

Home Energy Americas, LLC.  
1505 Mercury Circle  
McKinney, Texas 75071

# In the Wind

972-548-1190 Ofc  
972-548-2466 Fax  
[info@heamericas.com](mailto:info@heamericas.com)



## Guide to Tribal Energy Development

<http://www1.eere.energy.gov/tribalenergy/guide/about.html>

**About the Guide to Tribal Energy Development**  
The U.S. Department of Energy's [Tribal Energy Program](#) has created this Web site to give you the information you need to achieve your energy goals. Tribal energy development can serve many goals: economic development, electrification, self-sufficiency, clean air ... the list is as long as you wish to make it.

**HEA & IEEE Support 100<sup>th</sup> Anniversary BSA Jamboree in Virginia. 100,000 expected.**  
Special thanks to Samuel Norman of Major Power Corporation & Ralph W. Russell, II of Dominion Virginia Power for their many efforts. The exhibit includes hourly seminars which count towards a new Alternative Energy Badge program for the 10,000 Boy Scouts present.



## Get Noticed – Make Sales

When your company is new, or your product is new, or you have news about your company, or products; it represents an exceptional opportunity to showcase your news to the communities you serve. Television and Radio interviews are easily positioned; as are advertorials in the local press.

Write a dossier or two about your company; include photos of your personnel, products, or installations you've completed. Address local issues that affect your customers (and your company), like rising utility rates, zoning and codes. If you're exhibiting at local fairs or conferences, share that information. In short, take ownership of your market(s), out of sight is out of mind. These media outlets will bring your company exposure and sales opportunities.

As an example, Home Energy Americas connected with its local cable program "Made in McKinney" which sent it's film crew to multiple installations in process, and also to local events where HEA was exhibiting. The results: an excellent overview of HEA, our products and plans, and multiple viewings on the McKinney Vision network. You can see the video at your .Net site.

Local TV news, radio stations and newspapers appreciate your contributions. You can expect some level of inquiry contact after each exposure, and generally receive some sales opportunities. Did I mention these media opportunities cost you zero, zilch, nothing? Just a little time to position your company and your products, that can pay great dividends.

Free and low cost advertising is available to everyone, every day. Try your local Craigslist, EBay, Amazon, and a plethora of other free and low cost media outlets, classifieds, and online media opportunities.

By now, I hope each of you have received the new pricing scheme for the Energy Balls. We know this will increase your competitiveness, and is intended to help you grow and to support your bottom line. Please share your thoughts. Let us know what you think.

Summer months are the best time to sell Solar PV and Solar Thermal. We've been working hard at being competitive in the Solar arenas, and believe we've arrived. If you need help in siting, configuration, or pricing solar systems, let us know. We can ship directly from inventories (same or next day).

Lastly, we'd like to hear from you more often. We've added new products that support sales of all products across the board. We'd like you to gain thru these new opportunities.

**Robert S. Thompson**  
CEO



**HEA's Manny Lara discusses options with a prospective Solar PV customer for a 108,000 SF commercial facility in Dallas, TX.**



HEA BLOG EVI BLOG

**Sales Small Wind Turbines SalesUp in 2009**  
*U.S. Market Prospers Thanks to Incentives, Investment, Popular Demand*

### Among key findings of the study:

- The U.S. small wind turbine market grew 15% in 2009, with 9,800 units sold and 20.3 megawatts (MW) of new generating capacity;
- An estimated 100,000 small wind turbines are now installed in the U.S., bringing total small wind generating capacity to the 100-MW milestone;
- The U.S. market is the world's largest — about half of all units and capacity added worldwide in 2009;
- The U.S. is the world's leading manufacturer of small wind turbines: about two-thirds of all small wind systems sold in the world last year were made by U.S. manufacturers.

-The 2009 American Recovery and Reinvestment Act (ARRA) expanded the federal Investment Tax Credit (ITC) for small wind turbines in 2009, allowing consumers to take 30% of the total cost of a small wind system as a tax credit. The ITC was perhaps the most important factor in last year's small wind turbine market growth.

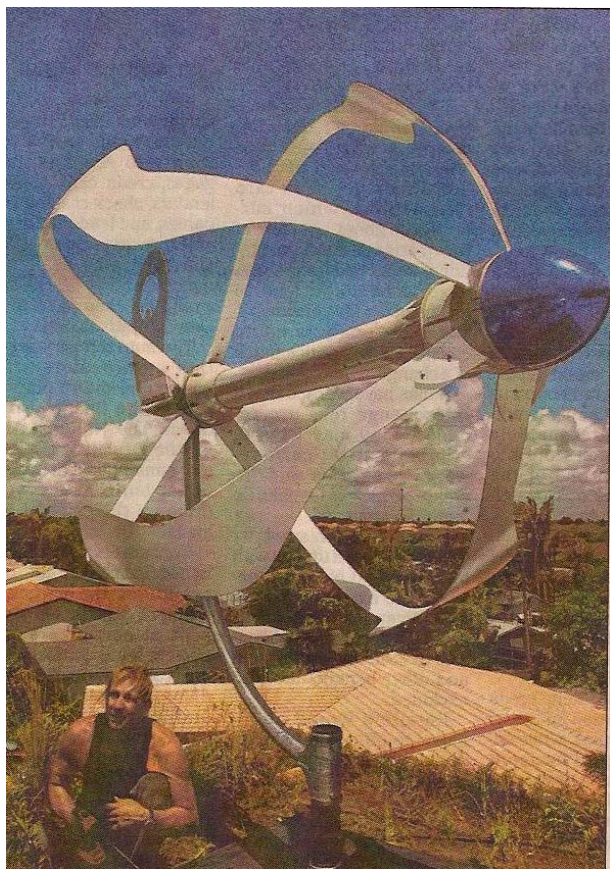
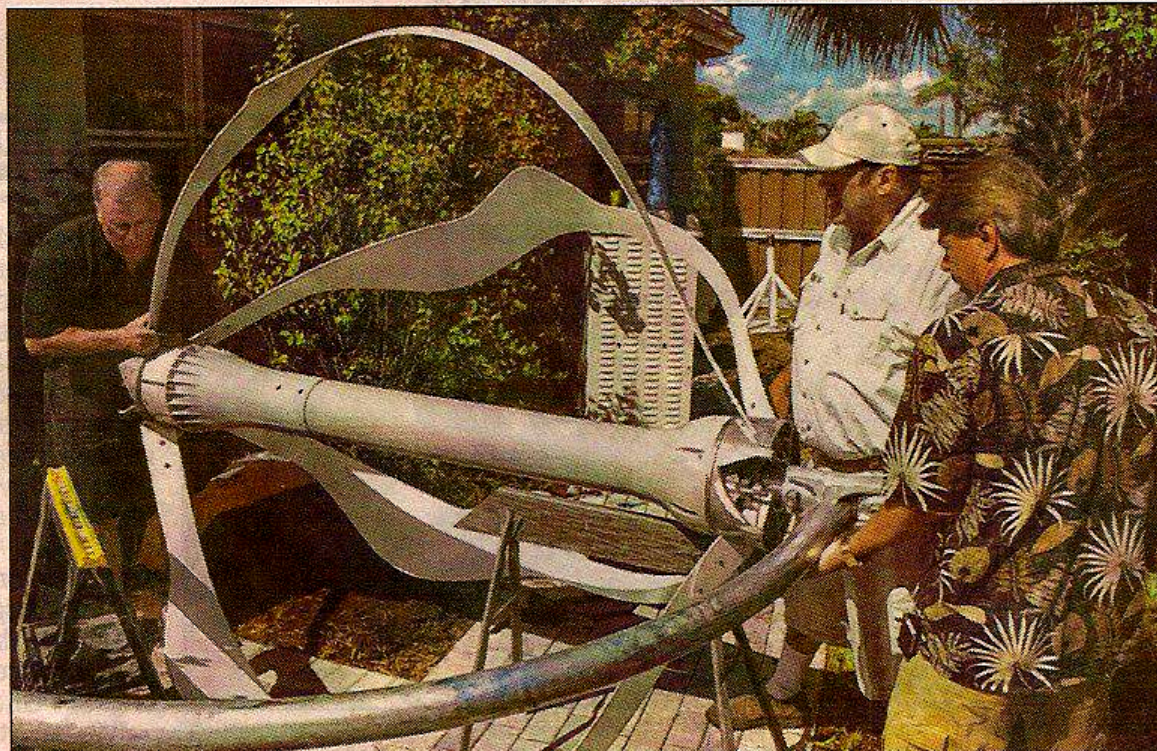
-In 2009—during the height of the economic recession—\$80 million of private equity was invested into small wind turbine manufacturing companies, boosting to over \$250 million the total equity invested over the past five years. This investment helped manufacturers increase production, lower costs, meet sustained demand, and even acquire competitors.

**Price decrease notice:** You should all have received the new (and improved) Energy Ball pricing structure by now. If not, please contact Manny or Vern. We would also appreciate your comments. Thank you.



## FLORIDA TODAY

**Hooking it up.** Michael Lanham, COO, Home Energy Americas, Steve Kastner with Kastner Engineering and Tery Sobzak, president, Home Energy Technologies, assemble the wind turbine known as the V-200 Energy Ball before it was installed on the roof of a near-zero energy use home in Indialantic.



**Near Zero-Energy Home in Indialantis, Florida** may be the most energy efficient home in Florida, the USA, the World?

V200 and V100 Energy Balls have been installed on the roof to support the operation of four GPRM DC Air Conditioners.

### Alaska Offers Grants for Development of Hydro and **Other** Renewables Projects

[HydroWorld.com](http://HydroWorld.com) Published: July 6, 2010 The Alaska Energy Authority (AEA) is soliciting competitive grant applications from qualified applicants for renewable energy projects, including hydro projects, to be funded by the Alaska State Legislature. The Round IV application period opens July 21. AEA must receive Round IV applications no later than 5p.m. on Sept. 15, 2010.

### NABCEP Releases Small Wind Installer Certification Application and Exam Resource Guide

The North American Board of Certified Energy Practitioners ([NABCEP](http://NABCEP)) announced that it is now accepting applications to sit for the first administration of the Small Wind Installer Certification exam. This is NABCEP's first certification for installers of a non-solar technology. It will target practitioners who specify, install and maintain small wind energy systems and equipment.

In addition, to help applicants prepare for the exam, the board just released its [Small Wind Installer Certification Exam Resource Guide](#). The first small wind certifying exam is scheduled for Saturday, September 11, 2010, at various locations in the U.S.



**Energy Balls Power Cell Tower Stations**

In the north of Germany (Hohenkirchen), an Energy Ball V100 is being used to power a remote cell phone relay station. This is a great example of our sustainable products in a daily use remote application. There are over over 148,000 cell tower locations across the United States, many of them can be well served by our sustainable, renewable wind and solar solutions. Talk to your local tower operators



**Property Assessed Clean Energy – PACE**

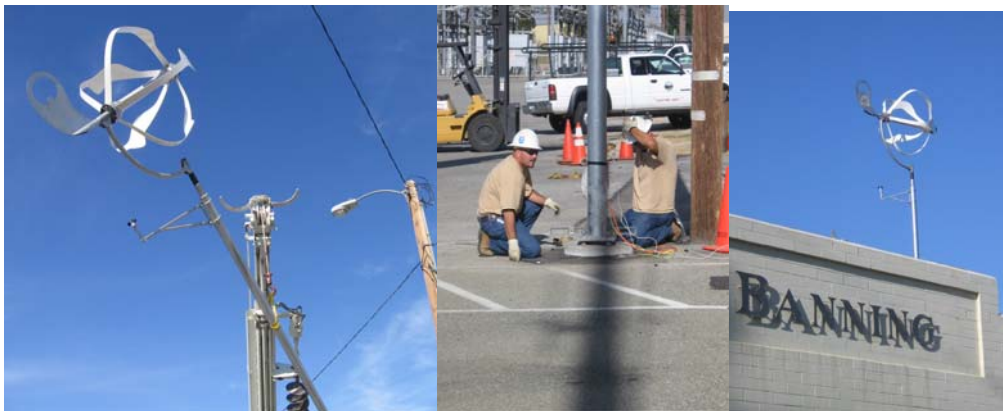
Property-Assessed Clean Energy (PACE) financing programs allow property owners to borrow money to pay for renewable energy or energy-efficiency improvements. Unlike traditional power purchase agreements or other solar loan programs, the amount borrowed is typically repaid over a period of years via a special assessment on the property.

PACE financing funds are typically set up by state or local governments in the form of bonds and the amount borrowed is typically repaid via a special assessment on property taxes, or another locally-collected tax or bill. Only property owners within the local jurisdiction that choose to borrow money through the PACE program are subject to this special assessment. PACE financing allows the cost of clean energy home improvements to be linked to the property and if a property owner participating in a PACE program sells the property, then the repayment obligation will legally transfer with the property.

In most states, the legislature must authorize cities or counties to issue special assessments on select customers' property taxes to finance solar energy systems. Cities or counties can use their bonding authority to finance programs

To date, twenty-two states have passed measures authorizing local governments to create PACE financing programs, and more than 10 governments have taken steps to create programs.

A V200 Energy Ball was installed at the City Yard in Banning, CA. in late July. Thanks to GPRM for delivering the relationship, and to HEA's Michael Lanham for directing the installation in Banning



*Bob Thompson explains BOS (balance of system) components for a Heat Tube Class in McKinney.*

The Energy Ball V100 is showcased at the 2010 World Expo in Shanghai, PRC. Home Energy products are being well received globally.



**EV101**

EV Island components include the following:

Charge Point Electric Vehicle Charger Station CT 2100

EV Island 23ft Pole  
Home Energy Americas V100 Energy Ball wind turbine with inverter

Home Energy Americas 180watt solar modules  
**LED lights**

Banner mounting & hardware (banner & art work not included)

**Includes all hardware and mounting equipment**

Excludes installation, permitting and some additional fees may apply





Pete Varma's Intraline, Inc. trains new dealers at their Burlingame, CA facilities, complete with hands on assembly and erection of a V100 Energy Ball. A seminar on Solar to Polar DC Air Conditioners was presented by Roger Pruitt & John Mariaus of Green Power Resource Management.



V200 Energy Ball up & running on Galveston Island- Justin Owens, President of Gulf Coast Renewable Resources installs his first V200 at A & H Electric on Galveston Island (TX) in June. Great ocean breezes support this excellent location! A & H are experienced pros with wind powered turbines. They erected their first wind turbine in 1983.

**Portable emergency power with air conditioning, when you need it, where you need it!**

**Emergency Energy System / E.E.S**

Self-Contained System

- DC Air Conditioner 13,500 BTUS
- Wind Turbine
- Solar Panels
- Batteries
- Flat Mount Stand

Power

- Wind Turbine  
Up to 2.5 kw in good wind
- 6 Solar Panels  
180 watt Peak Power each = over 1000 watts
- Total potential power 3.5 kW of usable DC power
- System has the ability to make power 24 / 7



Air Conditioner

- Efficient DC Air Conditioner
- Unit requires less than 1000w
- Provides AC in remote locations with no access to electrical power
- Accepts both AC and DC simultaneously
- Runs constantly for 5 hours or for 10 hours cycling on and off

Quick, Easy Assembly

- Installs under 1 Hour
- Mounting and winch tools included
- Installs with wrench and socket set only
- No heavy equipment needed 2 man installation team
- Complete system under 2500 lbs



**Intersolar North America**, taking place July 13-15 in San Francisco's Moscone Center West Hall, promotes the development of business opportunities throughout the U.S. solar industry. More than 570 U.S.-based and international exhibitors and 20,000 trade visitors

### 3rd Renewable Energy Convention in Puerto Rico and the Caribbean

**Date:** September 23, 2010 to September 25, 2010  
**Cost:** \$50.00 per day  
**Website:** <http://prugar.com>  
**Location:** Puerto Rico Convention Center  
 San Juan, Puerto Rico  
 San Juan, 00980 PR

### Wind Expo 2010 Mexico City

**Date:** September 28, 2010 to September 30, 2010  
**Cost:** free on line  
**Website:** <http://www.windexpo.org>  
**Location:** Mexico City, MX

### Latin American Wind Energy Association LAWEA

The Wind Energy Association Latin America, LAWEA, promotes the use of Wind Energy as a clean electricity source to be supplied to Latin America countries. We invite you to visit our website: [www.windexpo.org](http://www.windexpo.org)  
 For more information, please contact Marco Duron:  
 Office: +52 (33) 3817 8300 E-mail: [mduron@lawea.org](mailto:mduron@lawea.org)

### IREC webinar July 20: state solar policy and market trends (missed it, ask us to send you the presentation)

### IREC Fall 2010 webinar schedule

#### **BRAZIL WINDPOWER 2010**

**Rio de Janeiro Aug 31 2010, 12:00 AM - Sep 2 2010, 11:59 PM**

Brazil Windpower 2010 is the premier pan-Latin American wind event, Latin America's industry meets at Brazil Windpower 2010.

**2010 New Energy Vehicle Technology & Investment Congress**  
**Sep 2 2010, 08:45 AM - Sep 3 2010, China**

#### **Women In Green Forum**

**Sep 1 2010, 12:00 AM - Sep 2 2010, 11:59 PM**

### More Upcoming EVENTS

**September 11**

NABCEP PV, solar thermal, small wind certifying exams

**September 24-26**

Renewable Energy Roundup & Green Living Fair,

Fredericksburg, TX

**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

## States in the News (from Dsireusa.org)

[ALASKA – Renewables Grant Budget Slashed](#)

[ARIZONA – State Stimulates Solar Water Heater Market.](#)

[CALIFORNIA – San Francisco PV Rebate Program Revitalized](#)

[COLORADO – Co-Op Adjusts PV Rebate Program](#)

[COLORADO – PACE Financing Accelerated](#)

[DISTRICT OF COLUMBIA – Net Metering Rules Adopted for Systems up to 1 MW](#)  
[Energy Efficient Residential Construction Tax Credit](#)

[FLORIDA – Sun Sets on Multiple Renewables Incentives](#)

[LOUISIANA – Solar Rights Established](#)

[MASSACHUSETTS – Déjà Vu: Commonwealth Solar II Rebates Available Again](#)

[MASSACHUSETTS – Two Solar Funding Blocks Down, Two to Go](#)

[MINNESOTA – Solar-Thermal Rebate Program Expanded](#)

[NEW HAMPSHIRE – Net Metering Super-Sized](#)

[NEW JERSEY – PV Rebates Back in Action in September](#)

[OHIO – PACE Financing Expanded to More Renewables, Efficiency](#)

[OKLAHOMA – New Law Ices All Tax Credits. Zero-Emission Facilities Production Tax Credit](#)

[Tax Credit for Manufacturers of Small Wind Turbines](#)

[PENNSYLVANIA – Solar Rebates Shine Again for Small Businesses](#)

[TENNESSEE – Solar Institute Grants Available](#)

[TVA – Generation Partners Program Undergoes Makeover](#)

[UTAH – Sun Sets on Some Technologies in State Rebate Program](#)

[VERMONT – Wind Incentive Program Refurbished](#)

[WEST VIRGINIA – Interconnection Standards Established](#)

[WEST VIRGINIA – Net Metering Supersized](#)

### Visit [www.homeenergyamericas.net](http://www.homeenergyamericas.net) (dealer site)

It's your gateway to remedial learning, new product specifications, new downloadable presentation, videos, news, and a myriad of useful product and industry information. Have a question? The answer may be right on your desktop.

## Ontario Power Authority Proposes Cut to FIT

Published: July 8, 2010

Toronto, Canada -- Last October the Ontario Power Authority (OPA) launched its microFIT Program and since that time, more than 16,000 applications have been submitted, with a large majority being for ground-mounted solar projects. In order to keep the market for ground-mounted solar projects from over heating, the OPA is proposing a new pricing category of CAN \$0.588 per kilowatt-hour (¢/kWh) for these projects. The new price category will better reflect the lower costs to install a ground-mounted solar PV project versus a rooftop project, the utility said.

