



## October 2014 FVEAA Newsletter

### Fox Valley Electric Auto Association

The FVEAA is a Not-For-Profit Illinois Corporation and the Chicago Area Chapter of The Electric Auto Association

#### Next Meeting

**October 17, 2014**

**Community Christian Church**

**1635 Emerson Lane**

**Naperville, IL 60540**

[Google Map](#)

#### Agenda for Oct 17

- 6:30 Doors Open
- 7:00 Call to Order, Welcome and Introductions
- Committee Reports
- Old Business / New Business
- NDEW review
- Presentation Jim Schmidt - Update on his electric boat and construction methods
- Break
- Presentation: George Hiller - Conversion of his Mazda Miata to electric
- 9:15 Close

#### President's Words

*Bruce Jones*

Hi EVeryone,

National Drive Electric Week compared to last year - albeit some of the numbers are hard to nail down but this shows approximately what we had last year versus this year. Significant increase in activity on the number of test drives due to more cars. Thanks for everyone who participated

2013		2014
• 26	Electric vehicles	28
• 110	Attendees	130
• 70	Test drives	110

#### Elections

Elections were held last meeting and the results were as follows.

- President Bruce Jones
- Vice President Rich Hirschberg
- Treasurer Jeff Miller
- Secretary Dave Zygmunt

- Board of Directors - Rich Carroll, Jim Schmidt, and Jim Hiller

Thanks again to last years members including Ted Lowe who continues to do key work on our web, and communications. Congratulations !  
Looking forward to a good year.

This month I will again be attending to personal matters in South Carolina so Rich Hirschberg will be running the meeting, for which I am very appreciative! Thanks EVeryone

Sincerely,  
Bruce

**FVEAA is on Facebook - Like Us!**

Grant Gerke

<https://www.facebook.com/FoxValleyElectricAutoAssociation>

### **This Month's Presentations**

- Jim Schmidt - Update on the Electric Boat, and construction methods used
- George Hiller - presents the conversion of his Mazda Miata from ICE to Electric!
- If time permits we'll show some of the NDEW photos

### **National Drive Electric Week**

FVEAA members at the NDEW event



George Hiller's beautifully converted Mazda Miata electric car drew lots of attention





Lots of Electric vehicles to explore, on and off track



The FVEAA booth

e



Howard Hansen provides a unique way to tow his Electric truck to events!

f

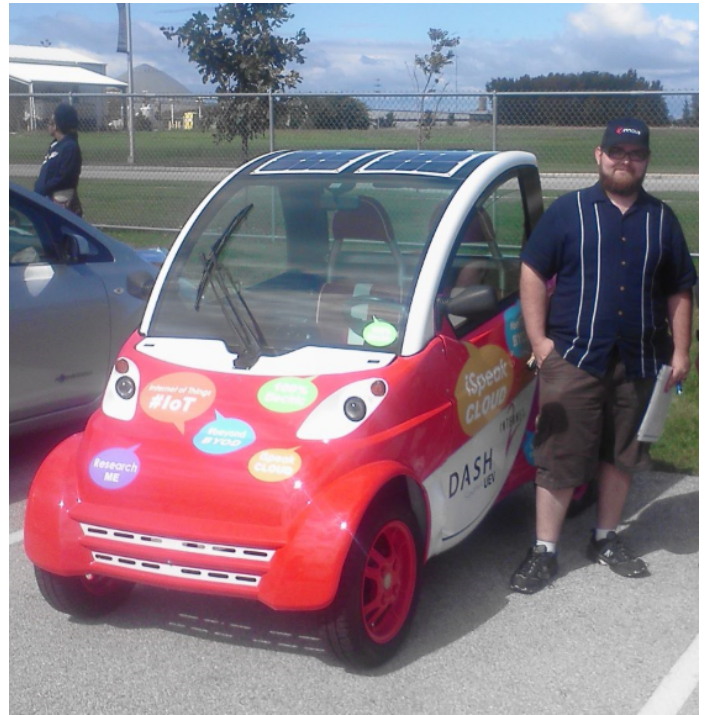


Jim & Rich prepared for rainy weather





Dave & Karen with their VOLT!



Aaron Foster and the Innova UEV "DASH"

## Rich's Ramblings

Rich Carroll

I was asked to put my thinking cap on last month, and once I do, no one quite knows what will be produced. This time, Dio Vesselinov asked me to give some thought to selling his converted Mitsubishi Eclipse EV. Dio and several others have had difficulty in selling their EV conversions have been disappointed with the return on the sale of their EV projects. I sold my EV a couple of years ago for good money, and likely am one of the very few who did not lose money on the project. I certainly don't know that I did everything right, but it worked for me.

When selling, I tried to look at the sale from the potential buyer's side, knowing that there were hundreds of questions from a new owner, but realizing that I needed to address the primary concerns that would likely be asked by a potential buyer. Before I get to my list of how I offered my EV for sale, let's look at the market. FVEAA is an enthusiastic club, a great resource for building an EV.

Lots of similar enthusiasts willing to donate time and advice, and some really, really talented professionals either in the conversion business, or those selling exceptional components and furnishing full support if needed. So the FVEAA would be a great place to sell your EV, right. Wrong. The most optimistic numbers about FVEAA membership would show somewhat less than three dozen folks who might be candidates to purchase as used conversion. Current FVEAA membership, in round numbers is about a hundred. So, 30% of the people who read the newsletter are target customers, that's great, right. Wrong. While marketing executives will say this percentage is a great way to target potential buyers, they know their strategy only works with large

numbers. You need to be more concerned with actual numbers of potential buyers, rather than the percentage of potential buyers. How can you reach great numbers of potential buyers? Advertise in widely read places, advertise in several different venues at the same time.

## Rules

- ❑ Determine what the actual number that you will accept for your car. Make a firm stance on that number, but you absolutely don't need to make it public. If you won't take less than \$5,000 for your conversion, know that. It will be a good guideline when someone offers you \$4,900.
- ❑ Be prepared to offer a potential buyer some options. "I will deliver within 100 miles at no extra cost," "I'll make a home charging station available for \$700 to the buyer of the EV," "I have a nice set of aftermarket wheels available for \$150 to the buyer." By the way, try to see these options from the side of the buyer. No buyer wants to take home a set of nice aftermarket wheels with junk tires on them. It means an extra cost of demounting, and getting four additional wheels and mounted tires home is difficult for most folks.
- ❑ Try to find ad venues that allow you to fully describe what you are selling, including EXACTLY what would need to be done to make the conversion useful. Use lots of pictures if at all possible. Your potential buyer will have a clearer 'picture' of your vehicle, and will be able to see themselves driving it, or owning it with pictures.
- ❑ If the vehicle is incomplete, try to have exact costs of replacement parts as part of the ad. Say things like, "Needs new batteries. You can purchase new batteries exactly like what you need for \$1,837 from Battery Service, if you give them the old batteries as cores." Give solid prices for options. "If you decided to upgrade to Lithium, you would increase the range to 80-100 miles at a battery cost of \$11,150, and a new BMS cost of \$1,100." (or whatever)
- ❑ Describe the performance accurately. Something like, "Driven extremely carefully, with the current lead batteries, a 30 mile range on level ground can be expected."
- ❑ Continually put yourself in the buyer's shoes. Describe how to contact you to view the potential vehicle, tell what hours you can offer inspections. If you will let the potential buyer drive it first, make sure you make any needed stipulations, like "Test drives OK for licensed driver during daytime hours." Be wary of anyone wanting to test drive. If two big thugs show up drunk to test drive your EV, tell them you need to get a key, and go inside and call the police. But since you are considering the buyer's wishes, I try to offer test drives where possible.
- ❑ Be firm in your request for cash, the local currency. Don't be accepting of something less, or something more worrisome. "I'll give you \$4,700 and three cats," just won't cut it. I would suggest doing the transaction in the lobby of your bank or some other higher security place with the ability of putting the money in YOUR account right there.

I start with eBay. Cost is minimal if you don't sell it. They allow (with a creative ad) lots and lots of big photos, and an unlimited text description. Yes, if it sells, they take a nice portion, but you did sell it.

- ❑ Add other ways to reach potential buyers. The FVEAA forums is a good start, but I would add Craigslist (no cost), EV Album and several other locations. If your potential buyer is savvy, they will realize that this EV is well merchandised, well presented and will SELL. If they delay, it may be gone.
- ❑ Show the flaws. If the potential buyer shows up, and notices the dent in the fender that you didn't show, they won't be happy. The buyer doesn't care how the flaw got there, they need to know they are seeing an accurate description. If your EV conversion is missing something (I never finished the power steering) say that. You don't have to dwell on the flaws, but you are better when you show them.
- ❑ Allow some room for price negotiation. Very few used vehicles sell for their full asking price. Make sure your advertised price allows you to make some concessions. If you won't take a penny less than \$5,000, then advertise for \$6,000 or \$7,000. A reserve price is one that you won't go below, eBay and other sites allow you to set a reserve and you have a perfect right to not announce it. Start the auction at a low number to get things moving, knowing it won't sell until the reserve is met or exceeded. eBay has a Buy-It-Now option, if you use it, put in your full asking price. This is the price that says, if you really want a Green S-10 EV truck, here is a way to buy it for certain.
- ❑ Don't vary the ads significantly between different places. Advertising it for \$6000 in one place and \$7000 in another will cause some potential buyers to withdraw, as they can't determine what you really want. (It is OK to start all ads at the same price, and later reduce some, but phrase it that way.)

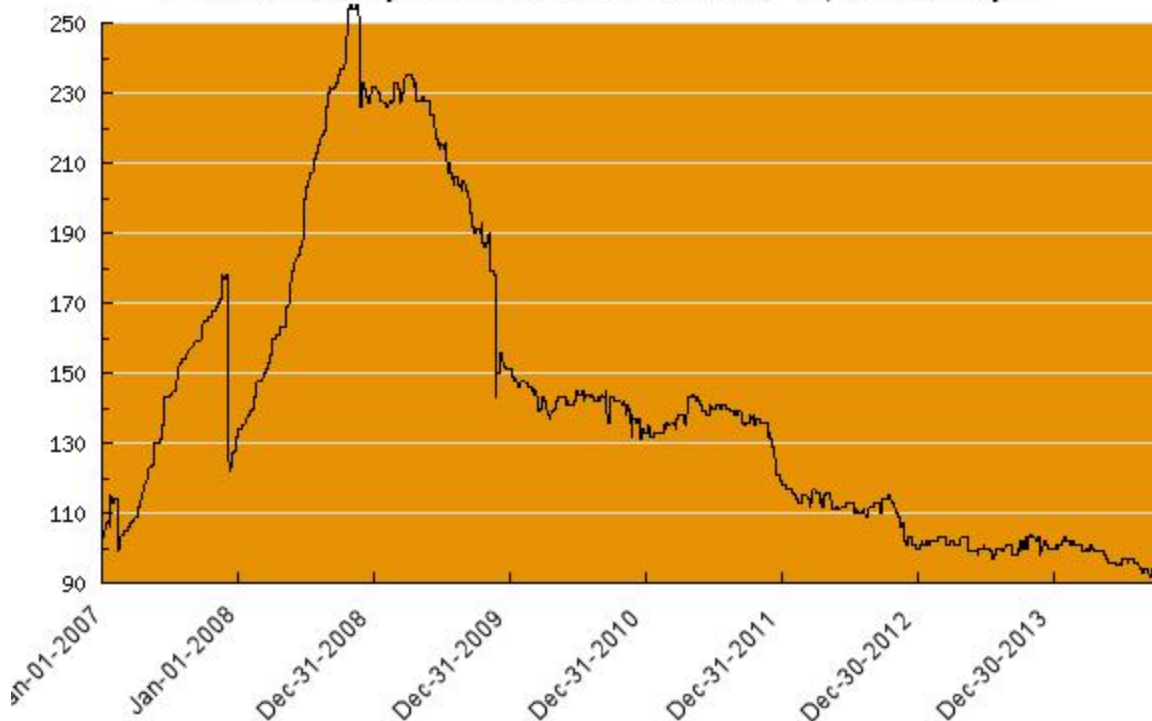
After you have sold several cars and trucks, you will start to feel more comfortable, and then you can become even more creative. I once had an older Chevy panel truck, and it was in a collision that broke all the lights on both ends, and jammed the transmission in third gear. I didn't think it was worth fixing at all, and didn't want to send it to the scrap yard. I advertised it for "most interesting offer." Anyone who called was asked to be creative with offers. I turned down all the offers to purchase just the title. I sold it for about \$3 in under-seat change, six mass cards, and full year of daily masses said for my soul by the purchaser's brother in Mexico. Such a deal!

## Membership Update

Ted Lowe

We currently have only **92** paid-up members which is very low historically for the FVEAA. We live in a large metro area with 8 million people and EVs are the latest buzz so we should be able to grow the FVEAA! **Please invite your friends, neighbors, family, colleagues**, etc. to FVEAA meetings and EVents. Volunteer to attend EVents on behalf of the FVEAA (with or without an EV)! Your ideas on how to help grow the FVEAA are welcomed at anytime, thanks!

## FVEAA Paid Up Members as of October 13, 2014 2:16pm



### Meeting Minutes - September 19, 2014

Grant Gerke

Meeting opened up with the formal announcement of the new level II charging station at the CCC. George Hiller's conversion car--a Mazda Miata I believe--was there juicing up as we took pictures and heard from CCC member. Nice work, Bruce. We used this time as our break for the meeting.

Some IIT students were in attendance as they are working on a electric truck donated by Argonne. They're currently working on the Zinc Air battery's efficiency.

NDEW -

Dealers/Sponsors

Nissan, BMW, mitsubishi, Innova UEV

Committee Reports:

Jeff Miller announced our \$2500 reimbursement from the EAA--with help from Bruce Jones--for the two charging stations.

Outreach: Rich H. mentioned there are no FVEAA events are coming, but there is an event in McHenry County College on Nov. 1, from 10 am - 3 pm. For more information, visit <http://www.mchenry.edu/greenexpo/>

Ted announced 94 paid members for the FVEAA and membership renewal is happening now. Visit here to reup your membership, <http://www.fveaa.org/content/view/34/73/>.

New News:

The club held elections on Fri. Sept 19 and the new officers are, below. Congrats to everyone and thanks to Ted for his invaluable service to the club.

### 2014 Election Results

President: Bruce Jones

VP: Rich Hirschberg

Treasurer: Jeff Miller

Secretary: David Zygmunt (replacing Grant Gerke)

Director: Jim Schmidt

Director: Rich Carroll

Director: George Hiller (replacing Ted Lowe)

The first presentation was an overview of the Waxnxiang Solar Panel Manufacturing tour on July 30, thanks to Daniel Li! There were 11 FVEAA members for the tour and attendees were escorted around the 42,000 sq-ft. solar panel plant, where the company produces, on average, 13 mw of solar panels each year. The panels are assembled there. Brent Andersen provided the tour and gave up close look at the 290 W panels, with either 72 or 60 cell. The second leg included a tour of the 10 MW solar farm, near the Rockford airport.

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Ray Christie touched upon his solar-electric powered canoe trip down the Mississippi in 2012, 1,350 miles in total. He provided an overview of how he built the renewable vessel, including the use of 3-D software and pictures of fiberglass application to the hull. The voyage started in Lyons, IL and ended up in Baton Rouge. According to Ray, sun power could go directly to the motor and provide up to 2.5 knots of speed and one battery could provide power for eight hours.

**Membership Form** *Ted Lowe*

**FVEAA Membership Application Form - Version 2014-01-01**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Phone Type: Home \_\_\_ Work \_\_\_ Cell \_\_\_

Email: \_\_\_\_\_

Please check one:    New Member \_\_\_\_\_ Renewal \_\_\_\_\_

How did you hear about the FVEAA ? \_\_\_\_\_

**Membership Types and Annual Dues** (please circle one):

Individual	\$20
Business	\$100
Premier Business	\$250
Charter Business	\$500

**Newsletter Delivery Type** (please circle one):    No Newsletter    Electronic

Please make checks payable to "FVEAA" and postal mail it with this membership application form to:  
**FVEAA**



**PO Box 214**  
**Wheaton, IL 60187-0214**  
Attn: Membership

## **FVEAA Business Members**



**ELEVATE ENERGY**  
Smarter energy use for all

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The ComEd Residential Real-Time Pricing (RRTP) program is an hourly pricing program for residential customers. This program allows you to pay the hourly, market price for electricity. With real-time hourly market prices, it is possible for the price of electricity to be negative for short periods of time, typically in the middle of the night. Since ComEd RRTP participants pay the market price of electricity (with no markup), they are actually being paid to use electricity during negative priced hours, making it an ideal fit for electric vehicle owners who charge at night. Contact an RRTP specialist to see if you are a good fit for the program

**Bill Jacobs** 

**Bill Jacobs BMW**

Ellen Soto, Marketing Director  
2495 Aurora Ave  
Naperville, IL 60540  
Phone: 630-357-1200  
Web: [www.billjacobsbmw.com](http://www.billjacobsbmw.com)

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Work: 847-842-9543  
Email: bobshillviewauto@gmail.com  
Web: [www.bobshillviewauto.com](http://www.bobshillviewauto.com)



**Innova UEV**

Roman Kuropas  
16w235 83rd St Suite A  
Burr Ridge, IL 60527  
Phone: 630-568-5609  
Email: Roman@innovauev.com  
Web: [www.innovauev.com](http://www.innovauev.com)

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