



Joe Wise

Member of the Month Joseph A. Wise

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President and Founder
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Every five years or so, someone writes a story about solar electric. They almost always title it “Whatever Happened to Solar?” because they don't keep track of a rather humdrum industry which steadily plods along in an effort to save some of the world's resources and power the ordinary.

Then along comes Joe Wise who finds a niche market and starts making a profit right off the bat—in less than one year—to be exact. He's enterprising. He's savvy about engineering design. He's focused on solar-powered traffic controls. You know, the flashing beacon at the school crossing zone you slow down for every morning on your way to work. Or the flasher in a potentially high-water zone which could save your life during a flash flood.

Joe's engineering background in systems and design, as well as technical sales, were the perfect combination to launch his own firm in January 2001. His company, Solar Traffic Controls, LLC, is a ray of sunshine in an otherwise cloudy economy.

Joe draws upon twelve years experience in the solar electric industry to design and manufacture solar-powered flashing beacon systems for school zones; 24-hour applications; and customized systems using sensors and communications packages.

When asked about what influenced his decision to start his own business, he replied, “Two things: My father had his own business and my field service years at Hughes Aircraft Company aboard aircraft carriers.”

Did you miss the part about making a profit? He's profitable. Joe has a network of distributors and sales reps across the U.S. to help service his customers. Presently, he's a one-man band with two backup singers and a cheerleader. Translation: He does most of the work with two part-time assistants and a PR person.

Joe was raised in Huntington Park, California, a suburb of Los Angeles. He's a graduate of UCLA where he earned his BSEE in 1984.

Joe resides in Mesa, Arizona, a short bike ride from his office in Tempe. Joe and his wife, Linda, and their two sons, Victor 6 and Louis 4, enjoy the outdoors and often pile into their truck to spend weekends camping in the White Mountains.

Joe's personal interests include fly fishing, hunting, camping, wood carving, (he whittles these marvelous fish and Santas) current events, travel, reading, and investing. Joe takes an active role with the Desert Fly Casters' Habitat Rehabilitation program to help protect the threatened Apache Trout on the west fork of the Black River in the White Mountains of Arizona. They build 8-foot high walls or fish barriers to enable them to clean the streams of non-native species and protect the indigenous trout. **IMSA**

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