



## Trusted Advisor or just another vendor?



We see a lot of interest in our HEA products on a regular basis. Most of it early stage, curious would-be customers or tire kickers comparing costs, sales pitches, or just trying to learn about how these unfamiliar to them products may serve their business or personal residence needs.

Generally, the interest is sincere enough, and worth at least a presentation or conversation to expose actual interest.

If we do our jobs right, we'll be well received, and our products will be given the considerations due. This depends largely on how we present; how we share critical information. This includes identifying incentives and the plethora of value adds that affect every installation. So, know your products, know your industry, and know what's best for your customer and every installation.

Depending on the prospects past experiences, they may be skeptical, they probably should be, chances are they don't know you, and they've seen and heard a lot of different explanations of how renewable energy works, and what it should cost them. Our products are not like swimming pools, automobiles, jewelry or other "want" items that they generally expect to depreciate. They've heard that alternative energy will pay for itself in a relatively short time, and then provide them with free energy for many years afterwards. Sounds good; but if you can't explain to them how that works, they'll presume you're just another sales person without a fair exchange for their dollars.

Consider approaching every prospect with all you can bring to the table, but without a pre-expectation of closing the sale on the first meeting. That would be nice, but honestly, how often does that happen anyway? Get the right set of data in front of the prospect, show them you've done your homework to their benefit, help them find financing if necessary, then submit your thoroughly considered proposal, and set the opportunity in their hands.

Don't be a stranger, but don't be a pest. If you discover you've overlooked something, get it to them immediately. Chances are they will be seeing more than one proposal. Make yours the best, most complete, best analyzed proposal they see. When they're ready to buy, you and your proposal should be the obvious choice.

After the sale, don't just disappear. If they know they can count on you, they'll refer you to others, they'll look to you when they're ready to expand their system(s). They'll do these things because you've become their trusted advisor, not just another hit and run salesperson. You've earned their respect.

I'm betting that if you think about it, you'll agree. You may be among those who use the same car salesman, realtor, insurance agent, or jeweler year after year. Some families pass these relationships on from generation to generation.

Be the best you can be, for yourself and your customers. It will pay off well into the future. All you have to do is to give them a good reason to trust in your ethics, product knowledge and skills integrity.

Robert S. Thompson  
CEO



**HEA's October Training will be held the 11<sup>th</sup>, 12<sup>th</sup>, & 13<sup>th</sup>.**  
These improved classes are free to existing certified dealer/installers. Call to reserve space for one day or all three.





Another shipment of HEA Solar and Energy Ball products leaves McKinney for transshipment to Hawaii.

**Classes of Wind Power Density at 10 m and 50 m <sup>(a)</sup>**

	10 m (33 ft)		50 m (164 ft)	
Wind Power Class	Wind Power Density (W/m <sup>2</sup> )	Speed <sup>(b)</sup> m/s (mph)	Wind Power Density (W/m <sup>2</sup> )	Speed <sup>(b)</sup> m/s (mph)
1	<100	<4.4 (9.8)	<200	<5.6 (12.5)
2	100 - 150	4.4 (9.8) / 5.1 (11.5)	200 - 300	5.6 (12.5) / 6.4 (14.3)
3	150 - 200	5.1 (11.5) / 5.6 (12.5)	300 - 400	6.4 (14.3) / 7.0 (15.7)
4	200 - 250	5.6 (12.5) / 6.0 (13.4)	400 - 500	7.0 (15.7) / 7.5 (16.8)
5	250 - 300	6.0 (13.4) / 6.4 (14.3)	500 - 600	7.5 (16.8) / 8.0 (17.9)
6	300 - 400	6.4 (14.3) / 7.0 (15.7)	600 - 800	8.0 (17.9) / 8.8 (19.7)
7	>400	>7.0 (15.7)	>800	>8.8 (19.7)

(a) Vertical extrapolation of wind speed based on the 1/7 power law  
 (b) Mean wind speed is based on the Rayleigh speed distribution of equivalent wind power density. Wind speed is for standard sea-level conditions. To maintain the same power density, speed increases 3%/1000 m (5%/5000 ft) of elevation.  
 (from the Battelle Wind Energy Resource Atlas)

Table compiled by the [American Wind Energy Association](#)

**National Survey Shows Local Governments Slowly Adopting Sustainability Initiatives**

Washington, DC — September 24, 2010 -- A new survey released today by ICMA, the International City/County Management Association, shows that while communities across the nation are increasingly conscious of sustainability issues, many localities are still at the beginning stages of turning green-focused priorities into concrete actions related to sustainability and energy conservation.

As the first national survey to establish benchmarks for sustainability initiatives in local government, the Sustainability Survey 2010 features the responses of 2,176 local governments from throughout the nation. [continue reading](#)

**HEA's Solar Thermal Evacuated Heat Tube systems are gaining acceptance for all the right reasons.**



Economy, proficiency, and ROI are among the primary reasons why residential and commercial interest is growing for our heat tube products. We have acquired a lot of knowledge and configuration skills over the past year and we're eager to share this exceptional opportunity with all our dealers.

**Windustry Wind Conferences to Focus on Community and Small Wind**

Windustry announced a series of two-day regional conferences on Community Wind and Small Wind. The series, entitled Community Wind Across America, includes events in Denver, Colorado; St. Paul, Minnesota; and State College, Pennsylvania. Each conference features a two-track program, covering both Community Wind and Small Wind. Each track will include practical "how to" information, overviews on permitting, local, state and national policies, and options for financing. [Read on.](#)



Billboards and other lighted signage present excellent opportunities for renewable energy options, whether grid tied or off-grid.

A V100 or V200 plus a couple of Solar PV panels can easily offset the electrical requirements for this application. For signs attached to businesses, the Energy Ball wind turbine is a great attention getter as well.

When combined with new LED lighting options, our products support less demand and subsequently present an even better business case for this sustainable value add.

Worth a conversation with your local outdoor advertising supplier.





## High Five at Indianapolis' Paramount Charter School



As a follow-up to last month's article; the kid's are now in class, the landscaping is in place, and five (5) V200's are making an energy wise statement around the new Paramount School. Everything is running great & looking great. An excellent model for other schools to consider.

### NEW HAMPSHIRE: Local Rules an Obstacle to Home Wind Energy *SeacoastOnline, August 23, 2010*

In the summer of 2007, New Hampshire Public Radio ran a story titled "Local Zoning Laws Hinder Wind Power." A year later, the Associated Press reported "Bill Supporting Residential Wind Turbines in NH Passes." Two years later, it is hard to find examples of any residential wind turbines on the Seacoast. In the four towns surveyed for this article - Portsmouth, Rye, Hampton and Exeter - municipal planners could not point to a single residential wind turbine in their communities. [Read on.](#)

### COLORADO: Ag Study Finds Wind Turbines Cost-Effective *Western Farmer Stockman, August 25, 2010*

A new study funded in part by the Colorado Department of Agriculture's Advancing Colorado's Renewable Energy grant, finds that wind turbines can be cost-effective even at sites with moderate wind speeds. "This study is encouraging for Colorado agricultural producers who want to harness wind energy but are not located in areas with strong wind resources," says CDA Market's Division Director Tom Lipetzky. [Read on.](#)

### Interview with Tony Goncalves of California's Emerging Renewables Program

The California Energy Commission's Emerging Renewables Program (ERP) provides incentives in the form of rebates to customers who install eligible renewable energy systems to offset part or all of their electricity needs at their homes or businesses. Along with expanding the sales of emerging renewable technology systems, the ERP aims to encourage the siting of small, reliable distributed generating systems throughout California in locations where the produced electricity is both needed and consumed. Tony Goncalves, Manager of the Energy Commission's Renewable Energy Office, spoke with IREC about the small wind energy efforts in California. [Read on.](#)

### OHIO: Consumers' Counsel files wind turbine complaint against FirstEnergy

FirstEnergy customers wishing to produce their own electric power from wind turbines face unlawful and burdensome obstacles created by the company, the Office of the Ohio Consumers' Counsel (OCC) charged recently in a complaint filed against the utility. "Ohio law and public policy encourage consumer-produced power through renewable sources such as wind and solar," said Consumers' Counsel Janine Migden-Ostrander. "According to several consumers and supporting documents, the utility has erected obstacles that fail to comply with the law." [Read on.](#)

### KANSAS: Riley County Receives \$3 Million DOE Grant for 'Resourceful Kansas'

U.S. Department of Energy (DOE) awarded Riley County, Kansas, in partnership with GBA Architects and Engineers, GBA Builders, and Kansas State University, a three-year, \$3 million grant. The grant will be used to implement "Resourceful Kansas," a program designed to engage communities throughout the state in making a fundamental shift toward a less energy-intensive, more efficient economy. As part of that shift, Riley County will install four wind turbines of 100kW, 40kW, 20kW and 2.5kW. [Read on.](#)

### IOWA: Utilities Board encourages more small wind energy

The Iowa Utilities Board (IUB) has adopted rules to encourage the development of more small wind generation systems across Iowa and help the state continue to be a leader in renewable energy. The rules are for a State program to simplify and encourage small wind generation systems (100 kW or less nameplate capacity) being interconnected with electric utilities, through the establishment of small wind innovation zone designations in political subdivisions. [Read on.](#)



Another V200 Energy Ball adds to the skyline in rural Washington state. The Che Elum, WA project is sandwiched between the Wenatchee and Snoqualmie National Forests west of Seattle and was installed by Northwest Wind Power.

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A V200 is installed at a rural residence in South Range, Wisconsin. Beautiful scenery, great weather, and happy customers; makes for a pretty good day.

### EPA Launches Green Power Community Challenge Nationwide

WASHINGTON – The U.S. Environmental Protection Agency is kicking off its national "Green Power Community Challenge," a year-long campaign to encourage cities, towns, villages, and Native American tribes to use renewable energy and fight climate change. Purchases of green power help to prevent greenhouse gas emissions and also help accelerate the development of new renewable energy capacity across the United States.

To participate in the challenge, a local government must join EPA's Green Power Partnership and use green power in amounts that meet the program's purchase requirements. The local government must also conduct a campaign to encourage local businesses and residents to collectively buy or produce green power on-site in amounts that meet EPA requirements.

More information on EPA's Green Power Community Challenge: <http://www.epa.gov/greenpower/gpcchallenge>

### Connecting To The Grid News

[Arizona ACC Continues to Debate FIT Options](#)

August 27th, 2010

[California issues Feed-in Tariff proposal](#)

August 27th, 2010

[August 2010 Connecting to the Grid Newsletter](#)

August 12th, 2010

[Missouri PSC Seeking Comments on Renewable Standard](#)

August 11th, 2010

MICHIGAN: Sault Ste. Marie Approves Wind Turbine Ordinance

The Evening News, August 18, 2010 [Read on.](#)



Members of the Plano, TX Environmental Sustainability Commission were welcomed to HEA in September for product overviews and demonstrations.

### ILLINOIS: Oswego church is first in state with new wind turbine *Chicago Tribune*, August 11, 2010

The three curved blades rotating slowly in a summer breeze could easily be mistaken for a piece of art. But looks are deceiving. A striking and graceful apparatus atop a 23-foot pole is actually a turbine designed to capture wind energy, part of an Oswego congregation's efforts to go greener and significantly reduce electricity costs. The recent installation and dedication of a four kilowatt vertical axis wind turbine will generate power no matter which way the wind blows, while potentially reducing the church's energy costs by 25 percent to 30 percent. supporters sav. [Read on.](#)

Newt Scott, a graduate engineering student from West Texas A & M University, visited HEA in September to review the University's plans to develop a Solar Thermal Lab at their Canyon, TX facility. (Alternative Energy Institute).

They will research the variables and proficiencies of our high efficiency Solar Thermal Evacuated Heat Tube systems.

WTAMU will be utilizing HEA's Heat Pipe system to examine in detail the characteristics of performance and potentials for improvements for Solar Thermal systems across a broad array of solar thermal applications.



### News from DSIRE

- DE - RPS, PV Carve-Out Expanded
- FL - Muni Brandishes Solar Rebates
- IL - New Solar Carve-Out Provisions Evoke Industry Drool
- IL - Residential Right to Bear Solar Established
- MA - Bay State Joins The Pace Race
- MA - Larger Solar Facilities Eligible for RPS
- NY - PV Incentives Funded Through 2015
- NY - LIPA Reduces Residential PV Rebates
- NC - Lawmakers Can't Keep Hands off Renewables Tax Credit
- PUERTO RICO - Solar Tax Credits: Now You See Them...
- PUERTO RICO - Sales & Use Tax Exemption Expanded
- TN - Commercial Solar Grants Announced; \$4.5M still on the table



## Events

**Tianjin Eco-City** September 28-29, 2010  
**Cleantech Focus**

**Southwest Renewable Energy Conference**  
SEP 14-16 | Santa Fe  
swrec.org

**WindPower Manufacturing & Supply Chain Summit USA**  
30 November - 1 December 2010, Chicago, USA

**SolarPower Generation USA**  
Las Vegas, USA, 25-26 January 2011

**October 26 – 27, 2010 Community Wind Across America:**  
Windustry Community Wind Energy Conference, Denver, CO  
A two-day conference of practical information on Community and Small Wind, held at the Renaissance Hotel Denver. Click [here](#) for more information.

**November 15 – 16, 2010 Community Wind Across America:**  
Windustry Community Wind Energy Conference, St. Paul, MN  
A two-day conference of practical information on Community and Small Wind at the Crowne Plaza Hotel. Click [here](#) for more information.

**November 30-December 1, 2010 Community Wind Across America:**  
Windustry Community Wind Energy Conference, State College, PA  
A two-day conference of practical information on Community and Small Wind, held at the Penn State Conference Center. Click [here](#) for more information.

**WindPower Romania**  
In association with the Romanian Wind Energy Association  
Asociația Română pentru Energie Eoliană  
Driving wind power development forward in Romania

18 - 19 January 2011, Bucharest, Romania

Below is a link to Enphase Inverters webinars, pick a date, sign up, learn and enjoy.  
<http://www.enphaseenergy.com/newsevents/events.cfm>

**ALASKA: Angoon Home Retrofit Tests Wind, Solar Energy**  
KFSK, August 17, 2010

A home in Angoon is getting a hundred-thousand-dollar retrofit to test energy-efficient technology. Southeast tribal and environmental groups hope the house will show that solar, wind and other upgrades are practical for Southeast villages. [Read on.](#)

**SOLAR POWER INTERNATIONAL 10**  
Get CHARGED UP...  
at North America's Largest B2B Solar Event  
October 12-14, 2010 • Los Angeles, CA  
Register TODAY!

**September 11**  
**NABCEP PV, solar thermal, small wind certifying exams**

**September 21**  
**IREC webinar: Community Solar**

**September 24-26**  
**Renewable Energy Roundup & Green Living Fair, Fredericksburg, TX**

**September 24-26**  
**ICLEI Local Action Summit 2010, Washington, DC**

**September 29**  
**Wisconsin Solar Decade, Milwaukee, WI**

**September 30-October 1**  
**Solar Thermal 10: Natl. Solar Heating & Cooling Conf., Milwaukee, WI**

**October 1**  
**Deadline to submit presentations for the 2011 Clean Energy Workforce Education Conference**

**October 11**  
**IREC Annual Meeting, Los Angeles, CA**

**October 12-14**  
**Solar Power International 2010, Los Angeles, CA**

**October 19-22**  
**Renewable Energy Markets, Portland, OR**

**December 6-10**  
**4th Intl. Conf. on Integration of Renewable & Distributed Energy Resources, Albuquerque, NM**

Visit [IREC's online calendar](#) for more details and events.

**COMMUNITY WIND ACROSS AMERICA**  
2010 Community Wind & Small Wind Conferences

<b>ROCKY MTN REGION</b> October 26-27, 2010 Denver, Colorado <b>REGISTER</b>	<b>MIDWEST REGION</b> November 15-16, 2010 St. Paul, Minnesota <b>REGISTER</b>	<b>MID ATLANTIC REGION</b> Nov. 30-Dec. 1, 2010 State College, Penn. <b>REGISTER</b>
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**Small and Community Wind Conference & Exhibition**  
Dec. 7-9, 2010  
PORTLAND, OR  
AWEA

**Community Wind Across America** presents a two-day regional conference on local, state and national policies, and options for financing Community and Small Wind projects. The conference will also include practical information on how to put together a Community Wind project. Concurrently there will be a full Small Wind program focusing on topics such as how to choose a turbine, installation, and rebates and grants