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EiKO R & BR Reflector lamps

EiKO High Intensity Discharge

EiKO Fluorescents Now featuring F32 T8

Selection, Solutions, Simplicity. These three words summarize how EiKO has quickly become the lighting supplier of choice for thousands of distributors around the country. Whether it’s our extensive product line, our flexible business solutions or our can-do culture, let us show you how we can brighten your bottom line.

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What’s Inside . . .

Pre-Convention Info
New LED System Evaluation
Retirement Plan Solutions
NAILD Membership Directory Supplement

Today’s LIGHTING DISTRIBUTOR
September/October 2003

NAILD
Official Publication of the National Association of Independent Lighting Distributors
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**Today’s Lighting Distributor**  
September/October 2003
Getting and giving real value is something we hear a lot about today. We hear about customers wanting value as well as vendors and we also want more value from our efforts and investments. Shouldn’t we want the same thing from the organizations we belong to? Doesn’t it make sense to withdraw the full benefit of something we belong to and invest our time and efforts into?

The Board of Directors of NAILD and myself think so and we will be meeting in October to discuss all present affairs and plan the 2004 convention. A big part of what we do is about maximizing the value of NAILD for all members and encouraging everyone to take full advantage of that value.

NAILD alone cannot solve everyone’s problems. We cannot be a sole solution to double your business overnight or provide the secret combination to solve all your problems. No one organization has a group of people who are smart enough or crazy enough (depending upon the day) who make a living in the fascinating world of lighting.

There are many methods to maximize membership value and here are 3 surefire ways to get more than your money’s worth:

1. Attend the convention: A lot of thought and planning goes into each convention to bring you the best possible course of events. NAILD tries to carefully balance the mix of marketing, education, and social events to create events that you can learn from, contribute to, and take home to your business. Missing a convention limits your access to these informative events. By the way, the events and locations are not too shabby either. It’s not like we have them in Camden, NJ you know (no offense, New Jersey, it’s not far from me either). Note your calendars now for April 20-24 at the Las Palmas Marriott in Rancho Mirage, California and plan to attend.

2. Support vendors and distributors: Supporting each other is a two way street. Distributors must support our vendors and vendors must support our distributors. The manufacturers in our group have the products and solutions we need to offer in business. The distributors provide the vehicle the manufacturers need to get their products to the marketplace. Many products and solutions to the things we both need exist in the present scope of membership. All of us need to work together to partner within the confines of membership before we seek to do the same elsewhere. Until we all do that, it is best for everybody and actually easier than doing it outside of membership.

3. Communicate and give feedback: Provide any feedback you have to the board or NAILD office. Continue to tell us what you want and how we can be better. We have responded in the past to feedback and these benefits can be offered in a painless way; it can be done at the convention, with e-mail, on the forum, or with a short telephone call. There are many more ways to benefit from membership, however the above 3 provide some good foundations to continue to maximize the benefits you receive from this group. By working together, we can all benefit and make NAILD an even stronger resource to all members.

We thank you all for your continued support and encourage you all to reap all you can from this group. Happy Fall Season and we wish you all the best.

Ralph Girondo
Con-Tech Strengthens Presence in Central U.S.

Con-Tech Lighting continues its commitment to high service levels, increased sales support and innovative product launches with the announcement of a new Regional Sales Manager for the Central Region, Jake Summers.

As Regional Sales Manager, Jake is responsible for increasing Con-Tech corporate and product awareness as well as sales growth to Specifiers, Contractors, Distributors, and Lighting Designers. His region includes North and South Dakota, Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Illinois, Michigan, Indiana, Kentucky, Ohio, West Virginia, and the Western part of Pennsylvania.

As Con-Tech continues to add highly qualified people to the Con-Tech staff, we’re certain Jake will be a valuable resource in the region for all lighting professionals.

Con-Tech Lighting offers a versatile selection of recessed lighting fixtures including incandescent, low voltage, HID and compact fluorescent, as well as energy-efficient track and rail lighting.

Represented by more than 80 manufacturers throughout the United States, Canada and Mexico, Con-Tech sells exclusively through electrical wholesalers and distributors.

Leviton Appoints Fogel Vice President of Human Resources

Leviton Manufacturing Company is pleased to announce the appointment of Mark Fogel to the position of Corporate Vice President of Human Resources.

In his new role at the company, Fogel will assume responsibility for the company’s staffing, compensation, benefits and corporate training operations. He brings to his new position years of experience directing corporate human resources activities for companies across a wide range of industries. His background includes corporate staffing, manpower and succession planning, employment and labor relations, and change management.

In his prior position as Corporate Director of Human Resources for Leviton, Fogel was instrumental in streamlining policies, procedures and systems for the company’s various divisions and subsidiaries and ensuring consistency and compliance in areas of legal and regulatory management.

Fogel joined Leviton in January 2000. He holds a Masters degree in Professional Studies from Adelphi University and a Bachelor of Arts degree from the State University of New York at New Paltz. He is an active volunteer with World at Work and holds the Senior Professional in Human Resources designation (SPHR). He resides in Jericho, New York with his wife and daughter.

For more information, contact Leviton Manufacturing, 59-25 Little Neck Parkway, Little Neck, NY 11362, 800-323-8920.
Today's Lighting Distributor

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26 Century Blvd., Suite 500
Nashville, TN 37214-3683
(615) 316-5100

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Nashville, TN 37214-3683
(615) 316-5100

Member Profiles

Root Foster Lighting, Inc. began its operation in the Birmingham, Alabama area starting on July 1st, 2003. Root Foster Lighting is affiliated with Atlanta Light Bulbs, Inc., which has been in business for over 25 years. “It has been a fast and exciting couple months of business,” says Jay Foster, area sales manager. Root Foster Lighting, Inc. specializes in hard to find bulbs. We offer all the name brand bulbs, ballasts and fixtures the industry has to offer. Our extensive line of products and the brands we carry can be found online at www.RootFosterLighting.com. The Birmingham, Alabama phone number is (205) 402-0660 and the fax number is (205) 402-0063 if any of you suppliers out there want to fax us your specials.

Candela Corporation only supplies lamps, ballast’s, and sockets to electrical distribution, specialty lighting, and OEM industries—yet 20 customer service representatives receive an average of almost 2,000 calls per day from its 30,000 customer contacts. The company stocks more than 10,000 products, with 100 plus manufacturers in approximately 75,000 square feet of warehouse space spread among three locations. And it ships 500-600 orders per day company wide, with 300-400 originating from the main headquarters in Irvine, Calif.

Established in 1986 by Bill and Terri Baas, Candela has built its business on immediate response to its customers needs, as well as availability of product.

A lot of our customers can buy direct from GE, Sylvania, or Philips, explained Mike Tinney, general manager. But very often, GE distributors will buy GE products from us because they need something immediately but don’t have it on their shelves. We can get items to them a lot quicker than manufacturers can, unless the distributor is picking it up at the manufacturers distribution center. Candela recognizes that many electrical distributors lack proximity to a manufacturers distribution center, and that knowledge to take accessibility to a higher level. Candela’s trucks have scheduled stops at the big three lighting manufacturers distribution centers in Los Angeles and Atlanta every day. If an order is received by 2:30 p.m., and Candela does not have the product in stock but GE, Sylvania, or Philips does, the order is shipped the next day. This has been a big boost for us with our customers, said Tinney.

Recently Candela positioned itself as a master distributor for some manufacturers. This niche establishes Candela as the shipping department for a manufacturer that may lack the space or capability to handle order fulfillment in-house. For example, bulb manufacturer Robertson turned to Candela as its master distributor a few years ago. Candela stocks almost 1,000 different Robertson products, and customers receive same-day shipping without paying a premium.

“Robertson has a manufacturing plant with common items in stock,” explained Tinney. “But it has many oddball products which it does not keep in stock. With an extensive track record, we know what our customers are usually looking for and try to keep these items on our shelves. This has been a great service to our customers and mutually beneficial to both Robertson and ourselves.”

Candela also has master distributor relationships with Panasonic for energy saving light bulbs for 11 Western states and Aromat, an electronic ballast manufacturer, for high intensity discharge (HID) lamps. Tinney stressed that Candela’s master distributor status benefits electrical distributors because it does not require a minimum order. Manufacturers often require purchases in case lots, but Candela will sell products by the piece.

Establishing a master relationship with a manufacturer takes a lot of time and trust. Candela had already been doing a large amount of business with Robertson by the time it moved into the master relationship. “[Robertson] switched many of its smaller distributors over to us, so it has to trust that we will do the right thing as its master distributor,” said Tinney. “On our end, we supplied the information of who we sold what product to, that is something we have never done in the past. It took a lot of trust for us to hand over that information.”

Better customer service

Constantly looking to service its customers better, Candela is always seeking out new product lines. Five years ago Candela’s ballast’s were a very small part of the company’s business; now it is one of its fastest growing product groups. “We are always looking for new vendors and new products,” said Owner Bill Baas. “If it is something electrical or electronic, and we have the same customer base looking for that product, there is no reason why it can’t be a good fit.”

Furthermore, about seven years ago, Candela developed a blind shipping system. The system enables distributors to ship directly from Candela to their customers without any confusion. Currently, the distributor’s name appears on the packing label, but Candela is working on entering customers’ logos into its computer system as a way to further refine the blind shipping process.

Our mission,” stressed Bill Baas, “is to service the electrical distribution industry.” As the company’s three locations allow it to reach 78% of the nation’s population in two days with ground shipping, it certainly appears to be a mission in the making.

HID Solutions and Universal Lighting:
It’s a Slam Dunk.

From gymnasiums to industrial applications, we offer one-stop shopping for HID ballasts.

You can find all your HID solutions in one handy spot when you visit your authorized Universal Lighting distributor.

Universal pulse start ballasts offer high efficiency, energy savings and outstanding reliability. Our industry first F-Can pulse start models operate either 120 or 277 volts and are ideal for high recessed fixtures like those in airports and atriums. And our Multi-S™ is the first HID ballast that incorporates five taps in one—[20, 30, 240, 277, 480 volts]—ensuring that you always have the right ballast for every application.

To learn more about why Universal’s HID line is a slam dunk, visit our Web site or call us today.
Member Notations

NAILD Vendor Websites Listed for Educational Opportunities

Many of our vendors have valuable free training information on the Internet. The Education Committee has looked at the various websites with an eye to educational items and has the following list worthy of your time.

- advancetransformer.com -Excellent, have a 15 part "university" course for educational purposes
- brownlee.com - simple calculations under "special topics", energy star info
- eiko-ltd.com - cross reference information
- fulham.com - Find your Ballast" glossary of ballast terms
- howard-inds.com - good ballast cross-reference, definitions
- leviton.com - excellent, lots of info, "easy to use", definition of terms
- panasonic.com/lighting - lighting terminology, savings calculator
- shat-r-shield.com - regulations regarding coated lamps, FAQ's
- simkar.com - this is quite an amazing website with lots and lots of valuable training information/learning forum
- tcpi.com - energy audit
- universalballast.com - excellent website, lots of technical data, learning modules
- www.shat-r-shield.com
- www.simkar.com
- www.tcpi.com

Utilize NAILD headquarters to gain information on the specialized lighting industry by calling our professional staff who can answer your questions or refer you to other members nationwide who can be of assistance in a non-competitive, cooperative way.

It Takes A Team

Coming together is a beginning, keeping together is progress, working together is success.

Did you ever stop to think about why you joined our team? For long-time NAILD members it may be a thought you really have a captive audience during the trade show times, and NAILD distributors are really loyal to vendor members.

Ron Zigmont • Aero-Tech Light Bulb Co. Member since 1988

"NAILD is a great organization. One of the main concepts of attending a NAILD convention is the personal relationships that are created, nurtured, and maintained. This leads to straight forward and meaningful networking. Using this concept, one can attend other shows such as Light Fair armed with specific knowledge gained at the NAILD convention. This will help to make an informed decision rather than an impulsive or emotional decision."

Adam Davidson • Elite Lighting Co. Inc. Member since 2000

NAILD Mission Statement: To enhance the value of the specialized lighting distributor by creating opportunities for business development and growth through education and member interaction.

The National Association of Independent Lighting Distributors (NAILD) was founded in 1977 by a small group of lighting distributors. Since then it has grown to well over 180 members. Membership in the association is made up of specialty lighting distributors and vendor/manufacturers of lighting goods & supplies used in the operation of specialized lighting distributors.

Some of the main objectives of NAILD are to increase the effectiveness and profitability of the specialized lighting distributor through educational programs; to make available to members information pertaining to the distribution of lighting products; to develop marketing plans and programs through an exchange of ideas & to improve membership awareness of supplier marketing programs; and promote the need for and the benefit of good lighting.

By joining NAILD you will gain access to the leading community of specialized lighting distributors and manufacturers. Your NAILD membership helps you develop key distributor and vendor contacts. NAILD helps keep you in touch with opportunities, trends and new business developments that specifically effect specialized lighting distributors.

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Join now and take advantage of all the NAILD benefits. For more information on membership, call Becky at (716) 875-3670 or visit NAILD on-line at www.naild.org.

Member Notations

NAILD Membership ~ ‘Enhancing the Value of the Specialized Lighting Distributor’

Educational Opportunities
- Annual Convention, Tradeshow & Organized Casual Conferences (OCC)
- Operating Performance Survey (OPR)
- Compensation & Benefit Survey
- NAILD Lending Library
- Distribution Software Guide
- Long Distance Phone Program
- Reduced Freight Program
- Member Casualty Insurance Program
- Classified Section (on-line)
Glass Diffuser helps prevent discoloration with age
Bulb Shape works with standard bulb changers
Decorative Styles a variety of pleasing shapes
Tri-Color Phosphor CRI 84 (2800K warm) or CRI 88 (5000K daylight)
Amalgam Technology steady output in any position
Phosphor Tube ensures high-grade illumination in a compact bulb
Durable Components instant on and flicker free
Base nickel-plated brass prevents corrosion
Operating Temperature indoor/outdoor use from –22ºF to 122ºF
Ballast Shielding prevents disruption of other equipment

Grand Central Terminal

It’s the quality inside that shines.

Homes and hospitals. Restaurants and hotels. Offices and arenas. Even historic Grand Central Terminal. People turn to Panasonic for long-term lighting solutions. Maybe it’s because of the wide range of ENERGY STAR® qualified, premium lamps. Or the high-quality components found throughout our lineup. Whatever the reason, it’s just good to know that they last and last. Which means you’ll save on purchasing, energy costs, and maintenance.

All good reasons to shine on.

ENERGY STAR is a U.S. registered trademark.

For more information: 1-866-292-7292 or www.panasonic.com/lighting
Please see a Panasonic Sales Representative for details on our new distributor promotion.

2 new ways to shine.
A brand new 14-Watt Screw-In 3U lamp provides a compact, energy-efficient alternative to a 60-Watt incandescent, while the new 8-Watt Mini-Globe (G25) is ENERGY STAR® qualified and perfect for bathroom vanity applications.

Panasonic helps light the way for more than 30 million visitors at Grand Central Terminal each year.
How to Measure Long-Term Performance of LEDs? The lighting industry is witnessing great strides in the development of light-emitting diodes (LEDs), particularly in the areas of general illumination and white light. Lighting systems employing LEDs are becoming quite common, especially for transportation and display-lighting applications, because of their efficiency and small size. However, with increased popularity and evolving technology come questions regarding the long-term performance of LED systems.

While individual LEDs may operate for up to 100,000 hours, several factors can potentially reduce the useful life of LEDs operating in a system. These factors are:

- **Drive current**
- **Packaging**
- **Temperature**

Current methods for evaluating performance include life tests, which can take thousands of hours to conduct. With LED technology maturing rapidly, data from these tests may be outdated even before testing is finished.

Researchers with the Lighting Research Center at Rensselaer Polytechnic Institute (Troy, New York) have taken on the challenge of determining quickly how long LEDs in a system last and what factors affect LED-system life.

Researchers found that the peak wavelengths of these lamps shift as a function of junction temperature. Increasing the temperature, either through higher drive currents or higher ambient temperatures, causes the spectrum of these red LEDs to shift to longer wavelengths; this shift is proportional to changes in junction temperature. By measuring the peak wavelength shift and the initial ambient temperature, the researchers were able to accurately predict the red-LED system’s average junction temperature.

Gallium nitride-based white LEDs require a different type of spectral measurement in order to determine junction heat, said Dr. Narendran, because the wavelength shift is much smaller in these types of light sources. The LRC researchers were able to use measurements of blue and white radiant energies to effectively calculate junction temperature.

From Junction Temperature Measurements to System-Life Predictions

In conjunction with researchers at the University of California at Santa Barbara, experiments are in progress to develop methods of predicting LED-system life. At the LRC, Dr. Narendran’s team is working to determine how junction temperature relates to the degradation rate of LEDs by conducting life tests on several types of colored and white LEDs.

“When we understand how junction temperature affects the rate of light output degradation in LEDs, then we will have a good idea as to how long any system will run efficiently,” said Dr. Narendran. This data will eliminate the need for time-consuming life tests, allowing designers of LED-lighting systems to easily evaluate and turn out improved products.


For more information about LEDs and the Solid-State Lighting Program at the Lighting Research Center, visit http://www.lrc.rpi.edu/programs/solidstate/.
Attention Solo Entrepreneurs and Financial Advisors . . .

SBO 401k-PlanÔ Offers Retirement Plan Solutions – New Online Solution And Tools Available

Finally – there is a powerful retirement solution designed for the ultra small entrepreneur. The Small Business Owner 401k-PlanÔ (SBO-401k-PlanÔ) is intended exclusively for business owners with no employees other than a spouse and offers financial advisors a superior product for their clients.

“We know our clients are unique, they will not settle for an off-the-shelf 401k plan. Small business owners want a CHOICE that will accommodate their business model and allow them to expand their employee benefits. Financial Advisors want the flexibility of having unlimited choices to assist their clients in reaching investment goals. The SBO-401k-PlanÔ is designed to do just that,” says BSW Benefit Plans Plus, L.L.C., Manager Patrick Shelton, GBA.

With this new plan, individuals can save up to $40,000 annually by maximizing salary deferrals and employer contributions for 2003. For those ages 50 and over an additional $2,000 can be contributed for a total of $42,000.

To make this opportunity a reality, the team at Benefit Plans Plus (BPP) of St. Louis, has taken their services online to maximize convenience for the end user.

“Did you know more than 73 percent (more than 24 million) businesses are organized as sole proprietorships? Now those 24 million people have an option for retirement planning with the new SBO 401(k).”

New Online Tools

During a quick visit to www.bpp401k.com the business owner or financial advisor can have their current plan analyzed for free, compare the benefits of a traditional SEP versus the SBO-401k-PlanÔ by using BPP’s exclusive Comparison Calculator and even apply online.

BPP’s separate 401k Calculator allows the user to determine the annual tax savings of participating in a 401k plan and project future account balances. By using this tool, individuals can determine the best combination of contributions and salary deferrals to maintain their take home pay while maximizing retirement savings.

The SBO-401k Plan

The unique feature of the SBO-401k-PlanÔ is the flexibility of unlimited investment options. With this unparalleled plan, individual business owners can choose either self-directed or professional fund management at the financial institution of their choice. With this plan financial advisors can offer their smallest 401k clients access to almost any type of investment.

“I am not aware of any vendor who provides this type of retirement arrangement, our flexible investment options and online tools make the SBO-401k-PlanÔ one-of-a-kind,” says Shelton. “We want solo business owners and especially financial advisors across the nation to know there is a more flexible Individual 401k retirement plan available.”

SBO-401k-Plan™ Features for 2003

Eligible Employers

Businesses that employ owners, their spouses, and have no employees under Title I of ERISA (includes corporations, partnerships, and sole proprietors).

Plan Establishment Deadline

Company tax year-end.

Eligibility

Age 21, no service requirement, immediate entry.

Investment Options

Unlimited. You choose either Self-Directed or Professional Management within a single custody account at the financial institution of your choice. (Must comply with Section 4975 of IRC (Prohibited Transaction Rules)

Valuable Features

• Open investment architecture
• Loan: 50% of vested balance not to exceed $50,000
• No discrimination testing

• Consolidate assets from IRAs, other 401ks etc.

Salary Deferrals

Up to $12,000 (not to exceed 100% of compensation)**. Total salary deferral contributions and employer contributions up to a maximum of $40,000.

Catch-Up Contributions

Participants age 50 or older may contribute an additional $2,000 in salary deferrals beyond the $12,000, which does not count towards the overall contribution limit of $40,000.

Employer Contributions

Up to 25% of compensation (earned income for self-employed)** or maximum $40,000. (Salary deferral contributions are also counted towards the $40,000 limit.) ($200,000 compensation limit for 2003)

Rollovers

Rollovers are allowed from traditional IRAs, SEP SIMPLE***, profit sharing, defined benefit, 401(k), 403(b) and governmental 457 plans. (***SIMPLE IRA rollover eligible after two-year holding period is met)

Loans

Available (subject to IRS guidelines) to all participants, including unincorporated business owners.

Withdrawals

Limited to distributable events such as retirement, death or disability.

Catch-Up Contributions

Up to $12,000 (not to exceed 100% of compensation)**. Total salary deferral contributions and employer contributions up to a maximum of $40,000.

Salary Deferrals

Up to $12,000 (not to exceed 100% of compensation)**. Total salary deferral contributions and employer contributions up to a maximum of $40,000.

Loan: 50% of vested balance not to exceed $50,000.

• Loan fee: $150 per loan set-up; $50 annual maintenance fee.

Distributions

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Additional Service Charges

• Trust reconciliation for multiple accounts; $95 per hour (1 hr. min.)

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Advance Joins Rebuild America as a Business Partner

Advance Transformer Company announces its establishment of a new electronic ballast manufacturing capability within a 40,000 square-foot facility in Monterrey, Mexico. The new distribution center in Monterrey, Mexico is being expanded and will also support the Monterrey, Mexico distribution center. As part of its commitment to providing exceptional customer service, this new facility and expansion of the new distribution center are scheduled to be completed by Fall 2003 and will be done seamlessly to insure consistency of service levels.

Establishment of the new electronic manufacturing facility and expansion of the new distribution center are scheduled to be completed by Fall 2003 and will be done seamlessly to insure consistency of service levels.

Rebuild America is a network of hundreds of distributors in many parts of the country who welcomed the opportunity to buy at a discounted price from their customers and demanded.

In addition, Bagley used the Internet trading network to source items quickly and reduced the amount of safety stock he needed to carry. The net result was a 12 percent drop in inventory levels over a two-year period.

You don’t have to keep quite so much stock on hand because you can usually get whatever you need pretty quickly from one of your trading partners,” he said.

Bagley estimated that he saves about $5,000 per year on his tax bill because he no longer pays levies on the dead, slow-moving, and safety inventory he once carried. “That’s a few thousand dollars a year that we can re-invest in our business,” Bagley concluded.

“Amid shrinking margins and skyrocketing carrying costs, distributors – especially those taxed on what’s in their warehouse – must find ways to keep their inventory levels low,” said Chuck Boyle, President of Prophet 21.

Prophet 21 has accomplished this with Trading Partner Connect – saving thousands of dollars in annual tax levies in the process.

Savings Thousands of Dollars in Taxes Using Trading Partner Connect to establish one or more trading partner relationships with distributors, Bagley sold his dead stock to distributors in other parts of the country who welcomed the opportunity to buy at a discount price from their customers and demanded.

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Today’s Lighting Distributor

September/October 2003

Today's Lighting Distributor

September/October 2003

20 • NAILD • Today's Lighting Distributor

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2004 NAILD Convention

Rancho Las Palmas Marriott Resort & Spa • April 20 - 24 • Rancho Mirage, California

2004 Pre-Convention Event Sponsorship Opportunity

By sponsoring a special event at the 2004 NAILD Convention, you will receive recognition by distributors across the nation! You will receive publicity in Today’s Lighting Distributor, be included in the official program and receive additional recognition during the convention and the day of the event.

There are two options available (contact Linda Daniel for more details):  
1. Sponsoring in part (contribution toward the payment of a selected event) or;
2. ** Hosting the full event (full payment for a selected event).

Current sponsors would have first right of refusal of their signature event AND first choice on trade show booth selection. All deposits or payments are non-refundable. Please mark the event and preference you have an interest in sponsoring or hosting. See early bird rates below.

Hosting Wednesday Golf Tournament Event **

- Beverage Cart
- Hot Buffet Breakfast
- Hole Sponsorship

Sponsoring In-Part Wednesday Golf Tournament Event

- Beverage Cart
- Hot Buffet Breakfast

Hosting Convention Event**

- Wednesday Family Luncheon/Program
- Wednesday Evening Open Tradeshow Reception
- Thursday Hot Buffet Breakfast
- Thursday AM Break
- Thursday Exhibit Setup
- Thursday Luncheon
- Thursday PM Break
- Friday Hot Buffet Breakfast
- Friday AM Break
- Friday Family Luncheon/Program
- Friday ‘OCC’ Luncheon
- Friday PM Break
- Saturday Continental Breakfast
- Saturday AM Break
- Saturday Roundtable Discussions/Luncheon

Sponsoring In-Part Convention Event

- Wednesday Family Luncheon/Program
- Wednesday Evening Open Tradeshow Reception
- Thursday Hot Buffet Breakfast
- Thursday AM Break
- Thursday Exhibit Setup
- Thursday Luncheon
- Thursday PM Break
- Friday Hot Buffet Breakfast
- Friday AM Break
- Friday Family Luncheon/Program
- Friday ‘OCC’ Luncheon
- Friday PM Break
- Saturday Continental Breakfast
- Saturday AM Break
- Saturday Roundtable Discussions/Luncheon

***T-Shirt Logo:

Get recognized at the 2004 NAILD Convention by adding your company’s logo to the back of the NAILD shirt each attendee will receive. These will be processed in black & white and will have the NAILD Convention logo on the front. You may send camera-ready artwork or you may e-mail your logo directly to the printer at please put 2004 NAILD Convention on the subject line of your email: noelle@jthomasrecognition.com — specific fonts: EPS format for a PC, all text to outline (if questions e-mail Noelle).

Early Bird Rates:

Payment received with hosted or sponsored event prior to November 15, 2003 may deduct a 5% early bird discount.

<table>
<thead>
<tr>
<th>Event</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Hot Buffet Breakfast</td>
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<tr>
<td>Overall Program</td>
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<tr>
<td>Hot Buffet Breakfast</td>
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<td>Continental Breakfast</td>
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<tr>
<td>Coffee Break</td>
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<td>Roundtable Discussions</td>
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<tr>
<td>Continental Breakfast</td>
<td>$3100</td>
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</table>

Tentative Schedule of Events

Tuesday, April 20

- 8:00 AM – 12 Noon: Board Meeting
- 8:00 AM – 12 Noon: Registration

Wednesday, April 21

- 7:30 – 9:00 AM: Hot Buffet Breakfast
- 7:30 – 9:00 AM: New Member Reception
- 9:30 AM – 1:00 PM: Golf Tournament
- 9:30 AM – 1:00 PM: Family Program
- 9:30 AM – 1:00 PM: Open Round Table Discussions

Thursday, April 22

- 7:30 – 9:00 AM: Hot Buffet Breakfast
- 7:30 – 9:00 AM: Continental Breakfast
- 7:30 – 9:00 AM: Speaker (content TBA)
- 7:30 – 9:00 AM: Family Program
- 7:30 – 9:00 AM: Open Round Table Discussions

Saturday, April 24

- 7:30 – 9:00 AM: Continental Breakfast
- 7:30 – 9:00 AM: Committee Meetings
- 8:00 AM (Sharp): New Product Award Winner Announced
- 9:00 – 10:30 AM: Vendor Discussion Meeting
- 9:00 – 10:30 AM: Distributor Discussion Meeting
- 10:00 – 10:45 AM: Break
- 10:45 AM – 12 Noon: Vendor/Distributor Discussion Session
- 10:45 AM – 12 Noon: Round Table Discussion/Luncheon

See official program and receive additional recognition during the convention and the day of the event. There are two options available (contact Linda Daniel for more details): 1. Sponsoring in part (contribution toward the payment of a selected event) or;
2. ** Hosting the full event (full payment for a selected event).

By sponsoring a special event at the 2004 NAILD Convention, you will receive recognition by distributors across the nation! You will receive publicity in Today’s Lighting Distributor, be included in the official program and receive additional recognition during the convention and the day of the event. 

Current sponsors would have first right of refusal of their signature event AND first choice on trade show booth selection. All deposits or payments are non-refundable. Please mark the event and preference you have an interest in sponsoring or hosting. See early bird rates below.
New Product Updates

The IESNA Recognizes A.L.P.’s Innovative Recessed Direct/Indirect Retrofit Solution

The IESNA’s 2003 Progress Report included A.L.P. Lighting’s latest retrofit louver innovation for 2’x2’ and 2’x4’ recessed fixtures! The unique KCRDI-Louver adds a potent new design solution to the lighting aftermarket, combining the contemporary appearance of a Recessed Direct/Indirect optical package with the convenience of a Kwik Change Louver.

When accepting submissions for the IESNA Progress Report, the Committee’s mandate is “to keep in touch with developments in the art and science of lighting throughout the world, and prepare a yearly review of achievements for the Illuminating Engineering Society.” It is a high honor to have a product accepted into the Progress Report as it reflects “applications which demonstrate innovative energy conservation while maintaining the quality of light.”

Designed to offer an affordable, high-end appearance, the KCRDI-L is the ideal retrofit upgrade for an existing fixture. The box flange hinges and latches to the Kwik Change frame, designed to work with any manufacturer’s recessed housing. The KCRDI-L features a positive latching mechanism, allowing the louver to detach on one or both sides during maintenance. With the reflector integrated into the louver design, lamps and wiring are completely accessible, and re-lamping is easy.

The 2’x2’ or 2’x4’ KCRDI-L provides a balanced illumination from the combination of direct and indirect elements, while maintaining a high quality of light. As an alternative to the 3’ deep parabolic louvers, the KCRDI-Louver can be used with two or three T8 fluorescent lamps, B13, or T5 fluorescent lamps. Wire-way and socket plate kits are available for a variety of fixture configurations.

For more information, contact Pamela Stowers at 773-792-5648 or via email at pamelastowers@alplighting.com.

SBO 401k-PlanÔ Offers Retirement Plan Solutions

BSW Benefit Plans Plus, L.L.C., founded in 1998 for comprehensive specialized retirement plan administration, is a subsidiary of Brown Smith Wallace, L.L.C., of St. Louis, Missouri. With more than 100 resource associates, BSW L.L.C. serves clients throughout the world. Today the BSW’s Benefit Plans Plus, L.L.C., team exists to provide customized employee benefits . . . on time, on budget, as ordered.

The BPP staff averages more than 19 years of experience and is enrolled to practice before the Internal Revenue Service. They also maintain advanced designations including: Associate Professional Member through the National Institute of Pension Administrators, Certified Pension Consultant, and Qualified 401k Plan Administrator through the American Society of Pension Attorneys.

For additional information please visit www.bpp401k.com or contact Patrick M. Shelton, GBA at pshelton@bpp401k.com or call 800-511-0726 ext. 1212. Interviews are available upon request.

NAILD Lending Library

Book Reviews

Think & Grow Rich

By Napoleon Hill

I found the book to be motivating. If you are going to do something, give it your all, and don’t stop until you’ve achieved your goal.

Reviewed by Alan Karen, SATCO

Persuasive Communication (video)

By Don Hutson

“Started slow, but kept your attention. Once you overlook the 70’s/80’s look of the speaker, the substance is good sound principles of effective communication. The speaker believes that effective communication is central to anybody’s success. The speaker discusses the two main reasons people fail in communications. He further discusses the importance of communicating the difference between VALUE and PRICE, and how this can make or break your sale. A good video, especially the second time.”

Reviewed by Bill Hurd, NOVA Lighting

NAILD offers the Lending Library to members FREE of charge.

Simply call Linda in the Buffalo office to check them out.