



SUNNY TIMES™

The newsletter for Built Well Solar Corp.'s customer and client community.



The Built Well Solar installation on the Pfoertners' home.

BUILT WELL SOLAR INSTALLATION FILE

“When people ask us about solar and why we installed it, we have so many good answers we could go on for hours talking about it.”

— Homeowner Dave Pfoertner

So Many Reasons to Install Solar

Judy and Dave Pfoertner had been thinking about solar energy for some time, but it was only after their Jamesport home was damaged in a fire and a brand new roof was installed that

they shopped around for a solar energy firm.

“When people ask us about solar and why

we installed it, we have so many good answers we could go on for hours talking about it,” Dave said. “From the initial meetings with Dan and Nancy, where they were more than excited just to spend time talking with us and answering any questions we had, long before we decided to

contract Built Well Solar Corp. starting with obvious answers like it’s great for the environment, and no more electric bills. I could go on and on, but my real reason for installing it is...it just feels good.”

Eventually the Pfoertners decided to have Built Well Solar install both PV (solar-electricity) and solar water heating systems on their house.

“Our solar hot water system has passed our expectations,” Dave explained. “From the first day it was installed, we have not used one gallon of oil to heat water, and the water has not been below 140 degrees.”

“I really enjoy telling our grandkids that we produce electricity from the sun,” Dave added, “and when they take a shower at our house, the water is warmed by the sun.”☀

Save the Date

Saturday & Sunday
Sept. 22 & 23
11 AM - 6 PM

Family Street Festival

Visit Built Well Solar's annual exhibit booth at this year's Bellmore Family Street Festival, sponsored by the Chamber of Commerce of the Bellmores. Drop by to chat about solar electricity or solar hot water or just stop by for a free balloon or lollipop for the kids, or to see our electric car -- solar powered, of course, since we plug it into our PV system-powered homes to recharge! Stop by



also to enter our FREE raffle* for a Samsung Galaxy tablet, a \$500 retail value! The festival offers something for everyone with exhibits and attractions in a 25-square-block area including Carnival Rides, Kids Expo, Ford Experience Tour, Military Expo, Petting Zoo, Pony Rides, Home Expo, Animal Exhibits, Auto Show, Business Expo, Dance, Fitness & Karate Demos, Live Bands and Entertainment, Sports Expo plus local restaurant and other food offerings and over 150 craft vendors.

- LOCATION: Bellmore Long Island Railroad Station at Sunrise Highway.
- RAIN DATE: October 20 & 21.
- Festival hotline 516-809-5892.☀

*Drawing will take place September 23, 2012 at the close of the Family Street Festival. The winner will be notified by e-mail and by regular mail.

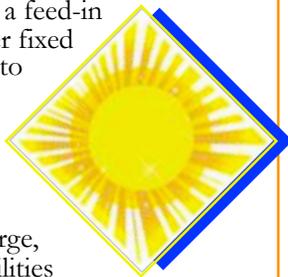
BUILT WELL
SOLAR

LIPA Announces New Feed-In Tariff Commercial Solar Program

The Long Island Power Authority (LIPA) Board of Trustees recently voted to approve a new Clean Solar Initiative (CSI) structured to provide Long Island businesses with the next 50 megawatts (MW) of solar energy, New York State's first "feed-in tariff" program. An FIT is a long-term contract between an owner of a solar energy (PV or photovoltaics) system and an electric utility. The utility agrees to buy all the electricity the PV system feeds in to the grid at a fixed tariff (in "utility speak," a tariff is a rate or set amount paid over time).

The goal of a feed-in tariff is to offer fixed compensation to renewable energy producers. While most electricity is generated in large, centralized facilities burning fossil fuels, a feed-in tariff encourages distributed generation of energy -- in this case, the collection of clean solar energy from dispersed sources, i.e. individual rooftops. In short, this new solar program hopes to create localized solar-generated "power plants" on commercial spaces across Long Island.

Under this CSI program, LIPA will purchase, through June 30, 2014, up to 50 MW of solar generation located on its customers' premises through a Power Purchase Agreement (PPA) whereby the owner of



Legislative Watch

Commercial Tax Exemption

As of this writing, both houses of the New York Legislature passed a bill exempting the sale and installation of commercial solar energy systems from sales and use taxes, a benefit already given to residential solar energy projects. Usually commercial solar energy systems are larger than residential ones, so this tax exemption would mean a greater benefit and enhanced incentive for companies considering the switch to solar energy. As we went to press, the bill had not yet been signed by the governor. ☀

Solar Jobs Act 2012

The New York Legislature ended the spring session in 2012 without passing the Solar Jobs Act or any type of long-term solar program, a surprise to many who saw hope in Governor Cuomo's pro-solar stance and signs of tremendous popular support for the measure. Environmental groups are hoping for action next time around. ☀



the solar system is paid a fixed rate of 22¢ by LIPA for every kilowatt hour (kWh) of renewable energy generated over a 20-year term. A single megawatt of solar energy produces enough electricity to power 125 homes. The amount of electricity will be measured using a dedicated meter for each project. Applications for participation in the program are being accepted starting July 16, 2012.

Put simply, under the CSI, LIPA will be paying commercial customers for the use of their rooftops to generate solar energy, the solar output coming from the PV systems they own. To prevent very large corporations or municipalities with many large properties (and rooftops) from gobbling up the full 50-MW program, portions are being set aside for smaller and middle-sized

Entrepreneur (commercial and non-profit) rebate programs. However, it differs from these traditional rebate programs, which offset ratepayers around a third of the cost of solar systems. With a feed-in tariff, there's no rebate; producers are paid only



for the actual energy their systems generate. For now, rebates continue as well, including a

commercial one currently at \$1.30 per watt for a maximum 50 kW system.

This type of performance-based incentive program designed to help grow mid-to-large solar installations across Long Island has been used successfully by other utilities in the United States, Canada and Europe, according to LIPA. "The Feed-in Tariff is a highly successful, cost-effective mechanism used around the world, and will offer an even greater opportunity for the growth of solar power as an energy source for Long Island," said Gordian Raacke, Executive Director of Renewable Energy Long Island, a regional not-for-profit organization.

While the new solar program has caught the interest of installers and commercial firms, Michael Deering, vice president of environmental affairs at LIPA, said much of the early interest in the program is coming from municipalities. More information about the program is available at www.lipower.org/FIT. ☀

businesses -- 5 MW for 50 to 150 kilowatt-sized PV systems and 10 MW for 151 to 550 kilowatt-sized systems, respectively. The program builds on the success of LIPA's Solar Pioneer (residential) and



This National Renewable Energy Laboratory map shows the states in the United States where feed in tariff legislation has been passed -- only 14 states so far.

Q. Do you know of any popular financing options for residential solar?

A. With prices for PV on Long Island at an all time low, many homeowners are finding the investment affordable without having to finance it, particularly when they wait till November or December to have their systems installed, closer to benefiting from year-end tax credits. One popular choice for those who do finance their systems are new homeowners who include the PV system cost in their mortgage so it's offset by their low or no electric bills. Others are such local "green"-friendly lenders as Bethpage Federal Credit Union, and a solar-friendly source we've found called Admirals Bank. We advise our customers about these options when asked, but we have no stake in any lending source our customers select. ☀



Q. Is it true that usage is a criterion for rebates?

A. Yes. When LIPA reviews a solar energy rebate application, current usage -- in kilowatt hours -- is a main criterion. LIPA will not issue a rebate for a system producing any more than 105% of current usage, unless a change in circumstances that will increase future usage can be documented. Other criterion apply, of course, particularly south, east and/or west exposure without shading. ☀

Natural Gas "Green" Choice - Free to Enroll & Save

On Long Island, in the Long Island Power Authority's territory, there is no choice of your electricity supplier. However, because of deregulation, homeowners and business owners (and property renters who pay their own natural gas utility bills) do have a choice of natural gas supplier. We would like to suggest that your choice be a "green" one. Yes, you can make the switch to reduce utility costs and help the planet! Why doesn't everyone do this? That's exactly what we keep asking. The only answer that seems to make sense is that few people know they have a choice, or those who do know think the process is complicated or will impact their service, neither of which is true. We can assist you in signing up with a "green" supplier of natural gas -- just e-mail your account number, and the name, address and telephone number associated with the account to info@builtwellsolar.com. There is no cost to enroll or charge from your utility for making the switch. Also, there is no long-term commitment; you may cancel at any time. Once enrolled, you will be notified of the switch and the new supplier's name will appear on your current gas bill. Changing suppliers is not only that easy, it's seamless. Your current natural gas company still provides all services, such as reading your meter and responding for repairs or emergencies. ☀

NOTE: Outside of LIPA territory, we can enroll other electric utility customers in New York (ConEd, etc.) and out of state, as well as natural gas customers out of state.

'Squirrel Stop' Available

We've always prided ourselves on being helpful and responsive to our customers, so when a customer recently called and told us squirrels were chewing on his rooftop solar panel wiring, we came up with the solution -- a special product we call "Squirrel Stop" that not only blocks squirrels (and pigeons and other little critters), but it's also fairly attractive, as in hardly noticeable -- see photo at right. Keep in mind that only about a handful of our 350+ customers have reported such issues, but we

now offer the product and installation service to solve the problem. Feel free to give us a call at 516-695-1000 if critters ever decide to set up shop or come home to roost under your solar panels. ☀



Attention, Built Well Solar customers! Do you have a story to share about your solar energy installation?

What motivated you to switch to solar electricity? Your children? Patriotism? Other reasons? Has your solar hot water system cut costs of your teenagers' long showers? Have you inspired others to go "green"? What has your life been like as a Solar Pioneer or Solar Entrepreneur? We'd love to hear from you and share your story in the next newsletter.

We also welcome questions from our readers, whether Built Well Solar customers or not.

Let us know what you'd like to know and we will answer you directly, and perhaps on these pages.

E-mail your stories, questions or comments to: nancy@builtwellsolar.com.

Another Reason to Love the Sun – It’s Good for Your Heart

It turns out that the sun is not only good for the soul, it’s also good for heart!

At Built Well Solar, we already understand the great gifts the sun provides. In addition to the sun enabling us to generate electricity and heat household water, we also realize that the Vitamin D the sun releases can help in many ways, linked to everything from stress relief and lower rates of depression to reduced risk of injury during exercise. Now a new study comes along adding even more support for us sun worshippers! The study, reported in the premier journal for biomedical research, Nature Medicine, found that exposure to sunlight may protect against heart attacks and even speed heart recovery.

Conducted by doctors Tobias Eckle and Holger Eltzschig of the

University of Colorado Denver, the study suggests that strong light and even day-light could reduce the risk of patients having a heart attack or suffering damage after experiencing one. After the fact, heart attack victims exposed to sunlight may even recover quicker.

In the study, mice were exposed to a light box that gave off illumination similar to sunlight. When researchers induced heart attacks in the mice, these light-treated rats showed signs



that they had been protected from heart attack-induced tissue damage.

Why? Heart-protective proteins (called Period 2 proteins) appear more often in humans who are exposed to sunlight than those who are not. Scientists found that the light-treated mice had four times as many Period 2 proteins in their hearts compared to mice who weren’t exposed to light.

How? When a person goes into cardiac arrest, the heart delivers less oxygen to the body. Period 2 proteins help the body to use oxygen more efficiently, so a person can survive on less oxygen, the study’s lead researcher Tobias Eckle, Ph.D. concludes.

To rephrase the classic Beatles lyric... sun, sun, sun, here we come! ☀

Global Brands Ranked As “Green”

The Best Global Green Brands 2012 list ranks the 50 top global companies according to how well their environmentally focused initiatives have fared, and how the public perceives them.

These two critical halves—performance and perception—make up the whole of a green company, one that operates sustainably and has built a positive image that can be leveraged to strengthen brand value, according to the brand consultant Interbrand and analysts Deloitte Touche Tohmatsu Limited, joint creators of the annual rankings.

See the top global 10 at right, three (J&J, HP and Dell) are American. Other U.S. firms near the top include Cisco, 3M, Apple, Ford, IBM, CocaCola, GE and Nike. To view all 50 top “green” brands and their related analyses, visit www.bestglobalgreenbrands.com. ☀

Top Green Brands

- 1 Toyota
- 2 Johnson & Johnson
- 3 Honda
- 4 Volkswagen
- 5 Hewlett-Packard
- 6 Panasonic
- 7 Dell
- 8 Siemens
- 9 Danone
- 10 BMW



Built Well Solar Corp. designs solar electricity and solar hot water systems for homes and businesses. For your FREE, no obligation solar evaluation, e-mail info@builtwellsolar.com or

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