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Volume 1, Issue 8, October 2010






Developing and Sustaining Your Business

So, you've decided to become the next successful Green Energy giant in your market area. Good for you. You've seen all the hoopla on television, read about the renewable energy revolution in the various medias, and have spent some time on the Internet researching all the facts(?).

You've taken what you believe are the first steps in joining the renewable energy phenomenon. What's next? OK, you or members of your staff have attended our certification training and learned about the proper installation of these products, and gained some insights into the industry and obstacles presented by codes, ordinances, zoning policies and various certifications .

Starting to get more complicated? Requires a larger knowledge base than you expected? Take heart, there is real value to crossing all the 'T's' and dotting the 'I's', starting with developing a solid business strategy. Connecting all the dots will require some hard work. Developing, scheduling, and allocating resources to your venture presents a long term commitment to learning, communicating, and building relationships.

What is your target market? If urban residential, choose your community target carefully. If the local authorities shout green from the roof tops, but unreasonably disallow the installation of our products on their roofs or in their back yards, you may choose to spend your efforts and resources outside the city limits, where restrictions are generally much less obstructive to your efforts.

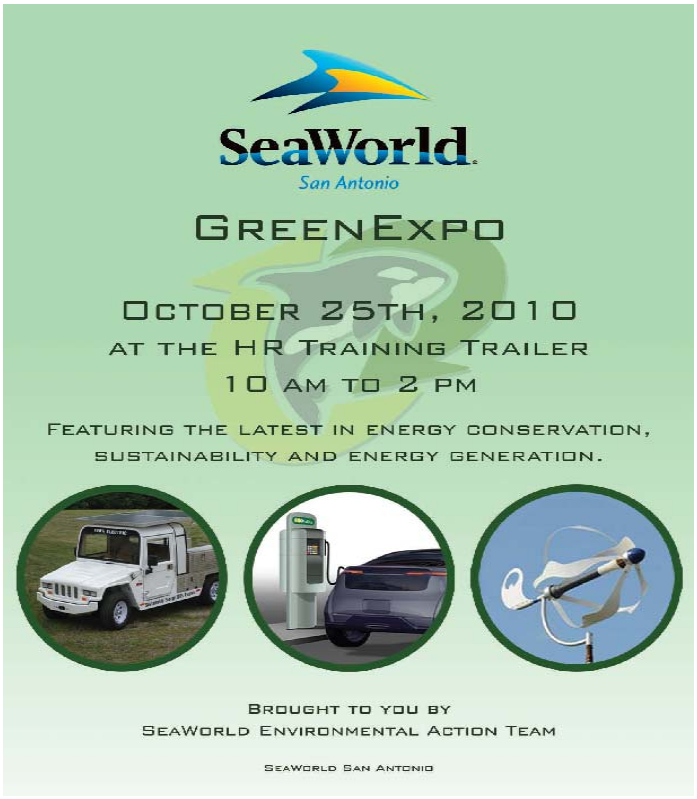
Commercial and industrial opportunities abound, and generally have fewer restrictions than residential installations (no HOA's, or well intended but uninformed or misinformed council or board members). Business applications for our products present a lot of options and opportunities for you. Substantial grant and financing options are available to government entities (cities, counties, libraries, schools, zoos, etc.). For profit companies can leverage incentives, leasing, accelerated depreciation and property valuation into their 'green energy' models that support solid bottom line results.

What ever your target, it will likely required some dedicated involvement on your part to build relationships with local authorities; define business cases for your customers, and possibly becoming an expert in supporting ROI models, system financing, product expansion models, and even helping with grant and incentives submittals.

Sound complicated? It's not really, but like any successful and sustainable business, defining your targets, maintaining focus, and delivering good products and services will win opportunities and become part and parcel to your success. The sooner your renewable business model is organized, the sooner you'll enjoy the success you signed on for.

So let's get to work, we'll supply the quality products your customers need and want, plus a solid group of industry professionals eager to support your efforts. All you have to do is to craft your business into the professional resource that your customers need.

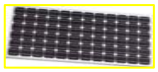
Robert S. Thompson, CEO



HEA products were featured at Sea World's Green Expo on Oct 25th. Winslow Swart is seen here with members of Sea World's management team and facilities staff








American Solar Energy Society Triples Reach of National SolarTour. Largest Grassroots Solar Event

Record 648 community tours featuring a solar-powered funeral home, a poultry farm & homes powering electric vehicles (EVs & PHEVs) Registered in 48 States;

(Boulder, CO – September 14, 2010) – With 648 community solar tours registered to date, momentum is building to make the 2010 American Solar Energy Society's National Solar Tour the most successful grassroots solar event in history, engaging tens of thousands of solar-interested citizens across 48 states. The 648 tours featured in this year's National Solar Tour is nearly *triple* the number of tours featured in 2009, and more communities continue to join the movement each week. Last year, 150,000 people across 49 U.S. states, Washington, D.C. and Puerto Rico participated.

IREC Releases Annual Updates and Trends Report

October 11th, 2010

The Interstate Renewable Energy Council (IREC) today released its Annual Updates & Trends Report, recognized nationally for its collective information and leading insight into growing and emerging trends in the fast-paced world of renewable energy. This report is funded by the U.S. Department of Energy. The report, with chapters authored by many of the nation's ... Read More

October 2010 Connecting to the Grid Newsletter

October 7th, 2010

WHAT'S NEW AS OF OCTOBER 2010? Note from the Editor After three decades, PURPA still plays a role Since it's October and Halloween's coming up, I thought I would venture into one of the scariest topics out there in the renewable energy world – federal energy regulations. They are, in a word, complex. If they ... Read More

New Jersey reaches solar milestone

October 1st, 2010

On October 1, 2010, the New Jersey Board of Public Utilities (NJBPU) announced that New Jersey has reached 200 MW of solar capacity with more than 6,800 projects statewide. The state is number two in the nation in terms of grid-connected solar photovoltaic ("PV") installed capacity. Eight years ago, the state had only six solar ... Read More

Vermont non-profit organizes community solar customers

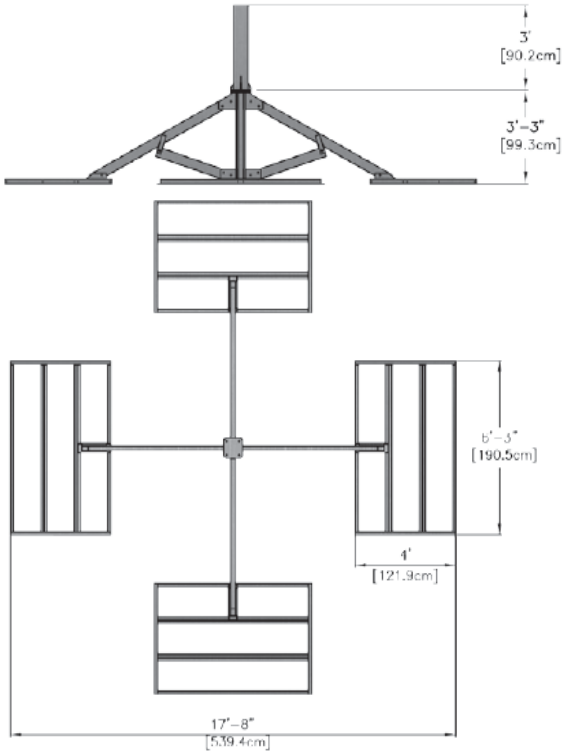
September 27th, 2010

Hoping to make it easier for homeowners to get their electricity from the sun, a Vermont consumer group announced plans on September 23, 2010 for a "solar communities" program under which it will partner with solar panel manufacturers and installers to offer discounts on installations. The Vermont Public Interest Research Group program will bundle incentives ... Read More

IDAHO – Solar Rebates Fully Subscribed Idaho's energy-efficient appliance rebate program has been fully subscribed, and all new applications will be placed on a waiting list. This federally-funded program offered rebates for a variety of Energy Star appliances, including solar water heating systems. MASSACHUSETTS – Commonwealth Solar II Funding Block Exhausted The third block of funding ... Read More

HEA announces new Flat Roof Mounts for V100 and V200 Energy Ball Wind Turbines

Non-Penetrating Mount System



Product Information

- Application: Roof-top or ground mount
- Type: Non-Penetrating Flat Surface
- Uses: V100 or V200 Energy Ball
- Finish: Hot Dip Galvanized
- Zinc Plated Hardware
- Design tested for survivability
- Heavy gauge steel fabrication
- Engineering and Installation Support
- Site specific ballast calculations
- Same day shipping of in-stock items
- Options: 2, 3 or 4 Legs per Tray or Penetrating (no trays)
- Mast Sizes: 3.50" to 6.625" O.D.
- Ballasts: Up to 96 Standard Concrete Blocks (8"x8"x16")
- Shipping: Freight (Pallate or Crate)
- Warranty: 10 Year Product Warranty
- Designed to withstand 120 mph wind

SentryView/SuperTelNetworks joins HEA's distribution network and installs first V200 system in Southwestern Nebraska. Supporting the requirements of this remote cell tower location required engineering of custom mounting and installation procedures. HEA's Mike Lanham, Jon Trice and Joe Huff were on hand to lend support to Kerry Starr and his team, and to document the required procedures. Good planning and careful execution caused a near seemless installation.



October 4th, 2010

ARKANSAS – Rebates Available for Non-Residential Renewables: The Arkansas Renewable Technology Rebate Fund is now open for non-residential systems. Rebates based on a system's first-year energy production are available for PV, wind and solar water heating. The program will close March 31, 2012 – or sooner, if funds expire. CALIFORNIA – Energy-Storage Standard on Horizon ... Read More

CANADA: Popular Demand Drives Canadian Market Growth

The Canadian market for small wind energy systems is growing rapidly according to a new market study conducted for the Canadian Wind Energy Association (CanWEA). The market survey shows that annual sales for small wind energy systems in Canada have grown by 55 per cent over the past two years, despite the global economic downturn. Read on.

DELAWARE PSC Issues Proposed Net Metering Changes

In September, the Delaware PSC issued order 7382, proposing a net metering regulation amendment. This modification comes as a result of July 2010 Senate Bill No. 267, which allowed homes and businesses to sell back 110% of their aggregate consumption to the grid. The bill also allowed customers, such as a business campus or agricultural operations, to aggregate several meters for multiple locations to determine how much power can be sold back through one meter. Finally, the bill allowed homeowner associations and similar groups of customers sharing a unique set of interests to cooperatively finance and build community-scale renewable energy projects both on and off-site.

Events

November 8
Deadline for abstracts & session proposals for ASES 2011

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

March 8-10
4th Clean Energy Workforce Education Conference, Saratoga Springs, NY

Green Heat for Homes: Benefits and Challenges of Residential Biomass Energy Webcast : Biomass Thermal Energy Council (BTEC) Nov 04, 2010

National Electrical Code for Photovoltaics
UL University - Underwriters Laboratories Inc. Nov 04, 2010

RD103 Renewable Energy and Nature Tour of Costa Rica
Company: Solar Energy International (SEI) Nov 09, 2010

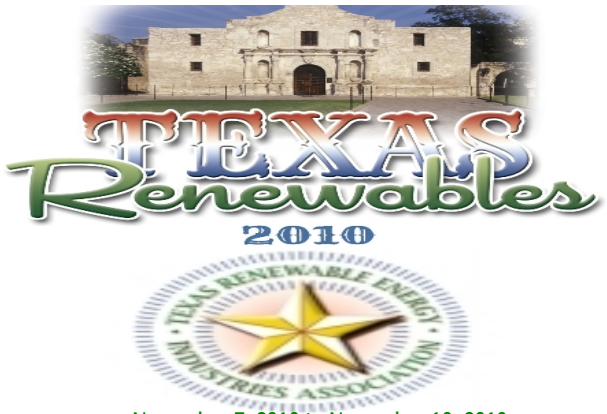
2nd Annual Community Power Conference & Power Networking Centre Conference and Expo
Ontario Sustainable Energy Association Nov 15, 2010

4th International Concentrated Solar Thermal Power Summit
Conference and Expo : Nov 15, 2010

3rd Concentrated Photovoltaics Summit Europe, Seville, Spain Conference Nov 18, 2010

AWEA Small Wind Conference in Portland, Oregon December 7-9
The American Wind Energy Association (AWEA) will hold their annual Small Wind Conference, Power for the People, December 7-9, 2010 at the Convention Center in Portland, Oregon. This year's program is divided into two session tracks, Small Wind and Community Wind. Read on.

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



November 7, 2010 to November 10, 2010
http://texasrenewables.org San Antonio, TX






Wind Powering America Launches Bi-weekly Newsletter

With it's October release, Wind Powering America launched the first issue of what will be a biweekly e-newsletter. The Wind Powering America Newsletter informs partners and stakeholders of events and Webinars, financial opportunities, new publications, state successes, and other program activities. To sign up to receive the newsletter, clickhere.

November 17, 2010 **Wind Energy Ordinances Webinar**

Wind Powering America hosts a live Webinar on Wind Ordinances as a part of a series on a variety of themes on the third Wednesday of every month. The webinar will feature special guest experts, summarize the latest research on siting and deployment issues, and provide a chance for you to share your own experiences, ask questions, and engage with the WPA network. Click here for log-in information, as it becomes available.

Estimating Small Wind Turbine Output and Economic Performance Webinar

November 4, 2010 11:30 a.m.- 1:00 p.m. PT; 2:30 p.m. – 4:00 p.m. ET

The American Solar Energy Society (ASES) Small Wind Division bi-monthly Webinar series continues with a presentation titled, "Managing Expectations: Estimating Small Wind Turbine Energy Output and Economic Performance." The Webinar will be presented by Tony Jimenez from the National Renewable Energy Laboratory. This presentation will teach methods for estimating wind turbine energy production and economic performance. For more information, contact Beverly Cisneros of NREL at 303-384-6979. Call-in #: 877-951-7311; Participant Passcode: 9624815

Want the latest net metering and interconnection updates? Here are daily data feeds from DSIRE:

State-by-State Net Metering Table (Updated daily through a data feed from DSIRE)

State-by-State Interconnection Table (Updated daily through a data feed from DSIRE)

Enphase Inverters Webinars: sign up, learn and enjoy.
http://www.enphaseenergy.com/newsevents/events.cfm

MICHIGAN Municipal Utility Expands Net Metering

The Michigan-based Traverse City Light & Power (L&P) Board has enabled ratepayers to produce local renewable energy that may partially or fully offset their energy requirements. At its July 27, 2010 meeting, the board approved a Net Metering Policy, which expands L&P's Net Metering Program and gives individual ratepayers this new incentive for individual power generation. L&P's first Net Metering Project was started in 2006. The Net Metering Policy allows for the installation of wind and solar projects on property owned by the ratepayer. Read on.

NEW YORK: NYSERDA On-Site Small Wind Incentive Program

The New York State Energy Research and Development Authority (NYSERDA) provides incentives for eligible small wind systems. Incentive payments are not paid directly to the owner of the wind system. Instead, they are paid to eligible installers that have been approved to participate in this program, but the entire incentive must be passed on to the owner of the wind system by the eligible installer. The incentive itself is based on the expected annual energy output of the system as calculated by the New York State Small windExplorer, and ranges from $0.30/annual kWh to $3.50/annual kWh. All systems must be new and grid-connected. As of this writing, NYSERDA has identified a total of 29 wind system models made by 16 different manufacturers as being eligible for the incentive. Equipment eligibility restrictions also exist for power inverters, monitoring equipment, and other system components. In addition, various siting criteria, such as setbacks from residences and hub height above nearby obstacles, apply to all systems. Read on.

HEA's November Certification Training will be held the 8th, 9th, & 10th. These improved classes are free to existing certified dealers and installers. *Call to reserve space* for one day or all three. New configuration tools and improved presentations and processes will improve your product knowledgebase, and further develop your sales/marketing acumen. Bring your projects.

MARYLAND Windswept Grant Program

The Maryland Energy Administration (MEA) provides rebates for the installation of residential and non-residential wind energy systems of up to 100 kilowatts (kW) through the Windswept program. The minimum system size is set at 1 kW for residential systems and 1.5 kW for non-residential systems. Effective for all applications received after July 1, 2009, rebates are based on the normalized energy production capacity of the wind system at a reference speed of 11 meters per second (roughly 25 mph), which may differ from the rated capacity of the turbine as listed by the manufacturer. Participants are eligible for an incentive of $2,800 for the first 5 kilowatts (kW) of normalized capacity and $2,100 for additional capacity above 5 kW. Incentives are allocated on a per property basis, meaning that incentives will not be awarded for multiple turbines on the same property. Read on

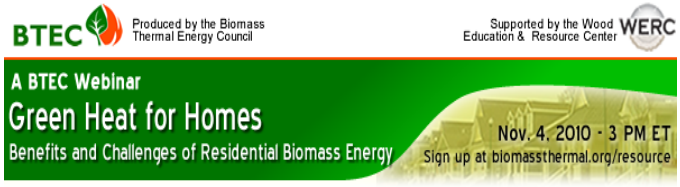



HomeEnergy


NEWS FROM DSIRE - Oct 2010

AZ - SRP Offers Temporary Solution for PV Rebate Funding Woes
AZ - Another Utility's PV Well Dries Up
CA - Emergency Rules Developed for Industry Recruitment
CT - Solar Thermal Incentives Get a Boost
GA - Georgia Power Solar Program Increase Approved
HI - After Much Deliberation, PUC Approves Feed-in Tariff Rates
MA - Commonwealth Solar II Rebates Available

MN - State Unplugs Photovoltaic Rebate Program
MN - Xcel Accelerates Solar PV Incentives with "Minnesota Made" Provisions
NY - Revised Small Wind Incentives Available from NYSERDA
NY - LIPA Residential PV Rebate Program Closed for 2010
OH - State Enacts Emergency Rules for Renewable Energy Project Property Tax Exemption
OR - Round 2 of Production Incentive Opens and Closes
TX - Austin Energy Residential Solar PV Incentive Funding Renewed



BTEC Presents New Webinar on Residential Biomass Heating. Second in the free webinar series will be held November 4 at 3PM ET The Biomass Thermal Energy Council (BTEC) today announced the second webinar in its series of free educational webinars on topics important to the biomass thermal industry. "Green Heat for Homes: Benefits and Challenges of Residential Biomass Energy," will be held November 4, 2010 at 3PM ET. This event is made possible with funding from the USDA Forest Service's Wood Education and Resource Center (WERC).

New Interagency Agreement Establishes Framework for Collaboration on the Economy, Energy and Environment Initiative

October 20, 2010
DOE Bolsters Effort to Support Manufacturing Leadership through Clean Energy
The U.S. Department of Energy (DOE) today joined the U.S. Department of Commerce, the U.S. Environmental Protection Agency (EPA), the U.S. Small Business Administration and the U.S. Department of Labor in signing a Memorandum of Understanding in support of the *Economy, Energy and Environment Initiative*. The goal of this effort, known more commonly as the *E3 Initiative*, is to assist manufacturers in becoming more efficient, competitive, and sustainable through public-private partnerships. E3 focuses on helping small and medium enterprises (SMEs) advance efforts to use lean, clean, and energy-efficient practices to conserve energy, reduce environmental impacts, preserve jobs, and enhance overall competitiveness. Full story

DES MOINES, Iowa, *Oct. 14, 2010* – Agriculture Secretary Tom Vilsack today announced that USDA Rural Development is providing loans and grants for 433... continue reading

Web-based System Monitors Solar Gold Rush in California
New legislation calls for a 10-year program aimed at installing approximately 200,000 solar water heaters in homes and businesses throughout California

What is a Feed in Tariff? A Feed in Tariff is a long term government backed contract to buy the electricity and "carbon credits" you make onsite from solar panels, wind turbines or other renewable energy systems. Read the Introduction to Feed in Tariffs by the World Future Council.

Misc. States News

New York grid could accommodate more wind energy

Vermont non-profit organizes community solar groups

Delaware PSC issues proposed rules for net metering changes, community solar and meter aggregation

New Jersey hits solar milestone

Pennsylvania finalizes solar policy statement

Illinois and Michigan working on plug-in electric vehicle policies

Georgia Power approved to purchase more solar energy from customers

Brenham, Texas adopts interconnection and net metering for systems up to 10 MW
California enacts groundbreaking energy storage legislation

Oregon reduces pilot solar FIT rates
Idaho PUC issues first solar PURPA contract

Hawaii adopts decoupling policy to help spur renewables and efficiency

Military deploys solar and renewables for combat operations

California issues regulations for a 33% Renewable Energy Standard

What are carbon credits?

Carbon Credits (some times called Renewable Obligation Certificates or ROCS) are the technical mechanism that makes the Feed in Tariff work through what's known as a cap and trade system. You sell clean electricity to the grid, which generates carbon credits. Polluting companies have to buy these credits. The Government underwrites the minimum price for the combination of electricity and carbon credits.

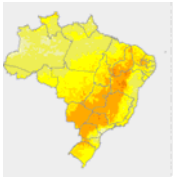
Renewable Energy RFPs (these entities are currently seeking bids on Renewable Energy Projects)

- San Francisco Public Utilities Commission
- SRECTrade Monthly SREC Auction
- Southport Power
- Evolution Markets Auction
- Arkansas Electric Cooperative Corporation
- Northern States Power Company
- West Penn Power Company d/b/a Allegheny Power
- Seattle City Light
- Leon County Solid Waste Management Facility Agency Location
- NC GreenPower
- The Potomac Edison Company d/b/a Allegheny Power, Baltimore Gas and Electric Company, Delmarva Power & Light Company, and Potomac Electric Power Company
- The State of Montana
- The Flood Control District of Maricopa County (AZ)
- New York Solar Authority (NYSA)
- Holy Cross Energy
- Southern California Public Power Authority






Brazil summit covers renewable energy finance, investment topics



SAO PAULO, Brazil 10/27/10 (PennWell) -- A recent renewable energy summit in Brazil brought together a range of renewable energy sector leaders to share their perspectives on the latest innovations and developments in the renewable project finance and investment

The "Brazil Renewable Energy Finance & Investment Summit," held Oct. 19-21 in Sao Paulo, included developers of hydro, wind and other renewable energy projects, equipment suppliers, lenders and other key industry players.

The conference used an informal, panel-driven approach to introduce the concerns and interests of each group.

Panel topics covered opportunities to invest in Brazil's bioenergy market, economic issues related to small hydro development, investment in transmission infrastructure in Brazil, perspectives on wind and solar power development and finance and a range of other issues.

Another HEA Solar PV system is installed in Houston, TX by Gulf Coast Renewable Resources. Package design by Jon Trice, Installation executed by Justin Owens and the GCRR team.

Visit Home Energy Americas dot Net site often to review the latest in presentation and configuration toots & videos.

Developing Emergency Preparedness systems for FEMA, Military, Government Agencies and Civic Organizations with HEA products is good for your bottom line and builds strong relationships for future growth opportunities.

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