

# Semper Solaris and The Marines: The Same Values



At first glance, the solar power industry and the Marines seem completely different, and seem like they would not share the same values. However, solar installation company Semper Solaris is challenging that idea. Semper Solaris was co-founded by John Almond—San Diego resident and in the business world for over twenty years—and Kelly Shawhan, former U.S. Marine Corps Captain. Kelly and John decided that the future of energy was in solar power, and that the values of the US military would be a perfect fit for the solar industry. Here are some of the values that Semper Solaris and the U.S. Marines share:

**1. We Keep Our Word:** As Kelly says of the Marines, “It isn’t even so much that your word is your bond—it’s that your word is a fact.” At Semper Solaris, we strive to hold that same standard. We do whatever we can do be at our appointments when we say that we will be, to stay within your budget, and follow through on what we offer.

**2. We Take Responsibility:** In the Marines, if you make a mistake, you are absolutely going to own it and fix it. Discussing Semper Solaris, John Almond shares, “We

aim for perfection, but this is home improvement. We’re not going to be perfect 100% of the time, but one thing that we’re not going to do is to blame somebody else if we make a mistake. We take responsibility for anything that happens to go wrong and we’re going to fix it.”

**3. We’re Selective in Who Works for Us:** It’s common knowledge that not just anyone can be a Marine. Marines pass rigorous standards, and train hard to earn that title. Kelly shares, “You don’t have to be military to work here but there’s that military atmosphere where everybody has each other’s back. We have a lot of people knocking on our door to work for us, and I think that allows us to be selective. As we all know, the Marine Corps is also very selective in who works for them.”

**4. There’s Never Too Much Communication:** John shares, “You must treat every customer like they are your only customer.” In the Marines, there’s no such thing as too much communication, and it’s extremely important to ensure that everyone around you has all of the right information and stays informed. The same goes for solar installation, and

Semper Solaris prioritizes communication with our customers—letting them know exactly what to expect, what we can do, and being there to answer their questions. “That’s what we tell our people,” Kelly adds, “That they need to definitely make sure that what they discuss with the people that we work for comes true. That’s why we always communicate a lot with our homeowners.”

At Semper Solaris, we show our military support in more ways than by holding to the same values. We hire as many former military as we can. We also offer special discounts for military and first responders, as well as the families of military and first responders. We know that Americans trust the military, and those who trust the military often choose Semper Solaris.

Call us today, and we can discuss your solar options during a personalized visit to your home. Right now, you can get a 30% tax credit when you install solar, and you can potentially earn 30% of your solar installation back on your taxes; you must have your solar panels installed by December 31st for your 2016 tax credit. Call now, as this is your last chance before the holidays!

## Local & Veteran Owned



Co-owner Former USMC Officer Kelly Shawhan & His Family

Semper Solaris is a local and veteran owned solar company, whose very name is taken from the Marine Corps value of faithfulness. Co-founder, Kelly Shawhan, wants his company to embody the Marine Corps motto.

In the Philippines in 1985, Kelly made a promise with 13 other Marines after a long mission. That night, they swore, “If we ever got to a spot where we could help a Marine out, or any service member, where we could get them a job, buy them a beer, whatever the situation might be, we would do so, and we’d pass that legacy on so that they would be able to help another member.”

Kelly Shawhan is a veteran Marine Captain and Graduate of the Miami University of Ohio. Kelly has been in rooftop solar since 1989. Semper Solaris is the fastest growing solar company in California, and proud to be the SunPower Residential National Dealer of the Year!

## Happy 241<sup>ST</sup> Birthday Marine Corps

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