

Rep Spotlight – Lou Gagnon – Charron, Inc.

In less than a year, Charron, Inc. has booked many thousands of dollars worth of SolarOne Lighting business (not to mention the additional lighting products involved in these solar projects). Success didn't come quickly. Lou and his team had been presenting solar lighting for a long time with only modest results, but this year all that hard work and persistence is paying off.



In early February, I had the opportunity to work the "Better Buildings by Design" show in Vermont with Lou and took advantage of the opportunity to learn more about his business and his success in solar lighting. I asked Lou why he invested the extra time and effort in solar, particularly in such a cold, dark climate. He told me, "Solar Lighting is an exciting product and this is a green state so it makes sense to provide products that will save energy and protect the environment. I recognized early on that products like solar lighting, LEDs and controls would grow to be a big percentage of my business." He was right and has the results to show for it.

Charron's projects include a parking lot at Brattleboro Hospital in Vermont. With the help of a local contractor, the hospital was able to compare the cost of trenching and installation for grid tied lighting for a small lot across a roadway versus solar. Even in the cold, dark winters of Vermont, solar was the most cost effective choice.

Other successes include two sales to National Job Corp at the Loring Commerce Center and a 27 unit installation of Solar Powered parking lot lighting for the New Hampshire National Guard. We are seeing opportunities throughout the nation for parking and perimeter lighting for National Guard Armories and Bases. This is a hot opportunity!



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