

EAGA Business Builder

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Today's speaker was Glenn Felty—SunState Solar



Mr. Felty was born in San Juan Costa Rica in 1967. His parents were from New Jersey but, at the time, were traveling to Venezuela for a mission. Glenn lived in Costa Rica for 11 years, then his Mom became very ill, and the family moved back to New Jersey. After high school in The Garden State, Glenn headed to college at Colorado Western State University where he intended to study while pursuing his dream of becoming a member of the US Olympic Ski Team. The dream, however, evaporated when Glenn got hurt. He soon returned to New Jersey and went to work in a ski shop there. Glenn found out that he liked the sales side of business and after the ski shop, he went to work as a BMW salesman. He was there for 5 years when one of his customers (the owner of a media advertising company) asked Glenn to come work for him. Glenn enjoyed working in that side of the radio industry and helped the company grow revenues from \$2 million to \$21 million in 4 years. Although Glenn was busy in his new career, he still had enough free time to do a little inventing. It seems that the folks in New Jersey (and other places on the east coast) have these things called 'umbrellas'. The people apparently carry the devices everywhere, but then can't find a good place to put the umbrella after arriving at wherever they are going. Glenn saw a need, and promptly invented the "Umbrella Buddy" which, as its patent application describes, is "A hook and loop strap umbrella holder designed to mount on any surface as a means of storage for an umbrella." But, alas, you won't see his device advertised on the internet, or even on late night television because it was apparently a device ahead of its time and never became popular enough to become the standard when it comes to umbrella storage devices. Glenn abandoned that project and stayed with the radio advertising gig as his main source of income. That was until it came time to collect the rather large year-end commission check that he was due for the successful production that he had provided throughout the year. It seems that the company acknowledged that he may have been due the money under their 'customary commission schedule', they felt the calculated amount was "excessive" so was being substantially reduced to an amount equal to the industry average commission. Obviously not fair, and not acceptable, Mr. Felty pursued recovery of the money via legal avenues and left the company. He started his own network media business called Stratus Media. It did well and was, at one point, representing 200 Citadel Communications locations around the country. That was a positive (and in the long-term, a negative) for his company's revenue stream. It was when Citadel sold to Cumulus Media that the positive became a negative. Cumulus did their advertising via in-house staff so when that purchase completed, Stratus Media revenue took a large hit. Awhile before that, Glenn had met and married a young lady from New Mexico and they had moved here to live. With the diminished size of his company, the regular 1 week a month trips back to New York became pretty tedious and it was not very efficient to continue running the company that way. After finding new jobs for all his employees, Glenn closed his business and took the next bend on his career path. That was owning and operating SnapShare Photo stations. He sold that business in 2017 and took another twist down his career path. He started working in the solar industry, but his first dabble at that was not in the solar panel side of things. It was with 5-Hour Energy's attempt to design a solar powered battery. Glenn's work there didn't last too long though, and in 2018 he started his own solar company (they do work in the solar panel side of things). Glenn says that he didn't get into the industry in order to save the world. He saw a place where he could help people control costs, save money and help save the planet in the process. Energy costs continue to rise so having solar power access is becoming more beneficial. Some places are even installing solar farms to provide electricity for their entire community. Acquiring solar power, at least in our area, is a somewhat complicated endeavor though. PNM actually has the approval authority on whether or not you can install solar on your home or business. Every installation has to be pre-approved through a contract with PNM. Currently the contracts have two tiers for determining the amount of energy credits 'earned' by the location. The first tier is for systems that generate power of 10kW or less. That tier provides a 1-to-1 credit to the owner for power generated. The second tier is for units that generate 11kW to 250kW of power and that credit calculation involves a lot more steps. Here are a few more pieces of information that Glenn provided pertinent to solar power in Albuquerque: —Zillow estimates that solar power increases the value of a home by 4%. —It takes 45 to 90 days for the permitting process and installation takes 2 to 4 days.—Solar panels degrade. Q-Cell panels (made in China) have about 89% generation after 10 years and the newer designed Maxeon cells (made in Atlanta and soon a plant in New Mexico) have about 92%. —Warranties are usually for 25 years and exclude the wiring. —There are tax credits provided by the Federal and State governments. Currently 30% federal and 10% state. —Estimated R.O.I is 7 years for a home and 4 years for a business. Business' R.O.I. is shorter because they can also take advantage of depreciation rules. —Net cost (after consideration of credits) for a residence is about \$18,295. The cost for a business installation vary a lot because of varying sizes and power needed. —PNM won't permit "at will" battery usable systems (those where the customer could become self-sufficient by switching themselves off the grid). —There are, however, 'red zones' where PNM feeder lines do not have sufficient capacity to accommodate more power from solar panels so folks in those zones may be allowed to install solar 'off the grid'. —Solar panels require periodic inspection and cleaning to maintain maximum efficiency. —Financing options are cash; solar installation loans; and PTA, which is a leasing program (that Glenn recommends against). Mr. Felty's company, SunState Solar, is currently the highest rated solar company in New Mexico and they provide services to deal with all aspects of the process. They handle the permitting, design, installation, warranty management, maintenance and so on. They have the EV kits for charging electric cars. SunState can also accommodate various types of installation. Ground mount, roof mount on shingle, tile and flat roofs (flat roofs installs are non-penetrating systems that use ballast type mounting). If you want to know more about solar power, or the processes and technology involved, contact Glenn at (505) 225-8502 or via glenn@sunstatesolar.com.

◆ Welcome to our two newest members:

Next Level Communication

Representative: Randy Allen

email: randy@nextlevelus.com

phone: 505-821-5777

Maven Dentistry

Representative: Ben Stogsdill

email: info@mavendentistry.com

phone: 505-884-7333

◆ First announcement of a new member application:

Sunnyside Up Breakfast and Lunch Cafe

Representative: Ken Romero

Category: Restaurant

Sponsor: Gerald Montoya

First announcement of a new member application:

New Mexico Trailer Depot

Representative: Matt Darnell

Category: Trailer Dealer

Sponsors: Lance Darnell

Second announcement of a new member application:

Zia Auto LLC

Representative: James Santistevan

Category: Used Automotive Sales

Sponsors: Brian Walden; Daryl Moreland

If you have an objection to any of these companies becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at jdzipper@comcast.net) as soon as possible.

- ◆ The EAGA 2024 Golf Tournament will be on Friday May 17th at Santa Ana Golf Course. Shotgun start at 1:00pm. Brown bag lunch will be provided. Cost is \$20 for members and \$85 for guests. Hole sponsors are available for \$100. (Costs will be billed to EAGA member's account).

Badge Board Greeters

Apr 2nd

Apr 9th John Mead—John Thomas Jewelers

Apr 16th

Scheduled Speakers

Apr 2nd John Mead—John Thomas Jewelers

Apr 9th Michael Kourcek—Atmosphere Commercial Interiors

Apr 16th

EAGA Contact information for Executive Director: Mario Hernandez
Phone: 505-239-0259 email: eagaed@gmail.com
8100 Wyoming Blvd NE; Suite M4 #345 Albuquerque, NM 87113