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‘Take Flight’ to DESTIN-ation EDUCATION

Take Flight! NAILD Committee Reports

NAILD Convention Schedule

“NAILD Dollars” Rewards Card
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* Lamps must be used on instant start electronic ballasts.
** Life rating based on estimated commercial operating standards of 12 hours per start on commercially compatible ballast.
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President’s Message

‘Take Flight’ to DESTIN-ation Education

Welcome aboard Flight N-A-I-L-D destined for the beautiful Sandestin Beach and Golf Resort. We will be landing at or around March 18th, 2007, staying on deck through March 22nd, and then departing back to our individual home business filled with the knowledge to increase our sales and margins dramatically.

I trust all of you have made plans to pick up your boarding pass to the NAILD 2007 Convention. To date, over 44 distributors (57%) have already confirmed their presence. Be looking in your mailbox for a unique “boarding pass”, as well as the “NAILD Dollars” Rewards Card – a great way to earn extra cash at the convention.

While we are on that subject, did you know that the $225 convention registration fee is valued at thousands of dollars? A great ROI. The meals alone that are provided, are valued at twice this fee, and if you add the value of our incredible business, application, and product seminars presented by the industries best speakers, the $225 fee now becomes the easiest expense justification of the year. On the flip side, there is a tremendous cost if you do not attend. Knowledge is power, and a lack of knowledge is, well, NOT GOOD! NAILD members pride ourselves on differentiating ourselves from ‘other’ lighting suppliers, because it is our niche, and because we have the knowledge to ‘sell-up’. The annual NAILD convention should be central to our annual planning and budgeting, especially now with all of the technological advancements and ‘government’ incentives that are available and certainly be instrumental in getting us that all elusive competitive advantage in the marketplace.

Now that I have your attention, I want to introduce you to our new Membership Champion, Mr. Gary Root (NAILD President 2004 – 2005). Membership growth, in particular, distribution growth, is his passion (not boating, not golf, etc.), and we are going to ‘put him to work’ on behalf of NAILD to, not only sell NAILD to prospective members, but also, the NAILD convention to current members. THANKS, GARY!!

Remember, our vendor members have their lighting engines started, understand our flight plan and are waiting for you at the gate. Let’s show them our appreciation and support with a strong presence in March 2007. Come fly with us and be among the 60+ distributor members in Destin, FL.

Thank you for allowing me to serve as your President. It is an honor.

Regards,

Bill Hurd
NAILD President 2006 – 2007

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.
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
Westinghouse Announces Executive Management Promotion

George Mabin Named to Divisional General Manager Lamp and Decorative Electrical

Bringing more than 30 years of experience in sales and marketing to his new position, Westinghouse Lighting Corporation promotes George C. Mabin to Divisional General Manager of Lamps and Decorative Electrical.

Since 2003, Mr. Mabin held the positions of Director of Business Development and Director of Marketing for Lamps and Decorative Electrical Accessories at Westinghouse. His new position includes the additional responsibilities of planning, directing, and executing the company’s short and long term business strategies for the lamp and decorative electrical accessory business units.

As a Divisional General Manager, Mr. Mabin will drive the company’s growth by developing strategies to achieve maximum market penetration while staying in alignment with Westinghouse’s key projects and financial objectives. These strategies will improve the service, sales, and profitability of the Lamp and Decorative Electrical business units.

“I look forward to working closer with Westinghouse Lighting’s executive management team to provide innovative products and energy saving solutions for the consumer and commercial markets,” says George Mabin. “By offering lighting solutions that make life easier, today’s Westinghouse products continue to reflect the brand’s 125 year legacy.”

Mr. Mabin was born in West New York, N.J. and currently resides in Allentown, N.J. with his family.

Executive Management Position Created for Westinghouse’s Fan and Fixture Division

Westinghouse Marketing Director Gets Promoted to Divisional General Manager

Westinghouse Lighting Corporation promotes Mark Lynders to Divisional General Manager of the Ceiling Fan and Lighting Fixture business units. The Divisional General Manager role was created this year as part of an ongoing restructuring to support the Westinghouse brand. Mr. Lynders will plan, direct, and execute the short and long term business strategies of the Ceiling Fan and Lighting Fixture business units in order to improve their service, sales, and profitability. Mr. Lynders assumes this role after serving as a Westinghouse Marketing Director for over ten years.

“We look forward to the continued expansion of our Ceiling Fan and Lighting Fixture divisions under Mark’s management,” says Bart Pasternak, Executive Vice-President, Westinghouse Lighting Corporation. “In this key position, Mark will work with the purchasing, marketing, and sales departments to coordinate and implement strategic product initiatives.”

Mr. Lynders brings over twenty years of executive level experience in manufacturing and marketing to his new position. His distinguished career includes a degree in Marketing from Roosevelt University in Chicago as well as a combined ten years in Vice-President positions at both Catalina Lighting and Crest Industries.

“Working with every area of the company to expand the fan and fixture business units will be as challenging as it is personally rewarding. I am looking forward to contributing at this level,” says Mark Lynders.

Mr. Lynders currently resides in Holland, PA with his wife of 29 years and two children.

American Light Bulb Mfg. Announces New Plant General Manager

Carolyn B. Roberts has been promoted to the position of Plant General Manager at American Light Bulb Mfg. In her new role she will be responsible for managing the everyday operations of the plant from production scheduling to inventory control.

Ms. Roberts has 28 years experience in the lighting industry. She has spent the last 5 years as administration manager for American Light Bulb Mfg. Ms. Roberts currently resides in Mullins, SC. Her e-mail address is carolynroberts@bellsouth.net; phone (843) 464-0755.

Member Updates

New Distributor Member

WSI Lighting
D. Ted Schultz, President
E-mail: ted@wslighting.com
Delbert T. Schultz, CEO
4850 Nome Street
Denver, CO 80239
(303) 375-1600
(303) 375-9348 fax
www.wslighting.com
Customer Satisfaction
It is PQL's goal to always meet or exceed the expectations of our customers. This objective is achieved by consistently providing our customers with Superior quality products and service.

Continual Improvements
PQL is dedicated to continual improvement in all of its business activities. This focus is achieved through a combination of rigorous process management, employee empowerment, accountability and reward for attaining personal and company goals and objectives.

• Incandescent
• Halogen
• Compact Fluorescent
• HID
• Fluorescent

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PQL'S GOOD - BETTER - BEST PHILOSOPHY:
By providing quality products that are unique and offer the best value to our customers, PQL, Inc. has set itself apart as a leader in the lighting industry. As a lighting manufacturer, PQL offers a complete selection of lighting products competitively priced to offer you the best value. While some customers require the best quality, other customers require the best possible price. PQL is able to satisfy the individual needs of both customer groups by offering full product lines in several different levels of lamp performance:

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Convention Committee Report
By Gordon Hunt, LC

We have a lot to do to live up to last year’s great convention but guess what – we are ready to — TAKE FLIGHT!

NAILD is dedicated to bringing value to all of its members and our new passion and emphasis on the highest quality presentations, bringing infinite ROI on our time and money coming to and participating in the conventions, has pushed us to achieve our goal again.

Education
Look thru the track session topics:

Think about the impact of a 2% gain in the productivity of your work force on the growth pattern of your operations. Think about how adding on additional SKU to every transaction because you now know to tie in a relevant item within the existing cost of your sale that would impact your volume and drive down your cost per dollar sold.

Think about how much you could do with a more energized staff.

What if you know how to help your customers better meet their objectives by understanding regulations like EPACT, ASHRIE, and recycling.

There is so much packed into this convention that you will have to read the schedule and read the breakout information then make hard choices on which tracks to attend.

Tradeshow and OCC’s
This year’s tradeshow is reformatted to allow more time to visit all the booths and say hello to all of the great members on the other side of the table curtain. The OCC’s are a great way to do and build business. Our vendor members give us a lot of support and you can show your appreciation by giving them your time and attention.

And our keynote takeoff party, WOW!
After you have faced death you put your priorities in order. After you serve your country, you never question your understanding of the value of freedom. When you learn where you will turn in your greatest challenge, you will be steadfast in what matters most to you. This year’s speaker has done all of these things. Our guest will make the hair on your neck stand up, the beat of your heart strengthen, and the admiration you have for him go up another level. And at the end of it all you will be inspired to reflect on your life, what matters to you, and how it all balances when you put in order. You are going to love this one!

There is so much more to tell you, prepare to strap in, have your tray in the upright and locked position, this is going to be the greatest flight you have ever taken.

Marketing Committee Report
By Steven J. Robinson, LC

I am really excited about the upcoming 2007 convention! My only trepidation is that my turn will have to follow the inspiring and dedicated efforts of the existing executive committee. The marketing committee has scheduled a number of promotional ideas to achieve the “sixty in 2007” challenge. For instance, if you’ve ever wanted to own your own plane, we can make your dreams come true! Need some “free money?” Your wish is our command! Keep an eye out for the mailings, faxes, and e-mails promoting “DESTIN-ation Education.”

Membership Committee Report
By Becky Davis, NAILD Membership Director

WOW. That’s what comes to my mind. 1978. This little shrimp business guy starts out with his station wagon, $500 and a business plan. Fast forward to 2006, Gary Root has two locations in Georgia and one in Buffalo, NY. Last year’s sales over 6 million. Projection for two years, 10 million. In five years, who knows, the sky’s the limit.

If that doesn’t get your attention, it should. Phenomenal growth.
service, networking and then taking his enthusiasm back to his office and figuring out to implement those ideas. The proof is in the pudding.

Here's the plan . . .

The Membership Champion Game Plan

• Identify inactive distributor members.
• Group them into regions.
• Make appointments in those regions.
• Schedule visits to region – calling on inactive/active as well as new prospects.

This is a crawl, walk, run approach, but in the long run, it sounds the strongest.

Thanks, Gary, for sharing your enthusiasm. I look forward to celebrating that same phenomenal growth in NAILD.

NAILD Membership Taking Flight
By Becky Davis, NAILD Membership Director

You’ve all gotten a phone call from me recently asking if you are planning to come to our 30th anniversary convention next March. And frankly, it’s looking like we’re going to have record breaking attendance.

Our goal is to have 60 distributor members attend the convention – and have 90 distributor members on the roster this year.

We’re all doing our part to have our 30th anniversary convention and tradeshow be a smashing success. You can do your part too; new members come from new referrals. So take a minute and give me a call with your referral. We can all bask in the glory of reaching our goal and having a fabulous convention in March.

One more thing – you can earn cash for referrals (See ‘NAILD Dollars’ Reward Card in this issue).

Call Becky Davis at 800-205-6210 – bdnaild@naild.org – working hard to keep NAILD strong!
### Tentative Schedule of Events

**Sunday, March 18**
- 10:00am – 5:00pm: Registration
- 1:00 – 4:00pm: Board Meeting
- 5:00 – 6:00pm: Past Presidents/Executive Board Meeting
- 6:00 – 7:30pm: Open Evening
- 7:30 – 8:00pm: New Member Orientation
- 8:00 – 10:00pm: Open Hospitality/ Possibly Entertainment Night

**Monday, March 19**
- 7:00 – 8:00am: Hot Buffet Breakfast
- 7:30am – 1:00pm: Registration
- 8:00 – 9:00am: Spouse/Guest/Presentation or Function
- 8:00am – 12 Noon: Educational Workshops
- 8:00 – 8:50am: Track I – Business Development:
  - Track II – Lighting Technology:
  - Track III – Tools for Success:
  - Track IV – Options:
- 8:50 – 9:00am: Break
- 9:00 – 9:50am: Track I – Business Development:
  - Track II – Lighting Technology:
  - Track III – Tools for Success:
  - Track IV – Options:
- 9:50 – 10:00am: Break
- 10:00 – 10:50am: Track I – Business Development:
  - Track II – Lighting Technology:
  - Track III – Tools for Success:
  - Track IV – Options:
- 10:50 – 11:00am: Break
- 11:00 – 11:50am: Track I – Business Development:
  - Track II – Lighting Technology:
  - Track III – Tools for Success:
  - Track IV – Options:
- 12:00 Noon: Lunch on your own
- 1:00pm: Golf Tournament
- 1:30pm: Alternative Activity
- 6:30pm: NAILD 2007 Convention Kick-off Reception/Dinner
- 7:45 – 9:15pm: Keynote Speaker TBA
- 9:15pm: Open Hospitality

**Tuesday, March 20**
- 7:00am: Hot Buffet Breakfast
- 7:30am – 5:00pm: Registration
- 8:00 – 8:20am: Candidate Speeches/New Member Introductions
- 8:20 – 8:30am: Break
- 11:00am – 3:00pm: Spouse Program
- 8:30 – 9:20am: Roundtable Session I – Best Sales Ideas
- 9:20 – 10:00am: Roundtable Session II – Best Marketing Ideas
- 10:00 – 10:15am: Break
- 10:15 – 10:55am: Roundtable Session III – Best Business Development Ideas
- 10:55 – 11:35am: Open Roundtable Discussion
- 11:45am – 12:15pm: New and Value Added Product Showcase
- 12:15 – 1:15pm: Buffet Luncheon

**Wednesday, March 21**
- 7:00am: Hot Buffet Breakfast
- 7:30am – 12 Noon: Registration
- 8:00 – 11:40am: OCC (20 Minute Appointments)
- 11:40am – 12:30pm: Buffet Luncheon
- 12:40 – 3:00pm: OCC (20 Minute Appointments)
- 3:00pm: Exhibit Teardown
- 3:10 – 4:10pm: Two Product Conferences for Distributors
- 4:10 – 5:20pm: Break
- 4:20 – 5:20pm: Two Product Conferences for Distributors
- 7:00 – 10:00pm: TCP hosted Dinner Party
- 10:00pm: Open Hospitality

**Thursday, March 22**
- 7:00am: Hot Buffet Breakfast
- 7:30am (SHARP): Board Elections
- 8:00 – 8:45am: General Business Meeting/ Installation of Officers
- 8:45 – 9:45am: On-Line University Lighting Specialist Program
- 9:45 – 10:00am: Break
- 10:00am – 11am: Distributor Meeting
- 10:00am – 11am: Vendor Meeting
- 11:00am – 12 Noon: Distributor/Vendor Joint Meeting
- 12 Noon – 1:15pm: Awards Luncheon
- 1:15pm: Committee Meetings
- 7:00pm: Farewell Dinner
LSI Lighting

LSI Industries Inc. is proud to announce our 30th anniversary as a designer and manufacturer of American made, energy efficient indoor & outdoor commercial and industrial lighting products.

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We have market specialists in the automotive, petroleum, retail, sports, commercial and industrial niche markets to better serve the unique needs of each industry.

LSI is made up of nearly 1500 employees, all committed to offering and supporting our innovative lighting products and services. Visit us at www.lsi-industries.com.

Be looking for your “NAILD Dollars” Rewards Card in the US mail. All details and rules of the game will be included in that mailing. All members who attend the convention and have participated in this program will receive CASH upon convention arrival! See you in Destin in March!

"NAILD Dollars" Rewards Card & EARNING IS EASY

This is “cash” that you can earn to use as you like – yes, really!

MEMBERSHIP PORTION
- Each Distributor Referral (X $10 = __)
- Referral approved for Membership (X $50 = __)

DUES PORTION
- Annual Dues paid by Jan. 1, 2007 ($20)
- Signing on branch of your company into membership: (X $20 = __)

CONVENTION PORTION
- Registered & Paid for Convention by Jan 1, 2007 ($50)
- Registered at Sandestin Golf & Beach Resort ($20)
- Number attending Convention:
  - Spouse (X $10 = __) ($95 Fee Paid)
  - Additional Attendee (X $25 = __) ($195 Fee Paid)

"WE ARE ALL IN" – Bonus –
- Attending Entire Convention Sun – Thurs. ($50)

THIS 30TH ANNIVERSARY IS GOING TO BE SO HUGE THAT WE ARE DOLLING OUT CASH TO MAKE SURE WE SEE YOU THERE!

#1 Rule: Attendance at the 2007 Convention mandatory to be awarded your NAILD Dollars Cash Reward. “YOU GET IT WHEN YOU GET THERE”
- No Exceptions.

Let us show you how to improve your lighting while significantly reducing your energy costs.

www.lsi-industries.com
1-800-436-7800 ext. 3147 for information

LSI – a smart energy solution
When we look at the breadth of our customer base, are they really all equal? I love it when I hear an order desk guy say that every customer is the same or I treat them all special. Really? Then why do we have different prices for some? The fact of the matter is that no all customers are the same. Some are more valuable to us than others. If we can all assume that this is basically true, how do we differentiate the good ones from the bad ones?

Here is a great exercise to do with your team. Gather everyone together and ask them to list the company’s top ten customers on a sheet of paper. More often than not, volume will be the criteria used to determine status on the list. Some will go the extra mile and rank the customers by gross profit dollars. It is good to know where the mindset is currently. A couple of weeks later gather everyone again and ask them to list the top ten most profitable customers. There may be a few raised eyebrows and whispered suggestions that your memory isn’t too sharp. Many people will think that you just asked them the same question and their list will be identical. If this is the case, it may be time for a quick discussion about relationship between sales and net profit.

If you want to drive net profit improvement through the organization, then everyone needs to become part of the mission. By understanding who our most profitable customers are, the sales teams can make better decisions on how to allocate company resources. They don’t have the authority to allocate company resources? I beg to differ. When a customer requests an item that needs to be transferred in from another location, the order taker is about to make a decision. The outcome of that decision can directly affect your bottom line. Is this customer worthy of the transfer? Are they a positive contributor to the bottom line, or do they string us out on payment? Chances are we have not armed our order taker with the customer information necessary to make a good net profit decision.

As I have discussed in previous articles, distributors tend to utilize only a fraction of their distribution software packages. Understanding the reporting capabilities and manipulating data can increase your return on this substantial investment. The customer profitability analysis report is simply a spreadsheet using data that your system captures on a daily basis. The magic occurs when you share the data with, and develop policies for, your front line decision makers.

This report will rank your customers by contribution to net profit. It is important that we are only looking at customers who have done business with us for at least 12 months. New customers should always be treated special until they prove themselves less than worthy. Here are the columns on the spreadsheet:

1. Customer Name
2. Annual Gross Sales
3. Annual Cost of Goods Sold
4. Annual Gross Margin Dollars
5. Annual Number of Orders Processed for Customer
6. Cost of Processing an Order
7. Annual Cost of Processing Customer Orders
8. Contribution to Net Profit

The first question usually occurs with the 6th column. How do we determine the cost of processing an order? There are fancy ways to do it, usually involving additional software and cost accounting, and there is an easy way to do it. The more precise way to determine the actual cost of processing an order is to use something called Activity Based Costing (ABC). Using ABC tools, a cost is attached to each function associated with processing the order. Sometimes conflicts can occur between departments as to their relative value in the process. But, you will eventually get down to a fairly precise number. For those of you who are more interested in the getting a solid ballpark number, here is a quick method. Divide your annual operating expenses by the number of orders the company processed last year. Are there a few extraneous costs, like the twin engine floating delivery

Jason Bader is the newest member of The Distribution Team, Inc. The Distribution Team specializes in providing inventory management training, business operations consulting and technology utilization to the wholesale distribution industry. Jason brings over 20 years of experience working in the distribution field. He can be reached at 503-282-2333, jason@distributioenteam.com, or at his web site www.thedistributioenteam.com.
We’re a lighting company that takes the initiative to jump on trends, ship quickly, and make a good product into an even better one. Shouldn’t you be using Con-Tech? Call us today at 800.728.0312.

<table>
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<tr>
<th>Annual Report</th>
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<tr>
<td>Customer Sales</td>
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The rest of the math in the spreadsheet is fairly simple. Multiply column 5 (number of orders) by column 6 (cost of processing an order) to get your answer for column 7 (annual cost to process customer’s orders). Column 8 (contribution to net) is determined by subtracting column 7 (annual cost to process customer’s orders) from column 4 (annual gross margin dollars). This contribution to net profit will either be positive or negative. Sort the spreadsheet by column 8 (contribution to net profit) in descending order. The result is a ranking of your customers by their contribution to your net profit.

Once you have created your ranking, you may need to take a step back and allow for a few deep breaths. This is not the time to panic. One of the more troubling observations for first time viewers is that a majority of your customers fall below the zero line. Stated another way, their contribution to net is a negative number. It isn’t quite as bad as the old 80/20 rule, but most distributors find that 70-75% of their customers are in the negative territory. So what now? Do we just cut off everyone below the line? Of course not. The majority of these folks help us with volume purchasing and give us economies of scale. Our next task is to determine our threshold for pain.

About 25% of the way up from the bottom of the list, I like to draw a red line. I like to refer to them as blood suckers or bottom feeders. Behind closed doors you may be able to come up with more colorful names. Anyone below this line is candidate for termination. Firing a customer...
is not something that most distributors relish. It’s kind of against our sales code of conduct. The fact of the matter is that it really isn’t the fault of the customer. We have done it to ourselves. In the name of customer service, we have given away company resources to those who are not deserving of our gifts. If you need a little more convincing that this bottom group is taking you for a ride, just lay down an accounts receivable aging report next to your list. There is a strong correlation between slow pay and negative contribution to net.

Let’s go back to the goal of this exercise. We are trying to drive decision making based on contribution to net profit. The key to getting the most out of the information we just extracted is to share this with our front line decision makers. Additionally, we need to set some policies that help align our resource expenditures with the customers that help contribute to our financial success.

The first group I would tackle is the blood sucker. For ease of use, let’s refer to them as group C. We are giving everything, they are giving nothing. The sad part is that we just learned this. They have known for years. It is a sad fact that your worst customers know it. They take pride in their ability to beat you up on price, run you all over town, and string out your money. We clearly need to level the playing field when it comes to this group.

The first thing I would do is quit being their bank. Convert the slow payers to COD. If you have cash discounts, get rid of them. This goes for all customers, but that is for another discussion. Now that we are out of the finance business, it’s time to raise prices. These folks won a prize. Give them all list price. Whoa, Jason, you are being too harsh. Au contraire, it’s time these folks paid their way. Will some of them leave you? Absolutely. In fact, give them a road map to your competitor’s place. Let them be someone else’s worst customer. The funny ones are the customers that stay. This is one of those forehead slapping moments where you rethink your whole pricing strategy.

Let’s take a look at the services we provide. Do we provide free deliveries to this group? Do we have minimum orders? Are we transferring product at our own expense? Have I hit a nerve yet? Good. We have a finite amount of resources in the company. We should not waste them on customers who are not contributing. A good strategy is to require minimum orders for both credit purchases and delivered product. Do not order in special products for C customers. They get to buy what we have on the shelf. Above all, we do not transfer product at our own expense.

One of the final suggestions is to quit spending sales dollars on them. For those of you with an outside sales force, quit calling on these customers. Remove commissions on these customers, and make them house accounts. By removing the commissions, you remove the favorite word in the sales vocabulary used to describe an underperforming customer – potential.

This should get you started. Work through the process as a team and try to make policies that everyone can live with. Implementing changes will save you money each and every time your front line decision makers hit the enter key. In part 2, I will take a look at solutions for the other customer groups. Good Luck.
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Call 1-800-248-6900 TODAY!
High-Efficiency Fluorescent Lighting Revolutionizes Upgrade Market

When T8 fluorescent lamps and electronic ballasts were first popularized commercially 10-15 years ago, they revolutionized a market governed by T12 lamp and magnetic ballast technology with their long life span, excellent color rendering, and energy-efficient operation. Before long, commercial, industrial, and institutional users nationwide were embracing the opportunity to upgrade their outmoded lighting systems and tap into the ability to reduce energy consumption and costs by as much as 30-40% while improving light levels and productivity. Since that time, many of these products have become standard in new construction applications.

But now a new generation of high-efficiency lamp and ballast technologies are poised to revolutionize the market once again, delivering an even greater level of energy reductions, cost savings, and value-added features.

New T8 Lamp Technologies

New T8 fluorescent lamps are typically categorized in one of two ways: as energy-saving models (ranging from 25–30 watts) or as high-lumen, extended-life lamps with 2900+ mean lumens and 24,000+ hour rated life. When used in conjunction with new high-efficiency electronic ballasts, total system wattage can be reduced by over 45% relative to the use of older T12 fluorescent systems driven by magnetic ballasts and by as much as 20-30% relative to the use of conventional T8 lamps and electronic ballasts (see tables below):

As an added benefit, these new T8 lamps utilize high CRI phosphors, which improve color rendering and lumen per watt performance.

High-Efficiency Electronic Ballasts

Supporting the market’s broad range of new T8 lamp technologies, new high-efficiency electronic ballasts are now available in both instant start and programmed start models, providing maximum flexibility for both extended burn hours and frequent switching applications. With the increasing use of occupancy sensors, selection of the right ballast/lamp combination has become even more critical. Available features of these ballasts include multiple voltage technology (reducing maintenance/stocking requirements and enhancing ease of ordering), cold-start.
capability down to as low as -20°F (on 32-watt lamps only) for assured operation in cold-temperature situations, and low-profile designs optimized for today’s fixture designs.

Other powerful features available within new high-efficiency instant start and programmed start electronic ballast models include anti-striation circuitry (eliminating flicker and improving visual comfort), lamp auto-restrike capability (eliminating the need to reset power mains after failed lamps are replaced), 20-foot remote mounting/tandem wiring capability for maximum application flexibility, anti-arcing technology (which can protect system components in the event of damaged sockets or poorly-seated lamps), and independent or semi-independent lamp operation (ILO), which insures that the fixture will remain partially lit when a lamp burns out.

Suitable for both new construction and retrofit applications, these new T8 lamp and ballast technologies represent a maximum-efficiency, high-performing lighting solution for today’s general office, retail, and warehouse settings.

The Bottom Line for Distributors and Contractors

New high-efficiency T8 lamps and electronic ballasts combine maximum energy savings with enhanced design flexibility and versatility and are poised to take the lighting upgrade market to new and unprecedented heights.

Overall, these systems provide a more dramatic and quicker payback than ever before relative to T12 systems . . . and even customers who have upgraded to conventional T8 lighting technologies in the past decade can capitalize on additional savings. With new Department of Energy-mandated ballast efficacy standards taking effect in 2005 as well as the current availability of Energy Policy Act tax deduction opportunities for qualifying energy-efficient initiatives within commercial buildings, the time to help your customers investigate their lighting upgrade opportunities has never been better!
Leadership Development
A Bi-Monthly Column By Russell J. White

Leadership development requires many levels of effort and commitment. As much as I enjoy working with my clients on training with their leaders at all levels, that alone isn’t enough. There needs to be accountability, a structure of effort on self-development, and a commitment from senior management that is more than simply spending training dollars.

Training is not an event. It is a continuous improvement process that will distinguish between those looking to build a career and those waiting on the company to provide one. Getting the best ROI on your leadership development requires the following steps:

Step 1: Establish a Training Process
Most companies make training decisions based on budget and available training dollars. Can you imagine a doctor saying you need open heart surgery and you reply, “I don’t have that in the budget. Can you just give me some medication and hopefully next year I’ll have the budget to do it?”

If your leadership hasn’t been getting training all along, then your leadership is on life support. An ongoing training process needs to be established. Not one all-day seminar you paid $99 per person to attend. Not a seminar every once in a while. For the best results, create a multi-year plan not only to develop the managerial ranks both in their development but to set the tone of how to develop the managerial ranks both in their best results, create a multi-year plan not only through the training in an effort to achieve better development as a leader, then I am investing in the wrong person.

Step 2: Expect Self-driven Development
As I talk with a leadership class I’ve been working with frequently, I’ll ask follow up questions. “How many of you are still using that wonderful tool I shared with you six months ago?” In some cases I see many hands and verbal responses on specifics of the positive impact they have seen as a result. This response tells me this organization has set the expectation of applying training and taking the next step toward consistent application. Other classes take that question as a cue to become carpet inspectors and all look to the floor. Where is the accountability of upper management? Where is the expectation of application?

Leaders by definition need to be self-starters and driven for excellence, otherwise they are never going to get their staff to do their best, because they don’t expect the best from themselves. Quarterly, leaders need to be sitting down with their bosses to answer the question: What have I done for self-development in the last 90 days? If, as a boss, I’m not hearing specific applications of the tools they are being taught and hearing them taking steps above and beyond the training in an effort to achieve better development as a leader, then I am investing in the wrong person.

Step 3: Work through Four Levels of Knowledge Application
Any time a person develops new skills there are four levels they must go through in their development. The first level is “unconscious incompetence,” where they don’t know they don’t know. Oftentimes you will hear fresh-faced kids right out of college say their goal is to be president of the company in 15 years – and they believe it’s possible in that time frame! In the vast majority of cases they don’t know that they don’t know what it takes to reach that position. Training and developmental programs enlighten them and teach them the skills required to begin that career climb. Once they get exposed to that information, they reach the second level of development.

They are now in the “conscious incompetence” level, where they now know what they don’t know, and this can be a scary time for these folks. Their insecurities start speaking to them and they begin to wonder what all they will need to learn to be successful. A mentoring program can be valuable for this stage, when the more seasoned leader takes the newly educated person under their advisement and helps them through this new knowledge stage. The leader in training feels more secure because their mentor is a safety net as they learn to implement their new skills. A mentoring program also provides them with support as they enter the next level.

The third level of this development is the “conscious competence” level. The leadership trainee is gathering knowledge, applying it to her daily efforts, and seeing positive results. A mentor is valuable in this stage for the positive feedback, accountability of using these skills regularly, and the push to reach for more knowledge and continuous improvement. Without a mentor in this stage, developing leaders often reach a comfort zone and stop the improvement process, because they are functional and relatively successful. They are apt to stop the learning without the push to dig deeper.

The final level of learning new leadership skills is the “unconscious competence” level where they just use their skills without having to think them through – they are just natural. This is where the mentor is needed less; however, the mentor should still be utilizing accountability expectations and looking for the self development efforts beyond the training classes the organization is providing.

Once the self development has become part of this leader’s everyday efforts and he is truly utilizing leadership skills for great effectiveness, he is then to be considered as a potential mentor for the next group of those being developed through the process, to perpetuate the expectations of leadership expectations and development of people.

To maximize the ROI on your training dollars, set up a training process that is ongoing, requires self development and application of skills. Anyone can learn new tools; it’s a matter of setting the expected outcome and providing the support and guidance beyond the training that will make the training information stick and your leadership ranks improve.
A lighting retrofit in July 2005 involving 7,300 fixtures at the 390-room Baltimore Marriott Hunt Valley Inn made for a summer of delight—not discontent—for executives of privately held HEI Hospitality LLC, the Norwalk, CT, company that owns and manages the property.

The hotel cut wasteful spending on energy for lighting over 50 percent by replacing outdated incandescent and fluorescent lamps in favor of dimmable, long-life plug-in and screw-in compact fluorescent lamps from GE Consumer & Industrial, and high-efficiency T8 linear fluorescent lamps and UltraMax® electronic ballasts.

“We’ve helped the hotel hit a 50-percent improvement on kilowatt savings alone,” says Richard G. Lubinski, president of Ohio-based energy consulting firm Think Energy Management, LLC, a consultant to HEI. “There’s also a tangible reduction in electrical demand peaks (KW), lower maintenance hassles and lower costs whenever long-life lighting products are applied.”

Lubinski reports that the 6-month performance of the new lighting nets out an annual savings of 1,250,000 kWh of electricity consumed, compared with the old lighting. Most of the retrofit involves compact fluorescent lamps used for down-lighting and general lighting applications in hotel hallways, banquet rooms, conference rooms and guestrooms.

Lubinski’s firm and HEI collaborated with GE Consumer & Industrial to develop a self-funding energy-efficiency initiative that not only cuts spending on energy for lighting, but also delivers lower maintenance costs and better quality lighting. Thus far, the three companies have conducted investment-grade lighting audits and established lighting retrofit standards for 28 HEI properties. As new properties are purchased by HEI, the new energy efficient lighting standard will be applied.

“In the hospitality industry, our profitability ties directly to our approach to energy management,” says Bob Holesko, vice president of facilities for HEI. “While we can’t control escalating electricity and natural gas costs, we can control our properties’ energy consumption with responsible demand-side energy management projects. Our Marriott Hunt Valley Inn is a classic example of how a simple lighting upgrade can greatly improve a hotel’s financial performance.”

Back-of-house operations at the hotel, previously illuminated by T12 40-watt linear fluorescent lamps operating on magnetic ballasts, were retrofitted with GE Consumer & Industrial’s highly efficient F28T8 UltraMax® System, which combines F28T8/SP35/UMX/ECO linear fluorescent lamps and UltraMax® electronic ballasts. For about 500 linear fluorescent fixtures, HEI saw light output jump from 4,950 lumens to 5,170 lumens. Color rendering also improved.

HEI’s energy-efficient lighting program has generated a new best practice: it now conducts periodic group re-lamping at its properties to maintain lighting quality and to optimize energy efficiency.

Many down lighting and general lighting applications —where up to 200-watt incandescent lamps had been used—now feature dimmable plug-in or screw-in compact fluorescent lamps. A 42-watt CFL from GE Consumer & Industrial, for example, offers up to 72 percent energy savings compared with a 150-watt incandescent lamp used near a reading chair.

From nearly $2.3 million invested in new lighting at its properties, HEI executives expect to achieve over $1 million in annual lighting energy cost savings. HEI looks for a payback of 3 years or less for lighting retrofits.

According to ENERGY STAR, an EPA program that helps businesses and individuals protect the environment through superior energy efficiency, U.S. hotels spend about $4 billion yearly on energy. Reducing costs by just 10 percent is the equivalent of a $0.62 ADR increase for limited-service hotels and a $1.35 ADR increase for full-service hotels.

Advantages Summary: Better Quality Lighting & Lower Energy Costs

• Meets or exceeds hotel brand standards
• Enhances guest satisfaction
• Provides fast, ongoing return on investment
• Provides positive net present value as an investment
• Lowers energy, operating and maintenance costs
• Increases staff awareness of energy management
• Reduces greenhouse gas emissions

For more information, consumers may visit www.ge.com.
Westinghouse Debuts 2006 Lighting Fixture Catalog

New Catalog is Lifestyle Inspired

Incorporating a lifestyle inspired layout, Westinghouse Lighting Corporation’s 2006 lighting fixture catalog features over 800 items in vibrant application and product images.

Including interior and exterior lighting products, the 2006 catalog contains over 200 new, decorative lighting fixtures as well as the latest PentaLux fluorescent fixtures and expanded Energy Star® product lines.

By using numerous application shots and colorful backgrounds, the new catalog has magazine-style appeal which emphasizes the finishes, textures, and designs of each fixture. A “Trends & Tips” section appears throughout the catalog to help consumers choose the best lighting products for their homes.

To request a 2006 Westinghouse Lighting Corporation fixture catalog, e-mail info@westinghouselighting.com or call 1-800-999-2226.

Lighting System Designers, Certifiers Urged to Register for Free National Lighting Bureau Referral Service

A nationwide search for lighting system designers and what the Internal Revenue Service calls “qualified individuals” has been launched by the National Lighting Bureau, to expand its free referral service for those seeking a lighting system designer and those who need a “qualified individual” to certify that a lighting system meets Energy Policy Act efficiency targets and is therefore eligible for preferential tax treatment. The referral service is located at the Bureau’s website: www.nlb.org.

According to the Bureau’s communications director, John P. Bachner, “Highly cost-effective lighting does not happen by accident. It’s achieved by lighting system designers who have the education, training, experience, and skills needed to help owners and managers achieve optimal results. Reduced energy consumption of itself is not an optimal result, because so many additional results can be achieved, and many of them have far more bottom-line value.”

Bachner went on to note that “lighting is for people. When people have light that is designed to help them see better, they can perform their visual tasks faster, with fewer errors. If an organization employs 100 people, it might pay $6,000 or so for the energy consumed for the employees’ task lighting each year. If lighting system modifications could cut that amount in half, the organization would save about $3,000. However, if the change lowered employee productivity by just 1% – a loss of less than five minutes a day – the $3,000 annual savings could create a hidden expense worth well over $30,000.” By contrast Bachner said, an experienced lighting system designer could be able to design a system that achieved energy savings of 40%-50%, but – more important from a bottom-line viewpoint – could also result in increased productivity, fewer errors and rejects, fewer accidents, lower insurance bills, and increased building value, among a variety of other benefits whose worth, in aggregate, “could easily exceed $40,000, $50,000, or more each year.” Such systems comprise what the Bureau calls High-Benefit Lighting®; i.e., lighting that achieves far better returns than energy savings alone, because it is designed to help people perform visual tasks more effectively.

Coincidently, the nation’s commercial building owners have a powerful new incentive to install better lighting, thanks to Section 1331 of the Energy Policy Act of 2005, which provides tax incentives to owners that install high-efficiency lighting. Until the recent issuance of Internal Revenue Service Notice 2006-52, an “interim guidance” document also available through www.nlb.org, owners were unsure of who had to certify a new or upgraded lighting system’s efficiency in order for them to claim tax benefits. Now the answer is known: Owners need to rely on “a qualified individual”; i.e., someone whom the IRS defines as a licensed engineer or contractor who “has represented to the taxpayer that he or she has the requisite qualifications to provide the certification required” and/or to perform the inspection and testing that is also mandated. “We also want these ‘qualified individuals’ to register on our website,” Bachner said. “Owners are anxious to take the next step.”

Although the tax incentives encourage high-efficiency lighting, not necessarily High-Benefit Lighting, Bachner said he expects many upgrades to go beyond “energy alone. It would be foolish to design a lighting system that did not achieve the full range of benefits so easily attainable. And it would be even more foolish to install a system that achieves efficiency at the expense of lighting quality.”
Will “qualified individuals” be capable of designing High-Benefit Lighting systems? “Some will and some won’t,” Bachner said, noting that the Bureau’s website also provides guidance on how to select a consultant. “We believe owners need to be particularly cautious when it comes to lighting system design, because it involves so much more than energy. We’re talking about productivity, safety, security, building values, curb appeal, retail sales, and more. The dollars involved go far, far beyond those required to operate lighting.”

To register as a lighting system designer or a “qualified individual” who can certify a lighting system’s efficiency, or to find either type of consultant, visit the National Lighting Bureau’s website at www.nlb.org.

More information is available at the Bureau’s website or by contacting the Bureau’s communications office by telephone (301/587-9572) or e-mail (info@nlb.org).

New Ceiling Fan Catalog Supplement Introduces 2006 Products

Augmenting the company’s extensive fan line, Westinghouse Lighting Corporation’s 2006 ceiling fan catalog supplement introduces over twenty-five basic and upscale ceiling fans.

The supplement presents Westinghouse’s highly fashionable ceiling fans with both uplight and downlight light kits along with a series of ultra modern-styled fans featuring light kits that use MR16 halogen lamps. The latest Energy Star® approved fans are included, as well as fans containing Westinghouse’s patented InstaLoc™ technology.*

To request a 2006 Westinghouse Lighting Corporation ceiling fan catalog supplement, call 1-800-999-2226 or e-mail info@westinghouse-lighting.com.

* Ceiling fans featuring InstaLoc technology are quick, safe, and easy to install. They are pre-assembled at the factory and have 75% fewer parts than standard fans.

TCP, Inc., to Open New Corporate Headquarters

To better accommodate its customers and continue to grow its line of energy efficient lighting products, TCP, Inc., has partnered with Curtis Layer, a building design firm, to build a larger corporate headquarters to house its offices and a distribution center. Crews
broke ground in June 2006 on the new 125,000-square-foot facility that will include a distribution center and a two-story office space. A grand opening is anticipated for Spring 2007.

“With the completion of our new building comes the opportunity to grow the company and its capabilities, allowing us to develop new, innovative lighting technology and continue bringing new products to the market that will transform the way Americans light their homes,” said Ellis Yan, CEO, TCP, Inc.

The new building will include a warehouse facility equipped with Radio Frequency Technology, a customer service call center and a Certified UL and NVLAP Testing lab. It will also feature a workout facility, a full-service kitchen and will be able to staff 175 employees. In the future, the new building could be expanded to encompass more than 360,000 square feet of combined office and distribution space.

For more information, visit us at www.tcpi.com or call (800) 324-1496.

TCP, Inc. Donated 5,000 Energy Efficient Light Bulbs to New Orleans Residents

Compact fluorescent lamps will help residents reduce energy costs

TCP, Inc., the leading supplier of compact fluorescent lamps (CFLs) donated 5,000 energy efficient light bulbs to New Orleans residents impacted by last year’s devastating hurricane season. The CFLs will help consumers reduce their energy costs and conserve the environment as they prepare for the 2006 hurricane season.

“Seeing the destruction to the New Orleans area from Hurricane Katrina had a profound impact on many of us in other regions of the country,” said Ellis Yan, CEO of TCP, Inc. “Through this small gesture, TCP offers its support to those affected by Katrina in addition to providing them with a viable way to help save both electricity costs and energy in the future.”

The first 5,000 people attending the “Hands-On Hurricane Preparedness” event at The Pontchartrain Center in New Orleans on July 22 – 23, 2006 received a CFL courtesy of TCP. The CFLs use less than three-fourths the energy of standard incandescent light bulbs, and produce the same quality of light. In addition, the event supplied homeowners with the knowledge and tools they need to repair and prepare their homes for another hurricane season.

Over the last five years there has been a steady increase in CFL sales and a significant increase in the general public’s awareness of energy efficient lighting. This will only continue to grow as gas prices rise and consumers look for new, creative ways to save money. The simple solution of replacing five light bulbs in the home can help lower monthly utility costs by more than $60 a year.

For more information, visit us at www.tcpi.com or call (800) 324-1496.

Con-Tech Lighting Introduces New Sirius Lighting Web Site

www.siriuslighting.com

Experience a new web site dedicated to the most exquisite lighting system in the world, Sirius Lighting. Sleek. Sophisticated. Superbly Engineered.

siriuslighting.com

A user-friendly site, providing easy access to product spec sheets, images, features and ordering information to help make specifying Sirius a quick and easy process.

Sirius Lighting

Superbly engineered fixtures that embody innovation, style and excellence. Sirius offers new design possibilities, unsurpassed fixture adjustability and the enduring beauty of fixtures that are milled from solid brass.

Sirius fixtures are crafted with features such as:

- Sleek Internal Connectors
- 24k Gold
- Austrian Crystal

Litetronics Adds New Boston Warehouse

Litetronics International, Inc. has expanded storage and delivery capabilities by adding another warehouse. This new warehouse, located in Boston, will speed delivery to regional Litetronics customers. With the addition of the Boston facility to existing warehouses in Dallas, Las Vegas and Chicago, Litetronics now has a major storage facility in each region of the country. This assures quick delivery and ample available product stock.
The Boston warehouse will carry a full stock of Litetronics products. Typically, Litetronics orders placed by 1:00 pm Central time will be shipped out of the closest warehouse on the same day. For further convenience, local customers can pick up their orders directly from the warehouse between 8:00 am and 5:00 pm. With this additional storage facility, Litetronics is continuing its commitment to providing fast product delivery and exceptional customer service.

Litetronics International, Inc. began operating in 1970. It was then that Litetronics developed the Super Service incandescent light bulb, the first 20,000 hour incandescent lamp with a two year warranty. Today, Litetronics manufactures and markets a wide range of long-lasting, energy-efficient lighting products, including incandescent, halogen, fluorescent, cold cathode fluorescent, metal halide and high pressure sodium lamps.

Litetronics International, Inc. Acquires Harmony Lighting

Litetronics International, Inc. has entered into an agreement to acquire Harmony Lighting effective August 4, 2006. Harmony Lighting, currently based in Hingham, MA, is a manufacturer and marketer of energy-saving Compact Fluorescent (CFL) lighting, particularly for the utility and hospitality industries. This focus made Harmony an ideal acquisition for Litetronics, a manufacturer of a wide assortment of long-life, energy-efficient lamps since 1970.

Harmony’s headquarters and operations will be consolidated into Litetronics facilities in Alsip, IL by August 31, 2006. This acquisition allows Harmony to benefit from Litetronics’ larger and more established infrastructure. By adding Harmony’s unique product line of CFL lamps, Litetronics can better serve both companies’ customers in the hospitality market.

Call LITETRONICS for additional information at 1-800-860-3392 or visit us at www.litetronics.com

Educational Training Opportunities

Advance University  (800) 322-2086
GE Lighting Institute  (800) 255-1200
NAILD University – www.naild.org or call (716) 875-3670
Osram Sylvania  (978) 750-2464
Universal Lighting e-Learning Center  www.universalballast.com
The Philips Lighting Technology Center  (732) 563-3600
**AEI Introduces Superior Maintenance Alternative to Competitors Steel High Bay Fluorescents**

In the last few years customer solutions and quality have been sacrificed for price. AEI recognizes the need for fixture solutions that save customers time and labor but are as equally gentle on the pocketbook. To continue their dedication to customer solution designs AEI has added a new steel high-bay line to go with their popular aluminum “L” series.

This new cold rolled steel construction features extra durability for higher abuse environments and the same great savings features “Tool-Free Maintenance” and “Labor-Saving Installation,” including AEI’s patented “Push Button Access.” In three easy steps and less than 3 seconds you gain access to the new steel design’s ballast and wireway for easy maintenance. With the addition of this new steel design into the T5 and T8 high-bay line customers now have even more opportunities to save money for the long term while gaining flexibility in their applications. For more information on the industry exclusive.

SLi Lighting Announces Two New Metal Halide HID Lamps

SLi Lighting, one of the world’s largest manufacturers of lamps, has announced the addition of two lines of metal halide HID lamps, Pulse Start Metal Halides and Protected Metal Halides, to its product line.

SLi’s Pulse Start Metal Halide is available in a variety of wattages including 175, 250, 320, 400, and 1,000 Watt models. The 175, 250, and 400 Watt models have a 4000K color temperature. The 320 Watt model is 4,300K and the 1,000 Watt posts a color temperature of 3,800K. The 175 and 1,000 Watt models have a rated life of 15,000 hours, while the other models are rated at 20,000 hours. Each of the wattages has a CRI of 65.

The Protected Metal Halide model is available in 400 and 1,000 Watt models. The 400 Watt lamp has a 3600K color temperature with 20,000 rated life hours. The 1,000 Watt Protected Metal Halide has a color temperature of 3,500K and a rated life of 15,000 hours. Both wattages have a CRI of 65.

SLi metal halide products provide the user with a highly efficient, high light output source with very good color rendering performance available in a variety of wattages. These lamps are installed in a wide range of commercial, industrial, retail, and outdoor applications. Toughcoat lamps are available in applications where shatter-resistance is desired.

The North American division of SLI Lighting is headquartered in South Carolina and has 10 distribution centers across the United States. SLi manufactures to comply with many international standards, including IEC, ANSI, ISO 9000, ISO 14000, UL and ENERGY STAR. For more information, please visit www.sli-lighting-usa.com.

TCP, Inc. Broadens Its Linear Line of Fixtures and Lamps

TCP, Inc. introduces its expanded line of linear fluorescent lighting products, offering even more energy efficient fixtures and lamps as an alternative to traditional HID and incandescent systems in high bay and open ceiling applications, specifically gymnasiums, warehouses, manufacturing and industrial plants, distribution centers and big box retailers.

TCP’s high bay lighting system gives facility owners and managers an easier solution for switching, dimming, and emergency lighting, while offering a safe, flexible alternative to HID luminaries. When used in place of HID systems, high bay luminaries can lower lighting energy costs by 50 percent or more, provide better lumen maintenance (94% at 40% rated life or design lumens), better light unifor-
mity and longer lamp life (24,000 hours).

With the “stay light” feature, if one lamp goes out, the remaining lamps stay lit, providing uninterrupted light performance while helping to reduce costs associated with routine maintenance. The high bay lighting system is designed for suspended, pendant or surface mounting. A variety of accessories are available, including power cords, occupancy sensors, lenses, hanging kits, wire guards and emergency ballasts.

TCP also introduces a new “high lumen” T8 lamp for its high bay lighting system. At 97 lumens per watt (LPW), it provides ten percent more light than standard T8 lamps. TCP’s “high lumen” T8 is available in 5000K and lasts up to 30,000 hours at 12 hours per start.

TCP is further expanding their linear fluorescent offering with the addition of 54W T5HO lamps. With 5000 initial lumens and superior lumen maintenance, these lamps are ideal for higher ceiling applications. In addition, their slim profile and shorter length allow for many diverse new construction applications. TCP’s T5HO lamps are available in 35K, 41K, and 50K offering an excellent range of color temperatures all with a CRI of 85.

As an added feature on select T8 lamps, TCP offers ArmRlux™, a shatter-resistant coating that contains glass shattering caused by impact, unusual stress, fragments and thermal shock. The ArmRlux coating only reduces lumen output by one percent. It meets FDA and OSHA requirements, making it ideal for use in restaurants, kitchens, manufacturing facilities, hospitals, schools, and gymnasiums.

For more information, visit us at www.tcpi.com or call (800) 324-1496.

Advance Offers Exclusive New “Ballast Checker” Tool to Support Lighting Audits and Upgrades

Advance proudly introduces its exclusive new Ballast Checker, an easy-to-use hand-held device that quickly identifies a ballast’s technology type for use in confirming ballast status and pinpointing lighting upgrade opportunities.

When pointed at a fixture, the Ballast Checker will turn green if the light source is powered by a high frequency electronic ballast and orange if it’s powered by a magnetic ballast, indicating a prime opportunity for a lighting upgrade involving electronic technology. In addition to assisting contractors, distributors, and other lighting professionals in determining a ballast’s status as well as adding credibility when conducting a lighting audit, Advance’s Ballast Checker can be used to verify that a fixture has indeed been installed with an electronic ballast post-installation.

Compact and lightweight, the Ballast Checker can operate at up to 15 feet or more from a light source and comes complete with long-life batteries that are pre-loaded for immediate use, as well as an attached lanyard for carrying convenience.

An extremely popular technology since its commercial market introduction 15+ years ago, electronic ballasts can reduce energy consumption and costs by as much as 45% relative to standard magnetic technology. The use of electronic ballast technology also drives a broad range of additional benefits, including improved lighting quality and environmental sustainability.

For more information on the Advance Ballast Checker (including price and availability), visit www.ballastchecker.com or contact your Advance sales representative or nearest Advance stocking distributor.
Calendar of Events

**2006**

**October 13 – 14**  
*NAILD Fall Board Meeting*  
Sandestin Golf & Beach Resort  
Destin, FL

**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 18 – 22**  
*NAILD’s 30th Annual Convention, Trade Show & Organized Casual Conference*  
Sandestin Golf & Beach Resort  
Destin, FL

**April 18 – 20**  
*Equity/EDN Annual Meeting*  
Schaumburg, IL  
www.equity.org

**2008**

**April 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

**July 20 – 21**  
*NAILD Executive Board Meeting*  
Bent Creek Lodge  
Asheville, NC

**October 12 – 13**  
*NAILD Fall Board Meeting*  
Hilton Head Marriott & Golf Resort  
Hilton Head, SC

**April 6 – 10**  
*Light + Building*  
Frankfurt, Germany  
www.light-building.messefrankfurt.com

**April 16 – 18**  
*Equity/EDN Annual Meeting*  
GA Hyatt Regency  
www.equity.org

**May 4 – 8**  
*LIGHTFAIR International*  
Las Vegas Convention Center  
Las Vegas, NV  
www.lightfair.com

**May 17 – 21**  
*NAED Annual Meeting*  
San Francisco Marriott  
www.naed.org

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NAILD is now accepting names of individuals to serve on its Board of Directors. Please send names to Linda Daniel at lmd@naild.org.
Got that morning-after glow?

Don’t wake up with a supplier you’ll regret.

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EiKO is proud to introduce the ArcMaster™ line of high pressure discharge lamps! Designed for the fast paced and demanding entertainment lighting industry, ArcMaster™ is a brand of OEM quality lamps manufactured to the highest standards using the latest technology and quality materials.

ArcMaster™ lamps feature:

- Superior lumen maintenance
- Excellent color stability
- Durable and rugged construction
- 7200K and 8500K color temperature options
- Long life versions
- Extensive selection for various applications
- Hot restrike capabilities

The quality and performance you demand from EiKO, a trusted name in lighting solutions for over 25 years.