

Clear Skies ready for its closeup

Massapequa Park-based Clear Skies Group, which installs systems that convert solar power in to electricity, just wrapped a documentary for the Discovery Channel's new series, unhappily named "Greenovate." CSG installed a residential solar system for a homeowner, or rather, a "greenovator," in Claremont, California in under four hours, upgrading, according to a press release, the existing system from 100 amps to 200 amps. Hey, it's 100 percent more. In a November story in LIBN, we led with Ezra Green, CSG's chief executive, meeting a stranger over lunch in LA a while ago. Turns out the stranger is the TV producer. As Green (can that be the real name of a businessman involved in alternative energy?) told us, one business strategy is to remember that, "You never know who you're talking to."



Anyone else spotted an Island businessperson making it big on the small screen? Let us know of any sightings.

From the press release:

“ This was an incredibly rewarding project to be a part of,” said Ezra Green, “It’s no secret that renewable energy solutions have become more and more popular on the commercial level in recent years. But we’re seeing a growing movement among individual homeowners who want to play a part in protecting our environment while at the same time saving costs to themselves.”

Not only is the Claremont sunlight-capturing system “green” itself, but it will also help keep some significant green in the homeowner’s pockets. By increasing the home’s energy efficiency, the homeowner will save approximately 40% on energy bills.

Greenovate is putting the national spotlight on the efforts of environmentally responsible homeowners,” Green added, “and we were thrilled to help one such homeowner complete her ‘greenovation.’”

Greenovate pairs homeowners with a “green consultant” in order to measure improvements in the home’s environmental impact. The show premiered on the Discovery Home Channel on December 3, 2007.”