Skip West Phoenix Home Services, Inc.	Wayne Wallace Solar Source

FRONT PORCH FLORIDA SUNSHINE

The Florida Solar Energy Research and Education Foundation (FlaSEREF) is continuing with plans to provide solar water heaters to low income weatherization clients through the Front Porch Florida Sunshine initiative. Governor Jeb Bush authorized the Florida Energy Office to set aside funds to install solar water heaters on residences in Front Porch Florida communities. Front Porch communities are designated by the Governor's Office of Urban Opportunity. They are communities working toward holistic community revitalization. Front Porch Florida is designed to provide those communities the means by which to participate in the process to once again take back their neighborhoods and make it an exciting place to live, work, and play. It involves all levels of government, business, and civic organizations to assist some of

Florida's underserved communities. The Florida solar industry now has the opportunity to join with these communities by helping increase home energy efficiency and sustainability.

FlaSEREF is currently working with local weatherization agencies to identify eligible households for solar installations. Bids have been received by solar contractors for 16 of the 20 communities. Contractors are still needed for Miami (Little Havana), Opa Locka, Fort Lauderdale and Immokolee. Interested solar or plumbing contractors who can serve those four communities are encouraged to contact Colleen Kettles, FlaSEREF Executive Director, for additional information or if you have any questions. Colleen Kettles can be reached via phone at (407) 786-1799, (407) 620-7613, or via e-mail at cmkettles@cfl.rr.com.



Industry News is the official newsletter of the Florida Solar Energy Industries Association (FlaSEIA), a nonprofit, professional association of companies involved in the solar and energy conservation industries. *Industry News* is published four times per year and distributed to all member companies of FlaSEIA and a broad range of other interested parties.

DID YOU KNOW? REGULATORY INFORMATION

Did you know that if you are a licensed contractor in the State of Florida and you are operating as a business organization, including a partnership, corporation or other legal entity, you must apply for a qualified business license or certificate of authority with the Construction Industry Licensing Board (CILB)? This requirement is contained in Section 489.119(2), Florida Statutes. Failure to obtain this license means you are technically operating illegally. You could be subject to possible disciplinary action including a fine of \$500 to \$1,000 along with possible suspension or revocation of your license for a repeat violation.

Did you also know that your failure to meet this requirement could prevent you from getting paid for your work? If you fail to obtain a qualified business license, your company could be considered

unlicensed, making your contracts unenforceable pursuant to Section 489.128, Florida Statutes. This could enable your customers to avoid paying you for the work you performed.

Information, including applications to apply for a qualified business license, can be found on the Internet at www.myflorida.com under Business and Professional Regulation. The construction industry can now apply, renew and update personal account information with the Department of Business & Professional Regulation (DBPR) online, 24 hours a day, 7 days a week. This is just another way that DBPR is trying to make state government more accessible to you, the licensee. If you have any questions, please contact DBPR's Customer Contact Center at (850) 487-1395.

(Continued on Page 5)

THIS IS NEWS!



ECOSUN collectors from Aquatherm Industries are the latest "State of the Art" development in solar pool heating.

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SunEarth, Inc.
4315 Santa Ana Street, Ontario, California 91761
(909) 405-5610, FAX (909) 405-5613

(Did you Know? Regulatory Information Continued from Page 4)

Did you know that 489.119, Florida Statutes, requires professional license holders to inform the CILB of any changes in information? For example, when you are no longer qualifying a company, it is your responsibility to fill out a *Change of Status Application* package to remove that company name from your license. A letter to the board is not sufficient! Board records can only be updated once an application is received and processed. If board records show you as the qualifier of a company even through you no longer "work" for that company, your license will be in jeopardy should any violations occur.

REMEMBER: It is important that you notify the CILB in the event of an address change. This ensures that you are kept up to date on rule changes and renewal notices. Each licensee is solely responsible for notifying the department in writing of the licensee's current mailing address. A licensee's failure to notify the department of a change of address constitutes a violation of Chapter 455, Florida Statutes.

Service by regular mail to a licensee's last known address of record constitutes adequate and sufficient

notice to the licensee for any official communication. An address change request may be submitted in writing or online through www.myfloridalicense.com.

Examination Application Process Update: Effective February 11, 2003, all candidates for the Construction Board Certification examinations must apply directly to the vendor, Professional Testing, Inc., rather than through the department.

COMP UPDATE

The Division of Workers' Compensation has put together a summary of Senate Bill 50-A, which is a rewrite of Florida's workers' compensation law. This summary goes over issues such as effective dates for major law changes, new medical service amendments and the department's power to enforce employer compliance with coverage requirements and election and revocation of exemptions. The bill makes changes designed to reduce litigation, provide greater compliance and enforcement authority for the division to combat fraud, and to increase availability and affordability of coverage for employers. This summary can be found on the Division's website at www.fldfs.com/WC. You can also submit questions on the new law to the Division.

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FLORIDA POWERS UP COMMITMENT TO ENERGY AND ENVIRONMENT

Florida is powering up to meet future energy needs while building on its long-term commitment to environmental protection. The Florida Energy Office will promote opportunities to reduce reliance on imported fuels, expand the marketplace for clean energy technology and increase energy efficiency and conservation.

"Planning for future energy needs ensures a brighter tomorrow for Florida," said Governor Jeb Bush. "New technologies and energy conservation will protect our environment and quality of life and ensure a vibrant business climate for the next decade and beyond."

In just the last four years, Florida has achieved the largest reduction of air pollution in the State's history. To reduce reliance on gasoline and protect Florida's air, state agencies have added hybrid cars, powered by a combination of gas and electricity, to vehicle fleets.

"Over the next ten years, billions of dollars will be spent worldwide on the development of clean energy technologies," said DEP Secretary David B. Struhs. "By serving as a proving ground for new energy technology, we are further diversifying the economy, addressing future energy demands and strengthening the State's progressive environmental agenda."

Through business alliances, grants and agency partnerships, the Florida Energy Office will promote energy conservation and the use of "next generation" clean energy technologies, including hydrogen fuel cells and renewable energy sources such as solar power.

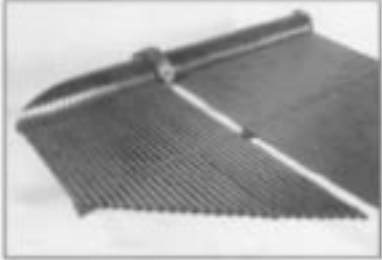
"Florida's energy and environmental futures are inextricably linked," said DEP Deputy Secretary for Regulatory Programs and Energy Allan Bedwell. "Investment, demonstration and commercialization of new technology will place Florida at the forefront of clean air and clean energy."

The Florida Energy Office is seeking ways to meet Florida's future energy needs while protecting the environment by holding workshops throughout the State of Florida.

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Initiative:

FlaSEIA wishes to thank the following companies for their financial commitment to FlaSEIA and the Florida solar energy industry as participants in the Florida Manufacturers' Initiative (FMI) program.

DHW COLLECTORS

SunEarth, Inc.
Thermal Conversation Technology, Inc.

POOL COLLECTORS

Aquatherm Industries, Inc.
FAFCO, Inc.
Heliocol USA, Inc.

PUMPS AND CONTROLS

Ivan Labs, Inc.

You can best show your appreciation by buying products from these manufacturers and by urging unlisted manufacturers to participate in the FMI program.

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Sarasota, Florida 34230-3887
(941) 953-2177



Horizon:

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FlaSEIA Board of Director's Meeting,
FlaSEIA Annual Meeting,
Auction &
Dinner
October 28, 2003
Radisson Plaza Orlando
downtown Orlando

Southeast Building Conference Trade Show
August 5-7, 2004
Orange County Convention Center
Orlando, Florida

Southeast Building Conference Trade Show
July 14-16, 2005
Orange County Convention Center
Orlando, Florida

For additional information on the above mentioned meetings and/or events, please contact the FlaSEIA office at (407) 339-2010.



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