

EAGA Business Builder

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Today's speaker was Glenn Felty—SunState Solar



Mr. Felty was born in Costa Rica. At the time, his parents were actually traveling to Venezuela as missionaries. Glenn spent the first 11 years of his life in Venezuela, but then he, along with his parents and younger brother and sister, made a hasty return to the US (New Jersey to be exact) when his mother became very seriously ill and was not able to get proper medical treatment where they were living. Happily, their return to New Jersey got her the needed care and she is now doing fine (good that they didn't come to New Mexico for quality medical care). Glenn graduated from high school in New Jersey then headed off to college at Western Colorado University. His intentions were to major in some important and useful subject that wouldn't interfere with ski training time. The goal was to get good enough to try-out for the USA Olympic Ski Team. But...during his first year in Colorado, Glenn sustained a major injury that ended his Olympic Ski Team dreams. He decided to abandon the rest of the college scene and return to New Jersey. For a while he did stay in the ski industry though, working for a retail outlet back home. In the off-season, Mr. Felty would do other work too and in 1991, that morphed into him becoming a full-time car salesman. Initially he was tasked with selling Buick and Mazda lines, but soon convinced his manager to allow him to concentrate on the more prestigious (and lucrative) BMWs. About 4 years later, Glenn was recruited to work for a radio advertising company in New York City. He did pretty well. While there, he took the company from \$1.8 million to \$20 million in revenues. His pay was commission based and the owner of the company decided to adjust the previously agreed to rate because he felt it would now calculate to be an excessive amount. The dispute caused Glenn to leave the company. He decided to start his own ad business, Stratus Media, and within a few months had built it into a very successful entity. There was an unforeseen problem though. A large percentage of their income came from Citadel Communications, and when Citadel was bought out by Cumulus Media, that revenue went away. Stratus was no longer as beneficial as it used to be, so Glenn decided to close shop and move into something else. By this time, Glenn had married a young lady from New Mexico and moved to this area of the country to be near her family. After closing Stratus, Mr. Felty stayed in New Mexico and opened another technology based business—SnapShare Media, which he then sold in 2017. So what would be the next adventure? It was not going to be in the "Umbrella Buddy" industry. [That was a device that Glenn invented while living in New York. It was planned to be the next great way for umbrella owners to safely secure, and dry, their umbrellas wherever they were. The 'Buddy' didn't catch on though, so it remains an invention ahead of its time]. While pondering the future, Mr. Felty saw the light (actually the sunlight) and moved into the solar industry. His first venture was with a solar powered battery project at the 5-Hour Energy company. After 8 months, Glenn knew that gig wasn't going to be his future, but he was intrigued with solar powered things and wanted to investigate that a little more. After some dabbling, and a little research, Mr. Felty decided to open his own solar panel installation business—SunState Solar. He didn't make the decision because he is terribly environmentally conscious, but because his analysis had determined that solar is a financially smart thing to do. Solar panels allow the user to get immediate benefits: Energy costs decrease (PNM rates will only continue to go up and solar minimizes that); the home value increases by about 4% (so long as the solar panels are owned and not leased—and the appraiser understands solar); government programs will currently pay for part of the installation costs (30% federal credit and a 10% credit should be available from New Mexico's energy fund). It is also a positive that: with a battery, solar panels allow for a high degree of energy independence; the energy operates silently and without emissions; and being environmentally conscious is definitely a plus. SunState Solar specializes in residential installations, but are certainly qualified to do commercial work too. They are know how to install ground-mounted systems, or the more common roof-mounted (all types of roof) systems depending on which is the most beneficial manner for the specific situation. SunState is a full-service entity. Work is done by their own employees, with company owned vehicles and equipment. SunState even has a new warehouse facility that can store materials and machinery for quick access when needed. If you want to investigate solar panels for your home (or business) contact Glenn at 505-225-8502. He will review your location and tell you what would work best for your specific situation. He even has some software that will project how much sunlight could actually hit panels at various orientations on your facility. Some other valuable advice and information Glenn offered this morning: Buy the solar system, don't lease it; PNM's current credit type programs provide a better benefit for solar installations that generate 10w or less of power vs the larger than 10w systems; Net Metering may be eliminated soon, but installations approved under that program will be grandfathered in; If you have a solar system with a battery backup, it is not advisable to run the AC system while in battery mode; At this time, installations in the Albuquerque area are taking from 45 to 75 days to complete; if someone offers to sell you a 'cool, convenient' way to store your umbrella, don't take it. Umbrella Buddy is the only way to go.

- ◆ This morning, Executive Director, Mario Hernandez, provided a ‘State-of-the-Membership’ report. He noted that: 14 new members were inducted last year; The organization now consists of 113 active members and 7 regularly attending Honorary Retired; We are financially stable. Retained Earnings balance is \$24,000 and Net Income for 2024 was \$16 (the goal is to return revenues to members via a variety of events and other benefits); Dues will stay the same at \$350 per quarter for Active Members and \$18 per breakfast for Honorary Retired. Please quit complaining about the inability to pay via credit card or on-line (which is also via credit card). The board has decided that fees to do so are too high. Cash and checks are the only acceptable method. You don’t have to wait to pay by the quarter. You can write one check at the beginning of the year to pay annually in advance. Some members that passed away in 2024: Active member-Lionel Specter, and HR members Don Duke and Lee Trussell. Plans for 2025: Continue quality expansion by adding at least 6 new members (quality, not quantity focused). Mario also thanked members for their particular service: Jack Zipper for his work as Membership Committee Chairman; Bill McCabe for publishing the bulletins; Scott Peck for staying an additional term on the Board to be Treasurer; TJ Maloy, Rick Reese, Jack Zipper and Walter Bracken for their work with the annual Trap Shoot; Jerry Becker for organizing and managing the golf event; and Dan Mowery and Pat Maloy for their continued work to make the Summer Bash so successful.
- ◆ The February 11th speaker slot has opened up. Please let Mario know if you want to speak that day, or just fill in the speaker sheet when you are at our breakfast meeting next Tuesday.
- ◆ First announcement of a new member application:
 - ABQ Headshots & Portraits
 - Representative: Johnny Carroll
 - Category: Headshot Photographer
 - Sponsor: JW Biava

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact our Membership Committee Chairman as soon as possible.

Badge Board Greeters

- Jan 21st Jarrod Taylor—Jinja Bar & Bistro
- Jan 28th Scott Peck—MP Group
- Feb 04th Terry Mack—Albuquerque Handyman
- Feb 11th
- Feb 18th Michael Kocurek—Atmosphere Commercial Interiors
- Feb 25th
- Mar 03rd

Scheduled Speakers

- Jan 21st Raul Rodriguez—Kings of Wrap
- Jan 28th Guest Speaker—Susana Corona—US Air Force
- Feb 04th Jarrod Taylor—Jinja Bar & Bistro
- Feb 11th
- Feb 18th Mike Krepfl—AAA Pumping
- Feb 25th Larry Sonntag—New Mexico Business Coalition
- Mar 03rd

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