



INDUSTRY NEWS

FLASEIA SELECTS MANAGEMENT FIRM

The Florida Solar Energy Industries Association (FlaSEIA) announces the selection of the R. Bruce Kershner Company to administer the daily affairs of the association effective November 1, 2002. The R. Bruce Kershner Company, formed in 1988, specializes in governmental affairs, association management, safety consultation and training, and construction consultation. The R. Bruce Kershner Company has been the association's lobbyist for the past two years. R. Bruce Kershner will function as the Executive Director and will be supported by Julie Kershner, Assistant Executive Director, and Terry Mac Rae, Administrative Assistant.

R. Bruce Kershner and Julie

Kershner have been active in association management since 1988. The R. Bruce Kershner Company currently manages the Underground Utility Contractors of Florida (UUCF), UUCF/Andrew Scott Johnson Memorial Scholarship Foundation, Inc., Mid Florida Utilities & Transportation Contractors Association (Mid Florida U&TCA) and Florida Directional Drilling Association (FDDA).

Please change your records to reflect the association's new mailing address, effective November 1, 2002, as 231 West Bay Avenue, Longwood, Florida 32750-4125. The new phone number is (407) 339-2010. Also, please be sure to notify your accounts payable department of the address change.

FLASEIA MEMBERSHIP DUES

On December 3, 2002, FlaSEIA mailed out 2003 Membership Dues invoices. Please address your dues responsibility promptly. FlaSEIA depends upon your dues to provide the services that you have come to expect. Dues must be paid to the FlaSEIA office as soon as possible.

If you have any questions, misplaced your invoice or need additional information, please do not hesitate to contact the FlaSEIA office at (407) 339-2010.

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PETER DENAPOLI
FLASEIA PRESIDENT

I want to welcome the new management firm, R. Bruce Kershner Company, that will be handling the daily affairs of FlaSEIA. Please feel free to contact Bruce Kershner, Julie Kershner or Terry Mac Rae if you have any questions, comments or suggestions on FlaSEIA. We look forward to seeing FlaSEIA grow and prosper in this new business relationship.

On January 16, 2003, the FlaSEIA Board of Directors held their first quarterly board meeting under the direction of the our new management firm. Three additional board meetings are planned for 2003 including one in Tallahassee on April 3, 2003. This meeting will be specifically for the purpose of getting our message in front of senators, representatives and key decision-makers ensuring that our legislative agenda gets the highest visibility. Future board meetings have been schedule. Please see the section entitled *On The Horizon* on page 8 of this issue.

The board discussed and will continue to discuss the future goals of FlaSEIA and will keep you informed on the progress.

The 2003 Legislative Session will begin on March 4. Starting the week of March 9, weekly reports will be e-mailed to the members in a .pdf format. A link will also be posted on the website for review. There are many new programs and events planned for 2003, so be sure to check the website often.

Starting this year, all FlaSEIA members will receive the quarterly *Industry News* by e-mail. So, be sure we have your most current e-mail address. Newsletters will be sent in

a .pdf format. The use of e-mail will ensure more timely and accurate information and updates on your association. We will be happy to fax you a copy if you do not have e-mail. Please let us know if you would like it faxed.

Again, FlaSEIA has secured PRIME exhibit space at the Southeast Building Conference (SEBC) in Orlando on July 24-26. We will have seven 10' x 10' booth spaces available for members to exhibit their products and services. This year, we will be making available a limited amount of table top space at the FlaSEIA booth for companies to have their literature and promotional information available. SEBC booth prices and exhibiting information have been sent to all members. It is a great show, and we encourage you to participate at any level you can. First-come, first-served.

FlaSEIA is committed to working hard to keep you informed of industry news, legislative issues and the evolving technology that drives your business. Together, we can accomplish a lot for our industry. FlaSEIA needs the continued commitment from all its members. Dividends from your membership dues will pay big returns so you will reap maximum benefits.

I look forward to working with each and every one of you. With your help, we look forward to an active and healthy year.

All the best,

Peter DeNapoli

Peter DeNapoli

EXECUTIVE COMMITTEE & BOARD OF DIRECTORS

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2003 LEGISLATIVE SESSION

With the 2002 Election year behind us, our attention must now turn to Tallahassee and the 2003 Legislative Session.

On November 19, the Legislature met in Tallahassee in an Organizational Session to elect new leaders for the Florida House of Representatives and State Senate. **Representative Johnnie Byrd (R – Plant City)** and **Senator James “Jim” King (R – Jacksonville)** will lead their respective chambers for the next two years.

Although the 60–day Regular Session does not start until March 4, 2003, our elected officials have already started working on issues. Both the House and Senate have scheduled committee meetings for the months of January and February in preparation for the Regular Session.

The following is a list of Legislative Issues that FlaSEIA and members of The Construction Coalition will be working on during the 2003 Legislative Session:

Workers' Compensation Reform
We have hit a crisis point in the state of Florida. Legislation passed last year did not solve the construction exemption problem and, in some instances, created more problems in the industry. The rate increase recently approved by the Insurance Commissioner will raise our already exorbitant rates and is too little too late for several of Florida's major carriers who will stop renewing policies starting January 1, 2003.

Governor Releases Budget
Governor Jeb Bush recently released his budget recommendations for FY 2003–04. An issue of significant interest within the proposed budget is the government reorganization. Through a recent constitutional amendment, voters overwhelmingly supported reform of the Florida Cabinet. As a result, the size of the Cabinet decreased from seven members to four. Also, two new agencies will replace four current agencies. The Department of Financial Services replaces the



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- departments of Insurance and Banking and Finance. The Department of State and Community Partnerships replaces the departments of State and Community Affairs. The latter is of importance to the solar industry as the Florida Energy Office is housed within the current Department of Community Affairs. Under the Governor's proposal the State Energy Program would be transferred to the Department of Environmental Protection. FlaSEIA will be monitoring this proposal as it moves through the legislative process.
- Another issue of interest to the solar industry is Weatherization. The Governor's Recommended Budget provides \$7.63 million in FY 2003-04 for the Weatherization Assistance Program, a 10 percent increase from current year funding of \$6.9 million. With the additional funding, the state can alleviate the high energy cost burden of 3,800 low-income families by making their homes more energy efficient.

and Senate have started crafting their respected budgets for FY 2003-04. Representative Ed Jennings (D-Gainesville) has submitted a request appropriating \$250,000 for the Florida Green Building Coalition. Representative Jim Kallinger (R-Winter Park) has requested \$750,000 for the SunBuilt Program.

Affordable Health Insurance

The skyrocketing increases in health insurance coverage for employers has forced many businesses to choose between offering coverage and giving pay increases. More costs have also been shifted to employees who can least afford it.

As we get closer to the Legislative Session, the FlaSEIA office will be keeping the membership informed on these and other issues affecting our industry. Weekly Legislative Reports will be available through the website at www.flaseia.org. Throughout the legislative process, action on behalf of the members may be necessary. When you receive a Legislative Alert, please respond promptly. When a legislator hears from a constituent, they listen.

In other budget news, the House

THIS IS NEWS!



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CONGRESSMAN J.D. HAYWORTH RENEWS EFFORT TO HELP HOMEOWNERS PRODUCE CLEAN ENERGY

The Solar Energy Association (SEIA) praised Representative J. D. Hayworth (R-Arizona) for reintroducing his residential solar energy tax credit bill on January 7. The bill would provide homeowners who install solar systems with a tax credit to offset the start-up costs of adding clean, renewable solar power to their homes.

"The Hayworth bill is a winner for homeowners and for the air we breathe," said Glenn Hamer, SEIA's Executive Director. "Solar power is clean, reliable and renewable resource, but the upfront costs can make some homeowners hesitate. The Hayworth bill will help increase demand for homegrown solar power and thus reduce demand for foreign and more polluting energy sources."

The bill would provide a federal tax credit of 15% of the cost of both solar electric and solar hot water systems installed on homes. The language passed both the House and Senate last Congress, and enjoyed the support of the White House, but did not become law because the comprehensive energy bill died in a conference committee. The Hayworth bill was referred to the House Committee on Ways & Means, of which Hayworth is a member.

"This has been a great January for the solar industry," Hamer said. "First we learned that a first-ever solar electric system has been installed on White House grounds, and now Congressman Hayworth has renewed his fight to expand the use of clean energy on homes coast to coast. We look forward to energizing our hundreds of member companies to urge their Congressmen to support the Hayworth bill."

The Solar Energy Association (SEIA) is the national trade organization representing solar electric and solar thermal manufacturers, component suppliers, and distributors.

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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.

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Thermal Conversation Technology, Inc.

POOL COLLECTORS

Aquatherm Industries, Inc.
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Horizon:

FlaSEIA Board of Director's Meeting
April 3, 2003
Tallahassee, Florida

Southeast Building Conference Trade Show
July 24–26, 2003
Orange County Convention Center
Orlando, Florida

FlaSEIA Board of Director's Meeting
August 13, 2003
Longwood, Florida

FlaSEIA Board of Director's Meeting
October 30, 2003
Longwood, 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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