What’s Inside . . .

Five Trends That Will Shake the Lighting Industry

Top 10 Best Ideas

2006 Conference Schedule

Using Comparative Financial Performance Information

Case Study

September/October 2005
NEW FROM USHIO

20W ULTRALINE™ MR-16
10,000 Hour
- Long life
- Low wattage
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ULTRA 8™ T8
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- 23,000 hour commercial life

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- 4100K
- Tri-phosphor coating
- 86 CRI
- 30,000 hour commercial life

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Table of Contents

President’s Message, By John Devereux ............................................. 4
Calendar of Events ........................................................................ 6
Members on the Move ..................................................................... 7
Member Updates ........................................................................... 7
San Diego - Here We Come! ............................................................. 8
Five Trends that Will Shake the Lighting Industry ....................... 10
Mark Your Calendars ................................................................... 11
Education - Paradise Style ............................................................. 12
2006 NAILD Convention Schedule ............................................. 14
Using Comparative Financial Performance Information ............ 16
The Future is Now .......................................................................... 18
Industry Updates .......................................................................... 20
Case Study .................................................................................... 22
New Product Updates .................................................................... 24

Advertiser Index

Con-Tech Lighting ........................................................................... 19
EiKO Limited .................................................................................. Back Cover
ENERGY STAR .................................................................................. 11
Halco Lighting Corporation ............................................................. Inside Back Cover
Interlectric Corporation ................................................................. 7
Maxlite S.K. America. ..................................................................... 9
NCQLP .............................................................................................. 23
Philips Lighting Co. .......................................................................... 13
Premium Quality Lighting ............................................................... 5
Radiant Lamp Company ................................................................. 17
Shat-R-Shield .................................................................................. 21
U.S. Miniature Lamps, Inc. ............................................................... Inside Front Cover
USHIO America, Inc. ......................................................................... 25

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Today's Lighting Distributor • NAILD • 3
Rudy Comes to Convention!

Wow the convention is really coming together. Rudy, the real Rudy who went to Notre Dame and just wanted to play football, will be our keynote speaker. What a way to start off the convention. In fact everyone should bring their wives and kids to this memorable keynote address. We have all the speakers confirmed for the seminars. The seminars will be held twice so you can go to six different seminars on different aspects of the business. We also plan on having a lot of fun there. We have both free nights to explore San Diego and also the banquets which are put on by our vendors.

Paul Hafner has the Lighting Certification I program almost completed. We will be testing this in October of this year and should be working by January of next year. Check out the NAILD web page for more updated information. Speaking of the NAILD web page, when was the last time you looked at it? It is a great place for information, whether you are looking for a distributor, or a vendor, or information on ENERGY STAR. It will have a map of the United States listing all the NAILD distributors. It is continually improving.

We have six more months and the convention will be over and a new year will be starting. I want to thank all the committees and everyone who has worked hard to make NAILD the best lighting association in the world these last six months. We will not sit on our laurels now, though, as there is much more work to do to and we will continue to give you the very best.

John Devereux
NAILD President 2005 – 2006
Exclusive New CFL Technology from PQL

PQL is proud to introduce several new additions to their extensive line of decorative CFL's. These lamps are like nothing you've ever seen before, yet boast the same superior quality and performance you've come to expect from PQL. They feature an improved compact size designed for maximum fixture compatibility, now including standard Par30 and Par38 gimbal rings.

- 32 Watt Spiral available in 35K and 50K — 7" MOL, 2.25" Width
- 8 Watt Mini Spiral available in 35K and 50K — 3.875" MOL, 1.625" Width
- 15 Watt Mini Bullet available in 35K and 50K — 5.75" MOL, 2.5" Width
- 13 Watt Mini Bullet available in 35K and 50K — 4.75" MOL, 2.25" Width
- 13 Watt Par30 available in 35K and 50K — 4.5" MOL, 3.875" Width
- 23 Watt Par38 available in 35K and 50K — 5.25" MOL, 4.75" Width
- 13/20/25 Watt 3Way available in 27K — 5.875" MOL, 2.25" Width

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(800) 323-8107
FAX: (877) 619-7053
e-mail: sales@pqlighting.com
www.pqlighting.com
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.

2005

October 13 – 14
Fall Inventory Management Seminar
St. Louis, MO
$800 with early registration discount
Online registration: www.thedistributionteam.com/seminars.htm
More info call Jason at (503) 282-2333

October 27 – 28
Fall Inventory Management Seminar
Atlanta, GA
$800 with early registration discount
Online registration: www.thedistributionteam.com/seminars.htm
More info call Jason at (503) 282-2333

November 5
NCQLP Lighting Certification Examination • www.ncqlp.org

2006

March 22 – 25
Equity/EDN Annual Meeting
TBA • www.equity.org

March 26 – 30
NAILD’s 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 info call (888) 791-2512

April 23 – 27
Light + Building • Frankfurt, Germany
For more information visit their web page at http://light-building.messefrankfurt.com/global/en/home.html

May 29 – June 2
LIGHTFAIR International
Las Vegas Convention Center
Las Vegas, NV • www.lightfair.com

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

October 15 – 18
NALMCO 53rd Annual Convention
& Trade Show
Loews Coronado Bay Resort
Coronado, CA

2007

March 14 – 17
Equity/EDN Annual Meeting
New Orleans, LA
www.equity.org

March 21 – 24
NAILD’s 30th Annual Convention,
Trade Show & Organized Casual
Conference
Sandestin Golf & Beach Resort
Destin, FL

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

May 6 – 10
LIGHTFAIR International
New York Javits Center
New York, NY
www.lightfair.com

See Industry Updates Section of this issue for other educational opportunities.
Skyline Lighting Announces Appointment of New Representatives

Skyline Lighting announced the appointment of three new manufacturers’ representatives. Gormley-Farrington, Inc. based in Monroeville, Pennsylvania will represent Skyline Lighting products in western Pennsylvania and West Virginia, Electro Lines, Inc. in Syracuse, New York will be responsible for Skyline Lighting sales in upstate New York and Gary Balluck and Associates out of Houston, Texas will cover the Texas market for Skyline.

“Each of these agencies brings a wealth of sales experience to our team,” said national sales manager Dave Wiley. He continued, saying “Their efforts at representing our product will really strengthen our market presence and contribute to our steady growth. We are very proud to be associated with them.”

Skyline Lighting is headquartered in Charlottesville, Virginia.

Must Read Books!

What Clients Love
by Harry Beckwith
Harry is guru in the field of intangibles and added value. This book gives you a customers eye view of what motivates, what sells. By the end of this read you’ll possess some new tools to drive that likeability factor into your business relationships.

Working the Room
by Nicholas Morgan
If you only read ONE book on presentation skills or public speaking read this one. Morgan bases his case on an enormous amount of research and history. The book will help you learn to give a presentation and generate a change in the lives of any audience.

Now Discover Your Strengths
by Marcus Buckingham
This is his follow up to ‘First Break All the Rules’ and it really hit home with me. He argues that we spend too much time focusing on people’s weaknesses, trying to put a band-aid on that which is not perfect. Instead, his research with Gallup discovers that by ignoring the weakness and concentrating on the strengths, our greatest advancements are possible.

The Power of Now
by Eckhart Tolle
This is not a business book, but all business people could learn from Eckhart. He argues that you need to learn to be present, living in the now. Right this moment. He argues, persuasively, that all of your problems are in your past or in your future. Right now you are well, savor it. Learn to watch your mind, working your body to death. Become the watcher. Regardless of your spiritual beliefs, this book can change your life by helping you understand the true source of bliss and happiness.
SAN DIEGO . . . HERE WE COME!

MARCH 26 - 30, 2006

“In a little over 6 months, Rudy (of the movie ‘RUDY’) and the executive board would love to see each of you in San Diego.

YES, the real Rudy who inspired one of the greatest sports movies ever “RUDY”, will be our guest key note speaker. This story is for everyone to hear, and it’s the icing on the cake of an already exciting convention agenda. The educational seminars, the vendor networking opportunities, combined with the other exciting topics (see agenda in this issue) makes this convention registration a no-brainer. We have raised the bar, but you will only be able to see it at our 2006 convention. We want you there, and we need you there. There will be something there for everyone. Mark it down . . . March 26 - 30, 2006.”

Your 2006 convention chair,
Bill Hurd

To view Rudy’s promo video go to: http://www.rudyintl.com/video/video_full_17_300k.html
Rudy’s Website: http://www.rudyintl.com/

~ Internationally Known Celebrity ~

Against all odds on a gridiron in South Bend, Indiana, Daniel “Rudy” Ruettiger in twenty seven seconds, carved his name into history books as perhaps the most famous graduate of the University of Notre Dame. The son of an oil refinery worker and third of 14 children, Rudy rose from valleys of discouragement and despair to the pinnacles of success. Today, he is one of the most popular motivational speakers in the United States. It took years of fierce determination to overcome obstacles and criticisms, yet Rudy achieved his first dream - to attend Notre Dame and play football for the Fighting Irish. As fans cheered RU-DY, RU-DY, he sacked the quarterback in the last 27 seconds of the only play in the only game of his college football career. He is the only player in the school's history to be carried off the field on his teammates’ shoulders.

In 1993, TRISTAR Productions immortalized his life story with the blockbuster film, RUDY. Written and produced by Angelo Pizzo and David Anspaugh, the award-winning team who brought us HOOSIERS, the critically acclaimed RUDY received “Two Thumbs Up” from Siskel and Ebert and continues to inspire millions worldwide.

Game Plan for Winning at Life

“Eliminate the confusion. Find mentors who encourage you. The right information will eliminate confusion. Visualize exactly what you want to be . . . and focus on that . . . believe in yourself and don’t let anything stop you. Reinforce your Dream every day with positive information from tapes, books, and mentors. Each day you will get closer to your Dream. Eliminate the confusion and fears, and make it happen.”
Use up to 70% less energy than your current highbay lighting. Choose the exact lamp for the job from 40W to 200W. Almost perfect color rendering with CRI of 84. All the benefits of scotopic lumens with 23,520 lumens from the 200W. Coupled with MaxLite's adjustable reflector kit produce 35 foot candles from a 20' ceiling.

Everyone loves to save energy, but they want a choice of light levels too! Advance Technology Fixtures from MaxLite™ provide multiple wattages in the same fixture. 13W or 18W or 26W. The end user simply replaces the lamp with the lamp of choice. Higher or lower lamp levels? Specify Multiple Wattage Advance Technology Fixtures from MaxLite.

For more information about these or other MaxLite™ lamps and fixtures, please contact your MaxLite™ Representative, or call MaxLite™ direct.
Five Trends that Will Shake the Lighting Industry

Check out five market drivers that can create new sales opportunities for your company.

NAILD members and their vendors stand on the threshold of an exciting era in the lighting business. Several key market drivers are creating customer demand that will offer them solid sales opportunities. Some of these trends can pump up your sales right now. Others are just “over the next hill” and will affect your business in the future. These five market trends will affect your business today and tomorrow:

1. A renewed energy consciousness is forcing your customers to think more seriously about the cost-saving benefits of energy-efficient lighting. With gasoline topping the three-dollar mark, you better believe building owners, Mainstreet USA businesses, small businesses, schools and universities, big-box retailers and other customers want to slash operating costs and squeeze out more profit dollars. The energy movement got started in the 1970s during the first Oil Crisis, but it shouldn’t take lines at the gas pumps this time around for your customers to realize they can save money by installing more efficient lighting systems. While the “pay more now for future savings” mantra sometimes falls on deaf ears when times are good, the economic climate is uncertain enough now that your customers will think more seriously about the long-term cost savings of energy-efficient lighting systems.

2. Utility rebate programs are creating demand for energy-efficient lamps. Many lamp distributors and their vendors probably don’t really just how many electric utilities are offering rebates for energy-efficient lighting products. Several dozen utilities from across the United States are offering rebates for energy-efficient lamps, ballasts, reflectors, lighting fixtures and dimming controls, as well as related electrical products. These rebate programs are usually more sophisticated than the first wave of rebate programs in the 1990s, which often focused on offering a straight dollar amount per product installed. Many of today’s rebate programs still offer these simple rebates, but more sophisticated programs are common, too. Instead of focusing on individual components, these programs often offer rebates based on the total amount of electricity saved by energy-efficient lighting, motors, HVAC equipment, windows, insulation and other building elements and systems.

To find out if rebate programs are available in your market area, check out US Lighting’s “Utility Rebate Links” at www.uslighting.us/utility_rebate_links.htm, and Electrical Wholesaling magazine’s annual rebate listing at www.eeweb.com/mag/electric_rebate_resource/index.html

3. The LEED building design standards now give architects specific cost-saving goals to shoot for in their quests to design green buildings. The U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) standards are starting to shape the lighting systems in “green buildings.” The LEED certification system is a whole-building approach toward energy-efficient building design, and covers not only lighting and electrical systems, but heating and air conditioning, roofing, windows, and other building elements and systems.

One developer says a proposed Philadelphia skyscraper will be the tallest green building in the United States. The soon-to-be-built 57-story Comcast Center will be LEED-certified and have 1.2 million square feet of energy-saving office space. It will be wired with energy-efficient lamps, fixtures, ballasts, dimmers, timers and daylighting systems and have waterless urinals and environmentally friendly paints. It will also offer carpets and other construction materials made from recycled materials.

4. The federal energy bill offers several interesting incentives for the development of energy-efficient products and the design of energy-efficient buildings. Some elements in the federal energy bill that President Bush recently signed into law will shape how lamps are manufactured and how buildings are built in the future. The new federal legislation offers tax deduction for commercial buildings that exceed the tough ASHRAE 90.1-2001 standards. Building owners will get a $1.80 per square foot deduction for buildings exceeding ASHRAE 90.1-2001 standards by 50 percent or more. Since lighting can easily account for 25% to 30% of a building’s total energy bill, the installation of an energy-efficient lighting system can substantially trim a building’s energy usage. The new federal law also sets minimum energy-efficiency standards for the manufacture of several types of lighting products, including compact fluorescent lamps, and bans the manufacture of mercury-vapor ballasts, or importing of ballasts for those lamps after January 1, 2008.

5. Fast-track R&D efforts by manufacturers are pushing more efficient products onto the market. It seems manufacturers have always been pumping out new lamps that last longer and provide better color. But many industry observers expect the pace of product development to pick up, now that light-emitting diodes (LEDs) that produce white light and can last approximately 50,000 hours have hit the market. While these LEDs still cost too much to be economically feasible, it’s clear that if technological breakthroughs slash their costs to consumers, LEDs will become a lamp of choice. They will have some help. Another aspect of the new federal energy legislation is the Next Generation Lighting Initiative, which allocates approximately $15 million this year and up to $50 million in 2006 for government-funded research for the development of solid-state lighting such as white LEDs.

By Jim Lucy, Chief Editor, Electrical Wholesaler

You can harness these market drivers to pump up sales. Get your key employees together to brainstorm on specific sales and marketing strategies that use utility rebates, energy-efficient design standards and new product development to grow your business.
Following is a short overview of just one of the scheduled educational Track Sessions that is slated for Monday, March 27 AND will be repeated on Tuesday March 28 at the NAILD annual convention. Don't miss out on ALL the educational opportunities and happenings throughout the event (see the schedule of events in this issue for more HOT industry related topics)! Be looking in upcoming issues for highlights for other sessions.

‘GMROI’ – Track I Session (Business Development)
presented by Jason Bader

Distributors rarely go out of business due to a lack of sales. The number one reason distributors fail is because they cannot manage their assets. For most distributors, inventory represents the largest asset in the organization. This program is designed to teach participants how to use the Gross Margin Return on Inventory formula to analyze the performance of their largest asset. The GMROI ratio has two distinct components:
1) Inventory turns and
2) Gross margin.

During the session, we will break down the two components and give distributors ideas on how to improve in both areas. Distribution professionals from sales, operations and purchasing will all come away with a solid understanding of how to use this powerful measurement tool. Remember, inventory is just cash; the hard part is changing it back to its original form.

---

Increase Sales and Profits –
Join ENERGY STAR as a participating NAILD Member

Why Join ENERGY STAR?

• **Higher profit opportunity.** ENERGY STAR qualified products must meet high quality and energy efficiency standards which means they can be up sold for higher profits.

• **Bring in sales.** Leverage manufacturer and utility program incentives for ENERGY STAR qualified products.

• **Access to free marketing resources.** Use free marketing templates, promotional materials, sales tools, and messaging developed by ENERGY STAR and tie-in to national ENERGY STAR educational campaigns.

• **Become more visible.** NAILD members that join ENERGY STAR are listed on the ENERGY STAR Web site. This list is accessed by builders, property managers, and utilities interested in ENERGY STAR qualified products.

• **Gain third-party credibility.** Gain rights to the use of the ENERGY STAR Mark in your advertisements, marketing, and in-store materials to add credibility from a government-backed source.

---

For information on becoming an ENERGY STAR partner, contact Jeff Schwartz, ICF Consulting, at jschwartz@icfconsulting.com or at (518) 452-5986.
The Membership Mapping project is just about done. Look for a weblink in your e-mail. Remember, at the Convention, we wanted to have a:

- Graphical means of showing “where we are and where we ain’t”
- Identify “Opportunity Zones” – cities to target for new members
- “Hot Links” to Distributor Member Websites

The Flash animated map is just about ready to go. Make sure to check it out, and that the information on your Distributorship is accurate and up-to date.

“This year’s Convention will focus on Education and Motivation. Remember, at last year’s Convention both Distributor and Vendor members asked for more Educational opportunities. Under the leadership of our President, John Devereux, Convention Chair, Bill Hurd and Education Chair, Jim Coykendall, this year’s Convention will deliver a terrific program. Start packing your bags!

**First:**
“Education Paradise Style:”

**Three Education Tracks:**

- Business Development
- Lighting Technology
- Tools for Success

**Nine Different Topics** – Three for each track:
- Each 70 minute session, combines instruction, dialog and exercises to help you apply the knowledge

Total of eight hours of training and education during the morning of Day 1 and the afternoon of Day 2.

**Nine Different Industry Recognized Speakers.**

**Nine topics will be offered twice,** on both Day 1 and on Day 2.

You can attend up to three sessions each day – a maximum of six different sessions over two days.

Plan to bring someone with you, so that your company can benefit from all nine sessions.

Look for the next TLD where we will outline each of the nine sessions and give you a biographical sketch for each speaker.

**Second:**
Famous motivational guest speaker Rudy Ruettiger – someone your whole family will want to hear; and an experience they will never forget!

**Third:**
A new Roundtable format. Last year’s Roundtable was so successful, that the NAILD Board has decided to make it even better. As good as last year’s program was, the one almost unanimous suggestion for improvement – more detail and more time to digest the best ideas.

**Roundtable Competition**
Distributor and Vendor members will be asked to submit their best idea for any or all of the following three areas:

- Business Development
- Marketing
- Sales

Forms, Rules and Procedures to follow, will be e-mailed in October.

Education Sub-Committee will review all of the entries and recommend twelve different “ideas” from twelve different members to the Board.

All entrants and their ideas will be published “in total” on a special page, on the NAILD website.

Top four ideas in each of the three categories will make a presentation at the Convention in San Diego, California.

Members will vote by secret ballot for the “best” idea in each category.

Winners will be engraved on the “house trophy” and the winner in each category will receive an individual trophy.

Twelve finalist’s ideas will be published in the TLD throughout the following year.

We hope this will be an annual event.
Grow your business with Philips Lighting web tools.

www.nam.lighting.philips.com/us/professional. The right partner can make all the difference. That’s the idea behind Philips Lighting web tools. An online site designed to help you reach more customers and leave them satisfied. With tools like Philips Lighting Solutions, you’ll find customized answers to individual customer needs, view and compare products and calculate energy savings. Just the click of a button, 24 hours a day, and you’ll find what you need to make your business grow. See what’s possible today with Philips Lighting web tools.

www.nam.lighting.philips.com/us/professional
2006 NAILD Convention, Trade Show & ‘Organized Casual Conference’ (OCC)
“Education – Paradise Style” • Paradise Point Resort & Spa • San Diego, California

Sunday, March 26
7:30am – 5:00pm Registration
1:00 – 4:00pm Board Meeting
5:00 – 6:00pm Past Presidents’/Executive Board Meeting
7:00 – 7:30pm New Member Orientation
7:30 – 10:00pm Open Hospitality & Fun Night

Monday, March 27
7:00 – 8:00am Hot Buffet Breakfast
7:00 – 9:00am Spouse Breakfast & San Diego CVB Presentation
7:30am – 1:00pm Registration
8:00am – 12 Noon Educational Workshops
8:00 – 9:10am Track I – Business Development:
   ‘GMROI’ (Gross Margin Return on Inventory)
Track II – Lighting Technology:
   ‘High Bay Systems—Matching Needs & Products’
Track III – Tools for Success:
   ‘The Lighting Specialist Program – What it could mean for you and your business’
9:10 – 9:25am Break
9:25 – 10:35am Track I – Business Development:
   ‘Thinking & Selling in Systems’
Track II – Lighting Technology:
   ‘Lighting Systems for Offices, Classrooms, Healthcare, etc.’
Track III – Tools for Success:
   ‘Using the PAR Report to Help Grow Your Business’
10:35 – 10:50am Break
10:50am – 12 Noon Track I – Business Development:
   ‘Retention – Finding and Keeping the Best People’
Track II – Lighting Technology:
   ‘LED – How it Works and What Can We Sell Now?’
Track III – Tools for Success:
   ‘Online Education Programs – stretching your training and staff development dollars’
12 Noon Lunch on your own
1:30pm Alternate Activity – San Diego Zoo
1:30pm Golf Tournament
6:00pm Open Evening – allows vendors option to take distributors to dinner
8:30 pm Open Hospitality – popcorn and refreshments provided

Tentative Schedule of Events
September/October 2005

Tuesday, March 28
7:00am Hot Buffet Breakfast
7:30am – 5:00pm Registration
8:00 – 8:30am Candidate Speeches/New member introductions
8:30 – 10:00am Keynote Speaker – Rudy Ruettiger (see promotion in this issue)
10:00 – 10:15am Break
10:15 – 11:00am Roundtable Session I – Best Sales Ideas
11:00 – 11:45am Roundtable Session II – Best Marketing Ideas
11:45am – 12:30pm Roundtable Session III – Best Business Development Ideas
12:30 – 1:15pm Buffet Luncheon

Now playing at the Hospitality Suite, the movie – ‘RUDY’
1:30 – 5:30 pm  Educational Workshops – repeat
1:30 – 2:40 pm  Track I – Business Development:
  ‘GMROI’ (Gross Margin Return on Inventory)
Track II – Lighting Technology:
  ‘High Bay Systems—Matching Needs & Products’
Track III – Tools for Success:
  ‘The Lighting Specialist Program – What it could mean for you and your business’

2:40 – 2:55  Break
2:55 – 4:05 pm  Track I – Business Development:
  ‘Thinking & Selling in Systems’
Track II – Lighting Technology:
  ‘Lighting Systems for Offices, Classrooms, Healthcare, etc.’
Track III – Tools for Success:
  ‘Using the PAR Report to Help Grow Your Business’

4:05-4:20 pm  Break
4:20-5:30 pm  Track I – Business Development:
  ‘Retention – Finding and Keeping the Best People’
Track II – Lighting Technology:
  ‘LED – How it Works and What Can We Sell Now?’
Track III – Tools for Success:
  ‘Online Education Programs – stretching your training and staff development dollars’

3:30 – 6:30pm  Exhibitor Set-Up
7:00 – 10:00pm  Opening Dinner Hosted by GE Lighting
10:00 pm  Open Hospitality

Wednesday, March 29
7:00am  Hot Buffet Breakfast
7:30am  Best of Category Awards Presentation
7:30am – 12 noon  Registration
8:00 – 11:00am  ‘OCC’ (20 Minute Appointments at Booth)
11:00am – 12 Noon  Open Trade Show
12 Noon – 1:00pm  Buffet Luncheon
1:00 – 4:00pm  ‘OCC’ (20 Minute Appointments at Booth)
4:00pm  Exhibit Teardown
7:00 – 10:00pm  Closing Evening Dinner Hosted by TCP
10:00 pm  Open Hospitality

Thursday, March 30
7:00am  Hot Buffet Breakfast
7:25am (SHARP)  New Product Award Winner Announced
7:30am (SHARP)  Board Elections
8:00 – 9:15am  General Business Meeting/Installation of Officers
9:15 – 9:30am  Break
9:30 – 9:50am  ‘How I Used ENERGY STAR to Grow my Business’
9:50 – 10:10am  ‘Wage & Benefits Program – PAR Report’
10:10 – 10:30am  ‘Lighting Specialist Program’
10:30 – 10:45am  Break
10:45am – 12 Noon  Distributor Meeting
10:45am – 12 Noon  Vendor Meeting
12 Noon – 1:00pm  Buffet Luncheon
1:00 – 2:00 pm  Distributor/Vendor Joint Meeting
2:15pm  Committee Meetings
7:00pm  Farewell Dinner/Hospitality
Virtually all businesses at one time or another are faced with the need to finance their business. This may come in the form of a line of credit to support temporary cash flow needs, money to finance receivables, cash for capital expenditures and business expansion, or many other purposes. When this need occurs, a good banking relationship is imperative to not only assure that you obtain the financing required, but also that you receive favorable rates.

Establishing strong banking relationships usually occurs over a period of time. Certainly, your borrowing/repayment history affects your future bank dealings. However, there are ways to facilitate the process of establishing credit worthiness. One way is to properly present your company’s financial situation to the lending institution. A key to doing this is through the use of the financial performance information provided in the NAILD Operating Performance and Compensation Report.

The Importance of Comparative Financial Information
As you could probably guess, bankers like numbers. Essentially, financial information, and the mathematical formulas based on this financial information, represents the only real solid tools available to bankers in analyzing your firm’s credit worthiness. However, in using financial information, bankers are somewhat limited in that most lending officers are not overly familiar with the specifics of your business. To the extent you can provide relevant information not only about your business, but also about other firms similar to yours, you can guide the banker in understanding your operations.

Guidelines for Presenting Your Company to the Bank
For those of you who feel your banking relations could be improved, here are a few pointers.

1. Be Prepared to Respond to the Banker’s Formulas. Lenders are known for taking a company’s financial data and plugging the numbers into neat, convenient formulas. Therefore, it is useful to know your firm’s numbers and be prepared to defend them based on these formulas.

   It is appropriate to request which formulas your bank uses and be insistent that you are informed. If necessary, indicate your wish to use the formulas as the basis for improving your firm’s performance.

   Generally, there are four main categories of financial information that bankers use:

   - Liquidity (current assets to current liabilities, etc.)
   - Overall Performance (sales to assets; return on total assets; etc.)
   - Leverage (liabilities to assets or equity)
   - Expense Management (expenses as a percentage of sales).

   Industry comparatives for each of these are included in the biannual NAILD Operating Performance & Compensation Report. Using this information will not only familiarize your banker with the climate and direction of the industry, but it will serve as a benchmark for evaluating your own firm’s ratios.

2. Prepare Pro Forma Financial Statements. Banks also tend to rely heavily on (and be impressed by) pro forma financial statements. Essentially, these are forecasts or predictions of how you believe your firm’s financials will look some time in the future. Pro forma income statements, balance sheets, and cash flow statements are the most important documents to bankers. Pro formas are especially important if your firm has a special financial deficiency that needs to be overcome.

   Through pro forms, you can show the bank how you plan to make your company financially stronger.

   While pro forms are sometimes difficult to prepare, the task has been simplified greatly by today’s computer spreadsheet programs such as Microsoft Excel or by specific Accounting Programs.

3. Recognize That Loans Are Negotiable. Loans, like most things, are negotiable. Virtually every aspect of a loan is subject to discussion and agreement, including the amount, rate, payment terms, payment schedule, compensating balances, any personal guarantees or any other provision. However, to effectively negotiate the most favorable terms possible requires preparation and skill on your part. Realizing the banker’s interests, being able to defend your firm’s strengths and weaknesses, and being armed with plans for improvements will be instrumental in your negotiating success.

   The 2006 NAILD Operating Performance & Compensation Report survey (based on 2005 data) will be distributed to all NAILD members in March 2006. All information will be received and kept strictly confidential by Industry Insights, the independent research firm hired by NAILD. The success of this research relies on all NAILD members participating in the survey. As a thank you for participating, each respondent will receive an industry-wide report as well as a confidential Company Performance Report which will list the respondent’s own data alongside the comparatives that most closely resemble its operations.
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Your trusted source for Triten®, Artic Brite®, Spectralite™, and Natural Lite™

Radiant Lamp Company, Philadelphia, PA 19154-1099, U.S.A. a division of Westinghouse Lighting Corporation, a Westinghouse Electric Corporation licensee

“Westinghouse” and “You can be sure...if it's Westinghouse” are all registered trademarks of Westinghouse Electric Corporation © 2005 Radiant Lamp Company
About every 24 months we produce a small 28 page catalogue. The size is important because of the postage costs so we have found this size works. We use a bright yellow cover so it is easy to identify with our Company and also easy to find on your desk, especially if your desk looks like mine. We keep our own mailing list with customers and prospects and this would be mailed only to this list. We do not do a general postal drop with this piece.

We include the common day to day items that we feel our customers order. It is kept simple with line drawings and we hope it is helpful in choosing the appropriate product helping to reduce the number of costly returns. Also included is some energy saving tips; explanations about color; 120 versus 130 etc are in a section called “Light Talk.” It also lets our customer know we carry other useful maintenance items other than just lighting.

This piece helps to present our company as a credible lighting supplier as opposed to the people working out of a car that use broadcast faxing and junk email. Pricing in the people working out of a car that use broadcast faxing and junk email. Pricing in

Top 10 Best Ideas

Mirroring Your Customer Base . . . expand your customer base by focusing on new customers with a similar profile to those you already serve. Classify your customer base: car dealers, housing projects, etc. Analyze the data. Focus on similar clients in your existing market, or just outside that market.

As leadership in companies, our job is to grow our respective businesses. The question is how and where do we look for new clients so we can grow the business? Frequently the best place to start looking is with the profiles of your existing customer base. Surveying the profiles of your existing client base will yield a portfolio of businesses and organizations that consider you a valuable resource.

Step one is to classify your customers by industry, size, ordering habits, etc. Are there particular industries that are represented because they value what you bring to the table? Are your clients customers just because everybody in your trading area is in that business? If it is the earlier and it most likely is, your firm provides something special in the form of value that this demographic recognizes. If your existing clients recognize this and do business with you then similar companies will too. While exploring the demographics of your customer base be sure to investigate if they are small, medium or large businesses? Do they order frequently or just once or twice a year? How do they order from you and how did you acquire them as a client? Once you understand whom your existing customer base is comprised of the next step is easy.

Step two is to identify businesses and organizations similar to the ones you successfully serve, but your company is not currently doing business with. Taking your message to other businesses that mirror the demographics of your existing client base should yield a high close rate and similar gross margin to what you achieve with your current clients. Should you have complete market penetration in your immediate trading area, take your value equation to clients just outside your trading area. Similar clients should be found there and again they should be receptive to your inquiry for their business.

Knowing Where Your Customers Are Located . . . from a vendor standpoint . . . know where your customers are located . . . use a mapping program . . . importing sales data, flagging with different types of customers . . . prospects and current customers . . . routing a truck . . . for most efficiency. This idea could easily be applied by a distributor to their business and help in planning sales calls, etc. It made my time and travel management much more effective.

With the day to day activities and requirements in running a successful business, we are always looking for tools to streamline operations and save time. The new mapping programs that are available are very useful for a wide variety of activates using your current Data, such as:

Locating
- Current Customers with Sales
- Current Customers with NO Sales
- Dead Accounts: Why are they dead; has inside or outside sales contacted?
- Prospects: Customers you’re planning on targeting
- Expanding - New location for future branch
- Competition and Type
- Areas with minimal customer base,
- Developed/Undeveloped land
- Residential/Commercial/Industrial

Planning
Sales territories based on
- Number of locations in a given area
- Classification of Customers
- Sales Reps to Plan Daily/Weekly sales calls
- Develop delivery Routes – Automatic Routes and Text Directions
• Set route—Certain Days based on number of customer in an Area
• Daily route—Schedule deliveries to the next closest location

Identification/Viewing Map
• Import Customers Sales YTD information
• Change sizes, shapes, symbols and colors on your map
• Current Customers With Sale – Blue Flag
• Current Customers No Sales – Red Flag
• Dead Accounts – Black Flag
• Prospects – Green Flag
• Competition – You Pick!!
• Print wall maps, pin maps, trip maps

Other features that programs offer are: GPS compatibility, Voice Directions, set driving preference; cost summary based on price of fuel and optimize your route.

By visually seeing this data on a map, gives you a better picture of your current status, opportunities and threats. This will take some effort to build your map. The better prepared you are, the more productive your business will be.

How Education and Training Help Drive Sales . . . I teach lighting classes for the Energy Center of Wisconsin and Utilities in the State. Sometimes paid, other times gratis. Selling the benefits of a specific technology not product. Develop a reputation in the marketplace and develop sales leads as well. As an example, a school director of maintenance was very hesitant to talk to us. He attends one of the classes and this opened the door. We wrote the project. LC designation helped in getting the teaching opportunities. (Randy Johnson, US Lamp, Inc.)

Since obtaining my LC designation several years ago, I have made an effort to offer training at seminars and various trade shows that we participate in. I also provide ‘Lunch and Learn’ sessions for utilities in our state. The sessions have provided several opportunities for our company.

Individually, teaching is a part of the continuing effort to maintain the LC designation. These sessions offer me the ability to obtain credits that apply toward this re-certification process.

These training sessions require that I research and stay current on new technologies and topics that I am presenting. This helps keep me abreast of new products and lighting issues as they develop, in our industry.

Additionally, being listed as the presenter for a trade show or technical conference positions our company as one that represents expertise in our markets and in our industry. The audience attending these sessions develops a comfort level with our company. This often reduces the resistance to speak to them as a vendor, later on. They view our technical knowledge and capabilities as a strong attribute and are much more open to a discussion of doing business together after the sessions have occurred.

The question and answer session following these presentations always raises some topics for discussion and opens a dialogue between the audience and me. This discussion develops good rapport and regularly generates sales leads after the session.

We have developed some strong partnerships with the utilities that we provide training for. This has increased our credibility with their field people and provides them with a comfort level in recommending us, as a potential vendor, to their customers that have lighting opportunities.

Finally, the ability to cite my expertise in conducting these training sessions lends credibility for perspective customers that view our web site, read our company literature, or interacts with us as we do presentations for them, as a vendor. This experience helps establish a level of trust that the customer is getting a consultative approach to their problem rather than just someone trying to sell them a product.
Industry Updates

**Lighting Systems Index Sets Four-Year High**

The NEMA Lighting Systems Index set a four-year high during the second quarter of 2005, reports the National Lighting Bureau, an independent, not-for-profit lighting education organization established in 1976.

The NEMA Lighting Systems Index is a composite measure of lighting products shipped from the U.S. by companies that are members of the National Electrical Manufacturers Association (NEMA). The products tracked include lamps, luminaires, ballasts, emergency lighting, and exit signs.

According to NEMA’s director of economic analysis, Brian Lego, “The residential construction market remains the single largest source of underlying demand growth for lighting equipment . . . and will boost lighting equipment demand for at least the next several quarters.” He noted that private nonresidential construction is also increasing demand for lighting equipment, and is likely to counteract “any drop in homebuilding that might occur going forward.”

The NEMA Lighting Systems Index was established in 1998. That year’s performance was set to equal 100 points. The Index peaked in the fourth quarter of 1999, when it hit 111. It exceeded 104 at the end of the second quarter of 2005, the highest mark since the second quarter of 2001.

The NEMA Lighting Systems Index can be viewed at the NLB website: www.nlb.org. For more information, refer to the NLB website or contact NLB staff by telephone (301/587-9572) or e-mail (info@nlb.org).

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**Prophet 21 to Hold Distribution Technology Demonstrations in 30 Cities**

Demonstrations to Showcase How Technology Can Increase Sales, Improve Customer Service, Reduce Operating Expenses

Hundreds of distributors in every industry use leading-edge technology to increase profits and cut costs while ensuring their businesses remain healthy for generations to come.

Attend a FREE Prophet 21 Distribution Technology Demonstration to learn how you can put CommerceCenter to work for your business. These live demonstrations will give you the opportunity to see Prophet 21 CommerceCenter, the leading enterprise software solution for distributors, and learn how the power of a SQL Server combined with the familiarity of Windows can work for your business.

Nick DeCicco, president of DeWald Fluid Power, Inc., attended a Distribution Technology Demonstration to investigate what technology offerings were available to businesspeople in his industry. “You have to keep your eyes open to see what’s available - and to check out what your competition might be using,” he says. At the demonstration, he also realized that CommerceCenter would be a good fit for his company: “Our people were bogged down with paperwork and data entry,” he says.

“CommerceCenter will give us easy access to information so we can spend more time on proactive tasks.”

Chuck Boyle, Prophet 21 president and CEO, says the Distribution Technology Demonstrations offer distributors an excellent chance to gain new insights on how technology can help them cut costs, increase sales, and improve customer service. “We hold demonstrations to give distributors a taste of what we can do for their businesses,” he says. “This is a great chance for you to come out and see what’s on the horizon for technology for your business.”

Distribution Technology Demonstrations will be held in 30 cities, including:

- October 18 Dallas, TX
- October 19 Milwaukee, WI & Richmond, VA
- October 20 New Orleans, LA
- October 25 Long Island, NY
- November 8 Houston, TX & San Jose, CA
- November 9 Atlanta, GA & Denver, CO
- November 10 Chicago, IL & Anaheim, CA
- November 15 Fort Lauderdale, FL, Detroit, MI & Nashville, TN
- November 16 Philadelphia, PA
- November 17 Raleigh, NC & Boston, MA

All demonstrations are from 9 a.m. to noon. Register at www.p21.com/demo today!
New Energy Act Gives Solid-State Lighting More ‘Power’

Solid-state lighting (SSL) should enjoy many more years of government funding for R&D, and more robust funding, as a result of authorizing language for the Next Generation Lighting Initiative (NGLI) in the Energy Policy Act of 2005.

The Energy Act formally directs the DOE to establish the Next Generation Lighting Initiative. As authorizing legislation, the act lays the groundwork for future appropriations.

“The NGLI’s aim is to focus federal research dollars to get breakthroughs in core technology and product technology to create white light emitting LEDs and OLEDs,” explains Kyle Pitsor, vice president of government relations for NEMA. Ultimately, the goal is to replace the incandescent light bulb and even fluorescents with SSL technology.

This year, SSL - without the authorizing legislation - received a $15 million research budget. “This bill says next year, that amount is authorized to go up to $50 million each year. The next step is to get the money funded for it in an actual appropriations bill,” explains Pitsor.

SSL has already received funding for the past few years, thanks to the U.S. Department of Energy (DOE) and the work of the Next Generation Lighting Industry Alliance (NGLIA.)

“The funding has grown from $2 to $3 million that first year, to $15 million this year. We’ve seen growth in it each year. In part, that’s because the DOE recognizes the industry is very much committed to this technology as a potential breakthrough. The government sees the industry pumping a lot of money into it, as the potential for LED and OLED uses increases,” Pitsor says.

If fully funded over the legislative life of the NGLI, solid-state lighting would receive $350 million in coming years.

So NEMA and the manufacturers in the NGLIA will continue to lobby for funding that meets the levels authorized in the new Energy Policy Act.

For more information about the NGLIA, visit NEMA’s web site at www.nema.org.

2006 NAILD Convention, Trade Show & ‘Organized Casual Conference’ (OCC)

“Education – Paradise Style” Paradise Point Resort & Spa San Diego, California

March 26 – 30
When the twelfth-largest school system in the country decides to launch a major energy-savings initiative, they do not think small. The Fairfax County, Virginia, school system, located in northern Virginia, includes more than 235 elementary, middle and high schools. Under a program entitled “Energy Savings for Kids,” the school system is reducing energy-related expenses across the board.

Beginning in November 2002, the school system began awarding Energy Performance Contracts in “bundles,” with each bundle including up to 20 buildings. The school selected its oldest buildings, which would produce the greatest amount of energy savings, to be the first to be retrofitted, with newer or recently renovated buildings receiving attention last.

Noresco, a national energy services company based in Westborough, Massachusetts, has been awarded contracts for retrofitting or replacing the school system’s light fixtures, improving climate controls and HVAC management and, in some cases, replacing old single-pane windows with new double-pane windows. In total, the projects are expected to save the school system millions of dollars in energy costs. At the same time, higher-quality facilities are expected to create a better environment for teaching and learning and lead to better student performance.

William Mutscheller, the school system’s Director of Facilities Management, describes the capital improvement program as self-funding. “We are replacing inefficient and antiquated building system equipment, which reduces energy costs. Those cost savings fund the new energy-efficient systems. Once the school has paid for the improvements, continuing energy cost savings will be applied to instructional programs.”

“Through Phase 4, the school system has invested $16.5 million in energy conservation at 60 school buildings and an operations center,” said Chris Farren of Noresco. “We estimate that the work done to date will save $1.9 million a year in energy costs.”

In the lighting portion of the project, Noresco is replacing older T12 magnetic ballasts and lamps with T8 electronic ballasts and lamps. This technology came into common use in the mid-1990s and can dramatically cut electrical consumption. In most cases, the retrofit involves a simple changing of lamps and ballasts in existing fixtures. Both interior and exterior lights are being upgraded. Aged High Intensity Discharge (HID) fixtures are being replaced with new high-efficiency fluorescent fixtures or retrofitted with a higher-efficiency HID kit. HID fixtures in gymnasiums are being replaced with T5HO fluorescent fixtures.

**All T8 and T5HO ballasts used in the project are Universal Lighting Technologies products.**

“By the end of Phase 4, more than 95,000 lighting fixtures will be replaced or retrofitted at 60 schools, and approximately 75,000 Universal ballasts will be included in the upgraded fixtures. Additional phases will be undertaken in 2005 until the program is completed.”

Noresco uses an in-house group of energy engineers to provide a customized energy savings package for each school building, depending on the age, size and configuration of the building and its electrical equipment.

All work is scheduled for nights and weekends. No classroom learning or after-school community events are interrupted or rescheduled during the construction cycles.

The Fairfax project represents energy conservation on a massive scale. By making improved teaching and learning conditions their primary objective, administrators of the Fairfax County Public Schools are accomplishing their primary educational mission while saving millions of dollars and kilowatts of energy in the process.

To learn more about the full line of Universal Lighting Technologies’ ballasts or to request a catalog, call 1-800-BALLAST, fax your request to 615-316-5162, or visit the Web at www.universalballast.com.

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**CASE STUDY**

Fairfax County Public Schools Retrofit Generates “Energy Savings for Kids”
The LC credential tells it all.

Visit our website at www.ncqlp.org

The LC is a professional credential and may only be used by individuals who have successfully met the eligibility and examination requirements established by the National Council on Qualifications for the Lighting Professions (NCQLP). LCs have a broad knowledge base in an increasingly specialized practice. The certification demonstrates value throughout the industry and to the public at-large.

The 2005 Lighting Certification Examination will be given November 5, 2005.

Early Application Deadline -- August 12, 2005
Final Application Deadline -- September 23, 2005

The National Council on Qualifications for the Lighting Professions is composed of 16 member organizations. It is a nonprofit, independent certifying body founded by a broad spectrum of organizations in the lighting industry as well as government agencies. NCQLP Certification is a voluntary, industry-led effort that recognizes professionals who have met specified basic standards as measured by the Lighting Certification Examination.

Please forward a copy of the 2005 LC Candidate Handbook when published and add me to the NCQLP mailing list. The address below is my ___ home ___ office

NAME
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COMPANY
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(Phone) 703-518-4370 (Fax) 703-706-9583 (E-mail) info@ncqlp.org
NanoLux™ LEDs Provide Vibrant, Energy-Efficient Lighting in Building Designs Westinghouse Introduces Patented LED Lamp Technology

Westinghouse Lighting Corporation introduces LED lamps that are the ideal solution for adding color, long life, and efficiency to building lighting design.

Westinghouse’s NanoLux™ LED lamps provide smooth, uniform light distribution through their patented polymer magnification and dispersion system. Available in blue, green, red, amber, white, and clear, NanoLux™ LED lamps come in G-19 and S-11 shapes and have standard bases. These LED lamps can be used in both indoor and outdoor applications, including signs, strand lights, canopies, and pendants.

Lasting up to 100,000 hours, NanoLux™ LED lamps reduce the high maintenance costs of replacing numerous short-life incandescent lamps in signs, lighting fixtures, and accent lighting. Westinghouse’s 1 and 3 watt NanoLux™ LED lamps replace 7 to 20 watt incandescent lamps, use up to 88% less energy, and save as much as $19.00 per lamp (based on 24 hours per day usage and the national average cost of energy at $0.10 per kWh) annually in energy costs.

“Through their vibrant colors and uniform light distribution, NanoLux™ LED lamps are the perfect replacements for specialty incandescent lighting in casinos, restaurants, theatres, resorts, and theme parks,” says George Mabin, Director of Lamp Marketing, Westinghouse Lighting Corporation. “NanoLux LED lamps last up to 100 times longer than standard incandescent lamps, significantly reducing energy consumption and maintenance costs.”

Westinghouse’s NanoLux™ LED lamps’ patented polymer magnification and dispersion system was developed by PolyBrite International, a Goeken Group Company.

Compact, water-resistant, and shatterproof, NanoLux™ LED lamps are the only LED lamps UL listed for use in wet locations. They can also be used in flashing circuit applications.

For more information, e-mail info@westinghouselighting.com.

Radiant Lamp Company Offers New Compact Fluorescent Lamps Featuring Improved Life, Efficiency, and Color

Radiant Lamp Company offers new line of compact fluorescent lamps (CFLs) with improved lumens, higher CRI, and longer-life for residential, commercial, and industrial applications.

Many of the new CFLs feature a long life up to 15,000 hours, lasting 50% longer than previous 10,000 hour CFLs and more than 18 times longer than standard 750 hour incandescent lamps. By providing 130 to 3360 lumens, Radiant Lamp Company now offers a wide range of CFLs to fit virtually any application.

Featuring a full selection of Kelvin temperatures ranging from 2700K-5000K and CRIs ranging from 75-82, these compact fluorescent lamps enable colors to appear more accurately than conventional fluorescent lighting. Each compact fluorescent lamp saves between $25 – $96 in energy costs over its life up to ten years (energy savings based on 4 hours of operation per day at $ .10/kwh). Ranging from 4 – 68 watts, the new Radiant CFL line includes Mini-Twist™, Twist™, reflector, household, and decorative styles, in candelabra or standard base lamps. These lamps are ideal for wall sconces, track and recessed lighting, ceiling fixtures, enclosed outdoor fixtures, pendants, ceiling fan light kits, desk, table and floor lamps for general and task lighting.

For more information, visit www.radiantlamp.com or e-mail info@radiantlamp.com.
Advance Expands Popular Family of e-Vision® Electronic HID Ballasts with 150-Watt Dimming Model for Metal Halide Lamps

Advance announces the expansion of its popular family of e-Vision® Electronic HID Ballasts to include a new 150-Watt Dimming Ballast for Metal Halide lamp applications.

Ideal in a variety of retail downlighting and accent lighting applications as well as a host of institutional and office settings, Advance’s new 150-Watt e-Vision ballast features 0-10V dimming interface with dimming to 60% lamp power. Energy-efficient and long-lasting, the ballast’s compact size (7.2” X 3.6” X 1.5”) enhances versatility and design flexibility.

Advance’s new 150-Watt model sports the exclusive e-Vision features, including IntelliVolt® multiple-voltage technology (enabling the ballasts’ operation at any input voltage from 120 to 277 volts, 50/60Hz), superior lamp wattage regulation (optimizing lamp color stability over life and reducing lamp-to-lamp color variations), and electronic circuitry (delivering significant energy savings over incandescent and magnetic HID alternatives). e-Vision ballasts further incorporate a range of enhanced safety features, including automatic lamp power control, automatic lamp monitoring, power control fault monitoring, output short circuit protection, and auto-reset thermal protection.

The catalog number for Advance’s new e-Vision 150-Watt dimming ballast for metal halide lamps is IZT-MH-150-CLF.

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

TCP’s New T8 High Bay Lighting System is Offering a Cost-Effective Alternative for Commercial and Industrial Applications

The new T8 high bay fluorescent lighting system from Technical Consumer Products, Inc. (TCP) is proving to be an excellent energy-saving alternative to traditional HID and incandescent systems in high bay and open ceiling applications, particularly gymnasiums, warehouses, manufacturing and industrial plants, distribution centers, and big box retailers.

Compared to HID systems, TCP high bay fixtures provide better lumen maintenance (94% at 40% rated life or design lumens), better light uniformity and longer lamp life (24,000 hours). In addition, the T8 lighting system reduces energy costs with savings up to 60%, and is available at a similar, if not lower cost.

TCP is seeing a number of customers anxious to make the switch. Among them is Taco Bell, who wanted to improve its restaurants’ current lighting systems by instituting an energy efficient upgrade. They used a combination of TCP compact fluorescent lamps (CFLs) and T8 lamps in the kitchens and dining rooms of more than 400 Taco Bell restaurants in 18 states, reducing energy consumption by an average of $745 per year per location.

Sherwin Williams has found that just making a simple change in the type of light bulb, not the entire
system, saves money and provides better lighting. “What a difference the new lighting has made,” said Spencer Perry, store manager, Sherwin Williams. “Color matching is much better, and customers can find what they need, faster.”

“The T8 high bay fluorescent lighting system saves energy, and is more flexible than HID lighting without the potential safety hazards,” said Jeff McDonald, National Accounts – Linear Sales at TCP. “Our T8 high bay fluorescent lighting system offers an easier solution to switching, dimming, controls and emergency lighting. Customers across markets are seeing the value in the new system.”

From gymnasiums to warehouses, the T8 high bay lighting system is helping facility owners and managers reduce operating costs. For example, a typical college gym has about 54 fixtures, which is the average number of fixtures for a 30,000 square foot warehouse. In a facility of this size, switching from an existing 400 watt HID system to TCP’s T8 high bay system can provide an estimated annual savings of more than $4,000 with simple payback achieved in less than two years.

For more information on TCP, visit www.tcpi.com, email info@tcpi.com or call 1-800-324-1496.

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**ULT Expands Fluorescent Applications with Micro-sized Technology**

Universal Lighting Technologies is expanding the range of fluorescent applications with the Microstar™ family of lighting solutions. Exclusive micro-sized technology makes it practical to use electronic ballasts in applications where magnetic ballasts are traditionally installed.

Universal, a leading manufacturer of lighting ballasts and controls designed the Microstar to deliver maximum energy savings and efficiency, easy installation, and quiet operation.

The Microstar product line features micro-sized T5 and compact fluorescent lighting ballasts specially engineered for versatility. They are well suited for residential use or professional applications, such as in an office or lobby. Microstar ballasts are ideal for wall sconces, compact fluorescent downlighting, under-cabinet areas, task lighting fixtures, and more.

Microstar technology can replace a wide variety of magnetic ballasts or incandescent lamps. Since electronic ballasts operate at higher frequencies and efficiencies than magnetic ballasts, upgrading to Microstar can reduce energy consumption by 30 per-
"A product's value transcends its physical form and price to encompass the support that precedes and follows it."

— Allan Nelkin, President, Halco Lighting Corporation

**ProLume**® **T5 Ultra Efficient** fluorescent lamps are manufactured to meet the highest quality standards in the industry.

Available in F14, F21, F28, F35, F24/HO, F39/HO and F54/HO with color temperatures ranging from 3500K to 5000K and 85 CRI. ProLume® T5 lamps provide higher efficiencies in energy, lumen maintenance and color rendition with an average life rating of 20,000 hours.

Every ProLume® T5 lamp is backed by our 2-Year Quality Assurance Guarantee.

You will always receive fast, friendly and reliable service each and every time you order from Halco Lighting. All products ship same-day from either of our Atlanta, Houston, Kansas City or Arizona warehouses.

1-800-677-3334
www.halcolighting.com

**ProLume**®
Linear Fluorescent, Compact Fluorescent, and H.I.D.

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Today’s EiKO
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