"I rely on Eiko’s large selection and competitive pricing to help me win and retain customers."

John Fisher
Coastal Lighting & Supply
Chesapeake, Virginia

"Eiko's program adds more profit dollars to my bottom line."

We’re happy to help John’s business shine. Whether it’s our extensive product line, our flexible business solutions or our can-do culture, let us show you how we can brighten your bottom line.
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NEW This Year – Special Advertising Offer

On full contracts (all 6 issues of the Today's Lighting Distributor) we are offering banner advertising on the NAILD web site. Cost will be $200 for the full year. This is a one time placement banner/company logo that cannot be changed but will link to your company home page. Please contact Cathy at (515) 964-9572 or email her at naild@mchsi.com for more details.
President’s Message

Passing the Gavel in April: A Few Parting Words

At the end of our upcoming convention, my time as your President will come to an end. Yes, it is almost time to pass the gavel and I have enjoyed the opportunity presented to me to serve on the board and then as President. NAILD is a special group and it has been a real privilege I will not soon forget. Thanks to the full membership for supporting me in this role for the organization. Much thanks also to the full board, Cathy Heldt, Becky Davis, and especially Linda Daniel for all your help, support, and teamwork during the past few years. Without all your support and friendship, I would not have been able to complete the task.

The combined efforts of the NAILD board, Cathy, Becky, and Linda, have helped NAILD in all areas including convention, membership, marketing, finance, newsletter, and education. You will hear more about progress in these areas at the convention.

NAILD operates with a cooperative spirit among members who have common goals of seeing the group survive and thrive. The latest survey on the total lamp market in the United States indicates total demand for lamps will increase 2.8% annually with the present level at 4.9 billion dollars. That is a tremendous amount of light bulbs and no one is better fit than NAILD distributors to claim our healthy piece of that pie. And there is still no better organization than NAILD, who is dedicated to the sales of those light bulbs and other lighting products, to help you grow your business.

Someone asked me if I will fill up with emotion when the gavel is passed on in April. Well, I do have passion for the group, have made lots of friends, and have fully enjoyed the term, but as the song says “I’ll do my crying in the rain.” After all, you have better things to do than see a grown man cry on Friday morning, don’t you?

By the way, I would very much encourage any NAILD member who has not yet served on the board or a committee to do so. It’s an ideal environment to share your thoughts in an area or topic you enjoy, and that will help other members. At the same time, you will learn from others as they share information, and both positions advance the organization. The support you will receive makes it an enjoyable experience and NAILD always needs fresh faces to keep it going in the right direction.

The convention is just a few short weeks away. I hope you all are coming and look forward to seeing you in sunny Rancho Mirage, CA at our convention. A safe trip to all and thanks again for this special opportunity.

Ralph Gironde

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.

Today’s Lighting Distributor

March • April 2004

Volume 12, No. 2

MANAGING EDITOR • Cathy Heldt

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“Seems like the product shows up here by the time I get off the phone.” – Brett from California

“My customer loves your 90 Watt Halogen Sky Ball™ Display lamps. The improvement it made in his jewelry store was the difference between right and day.” – Frank from North Carolina

“I am very impressed with your private label program. Excellent quality with great-looking etchings, labels and fast turn-around time.” – Danny from North Dakota

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All of our Superior Life™ linear fluorescents are Low Mercury Enviro-Lume™ Certified to protect the environment and allow for convenient domestic disposal.

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• EXTENDED LIFE PHOSPHOR — blended scientifically to reduce color shift and provide constant light over the life of the lamp.

• TRIPLE TUNGSTEN CATHODE — heavy duty, triple wound to improve electrode emissions and coated with rare earth oxides to lengthen the cathode life.

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USHIO America, Inc. – Cypress, CA

John Ramshaw
Com-Tech – Northbrook, IL

THOUSANDS OF SATISFACT...
2005

March 15 – 19
NAIIDL Annual Convention, Trade Show & Organized Casual Convention (OCC)
Daley Beach Marriott
Daley Beach, FL

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

April 24 - 27
Lightstyle Conference
Frankfurt, Germany

April 29 - May 4
NALMCOTBA
TBA

2006

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

U.S. Lighting Fixtures Industry
Report Projects to 2008

Marginal improvement in the U.S. lighting fixtures market is anticipated this year, according to Market Studies, Inc.

Market Studies, Inc. is a Raleigh, N.C.-based firm that specializes in researching and analyzing industries in the United States. It has been following the lighting industry for more than 30 years.

The market specialists say that domestic manufacturers will continue to lose market share to imported products this year, but can still expect a growth of 3.1 percent annually from 2003 to 2008.

Exports

Thanks primarily to a 41% surge in shipments to Mexico, exports rebounded 7.1% in 2002. Fast-growing markets also included France, the Dominican Republic, Israel and Korea.

Imports

Imports gained momentum in 2002 as unit volume climbed 12% and dollar volume increased 9.8%. Imports expanded their share of the U.S. market to 37%. China boosted its stake in the U.S. lighting fixtures market to 21%, as sales from that country soared by 23%.

The market specialists say that competitive pricing pressures continued in 2002 for the sixth year as commercial and institutional prices slipped on weak demand.

Pricing

Aggregate corporate margins improved slightly in 2002, due to aggressive cost-cutting measures, despite lower sales.

To order “The U.S. Lighting Fixtures Market: 2003 Edition,” which includes detailed information about price trends, product mix, economic indicators, coverage of 28 overseas markets and a directory of more than 2,600 U.S. lighting fixture companies with addresses and telephone numbers, visit http://www.marketstudies.com/contact.htm.

How important is it to you?! For us it’s important enough to etch it on every lamp we manufacture.

Interlectric manufactures a full range of T8 and T12 specialty flourescent lamps, as well as carrying a full line of sign, ballast, and HID products.

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Call and talk to one of our friendly and knowledgeable sales representatives about our Private Labeling or Factory Direct Pricing today.

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Amber Updates

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Serving the Electrical Industry for 14 years, the SOLUTIONS! group is a marketing communications company with three divisions: Marketing and Sales Promotions, Logo Premium Items, and Event and Meeting Planning. Located in Greensboro, NC in addition to offices we have a 10,000 sq ft warehouse for handling company premium programs or large mailing projects.

“Working in the Electrical Industry and being active in the industry business groups for 14 years gives us a definite edge and insight to the challenges faced by NAILD members” says Kathleen Simon, President.

With a staff of 16 and an award winning in-house graphics department, the SOLUTIONS! group can help build your business with solid Marketing Plans, Customer Promotions that work, Direct Mail Campaigns, and Ads that get noticed. Focusing on your objectives and mindful of your MDF budget, we present creative ideas and solutions with added value.

Skyline Lighting, Inc.’s headquarters is located in Charlottesville, VA. We are a manufacturer and importer of emergency lighting, exit signs, under counter lighting, compact fluorescent lamps, emergency ballasts and inverters and ups systems to your specifications.

We have 18 warehouses across the USA, Puerto Rico, Canada and Mexico and have sales representatives in all territories. Most orders are shipped in 24 to 48 hours.

Our products are designed for the easiest installation and are competitively priced. For more information, please contact our experienced staff at the number listed or by e-mail at tony@skyline-lighting.com.
Member Notations

Dear NAILD Members,

A Lighting Certification, (LC) helps to give our profession accreditation to separate someone in our field as a lighting professional from someone just selling a compact fluorescent lamp. Becoming Lighting Certified has given me an edge over the competition on numerous lighting jobs. I am perceived as a lighting professional. Taking the LC examination not only tested my lighting knowledge, but also improved on the lighting knowledge I already had. Also, I thought if Sid Phillips could pass the LC examination, it couldn’t be too difficult (ha, ha . . . ).

In order to take the LC examination, you must meet one of the following criteria:
1. Hold a bachelor’s degree from an accredited college or university and have three years of lighting-related experience.
2. Have six years of lighting-related experience.
3. Be a graduate or undergraduate student in a college or university participating in the Intern LC Program.

Since there is a lot of time involved in preparing for the LC examination, I would suggest you start early. The examination is only offered once a year on the first Saturday in November. There are no numbers of ways to study for the LC examination:
1. Candidates may purchase the NCQLP website-based Self-Study Guide.
2. NAILD provides a training course.
3. Form a study group to go over the course material.

The four-hour LC examination is divided into two sections:
1. 100 multiple-choice questions to test your lighting knowledge.
2. Four simulation problems that present specific design problems requiring skill in two areas: information gathering and decision-making.

If you are in the lighting business, I would highly recommend you take the time to prepare for and take the LC examination. Not only could you improve your lighting knowledge, but also it could give you the edge over your competition and improve the standards of our profession. If you have any questions regarding Lighting Certification, please give me a call.

David R. Leslie, LC
NAILD Past President

More than 200 Take 2003 Exam

Last November, 203 lighting practitioners sat for the National Council on Qualifications for the Lighting Professions (NCQLP) exam. Of these, 159 passed: 147 became full LCs and 12 are new Intern LCs, according to Mary Jane Kolar, NCQLP executive director. That brings the total number of LCs to 1,119, she said.

“The first NCQLP test was given in 1997. Since then, it has gained recognition as a baseline standard. More and more people are aware of it, and more people talk about having gotten business because of it,” she said.

“The experience levels of LC exam-takers:
25.8% have 3-5 years experience
28.6% have 6-10 years of experience
31.3% have 11-20 years of experience
16.3% have more than 20.

The primary professional affiliations of LC exam-takers:
59.9% are members of the IESNA
10.2% the IALD
6.1% IEEE
2.7% AEE
2.7% AIA
2% NAILD
0.7% IIDA

Interns in 2003

This year, 16 graduate and undergraduate students in lighting took the LC examination as participants in the NCQLP Intern Program. Twelve were successful. “That’s about the same percentage as with people who are actually practicing in the field of lighting,” points out Kolar. An accredited college offering a minimum of 12 credit hours in lighting-related courses can apply to be a part of this program.

The 2004 Lighting Certification Examination will be given November 6. The NCQLP board is working toward computerizing the test, with the possibility of giving it more frequently, Kolar said. The earliest those changes would go into effect is 2005.

More About NCQLP Exam Takers

The professions of LC exam-takers in 2003:
34.7% lighting designers/consultants
18.4% electrical engineers
10.9% manufacturers
9.5% manufacturers’ representatives
9.5% sales representatives

“Their experience levels of LC exam-takers:
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This year, students were represented from the following colleges:
Penn State University
Rensselaer Polytechnic Institute
Parsons School of Design
University of Nebraska
University of Kansas
Future NCQLP Tests

The 2004 test will be given on November 6. The NCQLP board is working toward computerizing the test, with the possibility of giving it more frequently, Kolar said. The earliest those changes would go into effect is 2005.

The National Council on Qualifications for the Lighting Professions (NCQLP) 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 National Council on Qualifications for the Lighting Professions for the Lighting Professions (NCQLP) is a voluntary, industry-led effort that recognizes professionals who have met specified basic standards as measured by the Lighting Certification Examination.
Steven Rothschild, a serial entrepreneur, is the CEO of bulbs.com. Founded in 1999, bulbs.com is an e-commerce leader and a fast growing specialized lighting distributor servicing over 14,000 businesses, organizations and government agencies in over 40,000 locations. Prior to founding bulbs.com he founded Furniture.com and as CEO set a strategy to make it the Internet’s premiere home furnishings E-commerce Company. He achieved positive cash flow and profitability; built sales to over $4MM, raised over $13MM in venture capital, and recruited a professional management team. Prior to Furniture.com, he founded Applied Interactive Communications, a web site design, development, business strategy and technology consulting firm. Steve purchased Empire Furniture Showrooms (Furniture.com’s predecessor) from shareholders and acquired the corporate debt from the bank’s asset recovery department. Under Steve’s leadership Empire re-established vendor relations, developed credit lines, increased sales and achieved profitability. Steve is on the Board of Merchant Internet Group and is currently involved with two startups, Facente and Give-a-Dog-a-Bone. Facente creates Fine Custom Mosaics. Give-a-Dog-a-Bone creates and markets patent pending dog toys. Steve also has been on the non-profit boards of Beacon Brightly Community Development and Solomon Schechter Day School as VP, Finance, and currently is on the non-profit boards of The CEO Place, the Better Business Bureau and Friends of Massachusetts Academy. Mr. Rothschild holds a BS in Economics, a BS in Business Administration from Norwich University, and frequently lectures MBA classes and business groups around the country. When not working, Steve can be found with his wife Barbara and two teenage sons Joshua and Jeffrey. Together or in part they will be snow or water skiing, kayaking, or traveling. Steve, time permitting, is also a cyclist and Triathlete.

Nominees for NAILD 2004 – 2005 Election

Steven Rothschild
bulbs.com

Wanda Barnett
Topbulb, LLC

Mark Marchetti
U.S. Miniature Lamps

Jim Bracken
GE Lighting

These days, it’s not so easy to get to the top—unless you’re a SYLVANIA distributor. We give you a single source for all your lighting and ballast needs, with a full line of innovative products backed up by a great team of reps, commercial engineers and our award-winning national customer service center. We provide extensive training and education, along with a wide array of advertising, marketing and merchandising support programs, all poised to help you build your business. And we offer the EDI and e-commerce tools to make business easier and more efficient by reducing supply chain costs and increasing profitability. And if you really want to activate your superpowers, you can register at mySYLVANIA.com, where you’ll find the industry’s leading set of technical resources and additional e-commerce tools.
Glass Diffuser helps prevent discoloration with age

Bulb Shape works with standard bulb changers

Decorative Styles a variety of pleasing shapes

Tri-Color Phosphor CRI 84 (2800K warm) or CRI 88 (5000K daylight)

Amalgam Technology steady output in any position

Phosphor Tube ensures high-grade illumination in a compact bulb

Durable Components instant on and flicker free

Base nickel-plated brass prevents corrosion

Operating Temperature indoor/outdoor use from -22ºF to 122ºF

Ballast Shielding prevents disruption of other equipment

Homes and hospitals. Railroad stations and hotels. Offices and arenas. Even fun-filled Chuck E. Cheese’s. People turn to Panasonic for long-term lighting solutions. Maybe it’s because of the wide range of ENERGY STAR®-qualified, premium lamps. Or the high-quality components found throughout our lineup. Whatever the reason, it’s just good to know that they last and last. Which means you’ll save on purchasing, energy costs, and maintenance.

All good reasons to shine on.

It’s the quality inside that shines.

For more information: 1-866-292-7292 or www.panasonic.com/lighting

Please see a Panasonic Sales Representative for details on our new distributor promotion.

With the support of Panasonic distributor, City Lighting Products of Kansas City, Chuck E. Cheese’s retrofitted 220 restaurants for energy savings and recouped their investment in Panasonic CFLs in just three months.

Chuck E. Cheese’s

With the support of Panasonic distribute, City Lighting Products of Kansas City, Chuck E. Cheese’s retrofit 220 restaurants for energy savings and recouped their investment in Panasonic CFLs in just three months. Even fun-filled Chuck E. Cheese’s, people turn to Panasonic for long-term lighting solutions. Maybe it’s because of the wide range of ENERGY STAR®-qualified, premium lamps. Or the high-quality components found throughout our lineup. Whatever the reason, it’s just good to know that they last and last. Which means you’ll save on purchasing, energy costs, and maintenance. All good reasons to shine on.

It’s the quality inside that shines.

For more information: 1-866-292-7292 or www.panasonic.com/lighting

Please see a Panasonic Sales Representative for details on our new distributor promotion.

Panasonic ideas for life
Allan Nelkin, President of Halco Lighting Corporation, has been a NAILD member for eight years. Born in the heart of American manufacturing in Detroit, MI, it’s not surprising that today he finds himself leading a manufacturing and distribution business that is a significant privately-held player in an industry top-heavy with publicly-funded conglomerates.

Nelkin has a knack for building businesses. He has successfully built a few in the last 20 years, including Halco; a process he says will never be complete. “If you think you’ve finished, then you are,” Nelkin said. He took the helm at Halco in 1991 and has evolved it from a light bulb commodity business with an image problem to a strong lighting industry competitor, featuring a broad product line, coast to coast distribution, and “unmatched service.”

Nelkin earned a Bachelor’s Degree in Business Administration from Wayne State University in Detroit. He attributes much of his ability to the intensive training he received while working as a buyer and merchandising executive at publicly-traded Dayton Hudson Corporation, the Minneapolis-based retail giant.

“I recognize the value of NAILD, and my desire to help grow this organization aligns well with my experience in building businesses, both in and out of the lighting industry.”

Joe Colant has been with TCP for five years, serving as Eastern Regional Manager for three years and in his present position for the last two years. Prior to joining TCP, Joe spent six years at a high school business teacher and football coach.

Joe has a special appreciation for NAILD members because of their unique way of attacking the lighting market, and feels that NAILD members bring a true entrepreneurial spirit and thinking to the industry. In his opinion, one of the great things about NAILD is that members focus on the everyday customer, in an effort to build better relationships with them and serve more and more of their needs. This is the way TCP chooses to focus, as well, which leads to increased knowledge of customers concerns and issues, and allows both NAILD and TCP to serve their customers better.

Being a member of NAILD has been a rewarding experience for both TCP and for Joe personally, and has led to many opportunities with true lighting supporters. If given the opportunity to serve on NAILD’s Board of Directors, Joe would contribute new ideas on how to increase organization membership, build a better working relationship between manufacturers and members, and increase NAILD’s exposure throughout the lighting industry. He looks forward to the challenges and opportunities this position would provide.

Joe resides in Akron, OH with his wife Darnelle and their three children Eliza, three, and twins Delaney and Caysey (18 months). Joe is an avid sports fan, and enjoys spending quality time with his family.

Robert J. Black has been the owner of Light Bulbs Etc., Inc. in Lenexa, Kansas since 1987. Bob worked part time in the business until 1999, and then went to work full time. They have tripled the business since 1999 and expect a continued growth pattern over the next few years.

After college at Texas Tech and graduate work at Old Dominion and Syracuse, Bob was a Captain in the Army from 1967 – 1970, with service in the Republic of Vietnam.

From 1970 – 1982 he worked for General Electric Lamp Division, Lutron Electronics, and Gulf Oil Chemicals. His last position with Gulf Oil was the manager of retail products.

In 1982, with the sale of Gulf Oil to Chevron, Bob received the patent on a product called ‘Press N Seal’ Tub N Shower Caulk, and marketed that along with ‘Press N Seal’ weather stripping to various other retail companies. At the same time he began a manufacturer’s Rep firm in the Kansas/Missouri market areas.

In 1987 he sold the patent, opened up Light Bulbs Etc., Inc. and continued the Rep business until 1991, when he assumed a full time position with the company.

Bob and his wife Colleen reside in Overland Park, Kansas. They have 5 children and four grandchildren.

Although Bob is a fairly new member to NAILD, he values the membership and the friends he has made in a very short time. He feels confident that his experience in manufacturing, as an independent sales representative, and as a distributor will bring a balanced approach to current and future opportunities.

Jim Coykendall’s first job in the lighting industry was with Datco Lighting at age 20. In 1985, at 37, he founded Budget Lighting. Jim served as a Director on various utility boards as well as a publicly traded Corporation. He authored Demand Side Management programs and successfully lobbied the Public Utilities Commission for their adoption. He has worked closely with the Electric Utilities to establish rebates criteria.

Jim’s fifteen minutes of fame include sponsoring a 1998 winner of the Indy 500. Presently, Jim is President of Budget Lighting, Inc., a full line distributor of lighting products, operating in 11 states in the Midwest.
TCP’s New 3-Way CFL Technology Provides Distinctly Different Light Levels for Lighting Tasks

Finally, a 3-way compact fluorescent lamp (CFL) that provides three distinct light levels — low (50 watt), medium (100 watt) and high (150 watt) — for an energy efficient equivalent to 3-way incandescent options is available from Technical Consumer Products, Inc. (TCP).

Ellis Yan, President and CEO of TCP said, “Our advances in 3-way technology allow us to bring a consumer product to market that was possible with existing technology. This new product offers an ideal energy-saving solution for 3-way portable electronic lamps, featuring significantly lower currents while maintaining stable, flicker-free operation.” The new CFL technology allows each light setting to offer three distinct lighting levels. The lower light setting provides ambient lighting for dining or entertaining. The medium light setting offers task lighting, while the high light setting offers an efficient light level for intensive reading or studying.

The 3-way CFL technology is available in a 32 watt Spratlight™, 33 watt T6 cipline and 40 watt T6 cipline lamps. Each product features cutting-edge components to ensure cool, reliable operation, which prolongs the lamp life and provides consistently optimum light output. TCP’s 3-way CFLs have an average rated performance life of 10,000 hours.

Technical Consumer Products, Inc. designs, develops and markets energy efficient lighting products, including other compact lamp technologies, emergency lamps and lighting, commercial ballast products, energy efficient fixtures and LED lighting sources. Since 1996, TCP has excelled as a leader in the energy saving lighting industry. For more information on Technical Consumer Products, visit http://www.tcp.com, email info@springlamp.com or call 1-800-324-1496.

Westinghouse Lighting Corporation Introduces the Westinghouse® Revolution® New Product Line

Brownlee Lighting Announces Revolutionary New Product Line

Brownlee Lighting recently announced the introduction of a new downlighting product line named the Genuine Hard Hat™. "An ultramodern product for a new generation", is how Brownlee President Curt Brownlee describes it. "It’s a rare moment in time when a company can offer a truly unique product line that will take the competition by storm. This is our moment.”

Mr. Brownlee went on to say “The Genuine Hard Hat™ technology is designed to revolutionize the market. It is forward-thinking and cutting edge. The lamp's design is constructed completely of polycarbonate composite materials that make it corrosion resistant, lightweight, very strong and compact. It is also environmentally friendly and recyclable.”

The new patented NanoLux™ lamp utilizes micro-electronic components in its ballast. The ballast is located inside the lamp's base, eliminating the bulky in-line ballast. NanoLux™ is available in three appealing designs: half-spot, spot, and globe.

"Gone are the days of conventional, flickering, large CFLs. NanoLux™ is the choice for today’s hi-tech alternative,” said George Mabin, Director of Marketing - Lamps, Westinghouse Lighting Corporation. “NanoLux™ lamps are available at your local home improvement retail stores as well as on TCP's new website: www.robertsonww.com. Please contact the customer service department at 800-323-5633 for more information or visit our new website: www.robertsonww.com. Please contact the customer service department at 800-323-5633 for more information or visit our new website: www.robertsonww.com.
Westinghouse Lighting Corporation Acquires Radiant Lamp Company from Philips Lighting Company 

Westinghouse Lighting Corporation announces its acquisition of Radiant Lamp Company from Philips Lighting Company, the U.S.-based lighting division of Royal Philips Electronics (NYSE: PHG, AEX, PHI). Radiant Lamp Company offers an exclusive line of differentiated light bulbs to service lighting distributors in North America. Lamp Company from Philips Lighting Company offers an exclusive line of differentiated light bulbs to service lighting distributors in North America.

Hank Bachman, former Director of Radiant Lamp will serve as Managing Director of the new Radiant Lamp division effective immediately. The current Sales Management team will retain their positions under Westinghouse.

"We are delighted to have reached this important agreement with Philips," says Stan Angelo, Chairman of Westinghouse Lighting Corporation. "We will employ all of our resources to make the transition a success and to assist these new customers in the continued growth of their businesses. Our new lighting solutions will be a natural enhancement to the specialized Radiant business so brilliantly pioneered by Philips." Westinghouse will work closely with the current Radiant sales and service team to assure a smooth transition. The Radiant sales region structure will be maintained.

Westinghouse and Radiant are working closely to assure that there will be no disruption in service during the ownership transition. Customers can contact Radiant at 1-800-248-6633.

LRC Launches Online Seminar Series

A new, interactive seminar series from the Lighting Research Center (LRC) debuts Wednesday, March 24. It is part of ‘Livel from the LRC,’ an educational experience combining Web and teleconference communications to connect seminar leaders and participants.

Each seminar is designed to meet the needs of architects, engineers, facility managers, owners, developers, energy service professionals, and other professionals needing a better understanding of light and lighting. Seminar participants need only an Internet-connected computer and a telephone for the series.

All participants will receive two university continuing education units (CEUs) for each seminar attended. These CEUs are accredited by the American Institute of Architects (AIA), the National Council on Qualification for the Lighting Professions (NCLQP), and other professional organizations.

Seminar Topics and Schedule

• The Truth about Outdoor Lighting
  Wednesday, March 24 from 1-2:30 p.m. EST
  *Energet-Efficient and Load-Responsive Lighting
  Wednesday, April 14 from 1-2:30 p.m. EST
  *LEDs - The Solid-State Lighting Revolution
  Wednesday, May 12 from 1-2:30 p.m. EST
  *Light and Health
  Wednesday, June 16 from 1-2:30 p.m. EST

Cost and Registration

Individual participants will pay $100 per seminar, with a $56 savings when they register for all four.

The cost for groups (up to 10 participants using one connection at a single site) is $150 per site per seminar. Group can save $100 when registering for all four seminars.

Participants may sign up for the session(s) by filling out the registration form available online (http://www.tlcrr.prd/edu/education/outreach/Education/ livefromthelc.apf) and faxing or mailing it to the LRC.

When the participation fee is processed, participants will receive, via email, a telephone connection number, password and an Internet address where they can view and download the seminar presentations.

For more information about the AddressProT product line, visit Advance’s website at www.advancetransformer.com or call Advance at (800) 372-3331. Advance is a division of Philips Electronics North America.
Today's Lighting Distributor

Naild Lending Library Book Reviews

Steps for Wealth and Happiness (Video)

Steps for Wealth and Happiness is a short video under 30 minutes which can be used beneficially in a sales meeting where you have discussions after it. It gives some good thinking points - conformity, repetition, creativity and identity. Our job is to understand these words and how do they fit into our sales routines. I gave it a 2-bulb rating as it will be determined how you use it and the discussion which follows will determine the success of the video.

Reviewed by John Devereux, Northwestern Lighting & Supply

Keeping Pace with Tomorrow

This is a short video which can be run in a sales meeting to start discussions on success, how we can achieve it and maintain it. It is especially good for new salespeople to give them an idea of what they need to do for success. The success of this video will be determined on how you use it and the discussion which follows.

Reviewed by John Devereux, Northwestern Lighting & Supply

ECMA Introduces Domain Expert Program to Recognize Contributions to Open Technical Dictionary

ECMA recently introduced a program to recognize the individual domain experts that contribute to the ECMA Open Technical Dictionary (eOTD). This open standard technical dictionary is based on the Federal/NATO cataloging system and includes tens of thousands of standard commercial terms and definitions in multiple languages along with a coding system designed to deliver language-independent, harmonized and standardized cataloging for electronic commerce. With this new, open technical dictionary, procurement, sales, marketing, finance, and supply chain management roles within the electrical and lighting industries will benefit from more efficient and effective item descriptions.

“Key to ensuring the success of a B2B or B2C catalog is to provide accurate, detailed information on line items, allowing them to be searched and compared. Yet cataloging has traditionally been an incredibly time consuming, inefficient and costly process,” said Jeff Leech, director of project services at e-Global Solutions. “ECMA has revolutionized this process by publishing its open technical dictionary.”

About ECMA: The Electronic Commerce Code Management Association (ECMA) is a not for profit membership association that coordinates the development, maintenance and distribution of open standards for content to satisfy the growing needs of increasingly sophisticated procurement and electronic commerce applications. (www.ecma.org)

New Sirius Catalog Now Available from Con-Tech Lighting

In the last year we have expanded the Sirius product line not only with additional low voltage rail fixtures and shades, but also with several other new types of lighting products including wall sconces, mini rail, and linear fluorescent fixtures. This new 56 page catalog is now available. Visit their website for more information at www.siriuslighting.com.
**Tentative Schedule of Events**

**Tuesday, April 20**
- **8:00 AM – 12 Noon** : Board Meeting
- **2:00 – 5:00 PM** : Board Meetings
- **5:00 – 6:00 PM** : Past President/Executive Committee Meetings
- **6:00 – 8:00 PM** : Dinner on your own
- **8:00 – 8:30 PM** : New Member Reception
- **8:30 PM** : Open Hospitality

**Wednesday, April 21**
- **7:00 AM** : Golf Continental Breakfast
- **8:00 AM – 2:30 PM** : Registration
- **8:00 AM** : Golf Tournament
- **9:30 AM – 12:30 PM** : Open Roundtable Discussions (TBA)
- **2:30 – 4:00 PM** : New Distributor Member Introductions
  - New Vendor Member Introductions
  - Announce new product lines, etc.
  - Candidate Speeches
- **2:30 – 4:00 PM** : Registration
- **6:30 – 9:30 PM** : Opening Dinner/Dance hosted by GE Lighting
- **10:00 PM** : Open Hospitality

**Thursday, April 22**
- **7:30 – 8:30 AM** : Hot Buffet Breakfast
- **7:30 – 8:30 AM** : Registration
- **8:30 AM – 12:30 PM** : Speakers
  - Paul Hafner & Bill Attardi
  - “Tapping Into the Competitive Advantage”
  - Christine McMahon
  - “How to Excel-erate Sales Results . . . the Building Blocks for Filling Your Pipeline”
- **9:30 AM – 1:30 PM** : Family Program (off property)
  - Hosted by Westinghouse Lighting Corp.
- **12:30 PM** : Buffet Luncheon/Round Table Discussions
  - Topics TBA
- **12:30 – 4:00 PM** : Exhibitor Set-up

**Friday, April 23**
- **7:30 – 9:30 AM** : General Business Meeting with Hot Buffet Breakfast
- **9:00 AM (SHARP)** : Board Elections
- **9:40 AM – 12:20 PM** : OCC (20 min. appointments at booth)
- **12:30 – 1:30 PM** : Distributor/Vendor Luncheon
- **12:30 – 3:00 PM** : Family Luncheon/Program
- **1:40 – 3:20 PM** : OCC (20 min. appointments at booth)
- **3:40 – 5:00 PM** : Tool Time Open Trade Show
- **5:00 PM** : Exhibit Teardown
- **7:00 – 10:00 PM** : Dinner/Dancing – Mardi Gras Style
  - Hosted by Technical Consumer Products (TCP)
- **10:00 PM** : Open Hospitality

**Saturday, April 24**
- **7:30 – 9:00 AM** : Continental Breakfast
- **7:30 – 9:00 AM** : Committee Meetings
- **8:00 AM** : New Product Award Winner Announced
- **8:15 AM (Shut)** : Floor Plan Booth Card Winner Announced
- **9:00 – 10:30 AM** : Vendor/Distributor Discussion Session
- **9:00 – 10:30 AM** : Vendor Discussion Meeting
- **10:30 – 10:45 AM** : Break
- **10:45 AM – 12 Noon** : Vendor/Distributor Discussion Session
  - List 3 points from separate meetings to act on
- **12 Noon – 1:00 PM** : Lunch on your own
- **1:30 PM** : Closing Educational Session
  - Hosted by Osram Sylvania
  - Gary Yamamoto
  - “The Future Belongs to Those Who Prepare for It”
- **Afternoon on your own/Optional tours**
- **7:00 PM** : Closing Pizza Party with Prize Give-Aways

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**NEW this year will be the ‘tool time’ trade show. During the open floor trade show and reception Thursday evening and again after the OCC sessions on Friday, each distributor will be handed a ‘tool time’ bag along with a floor plan booth card. Each vendor will hand out their ‘tool(s)’ to the distributor when they visit their booth. With each educational ‘tool(s)’ received, the vendor will stamp the distributors floor plan booth card.**

(Tools could/may include web based tools, a savings calculator, on-line cross reference, links to resources, value added promotions of your products & services, a CD, slide rule, etc.) Distributors who submit completed cards and vendors with the most distributor cards stamped will be entered in a prize drawing.

**VENDORS – DON’T FORGET TO BRING YOUR ‘TOOLS!’**

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**Shat-R-Shield delivers the best**
**PERFORMANCE, VALUE and SERVICE in protective lighting**

- Coating guaranteed for the life of the fluorescent lamp
- Virtually all glass and phosphors contained
- Less than 1% loss of lumens
- No premature burn out
- Easily installed by one person
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Call 800-223-0653 to find a distributor near you.
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800-223-0653 • www.shat-r-shield.com
The following NAILD Vendor Members have committed to sponsoring events at the 2004 NAILD Convention & Trade Show:

**Golf Holes**
- CRMA, Inc.
- EiKO, Ltd.
- Halco Lighting Corp.
- Lighting and Power Source
- Onyx Environmental Services
- Panasonic Lighting (2 holes)
- Satco Products
- Sensor Switch, Inc.
- Shat-R-Shield
- Trojan, Inc.
- Universal Lighting Technologies
- U.S. Miniature Lamps, Inc.

**Events**
- **Thursday**
  - Hot Buffet Breakfast – Con-Tech Lighting
  - Family Program – Westinghouse Lighting Corp.
  - AM Break – Greenlite Corporation
  - Buffet Luncheon – Fulham Co., Inc.
  - Evening Open ‘Tool Time’ Trade Show Reception – Halco Lighting Corp.
- **Friday**
  - Hot Buffet Breakfast – Advance Transformer
  - AM Break – EiKO, Ltd.
  - PM Break – Universal Lighting Technologies
- **Saturday**
  - AM Break – Universal Lighting Technologies
  - Educational Session – Osram Sylvania

**Golf Tournament Events**
- Beverage Cart – SLi Lighting
- Shuttle Bus Transportation – Con-Tech Lighting

**T-Shirt Logos**
- Advance Transformer Co.
- Advanced Energy Ideas, Inc. (AEI)
- Aero-Tech Light Bulb Co.
- ALP Lighting Components
- American Light Bulb Mfg.
- Brownlee Lighting
- Con-Tech Lighting
- EiKO, Ltd.
- Energetic Lighting, Inc.
- EYE Lighting International
- Fulham Co., Inc.
- Greenlite Corporation
- Halco Lighting Corp.
- Higuchi Inc., USA
- Howard Industries, Inc.
- Lighting & Power Source
- MaxLite/S.K. America
- Mule Lighting
- Onyx Environmental Services
- Osram Sylvania
- Panasonic Lighting
- Philips Lighting Co.
- Premium Quality Lighting (PQL)
- Satco Products, Inc.
- Shat-R-Shield
- Simkar Corp.
- SLi Lighting
- Stonco/Crescent
- Technical Consumer Products (TCP)
- Trojan, Inc.
- Universal Lighting Technologies
- Ushio America, Inc.
- Westinghouse Lighting Corp.

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During the closing Pizza Party on Saturday night of the convention, the NAILD Board of Directors thought it would be fun to offer attending participants at the party some FREE giveaways. If you have something from your company that you would like to donate to the cause, please bring those items to the convention. Drawings will take place during the party. You must be present at the draw to win. What a great way to show your State pride and company presence. The Great State of Iowa will provide a surprise package --- are you up to the challenge?


Growing Relationships Is Our Focus

“...a product’s value transcends its physical form and price to encompass the support that precedes and follows it.”

— Alan Nelson, President, Halco Lighting Corporation