



## INDUSTRY NEWS

### FLASEIA HOLDS SUCCESSFUL AUCTION, ANNUAL MEETING AND DINNER

**O**n Thursday, November 17, 2005, FlaSEIA held its Auction, Annual Meeting and Dinner at The Country Club at Heathrow in Heathrow. Social Hour began at 5:30 p.m., the Dinner and Annual Meeting began at 6:30 p.m. and the Live Auction began at 7:30 p.m.

Those who attended were able to place bids on a vast array of items including: solar industry related items (i.e., solar panels), attraction tickets, DVD player, golf packages, sports accessories and much more. Everybody had a great time and left with the satisfaction of knowing the money they would have spent elsewhere instead helped their association.

FlaSEIA would like to thank the following individuals who helped secure items for the Auction: Dave Bessette, Allsolar Service Company; and Tom Harriman, Harrimans, Inc.

FlaSEIA also thanks Dillon Daniels with Solar Source for being the auctioneer. Dillon did a great job.

FlaSEIA would also like to thank Victor Eyal with Heliocol U.S.A. for getting FlaSEIA the entertainment during the social hour and dinner. Colleen and Helen were enjoyable.

FlaSEIA would like to thank all of the

companies who attended this function. We also want to thank the following companies who donated items for the auction: Advance Solar and Spa, Inc.; AET/Thermafin Manufacturing; Aquatherm Industries, Inc.; Aquatherm Pool Heating Supply; Central Florida Zoological Park; Congo River Golf; Diamond Players Club Clermont; Dipasqua Subway; DNC Parks & Resorts at KSC, Inc.; Energy Conservation Services of North Florida; Florida Solar; Florida Solar East; Florida Solar Energy Center; Florida Solar Energy Research & Education Foundation; Goldline Controls, Inc. A Hayward Company; Gorman Company; Harrimans, Inc.; Heliocol USA, Inc./United Marketing Associates, Inc.; Heliotrope Pool; Jacksonville Jaguars, Ltd.; Orange County National Golf; Orlando Science Center; R. Bruce Kershner Company; SAK Comedy Lab; Solar Energy Systems; Solar Source; Solar World, Inc.; Thermal Conversion Technology, Inc.; and Timacuan Golf & Country Club.

Many thanks to everyone who helped. This year's event was very successful.

Through the support of those who donated and attended, FlaSEIA was able to raise over \$13,000 from the Live Auction.

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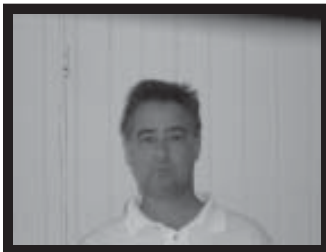
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**TOM HARRIMAN**  
**FLASEIA PRESIDENT**

**D**ear Fellow Members:

“Hats Off,” to all our members who attended and donated items for FlaSEIA’s Third Annual Auction and General Membership Dinner. With your help, we more than doubled last year’s auction proceeds for a total of \$13,450.00. We extend special thanks to Bruce Kershner, Executive Director, Julie Kershner & JJ Reese for planning and coordinating this event.

Membership for the 2005–2006 year is up by 20% or \$4,000.00 from the prior year. With your continued support, we will enjoy a productive and pro-active Legislative Session in the coming months.

On a state level, FlaSEIA was asked to develop questions for the 2005 Florida Energy Forum in Tallahassee held the beginning of December. The questions were related to advancing the use of solar energy in Florida, with concern as to what part the state can take in the development of additional innovative conservation initiatives. From there, the Florida Energy Office has until January 17, 2006 to develop and present to Governor Jeb Bush the framework for a statewide comprehensive energy plan.

On a national level, the new energy policy act/federal tax credit for solar energy systems goes into effect on January 1, 2006. Recent “thru the roof” gasoline prices coupled with higher than normal heating oil, natural gas and electrical costs have begun to change the perspective of how the average consumer views energy issues. These days you can hardly pick up a newspaper without an article related to energy, whether it be demand, supply, prices or shortages. For our industry, this spells a perfect opportunity as professionals to inform and educate

consumers on the economical and environmental merits of solar energy.

Thanks for your commitment and continued participation for our association and industry.

Wishing you & your family a Blessed Holiday Season,

*Tom Harriman*  
*President*



FlaSEIA wishes  
everybody a  
healthy,  
prosperous and  
Happy New Year!

	2005 – 2007	2004 – 2006
<b>PRESIDENT</b> Tom Harriman Harrimans, Inc.	Dillon Daniels Solar Source	David Bessette Allsolar Service Company, Inc.
<b>1st VICE PRESIDENT</b> Bob Zrallack Solar Energy Systems	Victor Eyal Heliocol U.S.A., Inc.	Dr. Charles Cromer Florida Solar Energy Center
<b>2nd VICE PRESIDENT</b> Dillon Daniels Solar Source	Steve Gorman Thermal Conversion Technologies	Pete DeNapoli Shell Solar Industries
<b>SECRETARY</b> Colleen Kettles Florida Solar Energy Research & Education Foundation	Tom Harriman Harrimans, Inc.	Alan Kacic Florida Solar
<b>TREASURER</b> Victor Eyal Heliocol U.S.A., Inc.	Chris Maingot Superior Solar Systems, Inc.	Tom Lane Energy Conservation Services of North Florida
<b>IMMEDIATE PAST PRESIDENT</b> Dave Bessette Allsolar Service Company, Inc.	Buzz Schaberg The LeverEdge	Bob Zrallack Solar Energy Systems

## DBPR LAUNCHES UNLICENSED ACTIVITY COMPLAINT LINE

The Department of Business and Professional Regulation (DBPR) recently launched a toll-free number for unlicensed activity complaints. The toll-free line has been established to provide a higher level of customer service and increased consumer accessibility to report unlicensed activity. The toll-free unlicensed activity line is (866) 532-1440.

“I’m very pleased to announce the creation of a toll-free line dedicated to stopping unlicensed activity. For the first time, consumers will have access to a toll-free line where they may report the unlicensed practice of any profession DBPR regulates,” said Secretary Marsteller. “My top priority for the department is to improve our customer service, and the toll-free line will give consumers an increased protection against

unlicensed individuals.”

DBPR continually encourages consumers to make smart choices and avoid being victimized by an unlicensed individual. Individuals may be unlicensed because they are not able to meet the financial requirements; not able to pass a background check; or do not meet the education, experience or skill requirements.

“Due to the severe nature of the past two hurricane seasons, there is a heightened focus on unlicensed contracting. However, it is important for consumers to realize that unlicensed activity affects us all in a variety of settings,” Deputy Secretary Yecke said. “A license is required for many professionals, including veterinarians, real estate professionals, cosmetologists,



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electrical contractors, barbers and auctioneers.”

The Division of Real Estate’s priority is to increase public awareness of the dangers of conducting real estate transactions with unlicensed individuals. It is a third degree felony in the state of Florida to act as a real estate broker or sales associate without a license. In order to increase awareness and to encourage buyers, sellers, and real estate agents to check the status of an individual’s license before conducting business, the Department has begun an advertising campaign focus on prevention. This month, a series of ads began running in selected real estate magazines throughout the state. The ad will run for a period of 12 months.

“It is critical that citizens report suspected unlicensed activity,” said Mark Reddinger, Unlicensed Activity Program Administrator. “By doing so, we can assist in the prevention of scams and victimization, and protect Florida’s citizens from financial and material harm.”

DBPR continues to aggressively respond to the effects of last year’s hurricane season on our citizens and licensees. The department is dedicated to looking for creative ways to expand and increase outreach and enforcement efforts. Recent examples include the creation of a Law Enforcement Quick Reference Guide for spotting and taking action against unlicensed contractors that will soon be available to all local law enforcement agencies, and the development of an informational insert to be provided to local utility companies for inclusion in bills. The department has also recently completed the

translation of the “Protect Your Investment – Hire only licensed contractors” brochure into Spanish. In addition, DBPR officials have met with local entities in various counties statewide to discuss joining forces in a renewed cooperative effort to combat unlicensed contracting.

Homeowner Annette Clark, of Palm Bay, attended today’s announcement. The Clarks paid \$9,200 to have a post-hurricane carport installed by David Saegar of David K. Saegar Aluminum Sales. Saegar is a carpenter by trade, not licensed to perform this scope of work and therefore was practicing unlicensed contracting.

Approximately 72 hours after the job was completed, the carport collapsed. DBPR investigators visited the homeowners at their residence to assist them with the complaint filing process, obtain sworn statements and gather additional evidence. Investigators have located Saegar and obtained a commitment from him to return \$4,200 of the \$9,200 to the Clarks on



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or before January 6, 2006, and to return the balance within 30 days after that.

Prior to Ms. Clark contracting with the unlicensed individual, she had also contracted to have Oliver Smith, who is licensed, build her carport. She gave Oliver Smith \$4,000 for work that was never performed. DBPR investigators promptly mediated the complaint with Smith and hand-delivered a check for a full refund to the homeowners at the end of November.

DBPR Secretary, Simone Marsteller, was joined by DBPR Deputy Secretary Dennis Yecke, DBPR Unlicensed Activity Program Administrator Mark Reddinger, Division of Real Estate Director Michael Murphy, Orange County Building Safety Division Manager Robert Olin, Orange County Director of Public Safety, Jerry Demings, and Rosalee Hopard with the Orange County Consumer Fraud Unit, as well as several members of the professional boards.

The mission of the Unlicensed Activity Program is to protect the health, safety and welfare of the public by identifying and eliminating unlicensed activity through coordinated efforts with local building departments, law enforcement agencies, local state attorneys' offices and other state agencies. Consumers are urged to verify that professionals' licenses are current and active by calling (850) 487-1395, or visiting our website at [www.myfloridalicense.com](http://www.myfloridalicense.com).

The agency's mission is to ensure that professions and businesses provide quality services for the health, safety and welfare of citizens and visitors in the state of Florida. DBPR licenses nearly one million businesses and professionals ranging from real estate agents, veterinarians, and accountants to contractors and cosmetologists. For more information, visit our website at [www.myflorida.com/dbpr](http://www.myflorida.com/dbpr).

## Florida's Minimum Wage Going up Again January 1

By now, all employers should be aware that Florida's minimum wage will increase to \$6.40 an hour starting January 1, 2006. Due to an amendment to the state Constitution approved by voters in 2004, Florida now has a statewide minimum wage that must be paid to all employees who were previously entitled to receive the federal minimum wage. This minimum wage will be recalculated every year in September with a new rate effective each January. The minimum wage will never go down; it can only go up or stay the same.

**Florida employers are not required to post any of kind of notice or give employees any kind of information on the state minimum wage.**

## Have you Visited FlaSEIA's Website?

If you have not, please visit us at [www.flaseia.com](http://www.flaseia.com). FlaSEIA's website is for use by members, non-members and consumers for information about the association.

The website is constantly being updated and modified. There is also a directory of the members of FlaSEIA broken down into the membership categories.

If you have any comments or suggestions about our website, please feel free to e-mail the FlaSEIA staff as follows: R. Bruce Kershner – [bruce@flaseia.com](mailto:bruce@flaseia.com) and Julie Kershner – [julie@flaseia.com](mailto:julie@flaseia.com).



*Industry News* is published quarterly by the Florida Solar Energy Industries Association (FlaSEIA). Ideas, opinions and views expressed herein are not necessarily those of FlaSEIA.

# INSURANCE COMMISSIONER APPROVES WORKERS' COMPENSATION RATE CUTS

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Code Number	Description	Current Rate	1/1/2006 Rate	Percentage Change
5606	Construction Executive Superintendent	4.36	3.84	-11.7%
8810	Clerical	.64	.58	-9.9%

**T**om Gallagher, Florida's Chief Financial Officer, supports Insurance Commissioner Kevin McCarty's rejection of the National Council on Compensation Insurance's (NCCI) rate decrease request of 7.2 percent on workers' compensation rates in favor of a larger decrease. McCarty is recommending a statewide average decrease of 13.5 percent.

On October 27, 2005, the Office of Insurance Regulation (OIR) on workers' compensation issued an order disapproving the NCCI's overall average decrease of 7.2%. The OIR stated that it will approve an overall average decrease of 13.5% if NCCI amends and resubmits the filing in accordance with the OIR's order.

"Lowering rates and cutting costs will save Florida's small-businesses an estimated \$445 million that can be used to create new jobs and grow our economy," said Gallagher, who oversees the Florida Department of Financial Services.

In September, Gallagher called for an independent rate review of NCCI's rates. The review confirmed that rates proposed by NCCI did not adequately account for projected losses, earnings and medical costs for workers' compensation insurance

companies.

Gallagher also acknowledged McCarty's recognition that this year's decrease is due, in large part, to improved compliance and a reduction in fraud. Gallagher oversees the department's divisions of Insurance Fraud and Workers Compensation.

"We have aggressively fought to combat workers' compensation fraud, and doubled the number of fraud arrests in just one year," Gallagher said. "Our compliance efforts have also added over \$52 million in evaded premium to our state's workers compensation system and ensured that nearly 21,000 employees have coverage."

On November 4, 2005, NCCI announced that it has reviewed the OIR's order and made a decision to submit a compliance filing in accordance with the OIR's order by the deadline of November 8, 2005.

NCCI commented that it continues to believe that its original filing for a 7.2 percent overall decrease was entirely appropriate and completely supported by the actuarial evidence. NCCI further stated that their decision to make a compliance filing,

*(Continued on Page 8)*



**(Insurance Commission Approves Workers' Compensation Rate Cuts Continued from Page 6)**

rather than appeal, reflects NCCI's concern with the length of time and costs associated with an appeal, as well as the uncertainty in the marketplace which might be caused by an appeal.

This year's decrease will be the third consecutive drop in rates. Once approved by OIR, the cumulative drop in overall rates since 2003 will total 32.6 percent.

The new rates must be included into new workers' compensation policies beginning January 1, 2006 and into renewal business thereafter.

Some of the selected examples of classifications that fall within the contracting category are listed on page 6.

**SOLE NAMED AS DEP DEPUTY SECRETARY**

Mike Sole has been appointed as the Florida Department of Environmental Protection's (DEP) Deputy Secretary for regulatory programs and energy, which oversees DEP's six regulatory district offices and the divisions of air resource management, waste management and water resource management.

Sole had served as the agency's chief of staff, where he

assisted DEP Secretary Castille in establishing priorities and policies for the department, while coordinating and monitoring their implementation to ensure department goals and objectives were accomplished.

Sole has held several positions within DEP during his 14 years, leading the Bureau of Petroleum Storage Systems, Bureau of Beaches and Wetlands Resources and the Division of Waste Management. Secretary Castille appointed Sole to serve as chief of staff in January 2005.

Prior to coming to work for the state, Sole was a captain in the U.S. Marine Corps. He received a Bachelors of Science degree in Marine Biology from the Florida Institute of Technology.

Sole replaces former Deputy Secretary Alan Bedwell.

**State Certified Solar Exam**

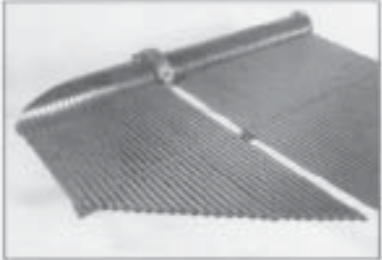
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**O**n November 10, 2005 Governor Jeb Bush signed an executive order to develop a statewide comprehensive energy plan. The Governor's order directs Florida's executive agencies to continue their energy conservation efforts and encourages the development of additional innovative conservation initiatives to serve as a model for all Floridians.

As a part of the executive order, the State of Florida through the Secretary of the Department of Environmental Protection is developing a comprehensive energy plan by evaluating Florida's current and future energy supply and demand.

The Department of Environmental Protection hosted the 2005 Florida Energy Forum on Wednesday, December 14, 2005 in Tallahassee. Panel experts and forum participants addressed Florida's energy supplies, energy generation, transmission, distribution,

conservation and energy security, as well as discussed the barriers presented by government and potential incentives that may be offered to help Florida's future energy needs.

The 2005 Florida Energy Forum will assist the Governor's Office and the Department of Environmental Protection in updating Florida's energy strategy. The plan will be issued by January 17, 2006.

Governor Jeb Bush said that he will likely again ask lawmakers to put money into programs to extend the use of other renewable sources of energy. Last year, the Governor proposed spending nearly \$13 million on grants to get private hydrogen technology projects going and about \$2 million in tax breaks for hydrogen use, however, the Legislature failed to provide the funding.

"I think there is more we can do in solar energy," Governor Bush stated.

He is also interested in studying the use of biomass, including whether Florida's sugar industry could use sugar cane for energy production.

Approximately 300 people attended the 2005 Energy Forum including FlaSEIA Executive Director R. Bruce Kershner; FlaSEIA Legislative Committee Chairman Dillon Daniels with Solar Source; FlaSEIA Legislative Committee Co-Chair Steve Gorman, Thermal Conversion Technology, Inc.; and FlaSEIA Director and Florida Solar Energy Research & Education Foundation (FlaSEREF) Executive Director Colleen Kettles.



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Certified Contractor License Renewals

Just a reminder that the Certified Contractor licenses from the Department of Business and Professional Regulation (DBPR) are up for renewal on August 31, 2006. Current law requires licenseholders to obtain 14 hours of continuing education with at least one hour in workplace safety, one hour in workers' compensation and one hour in business practices.

Don't forget to notify the DBPR office of any address change. Section 489.124(2) gives sole responsibility to the licensee for notifying DBPR in writing of the licensee's current mailing address and phone number. Failure to notify the department of a change of address shall constitute a violation of this section. In addition, if your address changes and you do not notify the department, you may not receive important mailings from the department such as your renewal notice.

Advertising of License Number

According to Rule 61G4-12.011 Definitions, a certified and registered contractor is required to advertise his license number. The terms "advertise" and "advertises" shall apply to business cards, business proposals, contracts, construction site signs, all newspapers, airwave transmission (other than internal company communications), any electronic media including Internet sites, phone directory, and other media including handbills, billboards, flyers, shopping and service guides (coupon offerings), magazines (including trade association publications), classified advertisements, manufacturer's "authorized dealer" listings, and signs on vehicles. They shall not apply to balloons, pencils, pens, hats, articles of clothing, shirts, or

other promotional novelties. Neither shall the terms apply to any single line phone directory listing; nor to free phone directory listings (regardless of page color) of one, two or three lines, which display nothing more than the proper name, company name, address, and telephone numbers in whole and in part in an unbolded or unhighlighted print or without further textural or pictorial elaboration or touting in its overall display.

Contractors can be fined \$100.00 per instance if reported to the Department of Business & Professional Regulations (DBPR) Unlicensed Activity Division.

Earn Continuing Education Credits

The Construction Industry Licensing Board (CILB), which regulates contractors in Florida, holds their monthly board meetings around the state of Florida January through November. If a state certified or registered contractor attends the Final Disciplinary Action Meeting, they will receive up to four hours of continuing education credits. The CILB Meetings are held on every Thursday morning of each board meeting. In order for you to register for the Final Disciplinary Action meetings, you must contact the FlaSEIA office three weeks prior to the meetings. FlaSEIA will submit your name to the CILB.

If you are interested in attending any of these meetings to receive continuing education, please contact the FlaSEIA office at (407) 339-2010.

CILB Meeting Dates

January 11–13: Ocala Hilton Hotel  
 February 8–10: TBA  
 March 8–10: Hyatt Regency Jacksonville

# Initiative:

**F**laSEIA 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**

AET d/b/a Thermafin Manufacturing  
SunEarth, Inc.  
Thermal Conversion Technology, Inc.

**POOL COLLECTORS**

FAFCO, Inc.  
HelioCol USA, Inc.  
Solar World, Inc.

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# Horizon:

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The 2006 International Builders' Show, Orange County Convention Center, Orlando, Florida  
January 11–14, 2006

Board of Director's Meeting  
March (TBA), 2006

Southeast Building Conference Trade Show, Orange County Convention Center, Orlando, Florida  
August 3–6, 2006

Board of Director's Meeting  
July or August (TBA), 2006

Board of Director's Meeting  
Annual Meeting and Auction  
November (TBA), 2006

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



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