

SoCal-Solar-Energy, Inc. makes a green machine of your business or residence

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Mother Nature is smiling on us every day here in Southern California and her rays of sunshine contain natural energy just waiting for us to convert to electricity and help make our world a cleaner, better place. One distinguished Southern California Solar company is doing just that in a big way. SoCal Solar Energy is converting our sunshine into solar energy to power businesses and homes. Their most recent large solar project was Jet Source at Palomar-McClellan Airport.

The solar system at Jet Source is paneled by SoCal's selective choice of Shell Solar photovoltaic(PV) panels. The system is producing enough 'juice' to power the equivalent of about 200 homes per year and saving the company around \$60,000 annually right away.

After 30 year's experience and a solid reputation as an electrical engineer, SoCal's Founder and CEO Jim Pieratt went into the marketing and installation of high-tech solar PV system solutions four years ago. His partner and vice president Kevin Fultz add for a combined over 60 years experience in high-end Construction, Electrical and Solar.

Pieratt is a certified energy manager and a member of the Association of Energy Engineers and the Association of California Conservation Contractors, as well as an approved contractor by the League of California Homeowners. He and Fultz have the handle on solar technology and business applications for it; that is critical for any business selection of the best solar company to consider for major solar projects.

Municipalities are also wak-

ing up to the long-term savings of solar. SoCal's other recent major project was the installation of the largest water agency photovoltaic solar energy plant in the California desert. Located in the Coachella Valley, it serves all of Palm Springs in its 325-mile service area. The new installation will significantly reduce ratepayer operating costs and set an example for other agency users in the public and private sector.

Solar made good business sense all around to local entrepreneur Richard McWilliam, owner of Jet Source and chairman and founder of Upper Deck.

"Solar offers a measure of independence from the volatile and unpredictable electricity markets, not to mention the sensitivity we must all address with our rapid depletion of natural resources and pollution of the environment by the use of fossil fuels," McWilliam said.

Action is louder than words and Jet Source's choice of SoCal Solar for their critical solar project speaks volumes as to SoCal's integrity and expertise.

"Aviation facilities and large business buildings like the many grand office buildings all over Carlsbad are architecturally perfect for solar. The large flat roofs can easily tolerate the weight of the panels and can supply 100 percent of a company's electrical consumption," assures Pieratt.

The Federal Energy Commission predicts electrical energy costs will increase 15 - 30 percent this year and double in five years.

Weather? The solar systems are engineered to the most rigorous specifications, able to withstand catastrophic weather events like heavy wind conditions. A torsion and corrosion-resistant

anodized aluminum frame ensures dependable performance. Tempered silicon glass ensures high-impact resistance against hail, snow, ice and storms. The evolution of the mono-crystalline range ensures that the products have a long, reliable service and are backed by a 25-year + warranty.

Looks? Gone are the days when solar panels are unsightly. Instead, today's solar photovoltaic panels make for a streamline, high-tech, futuristic "Jetsons" look for commercial and residential buildings. Jet Source's roof is beautiful with the densely-packed cells and high-tempered solar panel glass glistening in the afternoon sun. Homes get admiring glances and comments from neighboring residents. To boot, the gorgeous panels actually keep buildings cooler in the summer, offering a surprise shade practicality with their good looks.

"The Shell CIS thin film panels we are licensed to install are tomorrow's technology available today, perfect for high-demand visual aesthetics and top-of-the-line efficiency," Pieratt said. "Dense packing of cells gives more power where space is limited and the grid-tied panels create a uniform, clean appearance."

In January, KUSI-TV's Rod Luck featured a live segment on the SoCal Solar and Jet Source aviation solar project. SDG & E's representative joined in for the segment, endorsing solar as the way to go.

"Media is fascinated by this venture. As for a business, solar is the ultimate PR tool," boasts Frank Milian, CEO of Jet Source. "Jet Source's open house allowed a dedication ceremony to explain



Jet Source placed SoCal's Shell Solar photovoltaic(PV) panels on its hanger roof.

the importance of this investment and its value to the company and the community. It also gave us a chance to illustrate how a move toward clean solar energy ties into long-term business strategy and into our community."

SoCal assists with PR in helping a client communicate its energy and environmental vision. Pieratt recommends a company get the word out proudly to the media and community officials when going solar. Green is good.

"The media is fascinated by solar energy taking off for businesses and residences," Pieratt adds.

SoCal encourages an interactive dedication ceremony that includes key people—employees, local business leaders and politicians, important investors, customers and the press.

"Regional politicians like to affiliate with progressive-moving businesses that enhance community safety and demonstrate forward

thinking," says Pieratt. "Transitioning to solar in the aviation industry today is simply a smart investment in your company's future."

A solar power system like Jet Source will eliminate over 49,500,000 pounds of pollution over a 25-year period, improving the health of employees, local residents, and the local environment. Let's bring on more.

"Solar creates a win/win for everyone involved whether business or residential," concludes Pieratt.

What about the future of solar? Solar is savvy. Big energy burners are yesterday's news. Efficiency is 'in'. Waste is so 'last century'.

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