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Education Committee Update
Software Implementation

Time is Enemy Number One
What Every Warehouse Manager Needs to Know

11 Simple Management Tips
Achieving Greatness: The Value of Association
PulseStrike™
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- Consistent color
- Faster warm-up time
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- Universal burning position
- Enclosed and open fixture rated lamps available

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Benefit Your Business . . .

All –

We have heard so much about new revolutionary products, green jobs, and a host of new legislation that will impact our businesses going forward.

In all this change, we still have not been able to add to more hours in a twenty-four hour day, so what is to be done?

More than ever, when we view our business, we’ll need to focus, prioritize, so we are on Course to Success! NAILD is creating the educational presentations and tools necessary to meet the challenges in your business and be one step ahead. All you need to do is be in Indian Wells, California for the 2011 Conference.

However, why wait to benefit your business when being in NAILD can help you today.

• If you want to sell value added products, sign up for LS I and LS II and get your folks educated and tested.

• Are you looking for a special part or trying to get rid of dead stock? Have you tried “NAILD-Talk?” Get your request to the entire membership; what do you have to lose except trying to solve your current product issue!

• Networking with other NAILD members – I got a call from an East Coast Member a few weeks ago and we are teaming up on a lighting retrofit job for his client located in my market. Who have you reached out too?

• Have you ever thought about updating your Logo, web site, or graphic design? This can be costly, unless you go to crowdspring.com. Companies ALL over the world bid on your project. A board I sit on recently decided to upgrade their logo. Several years ago they spent $12K for four presentations. This time they used Crowdspring.com and had over a 100 companies drafting logos for $450. The final image was incredible.

Folks, we are in a specialized product niche and I have come to learn that NAILD members are some of the best and brightest companies in the lighting industry. I am always amazed at what I learn from fellow members and every time I reach out to fellow members about lighting issues how responsive and creative the answers I get back are. Like the crowdspring.com web site above, imagine how much we can learn from each other if we reach out and ask?

Make a difference in NAILD today, volunteer your experience, reach out to a member and come to the conference!

Steve Espinosa, CPA
NAILD President 2010 – 2011
Solutions that save
and prepare you and your customers for the future.

Westinghouse is your best source for energy saving products. Choose from our complete line of Service Guaranteed compact fluorescent lamps, high performance LEDs and 18 fluorescent lamps.

Call 1-800-248-6900 to find out more.
## 2011 Conference Schedule

### SUNDAY, APRIL 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>10:00am – 5:00pm</td>
<td>Registration</td>
</tr>
<tr>
<td>12:30pm</td>
<td>Board Meeting</td>
</tr>
<tr>
<td>5:00pm</td>
<td>Past Presidents’ &amp; Executive Board Meeting</td>
</tr>
<tr>
<td>8:00pm</td>
<td>New Member Cocktail Party (invitation only)</td>
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<tr>
<td>9:00pm</td>
<td>NAILD Hospitality</td>
</tr>
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### MONDAY, APRIL 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am – 1:00pm</td>
<td>Registration</td>
</tr>
<tr>
<td>7:00am</td>
<td>Buffet Breakfast</td>
</tr>
<tr>
<td>7:30am</td>
<td>Welcome by Steve Espinosa, 2010 – 2011 NAILD President General Business Meeting New Member Introductions (following) New Candidate Introductions (following)</td>
</tr>
<tr>
<td>8:30am</td>
<td>Opening General Session: Barry Maher – ‘Filling the Glass’</td>
</tr>
<tr>
<td>10:00am</td>
<td>Beverage Break</td>
</tr>
<tr>
<td>10:15am</td>
<td>Educational Track Sessions (75 minutes each)</td>
</tr>
<tr>
<td></td>
<td>• Dan Blitzer, LC – LED</td>
</tr>
<tr>
<td></td>
<td>• Steve Epner – ‘Social Networking’ (How to connect to the next generation of purchasing managers)</td>
</tr>
<tr>
<td></td>
<td>• TBD</td>
</tr>
<tr>
<td>12:30pm</td>
<td>Golf Tournament – Indian Wells Golf (shotgun start)</td>
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<td></td>
<td>Resort (Celebrity Course)</td>
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<tr>
<td>1:00pm</td>
<td>Palm Springs Aerial Tramway (Optional Activity)</td>
</tr>
<tr>
<td>6:00pm</td>
<td>Cocktail Reception</td>
</tr>
<tr>
<td>6:30pm</td>
<td>Opening Dinner Party – Hosted by TCP</td>
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<tr>
<td>9:30pm</td>
<td>NAILD Hospitality</td>
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### TUESDAY, APRIL 12

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00am – 5:00pm</td>
<td>Registration</td>
</tr>
<tr>
<td>7:00am</td>
<td>Buffet Breakfast</td>
</tr>
<tr>
<td>7:30am</td>
<td>NAILD Education Report – Paul Hafner, LC Committee Sign-up</td>
</tr>
<tr>
<td>8:30am</td>
<td>General Session: Jack Curran, PhD – D.O.E.</td>
</tr>
<tr>
<td>10:00am</td>
<td>Beverage Break</td>
</tr>
<tr>
<td>10:30am</td>
<td>Spouse &amp; Guest Program TBD</td>
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<tr>
<td>10:15am</td>
<td>Educational Tracks (75 minutes each)</td>
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<tr>
<td></td>
<td>• Rick Farrell – ‘How to Hold Your Sales Team Accountable’ (this session is focused for senior management or business owners)</td>
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<td></td>
<td>• Steve Epner – ‘Executive Exit Strategy’</td>
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<td>• TBD</td>
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### WEDNESDAY, APRIL 13

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00am</td>
<td>Buffet Breakfast</td>
</tr>
<tr>
<td></td>
<td>Vendor &amp; Distributor Meetings (separate)</td>
</tr>
<tr>
<td>8:30am</td>
<td>Beverage Break</td>
</tr>
<tr>
<td>9:45am</td>
<td>‘OCC’ (5 – 20 minute appointments at booth)</td>
</tr>
<tr>
<td>10:00am</td>
<td>Awards Luncheon</td>
</tr>
<tr>
<td>11:45am</td>
<td>Election of Officers</td>
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<tr>
<td></td>
<td>Installation of Board</td>
</tr>
<tr>
<td>1:20pm</td>
<td>‘OCC’ (6 – 20 minute appointments at booth)</td>
</tr>
<tr>
<td>3:30pm</td>
<td>LED and Rapidly Advancing Technology Debate Forum – Jack Curran, PhD, Paul Hafner, LC, Dan Blitzer, LC Exhibit Teardown</td>
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<tr>
<td>5:00pm</td>
<td>Open Time</td>
</tr>
<tr>
<td>7:00pm</td>
<td>NAILD Farewell Dinner</td>
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<tr>
<td></td>
<td>NAILD Hospitality (following)</td>
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</tbody>
</table>
New Vendor Member

Intermatic, Inc.
Rick Boutilier, CEO
E-mail: rboutilier@intermatic.com
Gary Koetters, VP Sales
E-mail: gkoetters@intermatic.com
Deb Peterson, VP Marketing
E-mail: dpeterson@intermatic.com
Lisa Langfoss, Business Development & Marketing
E-mail: llangfoss@intermatic.com
7777 Winn Road
Spring Grove, IL 60081
815.675.2321
Web Address: www.intermatic.com
Product Line: Lighting Controls, Timers, Photo Controls, LED Fixtures

Phone Number Change
PJS
Perry Van Driel, Owner
E-mail: pvandriel@att.net
5112 Oakwood Drive
Manitowoc, WI 54220-8979
800.269.5267 voice
920.684.9569 fax

Correction on Name
The Light Bulb Shop
Edwin McGary, President
E-mail: eem@lightbulbshop.net
Mike Chaffin, Vice President
E-mail: mike@lightbulbshop.net
6318 Burnet Road
Austin, TX 78757
512.453.2852
Web Address: www.lightbulbshop.net

Additional Contact Information

EiKo, Ltd.
Bob Berryhill, Northeast Regional Manager
E-mail: bob@eiko.com
Jerry Francis, Midwest Regional Manager
E-mail: jerryf@eiko.com
23220 W 84th Street
Shawnee, KS 66227
913.441.8500
Web Address: www.eiko.com

Congratulations! NAILD Lighting Specialist I Graduates
(As of October 2010)

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

Zack Hoover, bulbs.com
Bob McCormack, bulbs.com
Bill McNally, bulbs.com
Melissa Paradise, bulbs.com
Melissa Sauro, bulbs.com
Kelly Himes, Derick Associates
Amanda Pennington, First Light
Anthony Gerald, Lighting Supply Co.
Sharon Matle, Lighting Supply Co.
Darlene Awoiska, USHIO America, Inc.
Silvia Darmanto, USHIO America, Inc.
Angela Jordan, USHIO America, Inc.
Ted Lai, USHIO America, Inc.
Christy LaBorde, USHIO America, Inc.
Maria Ortiz, USHIO America, Inc.
Linda Rodriguez, USHIO America, Inc.

Each of our graduates has 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 they see fit.

If you have not yet participated in this program and wish to do so, please call Linda or Megan at 716.875.3670 for all pertinent information. Thank you for your continued support.

Registration Forms On-Line in December

The 2011 conference registration forms will be available on-line in December. All registrations are electronic. Please check the NAILD web site for more conference information at www.naild.org.

For more information on NAILD visit www.naild.org or call 716.875.3670.
Litetronics Announces New National Sales Manager

Litetronics International announced that Joe Colant joined the company as its National Sales Manager. Joe will be responsible for developing a national network of sales representatives, manufacturer’s representatives, and distributors and promoting and developing positive relationships with contractors, distributors, and retail and commercial business owners.

“We are excited to add Joe to the Litetronics team,” said Robert C. Sorensen, CEO and chairman for Litetronics International. “His successful sales record will strengthen the Litetronics brand, and his expertise and knowledge in the lighting industry will serve as an invaluable tool to our customers.”

Joe comes to Litetronics with a wealth of experience in the lighting industry. Most recently, he worked for TCP for ten years in a variety of capacities, including eastern regional manager, vice president of sales and marketing, and president. Joe also served on the NAILD and NALMCO boards for two years each. “I look forward to the opportunity to develop strong relationships with current and future Litetronics customers,” said Joe Colant.

To learn more, call Litetronics at 1.800.860.3392, or e-mail customerservice@litetronics.com.

Fulham Appoints New OEM Sales Manager Mark Hood

Fulham appointed Mark Hood as their OEM Sales Manager of the South Central Region. Mark will be responsible for managing Fulham’s OEM business in TX, AR, LA, OK, CO, NM, AZ, and a portion of CA.

“Mark brings a wealth of experience from a wide array of different fields,” said Brian Wald, CEO. “We’re all very excited about this new appointment.” Mark has over 19 years experience in lighting and has experience in diverse fields including engineering, marketing, and sales. Also, he has served as a voting member in NEMA’s Ballast and Lighting Systems Division and most recently held the position of National Accounts Manager for Robertson Worldwide, where he was responsible for all of the Southern and Western United States.

MaxLite Appoints New Residential Utility Programmer

MaxLite announced the appointment of Heather Vail as their new Residential Utility Program Coordinator. Vail worked the past six years at Lockheed Martin managing implementation of utility programs throughout New England. Vail will now be responsible for MaxLite’s participation in residential efficient lighting programs, across the United States. She will manage participation in both retail efficiency programs, as well as, direct purchases from utilities.

Vail can be reached athvail@maxlite.com.

Bruce Spencer Rises to Vice President of Distribution Sales at Universal Lighting Technologies

Universal Lighting Technologies promoted Bruce Spencer to Vice President, Distribution Sales, from his current position as Senior Director, Distribution Sales, U.S. In his new role, Spencer will oversee the sale of all Universal and Vossloh-Schwabe products within the distribution channel throughout the United States. The change is in line with Universal’s strategic commitment to grow the current distribution channel.

Spencer has a proven track record of increasing sales and profits, building strong sales teams, and increasing market share. With more than 25 years of experience in the industry in both electrical distributor and manufacturer roles, he is committed to removing barriers and obstacles that are impeding sales.

Before coming to Universal Lighting Technologies, Spencer previously served as a Director of Sales for California with Graybar.

MaxLite NJ Headquarters Moves to its own Building

Purchased in West Caldwell, NJ, just 15 miles from New York City, the free-standing building has been completely redesigned and re-furbished. It now houses the MaxLite headquarters staff, customer showrooms, meeting rooms, and warehouse and shipping facilities.

Of particular interest is the new LED Lighting Showroom featuring the latest in this fast growing technology. LED products are tested and then displayed in their working applications.

Even while the architects, construction crews and IT techs were finishing installing internal walls and laying line, the warehouse was in operation shipping orders. A day later, the full HQ staff moved in and became operational.

The new building not only gives more space to all departments, but also creates permanent room for the new Labs, showrooms and meeting rooms. MaxLite’s new HQ address is 12 York Avenue, West Caldwell, NJ 07006. All phone numbers and fax numbers remain the same.
With the rapid pace of change in our industry due to advances in technology, legislation, and communications it is imperative that NAILD continues to bring value to our members through education. It is said that “Knowledge is Power” well, it may be, but isn’t it even more simple than that Knowledge is a necessity. Yes, in this day and age to be competitive is just not enough. Knowledge is what separates us from our competition, knowledge is what adds value for our customers and helps us build rapport with them, knowledge is what makes us indispensible to our customers and to our vendors as well.

Because knowledge and education are so vital to our success, the Education Committee has become a full board position. The Education Committee and the NAILD Board of Directors have been very busy working on expanding our offering of Education.

Every year at the conference we have many good speakers, seminars, and classes on some very timely and important topics, but we feel there needs to be more. The LS program is a perfect example of the “more,” but we realize that in order for LS I to remain valuable it needs to be reviewed and updated when necessary. Currently LS I is being updated to add an LED Module. We are also working on streamlining the scoring process to ensure timely notification and to free up time to work on more educational offerings.

LS II is out and running with a number of participants working hard to complete their LS II Certification and receive their LS II Certificate. Our first group of LS II graduates will be announced and congratulated at the 2011 Conference. In addition to the completion of LS II, Paul Hafner is working on a stand-alone Intermediate to Advanced LED course. We hope to have this course developed by the end of the year. Keep an eye out for more details to follow.

Another important change for the Education Committee is our partnering with Blue Volt. We have partnered with Blue Volt to build the NAILD University with the help of the Blue Volt portal. This will allow us to offer the LS Program, the Intermediate/Advanced LED course and other courses from one site while we build our course offering. The Blue Volt partnership will also assist us in administering, evaluating and managing the scoring of the LS Program, which will help free up time to develop and offer additional educational products. We envision a plethora of courses on all types of pertinent topics offered through our NAILD University on Blue Volt.

In addition, there has been discussion about regional training events offered by NAILD throughout the year. Everything from IES Format courses on lighting technologies and practices to business related topics such as sales, marketing, inventory and logistics issues as well as HR topics.

Many of the first steps have been taken, now it’s time to build the “more.” Please keep your eyes and ears open as we move forward. There is more to come. And, as always, we welcome suggestions for educational topics and certainly welcome anyone who would like to offer their ideas and assistance to the Education Committee. Remember, it is your lighting association, get involved.

To register for either of the LS programs, contact the Buffalo office at 716.875.3670 or e-mail info@naild.org.

If you don’t go after what you want, you’ll never have it.
If you don’t ask, the answer is always no.
If you don’t step forward, you’re always in the same place.
There is an old joke (actually gallows humor) that says there are only 2 steps to software selection. Step one is to select a solution and step two is to throw it out. Having worked with software in distribution for over 20 years, it is easy to avoid step two with just a little effort.

Let me begin by making a statement that most software vendors will not like. Distributors can be successful with a large number of software solutions. As the market has matured, all of the primary functions and features are available from everyone. It is true that there are nuances of difference. Some packages have been tuned to a specific vertical industry. But overall, the software that is available is very good and very comprehensive.

So where are the differences? In reality, most distributors selecting software set themselves up for success or failure as they follow their process. As the publisher of the Distribution Software Guide (a free membership benefit endorsed by NAILD) for 20 years, I have had an opportunity to observe what happens from all sides of the table.

I want to share with you the key factors in selecting and implementing a successful system. The bottom line, however, is “At the end of the process, do you have a system that supports your ability to do business?”

There are four areas that have the greatest impact on the success or failure of a system project. They are:

1. Who made the selection
2. How much importance is given to the project
3. Did the data get converted or entered accurately and completely.
4. Was there sufficient training and testing time

First and foremost is who makes the decision of which solution to implement. Almost 20 years ago, I wrote an article entitled “He who makes the decision is stuck with it.” The truth of that statement is as valid today as when it was first written.

As consultants, we learned that if we made a decision for a client, it was easy to blame any failure on us. The same goes for top management of a distributorship. If you make the decision, you own it and your employees may or may not help you implement it correctly.

The easiest solution is to have the employee group involved in the decision making process. Depending on the size and complexity of your organization, pick a representative sample of users and create a team. They will review the requirements definitions, watch the demonstrations, call the references, report back to those not on the committee and be invested in the final selection. This way, your users own the decision and they will make it work. It becomes a matter of pride that they helped find, select and plan for the best solution for the company.

Second is the level of importance of the project. Another old saying is: “the only person who likes change . . . is a wet baby.” We all resist change. New systems have the ability to ruin our lives. We wonder if we will learn the new procedures. We complain that the system people do not understand why we do things the way we do.

If the project is sponsored by and managed as anything less than the most important project in the company’s history, that is giving permission to naysayers to ignore the new processes. To succeed, make the project a top priority. Let everyone know that top management is part of the team and watching everything that is happening.

Most employees are willing (even desirous) of following the leaders. If the leadership is ambivalent, the staff will be also. Pick the highest executive possible to lead the effort and make sure they take an active and very visible role.

The third area relates to moving data from the old system to the new one. Since employees are frightened by change, most do not trust automation and have heard horrible stories of system failures. They will be on the lookout for
any indication that the new system is failing.

The most obvious is that the data conversion was inaccurate and/or incomplete. The first time an existing customer cannot be found, or data is obviously wrong, a great cry will go up and the success of the project will hang in the balance.

The best thing to do is have a small group of employees and support personnel from the vendors do and test the conversion. Make sure all of the data has been converted (like count the number of vendors, customers, outstanding invoices, etc. and make sure the counts are the same from the old to the new).

Make sure everything is accurate. Develop checks and “hash” totals (total outstanding receivables, total open payables, etc.) This is so you can be sure. Audit the data before going live to minimize problems.

Finally, there is training and testing. I have saved the best for last. More systems fail because companies underestimate the need to train their employees.

I cannot tell you how many times I have heard: “our employees want this change so badly, they will not need anywhere near as much training as the vendor suggests.” Or: “our people are very computer literate. They will pick this up much easier than you expect.”

“Besides, we are already over budget and this is an easy place to cut.” Yes, it is an easy place to cut, but a very dangerous one. The first two weeks on any new system are critical. If all of the time is spent fighting educational problems, you risk establishing the new applications as error prone, hard to learn, hard to use, not user friendly and probably the wrong choice.

Once that happens, it can be a fast death spiral into the ground. Users lose faith, and then they start to doubt the system, its capability and their ability to get any of the advantages promised by the sales people.

Here are a few hints to make sure you keep the training at a sufficient level.

First, if budgets are really a problem, negotiate to reduce the cost of training, not the amount. Keep the courses and support that the vendor suggests. It is in their best interest to make sure the implementation is smooth and successful. They want you to be a showcase site. That means, they will often work with you on the cost of training if you let them know how serious you are to do it right – the first time.

Second, set up a test environment. We call it a sandbox. Let everyone play on the system as they get trained. The positive effects of training are reduced by the square of the time in hours between the end of training and when they get to next use the system. That means that if after training a week goes by with no system use, about 50% of the training is lost.

Make sure that there is not only a place to play on the system, but that there is time as well. Get temps to help with the everyday work so your best people can be trying out the new systems,

Run full days of activity against a subset of all accounts and inventory. Print out all of the reports and make sure you and your staff understand where and how the numbers show up. Test everything to make sure it is right for the way you want to use it.

The future lies before you, like paths of pure white snow. Be careful how you tread it, for every step will show.

— Author Unknown
E ver-shortening product life cycles due to rapid technological advancements in the global economy are causing virtually every product and service to quickly become a commodity. Given the warp speed economy in which we do business, nothing is more important in salespeople’s work life than time.

Time is your single most important leverage. Unfortunately it is a depreciating asset that is non-recoverable. Once you’ve given it away, you can never get it back. Since time is money, you should be discriminating as to whom, when and under what circumstances you should allocate it. Not only do we have to manage spending time on the right people, we also have to work to shorten the length of time it takes to sell people. Equally important is the time it takes to lose deals. Bad news is good news when it’s received early. Too often salespeople operate under the belief that “my time isn’t as valuable as yours.” They would rather patiently wait for the occasional bones or crumbs that prospects throw their way than going out and looking for better opportunities. Clients receive this unintended message and they have no problem having you go on unending fool’s errands. Many salespeople would rather chase opportunities in the face of insurmountable odds and face inevitable failure than to prospect. A lot of misdirected use of time is simply avoidance activity. There will always be more opportunities to invest in than there is time and resources. Therefore, salespeople should be discriminatory and selective with their time.

Traditional salespeople operate under a false sense of security that if they persist, outlast the competition, show the customer they care, and be assertive, they will ultimately prevail. In reality, this is simply not true. Professional salespeople are good at qualifying their opportunities and cutting their losses when they are operating under non-optimum conditions. They know there are only two winners in a competitive selling situation: the salesperson who was awarded the deal and the salesperson who lost early and saved time.

In today’s marketplace selling is more about sifting, sorting and selecting opportunities that have the greatest likelihood of closing, as opposed to always trying to sell, convince, persuade and cajole. Salespeople who take on a business owner mentality look at acquisition cost as overhead that needs to be judiciously guarded and protected. Unfortunately, 80% of what salespeople are spending their time on has a low value. Working in this way is a waste of your most valuable asset, time, and not consistent with a business owner mentality.

Time should also be viewed as an inventory control system. A business owner who looks at inventory has one thing in mind: turn it as quickly as possible, because time is money. A salesperson with a business owner mentality sees their sales pipeline in the same way. A poor inventory control system in sales is a surplus in the pipeline of accounts that aren’t viable, closable, and moving in a timely fashion. Time-oriented salespeople know the longer it takes to sell prospects, the more time and money they have to invest elsewhere. “Time becomes your enemy because it downgrades the value of your proposals, the likelihood that priorities will shift and the money your customers can save or gain by your proposal,” says Jim Holden.

In sales, you only have a limited amount of sales calls you can make in a year. They represent your acquisition or opportunity cost. Hence, sales calls are your currency. Where you invest them will determine your return. It is important for salespeople to create rules of engagement: what is the minimum acceptable action I will accept from a prospect? If you aren’t getting results in exchange for your effort, you are wasting your time and your money.

Unlike relationship selling where you don’t have to continue reselling a customer when you get an order, transactional selling can be very time consuming and costly. In transactional selling you incur the direct costs of selling your customer over and over again each time they present you with an opportunity until the sale is made or lost. While you are waiting to close one customer, your time is delayed in pursuing any new opportunities. This is relevant also in the opportunity costs of sending information, doing presentations, filling out quotes and following up with disinterested prospects.

“‘Transactional selling’ unnecessarily delays deals and eats up your valuable time because it is in the customer’s best interest to exchange time for the price cuts that inevitably accompany it. They wait for the
fifth quarter or the end of the month knowing they can weasel price concessions from you. However, in relationship selling, time is money for your customer. Stalling works against this type of customer because it increases their opportunity costs by not getting an immediate return on their investment,” says Jim Holden.

The name of the game in sales is efficiency. But the process most salespeople use is appallingly inefficient. They waste an untold amount of their time. Frequently, they allocate their time equally among the entire universe of opportunities and wait until prospects disqualify themselves. They aren't treating their time with respect and it shouldn't come as a shock that their prospects don't either. The more you respect your time, the more likely you will attract prospects who will treat you and your time with the same respect.

In the old days you could use dogged determination as an effective sales strategy. Salespeople would simply employ a full frontal assault and mercilessly chase prospects down until the prospect said, “Never call me again,” or they threw up the white flag and said, “Enough is enough, I'll buy.” But with the advent of do not call lists, voice mail and email coupled with hectic work schedules, long work hours, less loyalty with suppliers and more bottom line accountability, this bygone strategy no longer works. Salespeople can no longer be world-class acrobats, jumping through hoops and using false hope as a sales strategy.

Salespeople also fall into the trap of spending too much time with the wrong type of opportunities and not enough time with the right opportunities. These are the type of salespeople who have the exact opposite problem that most salespeople have who wantonly and indiscriminately call on everyone. They are very good at precisely targeting key accounts in segments where they aren't competitive or it is a poor match. It is fondly called the Mt. Everest effect because it is there and it is monumentally huge. They go after big-name accounts which they don't have a chance in the world to get.

Another common mistake salespeople have about time is that they believe they can manage it. Time management is an oxymoron. You can't manage time, only what you do with time. In essence you must become a master of prioritizing. Most salespeople make the mistake of trying to manage time by organizing their week with activity that is unqualified and a poor use of their time. If one looked at their calendar they would be impressed with their organizational skills but upon further examination, they would see they have organized and arranged their week with sales calls that will at best only net them a 5-10% return.

There will always be more opportunities to invest in than there is time. Therefore, one of the greatest skill sets a salesperson can have is being able to quickly assess whether a prospect has a compelling reason to change, and being able to confidently walk away from opportunities that will be a time drain.

Time is money and salespeople need to be fiscally responsible. This is the power of being discriminatory. The sign of a good salesperson is to know which business to pursue. The sign of a truly accomplished salesperson is knowing what not to pursue and when to cut their losses. A recent study commissioned by Fortune Magazine concluded that a leading indication of executive denial is a background in sales. The conclusion is that hope and reckless determination are not a stable strategy in today's marketplace.

The customers with whom you do business always pay for those with whom you do not. Your mandate is to maximize your time with those prospects which you have the highest likelihood to do business with and minimize your time with those who have a low likelihood of doing business with you. Protecting and guarding your time lowers your costs of sales.

Effective salespeople are like money managers or portfolio managers. Windows of opportunity come and go so quickly that you always have to alter your portfolio. You ruthlessly replace the old and inefficient with the new. This strategy is effective for both parties because when you and the prospect don't waste each other's time everyone wins. If your time isn't being respected or it isn't being reciprocated, know that it may be time to exit.

As you think of yourself as a money manager, you start to think of your time as an investment account. You are either investing in it wisely or wastefully withdrawing from it. If you earn $150,000 and waste an hour each day, that is $18,750 you are wasting and withdrawing. Big prospects justify major time and small prospects justify small amounts of time.

If time management is critical to one's success, timing is even more important. With whom and under what circumstances are critical elements of timing. Good timing will carry the day more so than a superior offering. Therefore, time your offerings when your prospect is in a position to make decisions that can forward your cause. In real estate it is location, location and location. In sales it is timing, timing and timing.

Richard Farrell is President of Tangent Knowledge Systems, a national sales development and training firm based in Chicago. He is the author of the upcoming book Selling has Nothing to do with Selling. He trains and speaks around the world and has authored many articles on his unique non-selling sales posture. Richard will be a presenter at the 2011 conference in Indian Wells, CA.
I have been a member of the social networking site Linked In for a few years. In the last 18 months, there seems to be a new rush to get involved. Unfortunately, Linked In has become inundated with job postings and event solicitations – not that I haven’t slid down that route myself if truth be told. I am simply suggesting that it is difficult to find meaningful discussion as you navigate the gauntlet of self promotion.

About 6 months ago, I ran across a particularly interesting query in one of the groups I belong to – Top 10 FAQ: What are some basic questions warehouse managers ask?

The gentleman who posted the query, Simon Walker of Raymond Handling Solutions, was genuinely trying to get better insight into the concerns of his customers. It was one of the more successful posts I have seen due to the sheer volume of response from members of the group. It was like warehouse managers were waiting for the opportunity to talk about their vocation. Although Simon and I were approaching the information from different perspectives, we both agreed that this would make a great business article.

Rather than hit each topic in depth, I have decided to give you the most frequently mentioned areas for further self study. This article is designed to help you focus attention on the most popular concerns so that training and education can be designed. Being a consultant in this field, I will be hard pressed not to climb up on to my soapbox. Hopefully, I can contain my thoughts to a couple of comments for each.

### Warehouse Safety and OSHA

This topic was the clear frontrunner in the group of comments. Loss of personnel hours due to unsafe working conditions has to be top of mind for the warehouse manager. Look at equipment training programs and using the right tool for the job. How many times have you seen someone ride the forks up to grab something from a high elevation? Watch for elevation changes, such as mezzanines and ramps and uneven flooring surfaces. These are often the source of injury.

Many warehouse folks see OSHA as an intrusive enemy that comes to levy fines. While the agency does have an enforcement mandate to penalize companies for unsafe working environments, they also have a preventative outreach program. Many of my clients have invited the prevention side in to inspect their facility. The inspector will make recommendations and give the company time to comply. Not one of my clients has said they regretted the invitation.

### Sloting and Organization

Decisions around where we place inventory will allow us to pick orders more efficiently and help keep our team members safe. From a productivity standpoint, I am a huge proponent of moving your most popular items closest to the shipping doors. From a safety standpoint, we should make sure that our most popular items are located in the strike zone. I don’t want a picker to have to reach too high or lift up too many times in a day. Also, our fastest moving items should never be on a mezzanine. If you have bin locations in the facility, and you really should, make sure that you have a bin map near the pick ticket printer.

### Preventative Maintenance

Nothing kills productivity like a broken piece of material handling equipment. I have had forklifts go down when a pallet laden trailer just kisses the dock bumpers. Imagine my mood when I discover that the pneumatics are shot on the pallet jack. All this could have been avoided if I had a preventative maintenance program in place. I have found that checklists, either weekly or daily, help warehouse managers keep on top of all their material handling assets. Don’t forget to inspect racking and dock equipment. I have a whole article on this subject. Just ask me for a copy.

### Productivity

How are we utilizing our people? The most important suggestion here is to understand the workflow. How does material flow through the warehouse? Are there certain times of day that receiving is the heaviest? Scheduling incoming freight can help you manage the workflow more effectively. Conversely, creating a day end close to the flow of order picking will allow you to clean up loose ends before the next work day. The goal is to do more with the same number of team members without generating errors.

### Boxes and Containers

From a customer service perspective, we need to be very conscious of the way our orders and transfers reach their intended destination. Many of us have been in the
habit of using old boxes to fill customer orders. I am all down with the green movement and re-use, re-new and recycle; but not at the expense of damaged product. New boxes may seem prohibitively expensive, but have you considered offsetting the cost by vendor co-op advertising funds? Would your suppliers be willing to pay for their logos going in the hands of your customers? With regard to larger orders or transfers, I like the use of Gaylord boxes. These are pallet sized, reinforced cardboard boxes. They are a very economical way to protect products in transit.

**Staffing and Management**

Why do we expect the people who manage all of our cash (the inventory) to work for minimum wage? I know that many of you pay better than that, but how many of you have a variable compensation program based on performance? Come up with 5 criteria to measure. These can change over time. Make sure that it is a team incentive paid on a monthly basis. If the team hits all 5 goals, the amount you pay out will be a pittance compared to the money you saved in sloppy material handling.

**Training and Education**

I already mentioned the equipment training in regards to safety, but have you ever spent time teaching your material handling team about the big picture? Since a vast majority of you promote from within, educating your team on distribution, product and customer service is an investment in your future. I have always maintained that one of the most critical components in the order transaction is the delivery driver. Are we helping them project the right image to our customers? Most of our warehouse training is through osmosis: The new guy shadows the old guy. The old guy learned from the dead guy and you hope the dead guy did it right. Investing in outside warehouse training, on a regular basis, will prevent generations of bad habits.

**Shipping and Receiving**

For every one mistake made in receiving, 10 additional errors are generated in the warehouse. Cleaning up these errors is where distributors balloon their operating expenses. Make sure that your strongest team member is in charge of receiving. Get it right the first time. Give the receiving team plenty of room to work. They have to break down pallets, count, cross dock, filter out supplier errors, re-label, etc. They need room to get all this right.

Separate shipping and receiving. Shipping teams often need to double check and package customer orders. They need to stage orders, load them into carriers, and make sure that branch transfers are handled efficiently.

On average, distributors carry 25-30% more inventory than they really need to provide superior customer service. It seems that we just aren’t happy without an abundance of stuff on the shelves. Reduce the number of pallet racks in the warehouse. Increase the space allocated to shipping and receiving functions. You will make fewer mistakes and reduce the amount of money spent on cleaning up after the fact.

**Build a Plan of Action**

As I mentioned at the top of this article, this is just an overview of what warehouse managers should be looking at. Each of these areas offers the opportunity for discussion on how to improve efficiency in the warehouse. Since many of your managers are home grown and have little experience around strategic thinking, I encourage you to help them create small battle plans. Check in often and get outside help if needed. Reducing expenses in the warehouse puts cash on the bottom line. Good luck.

There is a real difference between managing and leading . . .

*Managing* winds up being the allocation of resources against tasks. *Leadership* focuses on people.

The definition of a leader is someone who helps people succeed.

Jason Bader is the managing partner of The Distribution Team, a firm that specializes in helping distributors become more profitable through operating efficiencies. The first 20 years of his career, were spent working in distributor operations. Today, he is a regular speaker at industry events and spends much of his time working with individual distribution companies. For more information, call 503.282.2333 or contact him by e-mail at Jason@Distributionteam.com. Also visit The Distribution Team’s website at www.thedistributionteam.com.
11 Simple Management Tips and 3 Truths from Filling the Glass

By Barry Maher

Tip: Vision without substance is not vision, it’s an illusion. Illusion has no long-term motivating power. It’s worse than no vision at all because it creates distrust and cynicism. And vision is a two way street. It comes down from the top of the corporate ladder. But it should also rise up from the individuals who make up the company. Each of whom should have a vision for what they’d like their life to be.

Tip: Try treating your people the way top salespeople treat their most important accounts. This means service. It means respect and courtesy and taking the time and the trouble to build rapport. It also means getting their input before making decisions – and getting their buy-in afterward.

Tip: Dictators dictate. Leaders sell. Their subordinates, their peers and sometimes even their superiors, follow because they wish to follow. In situations where you lack dictatorial power – in other words where you lack the authority to have people taken out and shot – try leadership.

Tip: Don’t expect team players if you haven’t made it a team sport. Too frequently, businesses extol teamwork then set up situations that destroy any possible team spirit. If I don’t win when the team wins, I’m not on the team. And it will never take more than one victory for me to figure that out.

Tip: Any manager who expects his people to put the company’s needs ahead of their own needs and the needs of their loved ones is not bright enough to be a manager. How many managers put company needs ahead of their own?

Tip: Too many.

Tip: Help your people feel better about themselves. There are few things in life more rewarding then helping others grow and succeed. Especially if you helped give them the faith in themselves to try to succeed in the first place. Mark Twain said that great people make you feel that you too can become great. Make others feel that they can become great and maybe you won’t be a great person, but you will get great results.

Tip: Speak softly and carry a big carrot. It usually works better than the stick. Concentrate on the what’s in it for them, and the what’s in it for you will usually take care of itself.

Incredibly Obvious Tip: Bringing out the best in people makes those people happier. Make the people around you happy, and you’ll be surrounded by happy people.

Final Tip: The job doesn’t make the person, the person makes the job. Finding a way to do your job that’s in tune with the way you believe you should be living your life can make you far more effective on the job. If it makes you less effective, perhaps you’ve got the wrong job.

Three Simple Truths
There are three simple truths that managers should never forget:

1) You can never expect your people to have a greater vision for the company than the one that your actions demonstrate that you have.

2) If your people believe the company is trying to take advantage of them, many will try to take advantage of the company. Some will succeed.

3) You can never expect your people to be more ethical than you are. Even if you’ve never done anything against them, if they see you cutting corners with customers, why shouldn’t they cut corners with you?

Incredibly Obvious Corollary: Most of us are happier when we’re surrounded by happy people.

— Muhammad Ali
Achieving Greatness: The Value of Association

By Don Yaeger

Conventions are a member’s opportunity to improve his or her inner circle, to learn and associate with the very best. Association leaders and corporate executives have long recognized that great lessons – lessons in leadership, team building, handling adversity, and managing success – can be learned from their peers in the world of sports.

This explains why some of the most sought after public speakers at corporate events are sports greats – Miami Heat President Pat Riley, Duke basketball coach Mike Krzyewski, former Pittsburgh Steeler running back Rock Bleier and former LSU basketball coach Dale Brown are among the most popular speakers on the circuit. The lessons they teach and exhibit in their world translate perfectly into yours.

In my 20-plus years as a writer for Sports Illustrated and author of more than a dozen books, I have been blessed to spend hours interviewing great winners like Riley, Krzyewski, basketball legend Michael Jordan and Hall of Fame running back Walter Payton.

Some of the best lessons I have learned, however, have come at the foot of the greatest winner of them all, the late John Wooden, former UCLA basketball coach and winner of unprecedented 10 NCAA championships. Wooden also was an oft-tapped corporate consultant on the subject of leadership.

Before Wooden’s passing, I often traveled to Los Angeles to talk with him about Greatness and the traits of those who have achieved it. One characteristic he was passionate about was that the truly “great” understand that value of association. They know they can only become great if they surround themselves with others who are headed in that direction.

Just a couple of years ago, the then 97-year-old Wooden, his mind sharp as any 30-year-old I had met, got a twinkle in his eyes when he told me he had a story to share, one I would enjoy sharing with others.

“Many people, when they ask me about coaching great players, always ask me about my two most famous centers, Lew Alcindor (who became Kareem Abdul-Jabaar) and Bill Walton,” the coach said. “But one of the greatest I have ever coached is a player many wouldn’t suspect. It was Swen Nater.”

I think Coach enjoyed the look of surprise on my face. I remembered Nater, but just barely. What I remembered was that he was cut from his high school basketball team as because, even at 6-foot-11, he was too clumsy to offer the team any value. He didn’t give up, though, and several years later made a community college team. He became talented enough that several four-year colleges offered him scholarships.

At the time, UCLA and Wooden were in the middle of one of the most spectacular runs in all of sports, winning seven of eight national championships. Alcindor had graduated, but Wooden had a new center, Walton, who he thought might be even better.

Nater’s community college coach asked Wooden to consider his player. “I was told he could, at the very least, be a great practice opponent for Walton,” Wooden recalled. “So I spoke with Swen. I was honest. I told him he could go to a small school and play all the minutes he wanted, or he could come to UCLA, where he likely would never start a game, but where he could play against the best center in the country every day. That’s the best I could offer him.”

Nater didn’t flinch. He accepted the opportunity and, as Wooden had promised, he didn’t start a single game at UCLA.

“Swen understood that to become the best he needed to associate himself with the best he could find,” Wooden said. “There was no better than Bill Walton.” Or John Wooden.

When his three years at UCLA were complete, Nater had been part of a team that won a record-breaking 88 straight games and had played for three more national championships – all as Walton’s backup.

Nater then made history when he became the first player selected in the first round of the professional basketball draft without ever starting a college game. He played 12 years professionally and now is a senior executive in the corporate offices of COSTCO. His career “is absolutely and directly the result of having made the decision to associate myself with folks who were the very best,” Nater told me. “I learned that you are who you associate yourself with.”

Coach Wooden was succinct: “Mark these words . . . You will never out-perform your inner circle. If you want to achieve more, the first thing you should do is improve your inner circle.”

At its core, that is exactly why associations hold annual events. Those conventions are a member’s opportunity to improve his or her inner circle, to learn and associate with the very best.

Like Swen Nater, I hope that each of you have identified those in your profession from whom you could learn, those who share your passion for greatness. Then, while attending your state or national conferences, introduce yourself, spend time asking and learning what it is they do that makes them successful. These lessons are often transferable.

Then take the lessons home with you. Make your aspirations known to your staff and your membership because they want to associate themselves with greatness, too. You’ll be amazed by what you can achieve when you surround yourselves with those headed in the same direction.

At each of these steps you’ll understand why John Wooden agreed that the value of associations is one of the most significant traits of greatness.
**New Product Updates**

**BRUTUS™ Designed to Withstand Vibration, Wind Whipping, Severe Applications**

EYE Lighting introduced the BRUTUS family of Pulse Start Metal Halide lamps; the first MH lamp designed with four extra heavy duty braces to prevent weld, electrical and arc-tube failures caused by shock and vibration. Commercial, industrial and utility customers will experience reduced maintenance costs and long lamp life with BRUTUS MH Lamps. EYE has conducted drop-tests, 7G tests, and severe vibration tests and found that Brutus keeps burning while other models fail.

BRUTUS is designed for severe applications such as high mast, bridges, tunnels, parking lots, roadways, roadway construction, prisons, mining, docks and refineries, because standard metal halide lamps often fail in these rough service conditions. For example, in bridge lighting applications, fixtures can be exposed to simultaneous; multiple sources of vibration and shock caused by wind-whipping, heavy truck traffic and train crossing resulting in severe vibration. Customers have become accustomed to short life spans in these applications, but BRUTUS now offers service life typical of standard MH lamps.


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**EYE Lighting Introduces New Energy-Saving 320 Watt, Pulse Start Metal Halide Lamp**

EYE Lighting has recently announced the availability of a new 320W pulse start metal halide lamp designed to replace 400W units in a variety of applications with minimal drop in light output. The savings of 80 watts per lamp, 20%, can result in a significant reduction in a customer's cost of electricity.

The EYE 320W lamp has been engineered to operate in any mounting position. This 360° mounting design reduces inventory and increases savings. It is ideally suited for a variety of applications, including street and area lighting, high bay industrial, parking lots, warehouses and any application currently using 400W metal halide lamps.

The EYE 320W metal halide lamp, sku M320X/U/PS, is manufactured in Mentor, Ohio, and extends EYE’s reliable family of universal-mounting, pulse start lamps.

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**Halco Lighting Technologies® Introduces 20,000 hour ProLED® JC10 & JC20**

Halco Lighting Technologies’ ProLED JC10 and JC20 lamps have an average rated life of 20,000 hours and can save up to 88% in energy costs compared to standard halogen lamps. These 1.5 and 2.4 watt lamps feature a distinct chip configuration that ensures 360 degree lighting and an internal driver that provides optimal electrical characteristics for each lamp type. Additionally, their low current surface mount diode chips ensure lumen maintenance and produce little heat. These warm white lamps operate on an 8-30 volt range and are available in G4 and BA15s base types.

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**Energy-Saving Bulb Dims Low Enough for Restaurants and Cinemas**

Many theatres and restaurants are challenged to find an energy efficient reflector light bulb that dims low enough for their atmosphere during business hours but also has enough light output when operated at full voltage for employees to be able to clean the facility properly and efficiently. To solve this unique challenge, Litetronics engineered the 11-watt BR30 Micro-Brite cold cathode light bulbs, which generates 450 lumens to replace a 50-watt incandescent bulb in recessed cans and track lights and dims down to 5% of light output on standard dimmers.
“Many of our customers expressed a need for more light output when the cold cathode bulbs are operated at full voltage, so we designed an 11-watt BR30 that provides more light output than the 8-watt model and maintains the exceptional dimming capability that our customers have come to expect from the Micro-Brite line,” said Bob Sorensen, vice president of marketing for Litetronics.

The 11-watt BR30 Micro-Brite cold cathode light bulb works on standard dimmers, so no additional equipment is needed. This makes it ideal for restaurants and cinemas that utilize dimming circuits in their lighting design, and its BR30 shape fits in existing fixtures. The 11-watt BR30 reduces energy consumption by up to 85% and saves even more money on replacement and maintenance costs with its long 18,000-hour life.

The 11-watt Micro-Brite BR30 is available in two color temperatures: 2250K (product code MB-1100DL) and 2850K (product code MB-1100DP). The 2250K color is designed to simulate the rosy hue of dimmed incandescent light. This is ideal for applications that use dimmed incandescent bulbs regularly because the 2250K color of the Micro-Brite bulb keeps a consistent décor and atmosphere even after switching to energy efficient lighting. For applications that require a whiter color, the 2850K color provides warm white light that is slightly whiter and brighter than standard incandescent bulbs.

200W Highmaxes Replace 400W Metal Halide at UA, Tuscaloosa

The University of Alabama Gymnastics Practice Gym, (the Frances Smith Gymnastics Practice Facility) was originally lit by 400 watt metal halide lamps.

Through the services of MaxLite’s Paul Bergkessel along with Northport Electric Supply in Tuscaloosa, the 400 watters were replaced with 200 watt HighMax Compact Fluorescent lamps. The fixtures were also replaced with MaxLite’s acrylic fixtures. This immediately netted the University a savings of half their lighting bill.

But, because this was a gymnastics facility, Head Coach Sarah Patterson was vitally interested in the quality of the new light in the gym.

In this respect the HighMaxes with a CRI of 84 were a great improvement on the old lighting. And the acrylic fixtures added greatly to the cheerful atmosphere in the 12,500 square foot facility.

So while the Tide continue practicing their winning ways, (they placed third in the NCAA National championships, with 16 of their team earning spots on the league’s Academic Honors Roll), Paul Bergkessel and Northport Electric Supply in Tuscaloosa are continuing their work with other departments in the University.

Universities and colleges throughout the US spend almost $6 Billion annually on energy. The U.S. Department of Energy (DOE) estimates that 25% of that bill could be saved through energy efficiencies. Efficiencies like replacing inefficient lighting with energy efficient lamps and fixtures.

An investment in knowledge always pays the best interest.

— Benjamin Franklin

For more information on NAILD visit www.naild.org or call 716.875.3670.
**Fulham 2010-2011 Full Line Catalog Now Available**

Fulham announced that its 2010-2011 Full Line Catalog is now available in print and online. The sixty-page catalog includes detailed specs regarding Fulham’s induction lighting systems, ballasts, lamps, light engines, and drivers.

The wide array of products included provides lighting solutions for businesses from nearly every sector. Customers are encouraged to browse the catalog and contact Fulham representatives with any questions they might have.

Lamp charts, wiring diagrams, and warranty information are also included.

The 2010-2011 catalog, along with other product brochures, are available for download at Fulham’s website at www.fulham.com or by calling 1.323.500.5999.

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GREENandSAVE, a leading sustainable living education and resource organization for individuals and businesses, issued a new report recently: 2010 G-ROI Report for U.S. Office Buildings shows office building owners and managers could save more than $4 billion annually by switching from legacy lighting to new LED lighting.

The report, based on data from the U.S. Dept. of Energy (DOE), ENERGY STAR, and private sector sources, states there are around 736,000 office buildings in the U.S., with approximately 12 billion square feet of space. The 2010 G-ROI Report estimates switching from traditional blended incandescent and fluorescent lighting to LED lighting in those buildings can save $4.3 billion per annum, and $78.8 billion over the life of the building.

“LED lighting offers lower energy consumption, longer life, smaller size, and increased durability,” says Charlie Szoradi, founder and president of GREENandSAVE. “The findings in this report are based on 53 hours of operation per week, or 2,756 hours a year. LED lighting uses 50 percent fewer kilowatt hours (kWh) than the existing blend of incandescent and fluorescent bulbs (EPA/DOE/ENERGYSTAR claims ‘at least 75 percent less energy’), and has a much greater life expectancy of 50,000 hours, or more than 18 years of use. We estimate LED lighting saves about $0.36 per foot/per year in an average office at average operating hours. That equates to potential savings for American building owners and managers of over $4 billion a year.”

The 2010 G-ROI Report for U.S. Office Buildings is the first in a series of reports based on verifiable data that explain how businesses can invest in green energy adoption and sustainable retrofits with exceptional returns. “It’s a bull market for green,” says Szoradi. “We are proving to American businesses smart green investments in tested and trusted sustainable products and services—LED lighting, high performance spray foam insulation, cool roofing, water retention systems—pay them back for years to come. These are smart investments with brilliant returns.”

According to Szoradi, “There is also a ripple effect of savings the building owner, or facility manager, never sees. Take for instance the single, simple change to LED lighting: The lighting change over all U.S. office buildings could reduce our equivalent CO2 (CO2e) by more than 28 million tons per annum, and more than 512.5 million tons over the life of the retrofit. 28 million tons is the equivalent of taking 4.7 million vehicles—all the cars in the State of Michigan—off the road each year. It’s a small shift that can become a world-altering change.”


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**Lighting for Tomorrow 2010 Winners Announced!**

The eighth annual Lighting for Tomorrow competition awards the best designed, energy efficient lighting products in the residential market. In addition to the expansion of the solid-state lighting (SSL) competition to include replacement lamps, 2010 featured a brand new lighting controls competition. Lighting for Tomorrow challenged manufacturers to continue to improve their design of SSL fixtures and enter high-quality light emitting diode (LED) replacement lamps that would meet consumers’ expectations. And for the first time, Lighting for Tomorrow invited lighting control manufacturers to enter lighting control devices with the requirement that they be compatible with energy efficient technologies, such as fluorescent and LEDs. The 2010 judging panel reviewed a total of 107 products, 69 SSL luminaires, 24 LED replacement lamps, and 14 lighting control devices at the California Lighting Technology Center in Davis, CA.

Thirty-three companies submitted SSL fixtures; five received some type of recognition. Four winners were selected: past winner, Kichler Lighting, a NAILD member, received two awards, one for its Design Pro LED Broad Roof LED Path & Spread Light and the other for its Design Pro LED Modular and Disc System.

Twelve companies submitted LED replacement lamps, however only one entrant was recognized as a winner. Manufacturer, Philips Lighting received an award for its EduraLED™A19 Lamp.

Of the five companies that competed in the new lighting controls competition, three different manufacturers were recognized, including NAILD member Leviton Manufacturing Co., Inc. which received an award for the Decora® CFL Slide Dimmer.

Awards were presented at the American Lighting Association Annual Conference in Las Vegas, NV on Sept. 22. The competition is designed to stimulate the market for attractive, energy-efficient residential lighting fixtures that use a fraction of the electricity of standard incandescent fixtures. By encouraging new designs and technologies, Lighting for Tomorrow aims to increase market acceptance and awareness of the growing opportunities in energy-efficient lighting.
New U.S. Energy Efficiency Requirements

Beginning January 1, 2011, in California and January 1, 2012, throughout the U.S., incandescent light bulbs must meet more stringent lumens/watt requirements. In other words, the bulbs must produce the same amount of lumens (brightness) for less wattage (energy). The changes begin with the 100 watt everyday incandescent light bulb, which must now use no more than 72 watts to produce a comparable brightness. Additional bulbs will be affected over the next several years:

### CLEAR, FROSTED AND SOFT WHITE GENERAL SERVICE INCANDESCENT LIGHT BULBS

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### MODIFIED SPECTRUM GENERAL SERVICE INCANDESCENT BULBS (Like GE Reveal)

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<td>1/1/2013</td>
</tr>
<tr>
<td>60</td>
<td>563-787</td>
<td>43</td>
<td>1,000 hours</td>
<td>1/1/2014</td>
</tr>
<tr>
<td>40</td>
<td>232-562</td>
<td>29</td>
<td>1,000 hours</td>
<td>1/1/2014</td>
</tr>
</tbody>
</table>

Additionally, new packaging requirements in the U.S. will change the way we refer to light bulbs. Instead of buying a “72 watt light bulb,” we will now purchase a “1500 lumens light bulb” or “2500 lumens light bulb.”

Similar changes have been proposed in Canada.
2011

April 10 – 13  
**NAILD 34th Annual Conference**  
Hyatt Grand Champions Resort  
Indian Wells, CA  
www.naild.org

May 17 - 19  
**LIGHTFAIR International**  
Pennsylvania Convention Center  
Philadelphia, PA  
www.lightfair.com

2012

April 22 – 25  
**NAILD 35th Annual Conference**  
PGA National Resort & Spa  
Palm Beach Gardens, FL  
www.naild.org

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**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.

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I stopped believing in Santa Claus when my mother took me to see him in a department store, and he asked for my autograph.

— **Shirley Temple**

Santa Claus has the right idea. Visit people once a year.

— **Victor Borge**

New Year ceremonies are designed to get rid of the past and to welcome the future. January is named after the Etruscan word ‘janua’ which means door.

— **New Year’s Customs**

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**Educational Training Opportunities**

Advance University  
(800) 322-2086

NAILD Lighting Specialist Program  
call (716) 875-3670  
or e-mail info@naild.org

Osram Sylvania  
(978) 750-2464

Universal Lighting  
e-Learning Center  
www.unvlt.com

The Philips Lighting  
Technology Center  
(732) 563-3600
RAISING THE BAR

All LED lamps are NOT created equal.
Halco’s ProLED® lamps raise the bar in performance and value – delivering both the quality and quantity of light your application requires.

We invite you to compare our 2nd Generation ProLED PAR30 to the competition:

- 14 Watts
- Warm White: 740 Lumens, >58 LPW
- Natural White: 1020 Lumens, >72 LPW
- 85 CRI
- LM79 and LM80
- 40,000 Hours Life
- 5-Year Warranty

Try to find this kind of performance with other LED lamps and you’ll see there is no competition. Halco ProLED sets a higher standard.

Halco
LIGHTING TECHNOLOGIES
Sell Your Customers on the Lamps that Help Your Customers Sell

Increase your retail customers’ bottom line by increasing their customers’ satisfaction and reducing returns. Only Solux® lighting guarantees that a product’s color is the same on display as it is at home. EiKO’s NEW patented Solux® PAR lamps are the only lighting technology in the world that matches true daylight, guaranteeing color consistency and giving items on display a pop that encourages purchase.

Solux® PARs increase customer satisfaction, encourage repeat business and decrease product returns. Ensure that customers walk out with what they want – help increase jewelry, clothing and art sales by calling your local EiKO representative about Solux® today.

www.eiko.com