Becoming an ENERGY STAR® Partner
I Have a Job Vacancy
Don’t Answer Too Quickly
Today’s Lighting Distributor

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November/December 2004
“THE FUTURE IS NOW” — How are you preparing for it?

Autumn is here and the time clocks are about to roll back to most states. Business should be picking up for most. It was all the good planning and work that we did six months ago which generated the rewards for today. Six months from now is the 2005 Convention, and good planning needs to be in motion so you will be able to attend NAILD’s premier event of the year come March. No one plans to not make the convention, but oftentimes we get caught up with the demands of our business and just don’t take the time early enough to prepare. The convention schedule is in this issue of TLD; please mark your calendars for March 16 – 19. The shortened schedule (as requested by distributor and vendor attendees last year) is full of great opportunities to help grow your business today and into the future. The theme this year is “THE FUTURE IS NOW”! How are you preparing for it?

The NAILD Strategic Plan was approached differently this time around. The meeting was held in Delray Beach, Florida on September 23rd and 24th, where ideas were compiled from not only the board but from a few key NAILD members as well. Paul Hafner coordinated and administered the entire process. I would like to recognize and thank the following special participants for their valued input: Sandy Baron (GB), Bill Cooley (Voss Lighting), Bill Graham (American Light), Bob Hojnacke (Osram Sylvania), Randy Johnson (US Lamp) and Brenda Puckett (West-Lite Supply). Paul Hafner will bring a detailed outline of the Strategic Plan to our 2005 convention. It is this plan that will assist us in forming a realistic sense of direction as to where we should head in the future with NAILD as well as tie in the future of the lighting distributor in relationship to the future of the lighting industry.

On Saturday, September 25th the full board was to meet and continue to finalize plans for the convention and work on other business related agendas. Due to Hurricane Jeanne, we had to postpone the meeting. The meeting will be re-scheduled within the next few weeks, and we will keep you posted.

On October 4th, our suggested by-law changes were voted on, resulting in a landslide acceptance of the revisions. We will continue to raise the bar on new members accepted. The revised by-laws will be included in the 2005 NAILD Directory.

If you are interested in running for a position on the board next March, please contact Linda at (716) 875-3670, as we are always looking for new ideas. Your involvement on the board members, committee members and myself are still working extremely hard to accept. Our next meeting will be held on October 4th in the coming few weeks, and we will keep you posted.

Jeanne, we had to postpone the meeting. The meeting will be re-scheduled within the next few weeks, and we will keep you posted.

If you are interested in running for a position on the board next March, please contact Linda at (716) 875-3670, as we are always looking for new ideas. Your involvement on the board will be a very rewarding experience.

Your board members, committee members and myself are still working extremely hard to give you the best convention yet in 2005 as we continue to look with optimism toward the future. As always, you can send your comments, thoughts or ideas to myself at gary@atlantalightbulbs.com or to Linda Daniel at lmd@naild.org.

Sincerely,

Gary Root
President

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President’s Message

September/October 2004

Managing Editor • Cathy Helder

Today’s Lighting Distributor
September/October 2004

Volume 12, No. 5

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Calendar of Events

2004

October 15 – 20
IMARK Annual Meeting
JW Marriott Desert Ridge Resort & Spa
Phoenix, AZ

November 13 – 15
NEMA Annual Meeting & Leadership Conference
Chicago, IL
For more information call Myri deDierich at (703) 841-3279

February 16 – 19
NEMA 56th Annual Convention
New York, NY
For more information call NEMA headquarters at (913) 524-6550

March 15 – 19
NAILD Annual Convention, Trade Show & Organized Casual Conference (OCC)
Diflay Beach Marriott
Diflay Beach, FL

April 8
International Dark Sky Association Annual Meeting
Tucson, AZ
For more information call (520) 293-3198 or visit their web site at www.darksky.org

April 11 – 14
LIGHTFAIR International
New York Javits Center
New York, NY

April 14 – 17
Equity Annual Meeting
Hyatt Regency
Dallas, TX
For more information call (800) 373-1874 or email Dan Potter at danpotter@equity.org

April 24 – 27
Lightstyle Conference
Frankfurt, Germany

May 10 – 12
Kitchen/Bath Industry Show (KBIS)
Las Vegas Convention Center
Las Vegas, NV

May 14 – 18
NAED Annual Meeting
Boston Marriott洛st Place
Boston, MA
For more information call (888) 791-2512

September 7 – 10
Affiliated Distributors’ North American Meeting
For more information call Karm Lindley, (610) 278-6421

October 7 – 12
IMARK Annual Meeting
Hyatt Regency Grand Cypress
Orlando, FL

October 9 – 12
NAILD5052nd Annual Convention & Trade Show
Sheraton Norfolk Waterside Hotel
Norfolk, VA
For more information call (515) 243-2560

November 4
NAED Executive Committee Meeting
Paradise Point Resort
San Diego, CA

November 5
NAED Fall Board Meeting
Paradise Point Resort
San Diego, CA

2005

February 16 – 19
NEMA 56th Annual Convention
New York, NY
For more information call NEMA headquarters at (913) 524-6550

March 15 – 19
NAILD Annual Convention, Trade Show & Organized Casual Conference (OCC)
Diflay Beach Marriott
Diflay Beach, FL

April
LITHEART Conference
Las Vegas, NV

May 14 – 18
NAED Annual Meeting
Boston MarriottLo/ip Place
Boston, MA
For more information call (888) 791-2512

September 7 – 10
Affiliated Distributors’ North American Meeting
For more information call Karm Lindley, (610) 278-6421

October 7 – 12
IMARK Annual Meeting
Hyatt Regency Grand Cypress
Orlando, FL

October 9 – 12
NAILD5052nd Annual Convention & Trade Show
Sheraton Norfolk Waterside Hotel
Norfolk, VA
For more information call (515) 243-2560

November 4
NAED Executive Committee Meeting
Paradise Point Resort
San Diego, CA

November 5
NAED Fall Board Meeting
Paradise Point Resort
San Diego, CA

2006

March 26 – 30 (note new start day pattern)
NAED, 29th Annual Convention, Trade Show & Organized Casual Conference (OCC)
Paradise Point Resort
San Diego, CA

April 22 – 26
NAED Annual Meeting
Orlando, FL
For more information call (888) 791-2512

May 29 – June 2
LIGHTFAIR International
Las Vegas Convention Center

October 13 – 18
IMARK Annual Meeting
LaQuinta Resort & Club
LaQuinta, CA

2007

March (tentative)
NAED, 30th Annual Convention, Trade Show & Organized Casual Conference
TBA

May 5 – 9
NAED Annual Meeting
Washington, DC
For more information call (888) 791-2512

May 8 – 10
LIGHTFAIR International
New York Javits Center
New York, NY

See Industry Updates Section of this issue for other educational opportunities.

Member Updates

The address for Radiant Lamp Company as listed in the recently published NAILD membership directory should be as follows:

12401 McNally Road
Philadelphia, PA 19154
(800) 248-6930
(800) 248-6935 fax

The email address for Mark Docter of Docter Lighting as listed in the recently published NAILD membership directory should be as follows:

Mark Docter
markd@docterrlighting.com

The product line for Litetronics International, Inc. as listed in the recently published NAILD membership directory should read as follows:

Xenon-Life 5,000 Hour; Strange-White Halogen Par; Frost-Per; and Super Soft-T Halogen Par / 20,000 Hour Incandescent Lamps / Color Long Life Reflectors Lamps / T-12, T-10, and T-8 Long Life 5,000 K - High CRI Fluorescent Lamps / Micro-Brite(r) Cold Cathode Fluorescent Lamps / 6,000 Hour, Deco, and Mirror MB-16 Lamps / Spiral-line CFL Lamps / Trafic Sign Lamps / Metal Halide & High Pressure Sodium Lamps

Association News

Enjoy the Benefits of Becoming an ENERGY STAR Partner

NAILD is now a national ENERGY STAR Partner and will participate in ENERGY STAR programs. NAILD Distributor members can become ENERGY STAR Partners under the NAILD umbrella and receive the same type of benefits that many of our manufacturer members already enjoy.

ENERGY STAR Partners are entitled to use the ENERGY STAR mark, receive public recognition through the Internet and other mechanisms, have your company locations listed on the ENERGY STAR web site, participate in national campaigns such as Change a Light Change the World and Cool Change, and leverage utility incentives exclusively available for ENERGY STAR Products.

NAILD distributor members were recently sent a Partnership sign up sheet by fax. If you haven’t already signed up please send in your fax or contact Linda Danel at the NAILD Office at 716-875-3670. For additional information on Partnership benefits read the Benefits of ENERGY STAR Partnership in this month’s issue.

ENERGY STAR is a voluntary public-private partnership co-sponsored by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy. ENERGY STAR is a trusted government-backed labeling and marketing program that identifies products based on both quality and energy savings.

NAILD ENERGY STAR Partners (as listed on the www.energystar.gov web site)

American Commercial Lighting
Brownlee Lighting
Cresent/Stoneco
The Designer Edge
Durallamp USA, Inc.
E3KO Ltd.
Energetic Lighting Inc.
Estonix
CFL Lighting Co.
Genelite Corporation
Halco Lighting Corporation
Howard Industries, Inc.
Jessup Manufacturing Co.
Light Process Company
Litetronics International, Inc.
Marlite S.K. America, Inc.
Male Lighting, Inc.
Owam Sylvania
Palladium Lighting Products
Philips Lighting Co.
Savox Products, Inc.
Sunsaker Corporation
Sunline Lighting Inc.
Superior Lighting Inc.
Technical Consumer Products
Westinghouse Lighting Corp.
Xenon Longstar Lighting Co.

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.
What is free, requires no signed contract agreements, and can help you increase your sales and profits? The answer is “becoming an ENERGY STAR Partner.” NAILD is an officially a national ENERGY STAR Partner, and the ENERGY STAR Partner mark is on the cover of Today’s Lighting Distributor. Many of NAILD’s manufacturing members are ENERGY STAR Partners and use the mark on their products and in their advertisements. Through NAILD’S ENERGY STAR Partnership, a distributor member can become a Partner and enjoy the related benefits.

By joining under the NAILD umbrella, a distributor member can take advantage of this free opportunity to promote their company as an ENERGY STAR Partner. In previous issues we discussed what ENERGY STAR is, and the advantages of selling ENERGY STAR-qualified products (higher sales and profits, distinguishing your company, and customer satisfaction). In this issue we will discuss the benefits of ENERGY STAR Partnership as it applies to a NAILD distributor member.

ENERGY STAR Mark:
As an ENERGY STAR Partner you can use the ENERGY STAR mark, which is recognized by over 56% of American consumers. Your company can take advantage of this recognition by using the mark on your advertising and promotional materials. This will help you distinguish your company as a leader in energy-efficient lighting products. It also identifies your company to your customers as being concerned with protecting our environment.

ENERGY STAR Web Site:
As an ENERGY STAR Partner you will be listed on the ENERGY STAR web site. Buyers looking to purchase ENERGY STAR-qualified products can search by product, product types, locations, or company names and find your business. This can lead to increased sales and recognition. The ENERGY STAR web site will link visitors directly to your web site. Similarly, as a Partner, you can display the ENERGY STAR mark on your web site and link your visitors to the ENERGY STAR site where they can learn more about ENERGY STAR and qualified products.

National ENERGY STAR Campaigns:
As an ENERGY STAR Partner you will be invited to participate in national campaigns such as “Change a Light Change the World and Cool Change.” During these campaigns you can partner with your ENERGY STAR Manufacturers to promote ENERGY STAR-qualified products. In some areas of the country, local utility or government partners offer financial incentives as part of the campaign.

Free ENERGY STAR Marketing Materials:
As an ENERGY STAR Partner you will have access to free marketing support and templates including hang tags, brochures, and saving calculators. Additionally, Partners can receive materials directly from their ENERGY STAR Manufacturing Partners.

ENERGY STAR Incentive Programs:
As an ENERGY STAR Partner you will have access to the latest information on local, regional, and state programs offering incentives on ENERGY STAR-qualified products. These incentives can help you offset the higher initial costs to your customers, while still maintaining your profit margins.

Differentiate Your Company:
As an ENERGY STAR Partner you can differentiate yourself from your competition as an energy-efficiency solution provider, and as an environmentally responsible business. As a Partner you will also have a voice in all suggested product specification changes that may affect your company.

The process to become an ENERGY STAR Partner, and receive public recognition for your role in helping to protect the environment is free and simple. To join under the NAILD umbrella simply sign up and provide your company and contact information to the NAILD office. So far, over twenty NAILD members have joined. What are you waiting for? To join, contact Linda Daniel at NAILD today (716-875-3670).

Becoming an ENERGY STAR Partner

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What are you waiting for? To join, contact Linda Daniel at NAILD today (716-875-3670).

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Mark Deeter, President

THANKS NAILD!

Deeter Lighting, Inc.
52 Hardy Drive
Sparks, NV 89431
775-356-2852
markd@deeterlighting.com

Cathy,

The last convention was a great time for Barb and me. We met some great people and will attend this next year as well. Meeting others and sharing information as to new products and vendors was great. We also were able to speak with vendors on a different level. We also enjoy the broadcast emails in helping to find products.

Mark Deeter, President

Convention Success

As employers continue to transfer more job duties to existing managers, some managers are now recruiting without help from an in-house HR department. If you’ve been told to recruit on your own, you may find the following information helpful.

Generate Applicants

Once you’ve written the job description and determined what qualifications your new employee must have, it is time to generate applicants for your position. We routinely look for candidates from a number of different sources, including the following:

- Classified Ads
- Internet Ads
- Specialty/Industry events and publications
- Company Referrals
- Free Sites
- Job Fairs
- Industry Websites
- Community Organizations
- High Schools, Vocational Schools, Colleges, Universities
- Agencies and/or Search Firms
- Networking Organizations and Events

When sourcing, present the job and your company from a marketing perspective. This is your opportunity to “sell” your company to job seekers. By writing your ads and postings with this in mind, you will generate more interest from qualified candidates. Be careful, though, not to forget the essential information (e.g., necessary qualifications, how to apply) to help candidates evaluate their suitability for the position.

As a side note, when placing advertisements for your vacancy or discussing the position with potential candidates, do not put your company at risk by using inappropriate or discriminatory descriptions of the position or the “right” candidate. Placing an ad for a “young, cute, female receptionist” will get you into trouble on many levels; be aware of the legal implications of your communications.

Expect the Spam

Using the Internet allows applicants, at little or no cost, to send their resume to hundreds of companies, resulting in a tremendous increase in the number of responses to ads. Unfortunately, an increase in the number of responses has not equaled to an increase in the number of qualified applicants; it just means there are more unqualified applicants to screen out. This resume spam can be very frustrating as you look through responses from 200 applicants, yet find only 10 with the necessary qualifications.

Unless your company uses software that will assist filtering out unqualified applicants, you will be the one who sorts through the spam. You’ll need to find an efficient way to handle all the responses while being careful to follow any affirmative action or other policies your company has in place.

Keep Track of the Essentials

Even after updating the job description and outlining the essential qualifications, you’ll be surprised at how easy it is to lose track of the essentials. Before you even look at the resume on top of the stack, think about your company’s needs. Is it critical that your new employee have experience in your industry? How many years of experience fit the requirements?

- How much are you willing to pay?
- What is important – longevity in jobs, experience in a variety of work environments, start-up experience, experience with specific tasks (e.g., grant writing).
- Are there skills that are essential (e.g., expert ability with industry software, certified to drive a slipsheet forklift, etc.)?
- Are there academic or professional achievements that are critical (e.g., CPA, MBA, RN)?

This is not a comprehensive list – but you get the idea. You have to know what you are looking for before you can begin reviewing applicants’ responses. Otherwise, you’ll end up with applicants that “look interesting” on paper but may not match your needs.

Evaluate the Responses

The manner in which a candidate responds to your open position can tell you a lot – if you have the experience to recognize the information. As you sort through responses, you should also look for the following:

Stable work history: Do you want to hire the next company that hires this applicant for 3 months?

Resume presentation and customization: Give priority to resumes that are accompanied by a customized cover letter and look as if they’ve been prepared for you – not just for any organization that is hiring.

Gaps in employment: Candidates who drop out of the workforce for legitimate reasons usually say so in their cover letter. If the information is missing – chances are it is missing for a reason. Was the candidate in prison? Furlough for an unavoidable reason and no one will hire them? The gap in employment may not eliminate the candidate from consideration, but you’ll want to ask the candidate about the lost time.

Organization: Resumes where the job history is difficult to decipher are often designed to deceive the reader. Has the applicant attempted to make it easy on you?

Orderly progression in career: For more experienced workers, do you see a natural progression in their careers? If they are at one employer for a long period of time, were they promoted? If they moved from employer to employer, did the moves have logic (i.e., can you understand the reason for the move)?

Recent experience: For some positions, recent experience or current industry knowledge are critical. If this is important, sort out the applicants who have not stayed current through work experience, training, associations etc.

Hiring a new employee can be a time-consuming process, especially when hiring is just one of your many responsibilities.

Personally Speaking is a column on HR issues of importance. It is intended to provide general information and must not be construed as legal advice. We welcome your comments, questions, and concerns. © PERSONNEL MANAGEMENT SYSTEMS, INC., Corporate Office (425) 576-1900, Colorado Office (720) 497-0220, www.hrpm.com

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Amalgam Technology
- steady output in any position

Phosphor Tube
- ensures high-grade illumination in a compact bulb

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- Base
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Panasonic ideas for life
Prophet 21 Offers Free Distribution Technology Demonstrations

To educate distributors about how technology can positively impact their bottom line, Prophet 21 is hosting a series of free Distribution Technology Demonstrations throughout the United States this fall.

The live demonstrations will give distributors the opportunity to see how Prophet 21 CommerceCenter, a Windows-based enterprise software solution that runs on a SQL Server database, Trading Partner Connect, an Internet trading network, and other technology solutions can benefit their businesses.

Distributors attending the seminars will learn how they can benefit from CommerceCenter’s distribution-centric functionality. With 3,000 distributors running their businesses on a Prophet 21 solution, Prophet 21 regularly seeks feedback regarding how to strengthen and enhance its solutions and has developed a feature set that helps distributors increase sales, improve customer service, and reduce operating costs.

Discussions will include how to enhance business processes, such as improving customer service through inventory management and strengthening your bottom line with real-time financial management. Anyone who wants to streamline their business processes should attend.

Prophet 21 Distribution Technology Demonstrations will be held in cities including:

October 14, 2004 - Raleigh, NC
October 12, 2004 - Portland, OR
October 20, 2004 - Birmingham, AL
October 19, 2004 - Dayton, OH
October 21, 2004 - Salt Lake City, UT
October 21, 2004 - Oklahoma City, OK
November 4, 2004 - Philadelphia, PA
November 4, 2004 - San Diego, CA
November 9, 2004 - Houston, TX
November 9, 2004 - Hartford, CT
November 10, 2004 - Buffalo, NY
November 10, 2004 - San Jose, CA
November 16, 2004 - Indianapolis, IN

July/October 2004

Robertson Worldwide Engages Bill Brown Sales as National Sales Representatives

Starting September 1st, 2004 Robertson Worldwide has engaged Bill Brown Sales as an additional arm to their direct sales team in supporting the lighting fixture OEM market. BBS chose Bill Brown Sales because of their long history and solid reputation for quality and leadership in the lighting industry. Both companies have been leaders in the lighting business for over 50 years and Robertson hopes to build upon that reputation to substantially increase its global presence and market share.

The relationship with Bill Brown Sales was born from goals set forth as part of the July 2004 acquisition of the company by Robertson’s CEO Greg Traphagen. Robertson will focus on increasing service and support of new and existing customers through strategic growth. BBS will be an integral part of helping RWW increase market share and open new markets that will benefit from their vast product offering, versatility in custom offerings and forward-thinking innovation in the ballast industry.

Bill Brown Sales has been representing leading component manufacturers since 1955, including A.I.P Lighting Components, Inc., Tibbons wiring devices, Sted Craft Industries, Adam Metal Products, Arakawa Hanging Systems, Tripar downlight housings, Reflek Alzak™ reflectors, Westrom Division/Vature Products Line Guards™ wire guards, and others. BBS combines the finest components with decades of practical engineering expertise in bringing in OEM customers truly “Unbeatable Combinations” of products that work together, so the customer can get to market quickly and competitively.

For further details, visit the Robertson Worldwide web site at www.robertsonww.com for engineering specs, technical specifications and wiring diagrams, for more information on the companies represented by BBS visit www.billbrownsales.com or contact Pamela Stowers at (773) 792-5648.

Philips Reflector Compact Fluorescent Lamps Win U.S. Department of Energy Competition

Philips Lighting Company, the U.S.-based lighting company affiliated with Royal Philips Electronics, recently announced that two of its reflector compact fluorescent lamps (R-CFLs) won a U.S. Department of Energy competition designed to encourage the development of R-CFLs capable of high performance in recessed can fixtures. The winning lamps met tough performance criteria and represent an energy-efficient alternative to traditional incandescent lamps. Both models, the SLS/R40 and the EL/A BR30 Reflector Flood are available now at The Home Depot Supply Inc. (the commercial subsidiary of Home Depot) and other channels.

The Department of Energy’s R-CFL project was established to induce manufacturers to develop and bring to market R-CFLs designed for use in insulated ceiling, airtight (ICAT) cans that trap heat, causing other R-CFLs to fail prematurely. The DOE’s Pacific Northwest National Laboratory received proposals from five manufacturers representing 12 R-CFL models in response to its November 2002 Request for Proposals.

Recessed can fixtures continue to be a popular lighting choice in US homes and businesses. While they are more common in restaurants, hotels and businesses, they represent over five percent of lighting fixtures in the home. That number is only expected to increase as the number of home renovations, which include lighting, continues to grow.

While Philips developed the R-CFLs for ICAT recessed cans, the Philips models selected will perform equally well in non-ICAT cans, tracks or even wall-mounted fixtures. To order the Philips lamps, contact The Home Depot Supply Inc. at 800-431-3000. For more information on the R-CFL project, see www.pnl.gov/R-Lamps or contact Linda Sandahl at (560) 417-7594.

For further information please contact Steve Goldmacher at (732) 563-1039.
NAILD Lending Library Book Reviews

The following is a list of Audiotape Courses available through the NAILD Lending Library. We will publish the books available in the library next issue.

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<th>AUDIOTAPE COURSE (alphabetically by author)</th>
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<td>Cold Call Selling</td>
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Want more value for your membership dollar? Have you taken advantage of the NAILD Lending Library lately, or ever? Do your employees need positive motivation? Do you want tips on how to manage your stress, your boss, your time, your finances? All of this and more is available to you in audio, video and print by calling Linda Daniel at (716) 873-3670. You can access the extensive selection of books, cassettes and videos in your annual membership directory or visiting the NAILD website at www.naild.org.

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NAILD offers the Lending Library to members FREE of charge. Simply call Linda in the Buffalo office to check them out.

Don’t Answer Too Quickly

Who should be my successor? How much of our profits should we distribute to shareholders? Should we invite my nephew into the business? How much debt should we have on our balance sheet? We hear questions like these almost every day. We are asked such questions when answers are not obvious — when the questioner fears that the obvious answer will lead to conflict.

When such immediate and demanding questions are asked, the asker usually earnestly wants an answer. But quick, straightforward answers are rare. And as strange as it may seem, answers are often less important than processes through which answers can be developed and the structures in which processes can operate.

A high profile, publicly-traded family-controlled company recently dealt with the selection of a successor to the CEO and Chairman. Since there were several candidates, including two family members, much speculation ensued about who might be selected and family conflict over the decision.

As a public company, a well developed board with outstanding trustees was in place. And in anticipation of difficult questions arising in the process of the coming generational transition, the family developed a family council with acting mechanisms for resolving conflicts and making decisions.

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Shat-R-Shield Introduces Extended Performance Lamps

Shat-R-Shield now offers extended-life replacements for standard T8 fluorescent lamps. These lamps provide up to 20 percent longer life, higher initial and maintained luminous, improved color rendition and longer relamp periods compared to conventional T8 lamps.

The extended performance lamps are ideal for use in offices, schools, hospitals, retail and general lighting environments where advanced lighting performance and safety are important issues. In addition to providing high luminous output, increased CRI and extra-long service life beyond normal fluorescent lamps, the skin tight coating will contain virtually all glass, phosphor and mercury in case the lamp is accidentally dropped or broken with no risk to employees, customers, products or equipment. The need for protective sleeves and end-caps is eliminated. The safety coating will not shorten lamp life or yellow with age.

For more information visit the web at www.shat-r-shield.com.

Universal Lighting Technologies Introduces Multi-5™ Uni-Pak™ Product Literature

Universal Lighting Technologies, a leading manufacturer of electronic and magnetic ballasts, recently introduced new literature for the Multi-5™ Uni-Pak™ Ballast & Lamp Replacement Kit.

The Multi-5™ Uni-Pak™ offers many advanced benefits not offered by any other HID replacement kit. The kit includes five caps in one: 120, 208, 240, 277, and 480 volts. It also packages the correct ballast and lamp together to ensure system compatibility.

A prewired capacitor (plus ignitor, if needed) is included to save installation time and reduce wiring errors. All capacitors offer trip fault protection. Leads are color-coded to reduce the risk of incorrect wiring inside the fixture.

The Multi-5™ Uni-Pak™ contains other outstanding features, including CWA circuit technology, a high power factor, UL & CSA approval, and precise coil winding. The kit is packaged in an easy-to-carry box.

Visit their web page at www.universallighting.com for more information.

Advance Introduces New Square Plug-In Ignitor Assemblies for Magnetic HID Fixtures

Advance Transformer announces the availability of a range of innovative new Square Plug-In ignitor assemblies for use by the HID fixture manufacturing community to help simplify the lighting maintenance process.

Designed to make it easier to maintain, assemble, test, and replace ignitors in magnetic HID fixtures, the Square Plug-In ignitor assemblies are electrically identical to Advance’s standard ignitors for Metal Halide (MH) and High Pressure Sodium (HPS) ballasts, but are housed in a special mechanical enclosure with 3 tab terminals. Advance’s Square Plug-In ignitor assembly (including ignitor and mating receptacle) serves as a direct replacement or enhanced alternative to the standard product for greater simplicity and ease of use.

The following three Square Plug-In ignitor assemblies are currently available:

- For 35-150 Watt (55V) HPS lamps (catalog number L351-SQR)
- For 150-400 Watt (100V) HPS lamps (catalog number L3501-SQR)
- For 50-400 Watt (85 to 135V) MH lamps (catalog number L3533-SQR)

For more information on Advance’s complete product line, visit Advance’s website at www.advance-transformer.com or call Advance at (800) 322-2086.

Advance Introduces New Mark 7™ 0-10V Electronic Dimming Ballast Option for Retail, Warehouse, and Commercial Markets

Advance Transformer announces a new high ballast factor addition to its popular family of Mark 7™ 0-10V Electronic Dimming Ballasts for T8 fluorescent lamps. Offering high light output through a ballast factor of 1.18 and packaged within a low-profile housing, the new ballast will operate between 149 watts (100%) and 27 watts (3%), while its low-profile housing (16.7” L x 7.7” W x 1.8” H) promises flexibility and design versatility. In addition, the ballast is designed with easy-to-use integral leads.

Like other Advance Mark 7™-10V dimming ballasts, the units dim lamps directly from a variety of compatible 0-10V controls, including occupancy sensors, ambient light sensors, and other automatic and manual controls. They are ideal for use with the most sophisticated total building management control systems, optimizing such popular techniques as daylight harvesting and load shedding to drive maximum energy cost savings. The ballast’s design allows for lighting control across branch circuits, reducing the number of controls required and maximizing flexibility of application. In addition, Advance’s Mark 7™-10V ballasts fully support all LEED (Leadership in Energy and Environmental Design) Green Building Rating System’s performance standards.

In addition to providing significant energy saving opportunities through power consumption reductions, the decreased light levels made possible by Mark 7™-10V ballasts can lower heat within the workplace, providing reductions in HVAC cooling requirements. The ballasts also provide the aesthetic benefits of starting lamps at low dim level, with no need to ramp up to full light output before dimming.

Standard Mark 7™-10V ballast features include programmed-start lamp ignition, total harmonic distortion below 10%, automatic rectifier, and operation above 42kHz. Like other Advance electronic ballast products, Mark 7™-10V ballasts carry a 5-year warranty. The catalog number for Advance’s new 4-lamp Mark 7™-0-10V high light ballast option is VZT-4S32-HL.

For more information on Advance’s complete product line, visit Advance’s website at www.advance-transformer.com or call Advance at (800) 322-2086.
Case Study

Fast Track to Energy Efficiency: How Northeastern University Reduced Energy in 51 Buildings in 50 Days

How does a world-class university save more than a quarter-million dollars a year without sacrificing academic programs or on-campus amenities? By changing its lamps, ballasts and lighting fixtures. Through retrofiting the lighting in 51 campus buildings, Northeastern University has cut its energy costs dramatically and helped the environment. This major overhaul was completed in record time for a project of this magnitude — just 50 days — during a period that included three major holidays and a classic New England blizzard.

Sky-High Energy Bills

Northeastern University (NU) is a private, research-oriented university with 20,000 students. Located in Boston, the NU campus is comprised of 41 academic and administrative buildings and 27 residential dormitories. Electricity has been the largest operating expense at the university because of the combination of skyrocketing fuel costs and the operation of the lights in excess of 16 hours a day. NU has always had a commitment to optimizing its energy efficiency by improving lighting output and quality while at the same time reducing maintenance of the school’s lighting systems. NU also wanted to utilize new lighting technologies that save energy and improve light output. And as an added incentive, NSTAR, the university’s local utility company, was offering as an added incentive, NSTAR, the universal...
Tentative Schedule of Events

2005 NAILD Convention, Trade Show & ‘Organized Casual Conference’ (OCC)

“Tentative Schedule of Events” • Delray Beach Marriott – Delray Beach, Florida

Tuesday, March 15
1:00 pm – 4:00pm Board Meeting
5:00 – 6:00pm Past Presidents/Executive Board Meeting
6:00 – 8:00pm Dinner on Your Own
8:00 – 9:00pm New Member Reception
9:00pm Open Hospitality/Comedy Night

Wednesday, March 16
7:30 – 8:00am Hot Buffet Breakfast
8:00 – 8:15am Member Introduction/Candidate Speeches
8:00am – 12:30pm Registration
8:30 – 10am Keynote Speaker, Paul Hafner – ‘Strategic Planning for the Future’ (the future of the lighting industry, the future of NAILD and the future of the distributor in the next 5 years)
10:00 – 10:15am Break
10:15 – 10:55am Roundtables I – Sales Strategies of the Future:
- Salespeople, Telephone sale, Inside/Outside sales, Profitability of sales
11:00 – 11:40am Roundtables II – Marketing of the Future: Advertising, Getting our name out there, Internet, Keeping Customers
11:45am – 12:25pm Roundtables III – Information Needed for the Future
- Profit reports, Time reports, Spending reports (what percent should advertising, freight, delivery, telephone be), REM (how much are we making on our capital, what are inventory turns, what do we look at in terms of how well we are doing)
12:30 – 1:15pm Lunch
1:30 – 2:30pm Education Session I – Osram
2:30 – 3:30pm Educational Session II – GE
3:30 – 6:30pm Exhibitor Set-Up
7:00 – 10:00pm Opening Dinner/Dance/Hosted By TCP
10:00 pm Open Hospitality

Thursday, March 17
7:30 – 8:00am Hot Buffet Breakfast
8:00 – 9:00am Opening Trade Show and Presentation of New Items
9:00am – 12:00pm Registration
9:00am – 1:00pm Family Program (Off Property)
9:30am – 12:30pm ‘OCC’ (20 Minute Appointments at Booth)
12:30 – 1:15pm Lunch
1:40 – 4:40pm ‘OCC’ (20 Minute Appointments at Booth)
5:00pm Exhibitor Tear-Down
7:00 – 10:00pm Evening Dinner/Hosted By GE Lighting
10:00pm Open Hospitality

Friday, March 18
7:30 – 8:00am Hot Buffet Breakfast
8:00 – 9:15am General Business Meeting/Board Elections/Installation of Officers
9:15 – 9:30am Closed sunrise session III – Philips
9:30 – 10:30am Break
10:30 – 11:45am Distribution Meeting
11:45am – 12 Noon Vendor Meeting
12 Noon – 1:00pm Lunch
1:00 – 1:30pm Distributor/Vendor Joint Meeting
2:15pm Committee Meetings
5:00 – 7:00pm Evening Dinner Hosted By Philips Lighting
10:00pm Open Hospitality

Saturday, March 19
10:00am – 1:00pm Golf Tournament
1:00 – 2:00pm Optional Activities ( sabotage trip up next)
5:00pm Picnic