

EAGA Business Builder

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Today's presentation was by Ryan Wallace — NM Solar Group



Mr. Wallace is another one of our members with the "Made in New Mexico" stamp. He was actually born in Albuquerque. In the vicinity of the intersection of Chelwood and Indian School. After a few years, the Wallace family (headed by Ryan's father and owner of Albuquerque Chem-Dry) moved away from that neighborhood and into the North Albuquerque Acres area of town. After a few more years, Ryan, by himself, moved a little farther from the old neighborhood, and landed in Arizona. Then even farther away, to Mexico City. After about 2 years in Mexico City, Ryan says he "accidentally came back to Albuquerque".

He didn't elaborate on the "accidentally" description, but it is probably safe to assume that Ryan is now much more cautious about verifying the destination of any bus he boards right after an afternoon at the Tequila shop. At any rate...Mr. Wallace noted that he has always - well at least since the time he finally figured out he would not become a professional athlete - wanted to own his own business. He just wasn't sure what type of business it would be; or what type of industry it would be in. He needed to learn about a variety of things before deciding what to do. So he tried stuff. Among other things, he has been a Stock Broker; a Real Estate Agent; and at one point he carried the research to an extreme, and became a real Mucker. That last title belongs to someone who cleans out barns and horse stables. Ryan decided not to choose that industry / business. He probably realized that if he wanted to be around that product all day, it would be much more lucrative to encounter it in the political arena versus a barn or stable; even though the source would be similar. While checking out an industry for commitment, Mr. Wallace took on a job at Solar City in Phoenix. Logical to go to a place with sunshine if you want to investigate sunshine converters. Ryan liked the industry and observed his employers' business operation; getting ideas for improvement along the way. Dropping down a level or two on the logical meter, Ryan then went to work for a solar company in Utah. Same industry and type of business as the Phoenix group; but the Utah folks seemed to be operating in a somewhat disorganized manner. And as before, while he was working, he was observing, and thinking of possible ways of doing things better. That takes us to Ryan's conclusion that he wants to be in the business of converting sunshine into electricity. It appears to be an industry of the future. Sunshine should be around for awhile; and so should the desire to save money. But starting out just a couple of stairs up from the 'ground floor', one needs to be cautious of excessive start up costs, etc. Ryan figured that, for keeping his initial overhead costs to a minimum, he would follow the quite successful examples of Bill Gates and Jeff Bezos...so he started his business out of a garage in Albuquerque, New Mexico. He got his first 10 jobs from door-to-door efforts and it has progressed from there. So far, he has installed solar units in various parts of the state: Albuquerque; Moriarty; San Gregorio; Santa Fe and Los Alamos. During his presentation, Ryan discussed the benefits of solar: Everyone will continue to need electricity for the foreseeable future and if you cut out the middle man, you can generate your own kilowatts for less than the residential rates currently charged by public utility companies, like PNM; There is no sales tax charged for the purchase of solar panel products and services; and there is currently (at least through 2019) a 30% tax credit available. Note that the rebate program, which basically reduced the cash outlay of your purchase, no longer exists. The tax credit that is available, applies to a reduction of taxes, so is useful to the extent that you have a tax liability. The volume of electricity that can be generated from a specific installation depends on things like the area and angle of the roof. The break-even point of an installation is dependent on how much electricity is being used by the household, and as noted before, the owner's income tax bracket. But after break-even, there should be a relatively good annual benefit. Ryan's company currently uses panels provided by Chinese manufacturer-Hundai, and American made mounting brackets and components from Unirac. Obviously, the solar system will only generate electricity when the sun is shining on it. No meaningful sunshine means no meaningful electricity from the solar panels. There are storage batteries available, but the cost is still pretty substantial. A Tesla Powerwall, lithium-ion battery can 'take you off the grid' for \$3,000 to \$4,000. Without that though, at night, power will have to come from the utility company. Being connected to that grid does provide a couple of benefits: the noted electricity at night; and the ability to sell any excess back to the power company. The drawback to grid connectivity is that when their power goes off, so does yours. Even on a very sunny day, if PNM's electricity goes off, the home owner is also prevented from generating electricity during the outage. The very good reason is that if the residential unit is generating power and trying to send it back into the grid, anyone working on that line is in jeopardy of encountering an electrical shock from an unexpected direction. There is a lot about solar than has not been noted here. If you want to know more, give Ryan a call-505-415-6172. He knows the answers, or can find the answers, to whatever solar industry questions you have. His prior work experience even gives him the ability to tell you whether or not a Mucking Fess is a tool for cleaning stalls.

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Business Leads:

None submitted

Reciprocity:

None submitted

- ◆ May's Board of Director meeting will be on Tuesday, May 9th. 5:30pm at Jinja.
- ◆ There will not be a meeting on May 30th because of the Memorial Day Holiday.
- ◆ Nominations are now open for our upcoming Board elections. If you are interested in becoming a Director, or if you know of another member that you would recommend, please send an application to Soren Thomsen 505-275-2121 or sthomsen@temafurniture.com
- ◆ First announcement of a prospective new member:
Southwest Business Advancement, LLC
Representative: Jeff Sakamoto, Managing Member/Principal
Category: Cost Management Consulting Services
Sponsor: Jack Zipper

If you have an objection to this company becoming a member, or if you have any information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper, (jdzipper@comcast.net or 505-259-5959), as soon as possible.
- ◆ Summer Bash will be on Saturday, July 8th. More details will be provided soon. If you are interested in being one of the somewhat productive and always jovial Bash Committee members, contact Chairman Pat Maloy or Chairman Dan Mowery. They are always looking for new participants.
- ◆ The EAGA annual Trap Shoot has been scheduled for September 22nd. More information and details will be provided in the next few weeks.

Badge Board Greeters

May 9th	Tom Keleher—Keleher & McLeod
May 16th	Mike Skolnick—Excalibur Realty
May 23rd	Paul Losey—Covenant Schools of America
May 30th	No Meeting—Memorial Day Holiday
June 6th	Stan Byers
June 13th	
June 20th	Scott Lardner—Rocky Mountain Stone

Upcoming Speakers

May 9th	Terry White—Sunwest Trust
May 16th	Guest Speaker Marty Austin - Driving Distractions
May 23rd	
May 30th	No Meeting—Memorial Day Holiday
June 6th	
June 13th	Paul Losey—Covenant Schools of America

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