We (Jean & Frank Johnson) are extremely excited about the 2008 Annual Convention in Hilton Head, SC. Dr. Nido Qubein is absolutely the best keynote speaker in the world! We had the opportunity to hear him speak before 10,000 people in Orlando about 10 years ago. He spoke for hours and held the entire audience spellbound. You could have heard a pin drop, it was so quiet! We were amazed that he could hold our attention for so long. He is truly an amazing person! We will have to say, we would not miss this event for anything. NAILD membership is in for a rare treat. Please send us registration paperwork as soon as it is available.

Eagerly looking forward to this event,
Jean & Frank Johnson
EnviroLight, LLC

See Article, Page 8
THE LONGEST LIFE HALOGEN MR-16 LAMP ON THE MARKET

Lasts up to 18,000 hours
ULTRALINE™ TITAN

The new Ultraline™ Titan MR-16 lamps last three times longer than standard MR-16 lamps making them ideal for applications where lamp and labor savings are desired. These lamps offer superior optics and exceptional lumen output. The Ultraline™ Titan lamps prove you can achieve long lamp life without sacrificing the quality or integrity of the lighted environment.
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What Do You Say When Someone Asks You

“What is NAILD?”

I usually start with a pause and a deep breath because it is going to take a while . . .

Certainly our fantastic annual convention is the first thing that springs to mind. This year’s convention in Hilton Head is going to surpass the wildly successful Destin meeting in venue, and veracity. This year’s keynote will practically put money in your pocket as you sit there. The speakers, the opportunities, the events, and the organization will blow you away. And to really top it all off, we are on Hilton Head Island during the most beautiful part of spring for the barrier islands a week after The Master and the week of The Heritage while the PGA makes it’s Flowering Magnolia Southern Swing. This is “high brow” southern hospitality with a big kicker of NAILD.

But pull back the curtain and NAILD is the organization representing the dedicated light distributor. It is made up of many different types of companies, focusing on many different types of lighting, going to market in many different ways, and concentrating on different methods to be successful. At heart we are lighting people.

It should come to no ones surprise that just as each of our own businesses change, react, and adapt; NAILD has done the same and our membership reflects that evolution. What may be less obvious is the need to formalize that evolution in defining our membership profile as we seek out new members. As we are moving hard to increase membership we are in need of a more current set of defining parameters of what a NAILD Membership Profile should look like. Gone are the days of a narrowly focused definition with a model that is inflexible to the way markets are evolving and the way distributors are competing.

The new profile of NAILD is broader, angular, and more inclusive of differing perspective of what it means to be in the business of lighting. This does not mean that the core principle of membership, being made up of distributors that bring and add value to the lighting industry, will change. It does mean that our vision of the scope of what that means will change. To put it in more simple terms, we cannot have a ‘pre-LED’ profile any longer.

The really exciting part of this rebirth of the NAILD profile is that our membership will be able to bring even greater value to each and every one of us. Vendor members will have more exposure and opportunity, distributors will broaden their influence and access to networking and ideas, and the organization will continue to thrive and lead the industry as The Lighting Association. After all, ‘NAILD – Where Lighting Means Business’ – is more than a tag line, it really encompasses why we are all active in this organization.

To be sure that this new path is strongly rooted as we move thru the next few years, long term planning and inclusion of NAILD’s future leadership has been actively and consistently involved in the formation and tactical planning of these parameters and criteria. This plan has been thoroughly vetted and will be meticulously managed to retain the high integrity and standards of the association.

Thank you for the opportunity to serve NAILD as your 2007/2008 President, I am excited about taking the point position in this incredible organization.

L. Gordon Hunt, LC
NAILD President 2007 – 2008
BUILT STRONGER 2 LAST LONGER

FEATURES AND BENEFITS:
- Warm Tone, Interior Designer's Choice
- Dimmable Range from 10% to 100%
- Flicker-Free Start
- High Luminous Efficiency: Up to 66 Lm/W
- Optimal Light Output in Any Position
- Suitable for Enclosed Fixtures
- Wide Range of Operation Temperatures: 0°F - 120°F

PQL also offers the largest selection of private label, full spectrum products in the industry with LOW MINIMUM ORDER requirements. Visit our website for a complete listing of products.

www.pqlighting.com
## Convention 2008

### 2008 NAILD Convention, Trade Show & OCC  
**Hilton Head Marriott Resort & Spa • Hilton Head, South Carolina**  
*~ Tentative ~*

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<td>New Member Orientation</td>
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<td>Track I – Business Development Track II – Lighting Technologies Track III – Tools for Success Track IV – TBD</td>
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### Notes:
- OCC = Orlando Convention Center
- Optional Vendor/Distributor Activity TBD
- All times are in Eastern Standard Time (EST).
Congratulations!
NAILD Lighting Specialist-I Graduates
(As of September 2007)

The following participants have completed the NAILD Lighting Specialist I Online Courseware as well as the Hands-on requirement.

Each of our graduates received their NAILD Lighting Specialist I certificate and pin. They are welcome and invited to use NAILD LS-I appellation on their business cards and as appropriate.

We are currently at 60 graduates. Congratulations to all.

Thank you for your continued support. If you have not yet participated in this program and wish to do so, please call Linda at (716) 875-3670 for all pertinent information.

Robert Rahlf
LeVeck Lighting Products, Inc.

Andrew Cowan
Atlas Lighting Products, Inc.

Lauren Reiter
EiKO Ltd.

Jeffrey Martin
EiKO Ltd.

David Hosea
Howard Industries, Inc.

Stephanie Weaver
EiKO Ltd.

Jerry Francis
EiKO Ltd.

Jasmine Reed
EiKO Ltd.

Tresa Mitzel
Schaedler Yesco Distribution, Inc.

New company name and address for Rebel Lighting Supply

Lighting Supply, Inc.
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Irvine, CA 92618-2578
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(877) 732-3507 toll free
(949) 858-3522 fax
Web Address: www.lsica.com

Address Change
Technical Consumer Products
325 Campus Drive
Aurora, OH 44202
(330) 995-6111
(800) 324-1496 toll free
(330) 995 6188 fax
Web Address: www.tcpi.com

New Distributor Member
1000Bulbs.com
Kim Pedersen, CEO/Founder
E-mail: kim@1000bulbs.com
124 Gross Road, Suite D
Mesquite, TX 75149
(972) 288-2277
(972) 764-5901 fax
Web Address: www.1000bulbs.com

New Member Profile

Kim Pedersen, founder of 1000Bulbs.com, got his start in the lighting industry over 25 years ago when he was employed as a salesperson in Elkhorn, Nebraska. Kim sold light bulbs to commercial and industrial customers across the Mid-Western states.

In 1982, he moved to Dallas for a job with a national lighting distributor selling the same line of products. After many years in sales, Kim decided to start his own company. He set up headquarters in Mesquite, Texas and started with a desk made of two saw horses and an old door.

Service Lighting has become a leader in the lighting industry and does more than $14 million in sales annually.

1000Bulbs.com was founded on the principles of excellent customer service, quality products, and low prices.

“We are humbled by our success and are truly here to deliver the best service and prices possible,” said Pedersen. “At 1000Bulbs.com, we really do love light bulbs! Our enthusiasm and devotion set us apart from the rest, and we are honored to serve your lighting needs.”
Are You a Creative or a Reactive Thinker?

By Dr. Nido Qubein

The other day I was talking to a CEO about the educational and development needs of his corporation, and he remarked, “You know, Nido, leadership isn’t what it used to be. I used to think I knew what to look for in leaders. Now I’m not so sure.”

He continued: “When I first went into business, a strong leader could say ‘Follow me,’ and people would follow. Now when you say that, your employees want to know where you’re going, what you expect to find when you get there, and what’s in it for them if they follow you.”

His comments were very perceptive. Today’s business climate requires a different type of leader, because we’re dealing with a different type of work place and a different breed of followers.

The old-style leadership was well-suited to yesterday’s mechanical-type of organization in which employees were regarded as cogs in a machine and only management did the thinking. When only managers were allowed to think, you needed leaders who could give orders with authority and employees who were willing to follow without question.

But smart executives nowadays realize that you can’t remain competitive while running a mechanical organization. You must have a thinking organization, which means that people at every level must be able to think and must be free to think.

As cooperation becomes the norm from the senior management team to the self-managed teams on the work floor, we need to take a careful look at the types of leadership necessary to mobilize this new-style work force.

Here are the characteristics I see in successful leaders of thinking organizations:

• They help people decide for themselves what to do; they don’t tell people what to do.
• They lead in the creation of corporate visions. They align their personal visions with the corporate vision and help others in the company to do the same.
• They expect excellence in those around them, and they make those expectations known. The people on their teams usually live up to these expectations.
• They invite people to speak up, and they listen and respond to those who do. They welcome good news and bad news from their associates, knowing that they can’t lead wisely unless they are fully informed.

Today’s leaders can’t be guardians of the status quo. They must foster a climate in which the search for higher quality and better methods becomes a way of life. This calls for creative thinkers.

Obviously, if you want your organization to think creatively at every level, you need creative-thinking leaders at every level.

Such leaders don’t bark orders. They use positive reinforcement to influence people toward the behaviors they desire.

They don’t isolate themselves from the people they lead. They mingle with them, ask about their problems and concerns, and look for ways to help them. They promote a sense of “family.”

They don’t pretend to have all the answers. They ask for information and advice before making decisions.

They don’t try to do it all themselves. They make full use of the talents of those around them.

They don’t lord it over others. They treat employees, clients, customers and associates with respect. They are not condescending toward any of the corporate stakeholders, but regard them all as members of the team.

They encourage a constant search for improvement and a constant quest for excellence.

They provide the educational and developmental programs needed to achieve these goals. Some people think leaders are born, not made. It’s an old idea. It gave rise to the modern concept of leadership: a process by which management creates an environment in which people voluntarily align their efforts toward common objectives.

The good news is that one doesn’t have to be born with certain “traits” to exercise this type of leadership. Leadership skills can be taught to your staff, your associates and your employees, and they can be employed by people of a wide variety of temperaments. My staff and I at Creative Services teach those skills every day, and have been teaching them for two decades.

They work.

So when my friend observed that “leadership isn’t what it used to be,” I responded, “Yes, and thank goodness for that.” American competitiveness demands leadership that can come aonly from creative thinking at all levels of the organization. A team educated in this new style of leadership pays handsome dividends in the competitive global marketplace.
Howard Lighting manufactures a vast selection of high quality lighting products that are ideal for commercial and residential uses. Featuring Howard's best-in-class ballasts, fixtures, and lamps; we offer over a thousand possible lighting combinations. Our products are easy to install, require minimal maintenance, and are engineered for performance.

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Howard Lighting's "Security Plus" warrants Howard products to be from defects in material and workmanship. If a Howard-branded electronic ballast fails to operate within the warranty period, we will provide a free replacement ballast and labor allowance in accordance with our ballast warranty guide. For full warranty terms and conditions, please see our "Security Plus" warranty sheet.

HOWARD
LIGHTING PRODUCTS
www.howard.com
Everybody loves trade shows. Strike that. Those who do not have to work in the booths for several days love trade shows. For those who roam the aisles, trade shows are usually really fun places to be. You get to see the latest and greatest from your favorite manufacturers.

The competition heats up to grab your attention – attractive spokespeople, drawings for trips to exotic places, things that make loud noises and bargains that will knock your socks off. This is the modern state fair for the wholesale distributor. Through all the hoopla and fanfare, we must keep a level head when we are considering opening up the company wallet.

Don’t Let Your President Walk the Aisles Alone
I mentioned in a recent article that the number one purchaser of new items is the owner. These are dangerous people. They are salespeople with checkbooks. All kidding aside, most owners are entrepreneurs. They see potential in everything.

Remember, they hired us to make sure that they did not spend themselves into oblivion. We need to be the voice of reason. We talked about this in a recent seminar and one gentleman slowly let his gaze drop to the floor. He is the president of his company and he had brought on this new line of hammers that would “fly off the shelves.”

He confessed that one year later he was still sitting on his initial purchase. Take my advice; carry a cattle prod with you. The minute your president says “We will make a ton of money selling these . . . ,” hit him with a couple of volts. The rest of the company with thank you later.

Have I Got a Deal for You
It just isn’t a trade show without a show special. Typically, a manufacturer gives you special discount valid only on the show floor. You are sent a flyer in advance with all the special deals; but you must place the PO at the show.

This is a little trick to make sure that you make it by the booth. Most of us have not had the ability to write a PO on the floor of a trade show for many years; but somehow the tradition stays intact. The question of the hour is how do we take advantage of the special?

Try putting “a bunch of” or “tons” in the quantity column of your next PO. Send it off to the manufacturer and see what happens. Dangerous thought.

At some point in our purchasing career, we have all been faced with this situation. How do we best take advantage of a promotional price while not overloading our shelves? Fortunately, there is a relatively simple formula to get you in the ballpark.

Bring Plenty of Ammunition
Let me give you a couple of hints when buying at a show.

If you know that you will be encountering some special deals, bring along a stock status report. This will help you know what you have at the time of the show.

Understand the turn and earn for the line under consideration. Compare it to similar lines if you have a question about the products in question.

Understand where your current order points and line points are for the line under consideration. This will help if you must make a quick decision.

The trick is to be prepared to take advantage of any
opportunities coming your way. This information is a very powerful when you are invited to an “off the floor” meeting with a supplier.

**Do the Math**
Before we go into the mechanics of the formula, we need to have an understanding. Are we buying at the special price to make some additional net income for the company? Or, are we buying at the special price so that we can pass along the savings to our customers? If we are trying to make a great buy for the company, don’t tell the sales team.

Don’t adjust the cost basis. Just let it ride on through to the bottom line. Let’s assume for the point of discussion that we are trying to earn some extra net profit for the company. Show specials on items with good usage are a great way to earn extra income for your organization.

When we choose to load up on inventory (invest the company’s cash), we need to understand that we have entered into a speculative buying situation. When we incur risk, we deserve to get a little reward. Our goal is to get a nice return for risking some of the company’s cash. This is referred to as Return on Additional Inventory or ROAI. I am going to suggest that we shoot for a 40% return on our additional investment. If the prices and the usage remain constant, we will walk away with a decent return.

Our end goal is to come up with a number of months usage to buy above the line point. The line point refers to the moment in time when an item becomes a candidate to be purchased with other items from the same vendor. I don’t have the space to go into a lengthy discussion of line point in this article; but I would be happy to explain it in detail if you contact me.

In order to come up with the months supply, we can use this simple formula. Multiply 24 times the discount percentage being offered by the manufacturer. We divide that by the sum of the desired return on additional inventory (ROAI) plus the cost of carrying inventory (K). For those of us who relate better visually:

\[
\text{Months to Buy} = \frac{24 \times \text{Discount \%}}{\text{ROAI} + K}
\]

In this example, let’s assume that the discount offered is 10% and your K cost is 25%.

\[
3.69 = \frac{24 \times .10}{.40 + .25}
\]

This example suggests that we examine all of the items offered in the promotion. We purchase just 3.7 months of surplus inventory to gain the desired returns on our investment. Be careful that you are only taking the inventory level up to 3.7 months above the line point. We must deduct any quantities that we already have on order and we must deduct any quantities that we currently have above the line point. By using line point as our indicator, we will automatically be buying more fast moving items. They will have the greatest tendency to be near or below line point.

**Create a Way Out**
Before we place the purchase order, we should try to hedge our bet just a bit more. Since we are bringing a larger quantity of product into the inventory, let’s try to pick up some insurance from the manufacturer. Before we place the order, let’s know what our options are if the inventory goes bad. Conditions change without warning. I would try to negotiate a no-penalty return after 6 months. A one for one stock adjustment would be an acceptable compromise.

This may seem like a cumbersome exercise; but with the right software and little effort, you will be able to hand over that purchase order with confidence.

---

**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.
August 9, 2007

Dear ENERGY STAR Partner or Other Interested Party:

Since its inception in 2003, thanks to the efforts of ENERGY STAR residential new construction Partners and other homebuilders, the ENERGY STAR Advanced Lighting Package (ALP) has been installed or is committed to be installed in nearly 5,000 homes around the United States. The Package has served as a marketing tool to help home buyers choose high quality energy efficient lighting while making a positive, lasting environmental impact. Incorporated as the baseline for energy efficient lighting in numerous home construction programs, the ALP is now referenced in the National Association of Home Builders’ Green Home Building Guidelines and the U.S. Green Building Council’s LEED for Homes rating system, and has been praised by many builders as a way to distinguish themselves and their homes in the marketplace.

As the Package has continued to gain traction in the residential new construction market, the Environmental Protection Agency (EPA) has received feedback about the formula used to determine qualification for the ALP designation. At the same time, field assessments of new residential construction have suggested that many lighting packages installed are in fact qualified to be designated ENERGY STAR ALPs, but confusion about the ALP criteria has kept builders from pursuing the designation. Based on this, EPA believes that a simplified ALP definition would be a valuable and welcome change for our Partners, making it easier for builders to incorporate the ALP in their marketing strategies, while improving the reporting of ALP installations.

Effective this September 1st, the Advanced Lighting Package designation can be applied to packages comprised of more than 60% ENERGY STAR qualified hard-wired fixtures, inclusive of outdoor fixtures, without consideration for where the fixtures are installed. Partners and other homebuilders will no longer need to determine which fixtures are installed in High-Use Rooms, Medium or Low-Use Rooms, or Outdoors. Analyses have shown that this change in definition will produce equal or greater energy savings over the original ALP definition, while providing stronger messaging opportunities for builders. For example, builders will now be able to tell potential homebuyers that more than half of the lighting installed in ALP-equipped homes meets the energy efficiency and quality requirements of ENERGY STAR. Depending on the size of the home, with one or two additional qualified fixtures installed beyond the 60% requirement, the message can be strengthened to say that more than two-thirds of the lighting is ENERGY STAR qualified.

EPA recognizes that because the old ALP definition has been incorporated into various program requirements, promotional literature, training materials and the like, it will take time for Partners, homebuilders and other interested parties to transition to the new definition. For this reason, EPA is proposing that for a period of one year, ending September 1st, 2008, both old and new definitions will be allowable for ALP designation of lighting packages.

Attached please find the revised ENERGY STAR Advanced Lighting Package Eligibility Criteria for your review and reference. It is our hope that with these changes, builders will find the Advanced Lighting Package easier to understand, more compelling to market to home buyers, and more straightforward to report the number of Packages installed. As always, we value Partner comments and input – please feel free to contact Meghan Hoye at ICF International, mhoye@icfi.com or (603) 670-9999. I can be reached at baker.alex@epa.gov or (202) 343-9272.

Thank you for your continued support of ENERGY STAR.

Respectfully,

Alex Baker
ENERGY STAR Lighting Program Manager
US EPA
ENERGY STAR Advanced Lighting Package Eligibility Criteria

1) Definitions
A. ENERGY STAR Advanced Lighting Package (ALP): A minimum percentage of all hardwired fixtures in a home that must be ENERGY STAR qualified.
B. Light Fixture (Luminaire): A complete lighting unit consisting of a lamp or lamps, and ballasting (when applicable) together with the parts designed to distribute the light, position and protect the lamps, and connect the lamps to the power supply. Note: for the purposes of this definition, torchieres, desk lamps, and other portables are not defined as hardwired fixtures and do not apply towards the counts for meeting the minimum percentage of ENERGY STAR qualified fixtures.
C. Residential Ceiling Fan: A non-portable device designed for home use that is suspended from the ceiling for circulating air via the rotation of fan blades. Some ceiling fans also have an integral or attachable light kit.
D. Residential Ceiling Fan Light Kit: A complete lighting unit consisting of a lamp or lamps, and ballasting (when applicable) together with the parts designed to distribute the light, position and protect the lamps, and connect the lamps to the power supply. Light kits can be:
   • Integral – the light kit is attached to the ceiling fan housing at the time of purchase. This type of light kit is integrated into the bottom cap of the fan and cannot be removed or replaced with another light kit.
   • Attachable – the light kit is not, at the time of sale, physically attached to the fan. The light kit must be attached to the ceiling fan for the lights to work. Attachable light kits might be included inside the ceiling fan box at the time of sale or sold separately for subsequent attachment to the fan.

2) Qualifying Advanced Lighting Packages:
In order to qualify as an ENERGY STAR Advanced Lighting Package, the package must meet the definitions in Sections 1A through 1D, as appropriate, and the performance requirements provided in Section 3, below.

3) Performance Specification for Qualifying ENERGY STAR Advanced Lighting Packages:
A. Minimum Percentage of Qualified Fixtures: The Advanced Lighting Package designation can apply to lighting packages that consist of a minimum of 60% ENERGY STAR qualified hard-wired fixtures, indoor and/or outdoor, without consideration for where the fixtures are installed.
Note: There will be a transition period, during which time the Advanced Lighting Package may still be defined by the old definition which references specific room requirements. However, as of September 1st, 2008 only those homes that meet the definition and requirements provided in this document will be considered ALP-equipped.
B. Use of Ceiling Fans: In addition to the light fixture requirements, all installed ceiling fans must be ENERGY STAR qualified for a lighting package to receive the ALP designation. ENERGY STAR qualified ceiling fan light kits can be counted toward the ALP 60% requirement.
Visit the ENERGY STAR Web site at www.energystar.gov/lighting to determine qualified fixtures and ceiling fans.
The Next 15 Years are Only 5 Years Away

A Bi-Monthly Column By Russell J. White, CSP

It’s 1992. The Internet is barely in the public eye, cell phones are still for the rich and famous, the youngest president since Kennedy is taking office, and the recession is about to give way to a booming era of commerce. Looking back 15 years, how much has your business changed since then?

What shifts have you seen in your marketplace? Technological leaps, your customer expectations, your employees’ need for information? I think most of us would agree the last 15 years have brought about a huge amount of change in how we do business.

Many companies made the correct decisions and projections to still be in business, and to be tuned in. Some CEOs focus their energy on what can be done in five years. What can they do to position themselves in the market? They’ll probably change the competition 15 years ago and some companies have risen to the top of their fields, commanding respect and getting increased market share and profits. How did those companies do it?

Three basic factors determined their success, and those same factors will impact the success of businesses over the next 15 years— which will be compressed into the next five years:

1. Accurate projections
The ability to project future trends of the marketplace, customers and employees is to have an upper hand on most competition. Typically, when working with companies on their strategic plans I ask executives to project what their industry will look like 15 years out. What changes will be required to be successful? And, those projections usually come true . . . in five years.

The key to effective market projections is to be tuned in. Some CEOs focus their energies on the day to day, getting caught up in the problem-solving of the organization and lose the bigger view. Their projections are often short-sighted and inaccurate because they are not focusing in the correct area of their role as lead executive.

What cutting-edge knowledge are you listening to, accessing, and learning through seminars that keep you in tune with future trends? Executives need to be retooling their knowledge every bit as much as the front line supervisor does to work with the new generation of workers. Proper projections give you advance notice (although not nearly as much as you think) to prepare and make the proper developments for the new trends once they arrive.

Making accurate projections, even if they happen in one third the time you think they will, give you the opportunity to be proactive and make advances on your competition.

2. Taking the risk
Once a CEO has confidence in his or her team’s ability to make good projections, action has to be taken in order to make those accurate projections to pay off. This is the gut check. I’ve heard many executives talk about their abilities to make things happen, yet when it comes to putting up the money to make it happen, their confidence heads south and they are filled with excuses for not taking action. Executives need to decide if they are playing to win or playing not to lose.

Assume your projections of an industry shift in 15 years will dramatically affect your business. Knowing that it most likely will take only five years for this shift to happen, are you ready to take the risk today to be proactive and prepare for that shift? Is your board of directors supportive of this action? If not, do you care if you job is on the line if you are wrong?

The “corner office” is no place for the weak at heart. Confidence is required to take risks. Risks are required to be proactive. Being proactive is required to be at the top of your industry. Take the risk based on confidence that your projections are accurate and reap the rewards while the excuse-makers continue to play safe and fight fires of their own making just to survive.

3. The luck that comes with preparation
Every successful business has been blessed with a lightning strike of luck at some point along the way. There is no doubt the lucky seem to keep getting luckier. Without going into the whole law of attraction tangent (which I do believe in by the way), the reason luck comes to those who are lucky is because they expect it and they are ready for it.

Preparation for the big windfall is critical in making the windfall a success. Some companies can actually grow too fast when hit with the lucky break, even to the point of bankruptcy because they weren’t ready for their good fortune. Some companies do get the luck because they never saw it coming and never saw it pass them by.

The TV show Friends made superstars out of its six main cast members. Were they simply lucky? What about the actors who turned down the opportunity when those roles were offered to them? Simply unlucky or were they unwilling to take a risk for a new type of programming? Those that accepted the roles were prepared to grab at the opportunity. They projected it would be good, were willing to take the risk and were prepared when the opportunity was presented.

Success as an individual or as an organization requires these three elements to work in harmony to achieve the best you can become. They used to say it takes 15 years to become an overnight success; at the pace of today’s world, it’s only five years away—if you are ready to make it happen.
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- Soft, babysitting sales mentality
- Lack of fundamental mastery

2007 Schedule
- Philadelphia, PA ~ October 8
- Portland, OR ~ October 22
- Oakland, CA ~ October 24
- Los Angeles, CA ~ October 26
- Houston, TX ~ November 7
- Cincinnati, OH ~ November 9
- Charlotte, NJ ~ November 12
- Tampa, FL ~ November 19

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Can you afford to let your competition out-gun you? Only $50
Advance Launches AmbiStar®
Line of Electronic Ballasts for
Residential and Hospitality Sectors

A leading manufacturer of ballasts for commercial, industrial, and other professional markets, Advance is proud to launch its new family of AmbiStar® electronic fluorescent ballasts exclusively for the residential and hospitality sectors. Designed and rated for consumer use, Advance’s AmbiStar ballasts drive a wide variety of the consumer market’s most popular fluorescent lighting options – from compact fluorescents to T5, T8, and T12 technology – to deliver warm, comfortable, and cost-effective lighting solutions to the market’s broad range of home and hospitality users.

Advance’s AmbiStar ballasts for compact fluorescent lamps (CFLs) support 13 Watt, 18 Watt, 26 Watt, 32 Watt, and 42 Watt models and are ideal for such applications as downlighting, task, ambient, hallway, and staircase lighting. The ballasts are offered in a variety of fixed and dimmable options for maximum flexibility. For CFL and T5 applications where space is at a premium, AmbiStar ballasts are additionally available in special miniaturized versions to deliver powerful and energy-efficient lighting solutions in a compact and versatile package.

Designed around the exact footprint of their magnetic ballast counterparts, Advance’s AmbiStar ballasts for fluorescent T8 and T12 lamps represent easy-to-install, energy-efficient replacement solutions which optimize linear fluorescent lighting applications in the residential and hospitality sectors. Available in popular 17 Watt, 25 Watt, 32 Watt, 34 Watt, and 40 Watt versions and ideal for kitchens, bathrooms, basements, and garages, the ballasts’ electronic circuitry provides comfortable and quiet performance while driving significant energy savings and promoting environmental sustainability.

Class B FCC EMI-rated, all AmbiStar ballasts fully meet EPA ENERGY STAR® Residential Lighting and consumer EMI requirements to ensure safe and reliable operation in residential settings. The ballasts further meet California’s Title 24 Residential Lighting Energy Efficiency standards to be fully California Title 24-compliant. Their electronic circuitry delivers energy savings of up to 25% over magnetic fluorescent ballast technology and as much as 75% energy savings relative to incandescent alternatives and also enables them to run cooler and operate quieter than many magnetic ballast alternatives. Depending on the model, AmbiStar ballasts are available with such exclusive features as color-coded, poke-in connectors to enhance ease of wiring and minimize installation time, dimming ability down to 15% of relative light output on dimmable models, and enhanced safety features including auto restart capability, ballast shutdown mode, and end-of-lamp-life protection.

Delivering the combined benefits of high performance, energy efficiency, and versatility, Advance’s family of AmbiStar electronic ballasts for compact and linear fluorescent lamps deliver high-quality, cost-effective, reliable, and sustainable lighting solutions to a broad range of consumer applications.

For more information on this new product, visit www.advanceinsurer.com/resources/literature.jsp.

EinOk Ltd. Introduces Energy Saving F28T8 Linear Fluorescent Lamps

EiKO Ltd. is pleased to introduce a new line of energy saving and environmentally friendly F28T8 linear fluorescent lamps.

The F28T8 linear lamp line is the latest cost savings and environmentally aware line to EiKO. When compared to standard F32T8 linear lamps, these lamps have comparable light output but the 28 watt lamps uses less wattage. Over the life of the lamp, four less watts equals 12% less energy used, significant costs savings and reduced environmental impact.

The F28T8 lamps feature 25,000 hour life and are available in four color temperature options: 3000K, 3500K, 4100K and 5000K and feature 83 CRI (color rendition index). All lamps are TCLP compliant.

For more information, visit our website at www.eiko.com.
long-term effects of moisture exposure, including the effects of frequent freezing and thawing cycles.

Operating with one, two or three energy-efficient fluorescent 32-watt T8 lamps or 54-watt T5 lamps, the Wet Location fixture is UL approved and delivers up to 50 percent energy savings. A medium impact acrylic lens provides improved light distribution while linear ribs control the lamp image. Newly, redesigned corners are also less prone to damage. Plus, a snap-in gear tray allows for easy access to the ballast.

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

Universal Lighting Introduces New Ballastar® Ballasts for F14T5 Lamps

Universal Lighting Technologies has introduced the latest expansion of its Ballastar® line of light-level switching ballasts. The B214PU115S50A is specifically designed for F14T5 lamps and provides maximum light output for 2-by-2 fixture applications. Switching from full to half output via wall switch or lighting relay, the Ballastar T5 is ideal for offices, conference rooms, and more.

The light-level switching capability of the Ballastar T5 allows for simple compliance with ASHRAE 90.1 and California Title 24 switching requirements. Unlike standard ballast and lamp switching, light-level switching illuminates an entire area evenly without dark spots. All Ballastar ballasts incorporate two “hot” power leads for control with two standard switches or relays, which simplifies installation. Switching one lead on provides 50-percent power, while having both...
Crescent/Stonco Adds Silhouette™ to its Family of HID Flood Luminaires

Crescent/Stonco, a division of the Genlyte Group, Inc. continued its busy summer product roll-out by announcing the introduction of another quality Stonco luminaire, the Silhouette™.

The latest in Stonco’s series of architecturally-styled area luminaires, the Silhouette™ is ideal for any outdoor application where tight light control is needed to prevent glare and light trespass. Perfect for exterior facility lighting and parking lots, the Silhouette is part of a family of luminaires that allow for continuity of style throughout an entire site. The luminaire features one-piece die-cast aluminum housing finished in Duraplex II polyester available in many standard and designer colors. The Silhouette can easily be used in conjunction with Stonco’s FloodPak™ multipurpose series, as they share the same curved appearance and provide optimal cutoff technology, perfect for perimeter, flood, indirect or site lighting.

The Silhouette™ also provides high performance optics and contractor-friendly features that users have come to expect from a Stonco product. Its one piece hydro-formed reflector provides unmatched cutoff lighting that meets Dark Sky requirements, while the lens and lens frame resist heat and shock damage as well as bug and dust entry. All internal electrical components are installed on a ballast tray that swings down for easy access and replacement. Other contractor-friendly features include a key slot design that allows for single-person hook and placement of the fixture leaving hands free for wiring, tool-less entry for re-lamping and a lens frame that opens by releasing a stainless steel latch.

“This is an exciting time for us with several complementary series of luminaires being introduced,” said Phil Henry, Vice President of Marketing for Crescent/Stonco. “We’ve designed the Silhouette™ with our customers in mind – not only are they getting a quality lighting product, they’re also able to match the Silhouette with our other Stonco luminaires.”

For more information about the Silhouette™ product line and other Crescent/Stonco products, visit www.genlytesupplydivision.com or call (800) 334-2212.

Crescent/Stonco Unveils New Family of HID Floodlights: GP Flood™

Crescent/Stonco, a division of the Genlyte Group, Inc. finished up its busy summer product roll-out by announcing the introduction of another quality Stonco luminaire, GP Flood™.

The GP Flood family of HID fixtures is available in five distinct sizes including a unique small mini-flood that utilizes an electronic ballast with T4 metal halide lamps and is designed to help maintain site uniformity. The five scaled luminaire sizes adapt to the most common flood lighting applications: signage, general/security, area, flagpole and facade. With a variety of reflector choices, as well as versatile mounting options, the GP Flood family enables precise lighting control and luminaire configuration for nearly any application. Its energy-efficient HID lamps are available in 20W-70W T4 metal halide, 50W-1500W T4 metal halide and 50W-1000W high pressure sodium.

GP Flood fixtures were built using durable components for long life and dependability. They carry and IP-65 rating meaning they are protected against low-pressure water jets from all directions as well as dust and debris. As with any Stonco product, GP Flood is contractor-friendly, with labor saving features such as custom captive screw design, hands free wiring and a two piece trunion mount which utilizes keyhole slots. Several accessories and optional mounting systems are available. (To learn more, visit www.gpflood.com.)

“Once again, Crescent/Stonco has produced a line that we are all very proud of,” said Phil Henry, Vice President of Marketing for Crescent/Stonco. “The uniform appearance of the GP Flood family lends continuity to any project, and installation is made simple with various contractor-friendly features.”

For more information about the GP Flood™ product line visit www.gpflood.com or www.genlytesupplydivision.com or call (800) 334-2212.
Lighting expertise is learned and earned.
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 2007 Lighting Certification Examination will be given November 3, 2007.

The National Council on Qualifications for the Lighting Professions is composed of 10 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 2007 LC Candidate Handbook when published and add me to the NCQLP mailing list. The address below is my ___ home ___ office

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Send completed form to
NCQLP, PO Box 142729, Austin, TX 78714-2729
(Phone) 512-973-0042 (Fax) 512-973-0043 (E-mail) info@ncqlp.org
Universal Lighting Kicks Off “Universal Bowl” Giveaway

Universal Lighting Technologies is giving away a wide variety of football-themed prizes to contractors and end users who shop at participating distributor locations. The “Universal Bowl” promotional contest runs until October 31, and includes free gifts and local drawings.

Anyone purchasing $150 or more of Universal Lighting’s high-efficiency ballasts will receive a free Universal Lighting sports bottle (while supplies last). Plus, one lucky customer at each distributor will win the grand prize: a tailgating package including a Universal Lighting grill tool accessory set, a collapsible 36-can cooler, and a Universal Lighting stadium seat. Winners will be selected by random drawing. Since each distributor will hold its own drawing, there will be at least one grand prize winner in each participating area!

“At Universal Lighting, we appreciate your business, and we go out of our way to reward the contractors and distributors who choose our ballasts and dimming systems,” said Susan Phillips, marketing channel coordinator for Universal Lighting. “We’ve already given away a Universal Studios vacation this year, and we have more promotional contests just around the corner.”

For more information on Universal Lighting Technologies and promotional events, call 1-800-BALLAST or visit the Web site at www.unvlt.com.

OSRAM SYLVANIA Recipient of 59th Primetime Emmy® Engineering Award

HMI Metal Halide Technology Honored by Academy of Television Arts & Sciences

OSRAM SYLVANIA was honored by the Academy of Television Arts & Sciences for its HMI® Metal Halide Lamp Technology today in Los Angeles with a Primetime Emmy® Engineering Award. On behalf of the company, Robert Crowell, National Sales Manager, accepted this highly regarded award in recognition of outstanding achievement in engineering development.

Designed in 1967 by Dr. Bernard Kühl and Mr. Alexander Dobrusskin, OSRAM HMI lamps offered a safe alternative to the dangerous and widely used carbon arc lights of the time. The technology has since gone on to become a mainstay in the television production industry. OSRAM HMI® lamps are powerful, compact discharge light sources that replace the sun, bringing ideal exterior daylight conditions to indoor studios and make exterior locations look like high noon any time of the day or night. Their robust base design and tolerance to high operating temperatures satisfy the demands of modern TV and film lighting, especially in outdoor applications.

“We are extremely excited and proud to receive such a prestigious award from the Academy of Television Arts & Sciences. In 1967, the OSRAM HMI lamp was considered cutting edge technology revolutionizing the film and studio lighting business. It appears that after all this time and with continuous improvement and development, OSRAM HMI lamp technology is still considered to be cutting edge technology,” Rick Laird, North American Business Unit Manager, Entertainment, OSRAM SYLVANIA Display/Optic Division, said.

“Primetime Emmy Engineering Plaques are given for achievements that exhibit a high level of engineering and are important to the progress of the television industry,” John Leverence, Senior Vice President of Awards for the Academy of Television Arts & Sciences, said. “The committee was particularly impressed by the safety features of OSRAM SYLVANIA’s lamps, which made studio lighting considerably less dangerous than the old carbon arc lights,” he added.

The HMI lamp made its first public appearance in 1969 when it was used to light the first color TV transmission in Germany. At the 1972 Munich Olympics, the HMI was the lamp of choice for television broadcasts. In 1988, OSRAM was awarded an OSCAR® by the Academy of Motion Pictures Arts & Sciences for the invention and continuous improvement of HMI light sources for motion picture photography. One of HMI’s greatest performances came in 1990 when it was chosen to illuminate the wreck of the Titanic for the IMAX film Titanica.

OSRAM HMI lamps are found behind the scenes of countless commercials, movies, and television shows, including recent hits such as the CSI series, Desperate Housewives, The Unit, Big Love, NCIS, Deadwood, and 24. These lamps are also used in news and sports broadcasts by major networks worldwide.

OSRAM HMI lamps are available in single-ended and double-ended versions with wattages ranging from 125-18000. They provide high luminous efficacy, a long service life, excellent hot restart capabilities, mechanical robustness, and are dimmable. The two newest additions and the most powerful in the HMI lamp family are the HMI 18000 W/SE/GX51 and HMI 12000 W/SE/GX51. With the newly developed robust GX51 base and innovative OSRAM XS Technology – withstanding pinch temperatures up to 450°C – these lamps meet the particularly high demands of modern film and TV lighting, especially those of outdoor applications.

For more information, visit www.sylvania.com.
**Lighting Systems Index Performance “Encouraging,” NLB Says**

“Encouraging” is the word used by the National Lighting Bureau (NLB) to characterize second-quarter-2007 performance of the NEMA Lighting Systems Index. The Index is a composite measure of lamps, luminaires, ballasts, emergency lighting, exit signs, and other lighting products shipped nationally and internationally from the United States by the 430 companies that comprise the National Electrical Manufacturers Association (NEMA).

According to National Lighting Bureau Communications Director John P. Bachner, “Second-quarter 2007 Index performance was 0.7% better than first-quarter performance. We view that as encouraging given that 2006’s fourth quarter was the slowest since NEMA established the Index [in 1998 and set that year’s industry performance to 100]. Overall shipments are still below the levels we saw throughout most of 2006.”

Well-known problems in the single-family housing market were the cause of the fourth-quarter-2006 nose-dive, and they continue to weigh on the Index. According to NEMA Director of Economic Analysis Brian Lego, “Single-family housing starts have contracted by at least 20 percent on a year-over-year basis in each of the last four quarters and the overall level of starts is at its lowest point since late 1997. In addition, with the pace of building permit issuances still declining, inventories of newly built and existing homes rising, and lending standards tightening in the wake of the sub-prime mortgage market’s veritable meltdown, prospects for increased residential construction activity are very dim, at least through the near term. The only questions now with respect to the housing market’s downturn are when will the bottom be reached and how much further will it be in decline?”

As with the prior quarter’s results, the good news remains the vitality of the commercial, industrial, and non-building construction markets. According to Mr. Bachner, “NEMA reports that real investment in commercial, industrial, and other nonresidential structures has increased at an average annualized pace of 12% over the past six quarters. While NEMA believes that spending on offices, hotels, and manufacturing plants will probably start to decelerate soon, record profits and ever-higher occupancy rates should keep the demand for new space expanding at least through 2009.”

Mr. Bachner also noted the National Lighting Bureau’s belief that extension of the Energy Policy Act (EPAct) of 2005’s tax incentives will stimulate nonresidential demand for lighting products, especially in the existing building sector. “EPAct’s tax incentives are encouraging businesses to upgrade their existing lighting. Considering the value to be derived from energy savings and the other bottom-line benefit of High-Benefit Lighting, EPAct can have an important impact on many a company’s bottom line,” Mr. Bachner said.

The NEMA Lighting Systems Index can be viewed at www.nlb.org/Index/. Also available at www.nlb.org is more information about the Energy Policy Act of 2005, searchable databases of consultants who can certify a lighting system’s qualification for EPAct benefits and designers who can create High-Benefit Lighting systems, case histories, guidebooks, and more, all provided at no charge.

For more information, refer to the NLB website (www.nlb.org) or contact NLB staff by telephone (301/587-9572) or e-mail (info@nlb.org).

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**Activant Adds Cities to Software Demonstration Tour**

Distributors Invited to See the Latest Technology for Their Businesses

These popular demonstrations give distributors an opportunity to see how Activant Prophet 21™, the leading enterprise software solution for distributors, can help them increase sales, improve customer service, and send more money to their bottom line.

“We want to give as many wholesale distributors as possible the opportunity to see how Activant Prophet 21 can help them move their business to the next level of success,” said Steve McLaughlin, senior vice president and general manager of Activant.

Norwalk, CA — November 6, 2007
White Plains, NY — November 6, 2007
Omaha, NE — November 7, 2007
Sacramento, CA — November 8, 2007
Minneapolis, MN — November 13, 2007
St Louis, MO — November 14, 2007
Boston, MA — November 15, 2007
Miami, FL — December 4, 2007
Surrey, Canada — December 5, 2007
Jackson, MS — December 6, 2007
Nashville, TN — December 11, 2007
Cleveland, OH — December 12, 2007
Forth Worth, TX — December 13, 2007
Honolulu, Hawaii — December 19, 2007

For more information or to register for an Activant® software demonstration, please visit http://distribution.activant.com/software or call 1-800-776-7438, press 1.
### Calendar of Events

#### 2008

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

**April 13 – 17**  
*NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference*  
Hilton Head Marriott  
Beach & Golf Resort  
Hilton Head, SC

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

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

**May 26 – 30**  
LIGHTFAIR International  
Las Vegas Convention Center  
Las Vegas, NV  
www.lightfair.com

#### 2009

**April 19 – 23**  
*NAILD 32nd Annual Convention, Trade Show & Organized Casual Conference (OCC)*  
Radisson Fort McDowell Resort & Casino  
Scottsdale/Fountain Hills, AZ

**April 22 – 24**  
Equity/EDN Annual Meeting  
GA Hyatt Regency  
Atlanta, GA  
www.equity.org

**May 4 – 7**  
LIGHTFAIR International  
New York Javits Center  
New York, NY  
www.lightfair.com

**May 16 – 20**  
NAED Annual Meeting  
The Westin Diplomat Resort & Spa  
Ft. Lauderdale, FL  
www.naed.org

#### Educational Training Opportunities

- **Advance University**  
  (800) 322-2086

- **GE Lighting Institute**  
  (800) 255-1200

- **NAILD University**  
  Opening mid 2007

- **NAILD LS-I - www.naild.org**  
  or (716) 875-3670

- **Osram Sylvania**  
  (978) 750-2464

- **Universal Lighting e-Learning Center**  
  www.universalballast.com

- **The Philips Lighting Technology Center**  
  (732) 563-3600

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### Communicating Effectively with Congress

It is important that your elected officials hear from you on issues that affect your business. Technology has dramatically changed the way constituents reach their elected officials, and if you want your message to be heard, it’s worth taking a few minutes to make sure you communicate effectively. The Congressional Management Foundation (CMF) recently issued a report called “Communicating with Congress/How Capitol Hill is Coping with the Surge in Citizen Advocacy.” Here are a few of their findings:

- **Congress received over 200 million communications last year – up from 50 million only a decade ago – with the increase almost entirely in internet and electronic messages;**
- **There has been no significant increase in the size of Congressional staffs, so the same number of people are handling the increased volume;**
- **In order to cope with the huge increase in “mail,” staffs prioritize and distinguish what they believe is credible mail sent by constituents from identical mass or bulk mailings;**
- **It is worth taking the time to write because constituent mail does influence the decisions Members of Congress make.**

So how do you to maximize the impact of your communications? The congressional staff members that CMF interviewed for their study provide the answer themselves. Here are some of their recommendations:

- **Don’t send “snail mail.”** Since anthrax was found in a Senate office building in 2001 all mail to Capitol Hill is sent first to a warehouse in the Midwest and X-rayed, resulting in a normal delivery time of two-to-three weeks; it is best to email your messages;
- **Don’t send post cards or form letters; they are much less likely to be read or noticed;**
- **Be sure to include your complete name, address, and zip code;**
- **Include your reasons for supporting or opposing the legislation, don’t just say “vote no” or “vote yes”;**
- **Keep your message short – the staff has thousands of messages to answer;**
- **Make your message targeted and specific, not broad and generic;**
- **Clearly identify the issue or legislation (by bill number if you know it) specifically so that the staffer doesn’t have to do research to figure out what you are talking about;**
- **Explain how the issue will affect you personally and/or how it will affect your state, community, or business.**

Please also remember that you should contact the Senators and Members of the House of Representatives in every state and district in which you have operations. For more information on contacting your state go to http://www.house.gov/writerep.
A Proven Bright Spot For Distributors

As an Energy Star® Partner, Halco Lighting Technologies'™ commitment to the environment and energy saving initiative is expressed in our ever expanding ProLume® line of Self-Ballasted and Plug-In lamps. ProLume® T2 Ultra Mini-Spirals, T3 Mini-Spirals, GU24 Spirals, Globes and Reflectors save up to 80% in energy costs while lasting up to twelve times longer than standard incandescent lamps. To see our ProLume® CFL product line for Residential and Industrial/Commercial applications, visit www.halcolighting.com
Big or small, modern or classic, today's commercial buildings incorporate a wide variety of lighting fixtures to create an inviting atmosphere that is energy efficient and environmentally friendly.

To meet these demands and be competitive, distributors need a supplier who can deliver. EiKO offers a wide Selection of replacement lamps, many of which feature long life, are energy efficient and TCLP compliant. With two strategically located and well stocked distribution centers – and a third location opening on the East Coast in the Fall of 2007 – our product gets to the distributor shelves or job site without delay.

Visit www.eiko.com to search our extensive line of lighting products.