Special Post-Convention Issue
Have you ever seen a lighting application where the lamps range from pink to orange and green? That is because the lamps have inferior reflector coatings. Our Eurostar reflector utilizes a multilayer titanium oxide coating which is much more durable than the standard dichroic coatings. The thickness and application of these coatings ensure that they do not crack or peel under the stress of high temperatures. Our Eurostar lamps maintain color from lamp to lamp and throughout the life of the lamp.

Inferior lamps display uneven and inaccurate beam patterns. Beam accuracy and uniformity are controlled by proper alignment of the lamp filament within the reflector. USHIO focuses the lamp filament inside the reflector, thereby optimizing the lamp’s specified beam pattern, light intensity, and beam uniformity.

USHIO Eurostar lamps utilize a UV-blocking quartz envelope for added protection against the damaging effects of light.

Standard dichroic reflector coating has cracked and degraded after only 3000 hours.

Titanium oxide multilayer coating remains clean and intact throughout its 5000 hour life rating.

USHIO – Total beam uniformity, white Halogen light and higher output.

Brand X

USHIO – Even beam pattern, low color temperature, green color and low output.

USHIO

800.838.7446
ushio.com
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*March/April 2005*
President’s Message

Growing NAILD . . .

Well, the convention is now history and we all are back at work and tending to our businesses. Let us not forget the business of improving NAILD as an organization.

The members have stated they would like to see online training improved and certification programs implemented. Your board will be working hard behind the scenes to continue to make NAILD a showcase association. Our initial plans are to continue working diligently on the certification programs we’ve started. By the next convention at least one of the two will be firmly in place. We can also look forward to the availability of online training via the NAILD web page. These goals are of the utmost importance to everyone involved, and will greatly improve the appeal to potential members and increase value for current members.

The convention seemed to be a huge success. Our job now is to make sure that San Diego will be better for everyone involved. More roundtables and more educational seminars are in the works to increase the value of the next convention. We can all look forward to a convention filled with education, new ideas, and fun.

NAILD is, and has been, a success because of its members. I have always valued my membership for this reason. To continue this success, it will take all of us thinking collectively how we can improve, and sharing our ideas. Only working as a group do we stand a chance of maintaining the organizational standards we have set for ourselves.

I would like to thank everyone who had the faith in me to become president. Know that I will do my best to continue to improve upon the foundation laid down by my predecessors. I know I will give the effort needed to lead this organization. Hopefully at the end of my term NAILD will have grown and become an even better organization then it already is.

Sincerely,

John Devereux
NAILD President 2005 – 2006
Professional Marketing Materials Customized For YOU!

It has always been important to PQL to add value to your business — we have improved our product brochures to enable you to build YOUR brand name and increase YOUR profits. Each brochure can be completely customized with your company’s name and information. With these full color marketing materials you can provide impactful product presentations that build memorable brand recognition and enhance your corporate image.

To View These Brochures in Full Color go to: www.pqlighting.com/resources/
Calendar of Events

2005

April 11 – 14
LIGHTFAIR International
New York Javits Center • New York, NY

April 14 – 17
Equity Annual Meeting
Hyatt Regency • Dallas, TX
For more information call (800) 373-1874
or email Dan Potter at danpotter@equity.org

April 24 – 27
Lightstyle Conference • Frankfurt, Germany

May 10 – 12
Kitchen/Bath Industry Show (K/BIS)
Las Vegas Convention Ctr • Las Vegas, NV

May 14 – 18
NAED Annual Meeting
Boston Marriott Lopley Place • Boston, MA
For more information call (888) 791-2512

September 7 – 10
Affiliated Distributors’ North American Meeting, For more information call Karen Lindley, (610) 278-6421

October 7 – 12
IMARK Annual Meeting
Hyatt Regency Grand Cypress • Orlando, FL

October 8 – 11
NALMCO 52nd Annual Convention & Trade Show
Sheraton Norfolk Waterside Hotel
Norfolk, VA
For more information call (515) 243-2360

June 17
NAILD Executive Committee Meeting
Site TBA
Chicago, IL

September 23
NAILD Fall Board Meeting
Paradise Point Resort
San Diego, CA

2006

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

April 22 – 26
NAED Annual Meeting
Orlando, FL
For more information call (888) 791-2512

May 29 – June 2
LIGHTFAIR International
Las Vegas Convention Center

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

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

2007

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

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

May 8 – 10
LIGHTFAIR International
New York Javits Center
New York, NY

See Industry Updates Section of this issue for other educational opportunities.

2005 LightFair Contributions

We would like to sincerely thank the following members who have generously contributed to the 2005 NAILD at LightFair Fundraiser totaling over $7,800.00. Thank you very much!

Diamond Sponsor ($1000)
EiKO Ltd.

Gold Sponsor ($500)
Atlanta Light Bulbs, Inc.
Budget Lighting
Con-Tech Lighting
Halco Lighting
Illuminating Technologies
Northwestern Lighting
Technical Consumer Products

Grand Slam Sponsor ($400 & Under)
Adventure Lighting
Pacific Coast Industrial Lighting
Panasonic Lighting Products

Home Run Sponsor ($240)
All Lighting, Inc.
A-M Electric Co. Inc.
Conserve-A-Watt Lighting
Mecor Inc.

Silver Sponsor ($200)
Higuchi Inc. USA
Nova Lighting
Satco Lighting Products

We are proud to announce that NAILD will be exhibiting at LightFair 2005 as well as sponsor a presentation on 4/10/05 given by James Benya – “Benya on Maximizing Sustainability.”

If you wish to participate in this fundraiser there still is time. You can make your contribution either through your annual dues invoice or call Linda at the Buffalo office (800) 205-6210 regarding payment.

General Information for LightFair 2005
Other helpful information is also available on our website www.lightfair.com.
New Distributor Members

Becker Electric
Mark Ross, Lamp Specialist
1341 E. 4th Street
Dayton, OH 45402
(937) 226-1341
(937) 226-1790 f
www.beckerelectric.com

MicroLamp, Inc.
Hector Tortoriello, Sales Manager
hectort@microlamp.com
2942 NW 60th Street
Ft. Lauderdale, FL 33309
(954) 970-7171
(954) 970-7196 f
www.microlamp.com

Millennium Lighting
Craig Serota, President
lightincorp@aol.com
9378 Mason Montgomery Road, Suite 345
Mason, OH 45040
(513) 530-5150
www.millenniumlighting.net

Service Lighting & Electrical Supplies
Kim Pedersen, President
kim@lightingquotes.com
124 Gross Road, Suite D
Mesquite, TX 75149
(972) 288-2277
(972) 288-2257 f

The Lighting Company
Steve Espinosa, President
espo@lightingcompany.net
1621 Browning
Irvine, CA 92606
(949) 296-0764
(949) 296-0759 fax
Con-Tech Adds National Sales Manager

Con-Tech Lighting announces the addition of a new National Sales Manager for its Grocery Division. Effective immediately, Brett Hillemann, previously working for Con-Tech in regional sales, has been promoted to fill this new role.

As National Sales Manager – Grocery Division, Brett will take on the responsibility of penetrating the grocery market with Con-Tech’s new lighting product lines.

“We have had many new product launches over the last year which fit directly into grocery store lighting and we are dedicating the necessary resources to grow in this market. Brett Hillemann is a big part of those plans. We expect his leadership to add to our commitment of high service levels and superior customer support,” says Tim Brennan, Vice President of Sales for Con-Tech Lighting.

Replacing Brett Hillemann in sales for the Chicago region is Dan Hama. Dan is being promoted from Con-Tech’s Quotations/Technical Services Department to drive growth in Con-Tech’s own back yard.

Con-Tech Lighting offers a versatile selection of recessed lighting fixtures including incandescent, low voltage, HID, compact fluorescent, as well as energy-efficient track and rail lighting. Represented by more than 80 manufacturer agents throughout the United States, Canada and Mexico, Con-Tech sells exclusively through electrical wholesalers and distributors. For more information visit www.con-techlighting.com.

NAILD Mission Statement:

To enhance the value of the specialized lighting distributor by creating opportunities for business development and growth through education and member interaction.

Eclipse Lighting, Inc. designs and manufactures award-winning architectural indoor/outdoor sconces, decorative luminaires, and vandal-resistant fixtures using the latest technology in fluorescent, HID and Induction lamps. Our new Dark Sky compliant fixtures and many new decorative options and features add visual and functional enhancement to our line of products.

Our mission is to manufacture quality products at affordable prices and provide services that are above the industry standard. We place our emphasis and make the commitment to put the needs of the customer first. Our business will grow with referrals and we will earn our position in the market by servicing our customers to their complete satisfaction.

We will take risks to develop new products with state of the art technology and no proven marketability. We will be resilient to change and make adjustments to our business plan to meet all unexpected changes in market conditions. We accept all challenges to do the near impossible and meet unreasonable demands to the best of our ability.

Eclipse Lighting, Inc.
9245 West Ivanhoe Street | Schiller Park, IL 60176
phone: (847) 260-0333 | fax: (847) 260-0344
e-mail: custservice@eclipselightinginc.com
web: http://www.eclipselightinginc.com
AILD: 2005–2006 Board of Directors

Executive Committee

John Devereux, President
Northwestern Lighting & Supply
Elgin, IL

Bill Hurd, President-Elect
NOVA Lighting
Charlotte, NC

Gordon Hunt, LC, Secretary/Treasurer
Illuminating Technologies, Inc.
Greensboro, NC

Gary Root, Immediate Past President
Atlanta Light Bulbs
Tucker, GA

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Technical Consumer Products
Aurora, OH

Derral Ward
(Vendor Member Representative)
Howard Industries, Inc.
Laurel, MS

Greg Nefouse
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A-M Electric Co., Inc.
Louisville, KY

Committee Assignments

Convention
Bill Hurd, Chair
Joe Colant, Trade Show Chair
Louise Goldasic
Wanda Barnett
Gary Bellos
Cathy Heldt

Education
Jim Coykendall, Chair
Wendell Strong, Co-Chair
Paul Hafner
Sid Phillips, LC
Linda Daniel
Rick Janka

Marketing
Gordon Hunt, LC, Chair
Gene Stepka
Kip Sherwood
Don Pezzuto
Steve Robinson

Membership
Bob Black, Chair
Derral Ward, Co-Chair
Kevin Youngquist
Sam Warta
Andy Poorman
Steven Espinosa
Why I Didn’t Waste My Time and Money
at the NAILD Convention
in Delray, Florida!

By Harry Hardworker

Spend three days away from my business? Are you nuts? Do you have any idea how much money I would lose? That’s not even counting how much money it would cost! Somebody has to work around here. It’s not like I would get anything out of it anyhow.

What would I learn from some mucky muck keynote speaker who doesn’t know beans about my business! Like learning what opportunities could help me make more profit and grow my business is going to help! Or how new technologies are going to change the way I do business or what new challenges are facing my business. Give me a break; I know everything I need to know about my company and how to grow it.

And Roundtable Discussions? Oh please, someone hold me back! I just can’t wait to blah, blah, blah with a bunch of people who I don’t know for no reason. I could be out making money you know.

You say you learned 170 new sales, marketing and business development ideas in less than 90 minutes? All specific to the lighting business and that other people are using successfully right now? Wow, I can’t even read a business book that fast!

Well, you know my business is unique. I don’t see the point in listening to speakers from Sylvania and GE talking about the newest technologies and how I could profit more by selling them.

My customers don’t want to spend more money on new fangled ideas. I treat them right by giving them the same old thing they are used to for less and less money every year. Hold it! Is that why my margins keep dropping?

Be an Energy Star Partner? Free? No strings attached? That just doesn’t sound right.

Oh and then there is the trade show too. My inventory is big enough. What, my main suppliers were there with time dedicated for me to speak with them. Well, nobody even calls on me from there. There are a lot of things I need to hammer out with those guys.

I could have had 20 minutes with whoever I needed during the trade show! I could have gotten a lot done quickly. But still, who is going to run this place while I’m gone?

Well, I haven’t taken a vacation for quite a while; it takes a lot to own your own business you know. And Florida would have been nice since it snowed six inches here during the convention. And golfing would have been neat. I even heard some guy’s wife won $500 on the Palm Beach Princess.

Well, it wouldn’t have happened for us if we had gone. And what was the point of some happy-go-lucky guy talking about how to replace negativity in the workplace with enthusiasm about? We don’t need that around here!
SINGLE SOURCE – ONE WARRANTY
MULTIPLE BENEFITS – NO HASSLE!

Single Source – one purchase order, one customer service rep, one delivery. Volume purchasing yields freight savings and volume discounts.

One Warranty – all products covered and only one company to deal with. Benefits of system warranty on T8 and T5 lamps and ballasts. Unprecedented $20 first year labor allowance.

Multiple Benefits without the hassle – Superior product quality, exceptional customer service, combined with one warranty will help you save money and reduce the hassle.

MaxLite since 1955 – a leader in innovation and cutting edge lighting technology. A premium brand of high quality energy saving lighting products.
Each year at the annual NAILD convention we schedule committee meetings to set goals for the year. Following are the goals, strategies and action steps from each committee.

**Convention Committee**  
Bill Hurd, Chair  
Joe Colan, Trade Show Chair  
Louise Goldasic, Wanda Barnett and Cathy Heldt

**Goals**  
- Education – increase time and reduce size – breakout session groups.  
- Minor adjustment to vendor and member time.  
- Being able to take value added selling tools away from the 2006 convention.

**Strategies**  
- Breakout sessions will permit more communication and learning tools between attendee’s.  
- OCC and trade show time will enhance involvement between distributors and vendors.

**Action Steps**  
- Work with education and marketing committee to secure well knowledgeable speakers.  
- Make sure appropriate time is scheduled for quality OCC appointments.  
- Work with education and marketing to achieve goals and strategies presented.

**Marketing Committee**  
Gordon Hunt, Chair  
Gene Siepka, Jacklyn Krysa, Kip Sherwood and Don Pezzuto

**Goals**  
- Raise the NAILD name profile ‘market awareness’.  
- Increase NAILD logo usage with vendors and distributors.  
- Re-create/revive marketing package.

**Strategies**  
- Solicit cross promotion opportunities.  
- Contact – personal and mailings – potential members.  
- Do #3.

**Action Steps**  
- Contact member void areas as identified by membership.  
- Print extra copies (100 – 200) for distribution.  
- Promote the ‘value proposition’ of the new educational concentration.

**Education Committee**  
Jim Coykendall, Chair  
Wendell Strong, Co Chair  
Linda Daniel, Paul Hafner and Sid Phillips

**Goals**  
- Establish a NAILD certification program that acts as a stepping stone to LC certification.  
- Expand on round table ideas. Arrange for educational sessions for 2006 convention.  
- Extrapolate educational opportunities.

**Strategies**  
- Use Paul Hafner to help develop the NAILD certification.  
- Solicit vendor members to provide educational material and funding for outsourced education.  
- Search out web sites with existing training.

**Action Steps**  
- Contact majors (follow up) to host webinars or regional training.  
- Surf the net.  
- Work with marketing to “sell” educational benefits to members or potential members.  
- Evaluate and act on member survey.

**Membership Committee**  
Bob Black, Chair  
Derral Ward, Co-Chair  
Kevin Youngquist, Sam Warta, Andy Poorman and Steven Espinosa

**Goals**  
- Add only vendors that would complement our current base of supply members.  
- Add new distributor members that operate in geographical areas that are not in direct conflict with current members.

**Strategies for vendor**  
- Survey our current distributor base to focus on supply areas that are not represented in our organization (landscape lighting, LED products).  
- Will need to chart current member offerings in the survey to members.

**Strategies for distributor**  
- Put primary emphasis on these potential suppliers to join from the distributor base.  
- Identify the top 100 markets; chart our membership in those markets.  
- Isolate the areas of opportunity. Have vendor member’s help with the identification of potential new members.

**Action Steps**  
- Compile list of potential members from our vendors.  
- Compile list of potential members from our distributors.
Methodology
• Each participant received the Roundtable Worksheets via e-mail prior to the Convention
• Suggested that everyone fill out their Worksheets before the Roundtable Workshop
• In reality few participants actually did this, but everyone did take some time prior to the session and was able to get their ideas on paper.

Workshop Process
There were three 40 minute sessions:
Best Sales Ideas • Best Marketing Ideas • Best Business Development Ideas

• Because the ideas were written in advance, participants were ready to share their idea with the rest of the group. We suggested no more than 6 participants per table.
• Each participant got one minute to share their idea. In reality, the tables with six participants probably had about two minutes. There were two tables with ten participants and they felt more pressed for time.
• Participants were then asked to pick one idea as “best at the table.” They were given five minutes to arrive at this decision.
• Once the “best idea” was selected, the table sent a representative (usually the author of the idea) to present the idea to the whole group.
• There were ten tables, so there were ten ideas for each of the three 40 minute sessions.
• The Best Marketing Ideas session included a brief exposition of the Energy Star program. The Best Business Development Ideas session included a brief exposition of the PAR Report program.
• Each table separated the Sales, Marketing and Business Development ideas, marking and putting their “best idea” for each session on top.

Participant Feedback
• Not enough time to do much more than provide a “top line” exposition of the idea.
• Felt pressured, clearly table with more than six participants were at a disadvantage.
• Overall, the consensus of the group – best Roundtable in memory, good process, made sure everyone got their idea out.
• Immediately turning around the information and organizing it on the web will add value and make it possible for participants to follow-up with the author of the idea if they want more information.
• Forms e-mailed in advance and having a form were both useful to the process.
• Generally, agreed that this method should be refined and repeated next year.

The 3 sessions each generated 10 top ideas. These have been posted to the NAILD web site at the following address: www.naild.org. We will continue each issue to expand on these ideas. These ideas should give members valuable tools in running there everyday business.

Educational Opportunities
Three educational sessions were held during the annual NAILD convention. Performance Lighting Systems, sponsored by OSRAM Sylvania, presented by Rob Cilic and Bob Jordan; the State of Lighting at the Beginning of the 3rd Millennium, sponsored by GE Lighting, presented by Ric Barton, LC; and How to Replace Workplace Negativity with Enthusiasm, sponsored by Philips Lighting, presented by Guy Drake. These presentations are available on the NAILD website, www.naild.org.
Grand Central Terminal

It’s the quality inside that shines.

Homes and hospitals. Restaurants and hotels. Offices and arenas. Even historic Grand Central Terminal. 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.

For more information: 1-866-292-7292 or www.panasonic.com/lighting
Panasonic helps light the way for more than 30 million visitors at Grand Central Terminal each year.

- **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 –22°F to 122°F

- **Ballast Shielding**  
  prevents disruption of other equipment

Panasonic ideas for life
Advance Launches New Website

Delivering richer content and ease of use, Advance announces the launch of its brand new website, accessible at www.advancetransformer.com.

Following extensive end user-focused research and testing, Advance's re-tooled web site provides additional functionality, deeper content, extended product search capabilities, and more flexible navigation based upon user preferences, all presented in a fresh and user-friendly new format. The new website represents the embodiment of Advance's brand tenets and new product development approach ("designed around you," "easy to experience," and "advanced") and is delivered to the site visitor on a foundation of simplicity.

Advance's updated site offers a host of valuable new features, including deeper content for end-users, distributors, specifiers, ESCOs, OEMs, and contractors, custom-designed role pages for various channel partners and customers, and enhanced navigation by product, application, or industry. The site also features improved site search and product finder capabilities, wiring diagrams for download, dynamic FAQ and Cross Reference sections, the ability to register for "Advance Update" email communications…and more!

In honor of the company's milestone 60th Anniversary this year, the new website also features a unique Photo Book detailing magnetic fluorescent and magnetic and electronic HID ballasts as well as a broad family of drivers for LED light sources.

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

Thomas Kinkade Lighting Product Launch is Instant Hit

Westinghouse Lighting Corporation Introduces Thomas Kinkade Lighting Line

Westinghouse Lighting Corporation receives overwhelming response from customers after introducing Thomas Kinkade Lighting at the Dallas Market.

Excited about the marketability and quality of the Thomas Kinkade for Westinghouse products, customers, new and existing, began placing orders immediately for Westinghouse's new lighting program. Generating substantially higher sales at this year's Dallas Market, 90% of the purchases included the new Thomas Kinkade lighting series.

"The partnership between the “Painter of Light®” and the Westinghouse brand brings the warm and loving light of Thom's paintings to life," says Stan Angelo, Chairman, Westinghouse Lighting Corporation. "If the first three days in Dallas are an indication of how the product line will perform, the Thomas Kinkade Inspired Home and Home and Heart products will be a tremendous success.”

Customers expressed their eagerness to add the Thomas Kinkade lighting series to their product lines. By selling these fixtures, accent lamps, night lights and light bulbs, retailers and lighting showrooms provide products that appeal to both general consumers and millions of Thomas Kinkade brand collectors.

"People are naturally drawn to light. When you see lights on, you feel welcomed home," says Thomas Kinkade while addressing customers at the Dallas Trade Mart. "Westinghouse is committed to bringing this comfort and warm glow of light into people's homes though these products. I am proud of these lighting collections.”

The Thomas Kinkade Inspired Home collection features interior and exterior lighting fixtures, mantel lights, night lights, and light bulbs that are inspired by the light infused images of Thomas Kinkade's paintings. The Home and Heart collection contains accent lamps which include vignette images of select Thomas Kinkade's paintings.

The collections are currently available to retailers and lighting showrooms; visit www.westinghouselighting.com/kinkade for additional information.

Con-Tech Announces 2005 Sirius Award Winner

Con-Tech Lighting, of Northbrook, Illinois, is proud to announce the winner of this year's Sirius Award. The Sirius Award recognizes and honors unsurpassed excellence in the work of designers, architects and specifiers of lighting using Sirius products. The 2005 award went to Katherine Abernathy of Abernathy Lighting Design. Abernathy Lighting Design was selected for their lighting design created for the Cincinnati Reds Hall of Fame in Cincinnati, Ohio. Katherine Abernathy will be awarded a cash prize and trophy at this year’s Lightfair Conference in New York.

2005 marks Con-Tech's seventh year of honoring lighting professionals for their work with the Sirius lighting product line. The 2006 Sirius Award will be announced at next year's Lightfair. Entries will be eli-
gible up to next year’s announcement. For more information regarding Sirius Lighting visit www.siriuslighting.com.

Con-T ech Lighting offers a versatile selection of recessed lighting fixtures including incandescent, low voltage, HID and compact fluorescent, as well as energy-efficient track, rail, wall sconces and ceiling mount lighting. Represented by more than 80 manufacturers throughout the United States, Canada and Mexico, Con-T ech sells exclusively through electrical wholesalers and distributors.

For more information contact Michael Lehman at (847) 559-5500 or e-mail michaell@con-techlighting.com.

Philips Lighting Company Announces the Installation of an Energy-Saving Gas-Oxygen Furnace at Its Fluorescent Lamp Facility

New Furnace Intended to Reduce Environmental Impact of Company’s Lamp-Manufacturing Process

Philips Lighting Company, the U.S.-based lighting company affiliated with Royal Philips Electronics announced the installation of a gas-oxygen furnace at the world’s largest fluorescent lamp facility, located in Salina, Kansas. Generating 200 tons of glass to satisfy the needs of the entire lamp-manufacturing facility, the new furnace – which replaces a 40-year-old electrical unit – will yield significant energy and maintenance savings to produce a more eco-efficient operation.

The 86-square meter gas-oxygen furnace is larger in size than the previously used electrical unit, and will allow the mixture used to create the lamps to be heated for 33 hours (vs. the previous seven hours). This, in conjunction with the fact that the gas-oxygen combination makes for a moister environment, will alter the chemistry of the resulting glass product. The process will allow Philips to produce the same amount of lamps per day, but will guarantee a higher-quality glass product containing fewer impurities.

As is standard in the Philips lamp-manufacturing process, all broken and unusable glass – referred to as cullet – will be recycled and returned to the gas-oxygen furnace for reuse. The new, fully-enclosed furnace will also recycle the residual dusty-sand compound that results from the overall glass-making operation by continually remixing it into the furnace to be reheated.

Philips reconstructed an area in its Salina facility to accommodate the new furnace, crafting a larger drop from the furnace to the conveyer belt. This additional height allows for a purer manufacturing process, which includes improved cooling, cutting and quality. While the former operation required rebuilding the furnace once every three years, the newly installed unit will allow 10-13 years between rebuildings. Additionally, Philips now has an oxygen plant onsite, guaranteed to deliver oxygen of 90.5 percent purity through a direct transmittal to the furnace.

A ceremony celebrating the installation of the new furnace took place on March 7 at the Philips Lighting Salina fluorescent facility. In attendance was the company’s CEO, Erik Bouts, who commended the facility for their overall commitment to producing lamps with reduced environmental impact, as well as the materials used to create those products.

For further information, please contact: Steve Goldmacher at (732) 563-3039

True Lite

Mimicking natural sunlight, this perfectly balanced, full-spectrum lamp provides perfect color rendition, while reducing eye strain and enhancing the office environment.

Your Specialty Fluorescent Lamp Manufacturer
INTERLECTRIC CORPORATION
1-800-722-2184 www.interlectric.com

Industry Updates

March/April 2005
Advance Celebrates 60th Anniversary

Commemorating a robust history and a tradition of service, innovation, and entrepreneurial spirit, Advance Transformer announces that the company will proudly celebrate its 60th Anniversary in 2005.

From humble beginnings producing transformers for government contracts from a 4th floor store-front operation in Chicago, company founders Lou Duman and Herschel Epstein manufactured the first fluorescent lamp ballast bearing the Advance name in 1945. The company grew rapidly over the subsequent decades, expanding its product line, increasing its manufacturing capacity, and laying claim to numerous patented innovations, including its “Mark 10™ Phase Controlled Dimming Fluorescent Ballast,” “Xtenza® Long-Range Ignitor,” “Automatic-Resetting Thermal Protector,” “DynaVision® High-Frequency Electronic HID Ballast,” “LED Driver Control,” and microwave transformers — advancements which define today’s performance standards.

Started with a mere 10 employees, one salesman, and four manufacturers’ representatives in 1945, Advance has grown to employ more than 5,000, offer over 1,000 ballast and LED driver products, and occupy more than 1 million square feet of facility space throughout North America and Asia over the course of its six decades of operation.

Throughout 2005, Advance will commemorate its 60th Anniversary milestone with a variety of activities, such as internal celebrations, customer events, and special communications. The company has also launched a brand new corporate website (accessible at www.advancetransformer.com) which features a unique Photo Book detailing Advance’s extraordinary history.

For more information on Advance’s complete product line, visit Advance’s website at www.advancetransformer.com or call Advance at (800) 322-2086. Advance is a division of Philips Electronics North America Corporation.

Prophet 21 Distribution Technology Demonstrations are being held in insert number cities this spring, including:

- April 12, 2005 Boston, MA
- April 12, 2005 Orlando, FL
- April 13, 2005 Little Rock, AR
- April 13, 2005 Tulsa, OK
- April 13, 2005 Nashville, TN
- April 14, 2005 Pittsburgh, PA
- April 14, 2005 Milwaukee, WI
- May 10, 2005 Newark, NJ
- May 11, 2005 Raleigh, NC
- May 12, 2005 Chicago, IL
- May 17, 2005 San Jose, CA
- May 18, 2005 Los Angeles, CA
- May 18, 2005 San Antonio, TX
- May 19, 2005 Cincinnati, OH
- May 24, 2005 Hartford, CT
- May 24, 2005 Miami, FL
- May 24, 2005 Virginia Beach, VA
- May 25, 2005 Detroit, MI
- May 25, 2005 Denver, CO

For more information about Prophet 21, please visit www.p21.com, e-mail info@p21.com, or call 1-800-PROPHET, press 1.

Robertson Worldwide is Showcased in Terry Bradshaw’s “Winner’s Circle”

Robertson Worldwide (www.robertsonww.com or call 1-800-323-5633) has been selected to be showcased in Terry Bradshaw’s “Winner’s Circle,” which appears on national TV. The segment was aired on February 9, 2005 and was produced by Broadcast News Corporation.

Broadcast News Corp.’s Executive Producer, Dan Usry, stated in a letter, “Robertson Worldwide was chosen as a result of your commitment to excellence and we applaud you for it.” Mr. Usry’s letter continued, “As you know, we pride ourselves on bringing industry leaders to the attention of the marketplace and we are particularly excited about Robertson Worldwide’s participation in our series.”

Robertson’s “Winner’s Circle” production was filmed on location at Robertson’s headquarters in Blue Island, IL on December 1st, 2004. Greg Traphagen, President, was featured on the broadcast, along with many of Robertson’s other employees. The focus of each segment was about Robertson’s commitment to adding value to their customers’ products through innovative lighting solutions.

For information concerning the timing and channel of the broadcast please refer to Robertson’s website at www.robertsonww.com.
Universal Lighting’s new Mult-E Kit™ is the fast, easy solution for virtually every compact fluorescent replacement job. The Mult-E Kit installs faster than most replacement ballasts because its unique, snap-mount adapter plate requires no additional hardware. The kit offers the convenience of universal input voltage, plus multi-exit lead configurations (side exit, bottom exit and bottom exit with studs). Mult-E Kit means less CFL inventory and faster replacement!

NOW CFL REPLACEMENT IS A SNAP!

Universal Lighting Technologies, Inc.  •  26 Century Blvd., Suite 500  •  Nashville, TN 37214-3683  •  (615) 316-5100
Exitronix Named Winner of NAILD New Product Showcase for 2005

Flexible Indoor/Outdoor LED Border Lighting

Flexible, durable and outdoor rated, the FBT series provides superior LED light output, suitable for any application and designed to replace neon. For more information on this new product contact Exitronix at 2019 W. Lone Cactus Drive, Phoenix, AZ 85027, call (623) 580-3948 or visit their web at www.exitronix.com.

Congratulations!

TiGLAZE Copolyester Offers a Durable, Versatile and Economical Alternative to Acrylic Light Diffusers

A.L.P. Lighting, a leading supplier of lighting components, has collaborated with Eastman Chemical Company to use TiGLAZE copolyester material for its innovative new lighting diffuser, the Indestruct-A-Puff. TiGLAZE copolyester is an economical, high-strength plastic material that provides unprecedented durability and clarity. Meeting the demanding performance requirements of the lighting industry required a unique formulation that could only be developed through the teamwork of these two industry leaders.

Coextruded for A.L.P., and marketed by A.L.P. under the name Dur-Illume 2200, TiGLAZE resin's strength and ease of fabrication made it the ideal material choice for A.L.P.'s latest design marvel and provides a dramatic performance advantage in a field of commodity products. Impact tests have shown that Dur-Illume 2200 copolyester outperforms impact-modified acrylic with nearly identical optical properties, including high light transmission and smooth uniform color.

While most lighting plastics are made with acrylic-based products because of their combined properties of clarity and color stability, the material's fragility increases the likelihood for breakage during transit and thereby, results in an increased cost of handling. Dur-Illume 2200 offers an alternative to traditional acrylic as it is coextruded with an ultra-violet (UV) absorbing layer to offer protection from damaging UV wavelengths, while allowing for strength, color and clarity for decades.

“Eastman's TiGLAZE copolyester is designed to provide a unique balance of toughness and stiffness up to 16 times stronger than impact acrylic, without sacrificing design flexibility,” says John Willham, field marketing development manager, Eastman. “The copolyester is specifically formulated for long-term fluorescent lighting performance without compromising qualities such as ease of processing, clarity and strength, and therefore, it creates new possibilities for lighting design and components.”

For more information on A.L.P. lighting solutions, visit our Web site at www.alplighting.com, or call to speak to a customer service representative at (877) ALP-LTG1.

The Beat Goes on With Technical Consumer Products’ Keyless Drum Fixture

Technical Consumer Products, Inc. (TCP) brings the latest in energy-efficient compact fluorescent technology to its new Keyless Drum fixture for utilitarian lighting applications, such as garages, basements and laundry rooms. The Keyless Drum fixture uses either a compact fluorescent Springlamp® or compact fluorescent T6 circline lamp that lasts an average 10,000 hours, while the replaceable ballast lasts 50,000 hours. The combination compact fluorescent lamp and ballast can reduce a homeowner’s energy costs by as much as 75%. The fixture also offers an optional diffusion cover and allows for easy installation.

The Keyless Drum fixture is Energy Star rated and complies with new building code requirements, including California's Title 24. It can be used in all new single and multi-family homes, where hardwire lighting in garages, laundry rooms and utility rooms must be high efficacy.

TCP, an ENERGY STAR partner since 2001, designs, develops and markets energy efficient lighting products, including compact fluorescent lamps, emergency and exit lighting, commercial ballast products, indoor & outdoor residential fixtures, LED and cold cathode lighting sources. For more information on Technical Consumer Products, visit www.tcpi.com, email info@springlamp.com or call 1-800-324-1496.

Advance Introduces Exclusive New Line of High-Efficiency Optanium™ Instant Start Electronic Ballasts with IntelliVolt®

Expanding its popular Optanium™ line of high-efficiency electronic ballasts, Advance Transformer announces the introduction of its exclusive family of Optanium Instant Start Electronic Ballasts with IntelliVolt® for operation of the market’s broad range of T8 fluorescent lamps, including standard 40-Watt,
32-Watt, 25-Watt, and 17-Watt versions as well as 4-foot 30-Watt, 28-Watt, and 25-Watt energy-saving models. Combining maximum energy savings with enhanced design flexibility and versatility, Advance’s high-efficiency Optanium Instant Start ballasts consume fewer input watts than standard electronic instant start ballasts while offering a broad array of powerful features without compromise. The new ballasts are currently available to run 1-4 lamps and are offered in two versions – a standard light output design (.87 Ballast Factor) and a low-watt design (.77 Ballast Factor). All feature Advance’s exclusive IntelliVolt multiple-voltage technology (enabling the ballasts’ operation at any input voltage from 120 to 277 volts, 50/60Hz), as well as cold-start capability down to -20°F and a low-profile design optimized for today’s fixture designs. The ballasts are UL Type CC rated and operate lamps at a frequency between 42 and 52 kHz to eliminate visible flicker and avoid interference with infrared devices or commonly-used Electronic Article Surveillance (EAS) systems.

In addition to the aforementioned features, Advance’s Optanium Instant Start electronic ballasts also incorporate anti-striation circuitry, a lamp auto-restrike capability, 20-foot remote mounting capability, and independent lamp operation (ILO), which insures that the fixture will remain partially lit when a lamp burns out. The ballasts further carry Advance’s standard 5-year warranty and qualify for Advance’s exclusive PLUS 90 Protection®, which matches any lamp manufacturer’s published lamp-ballast system warranty, plus adds 90 days of additional warranty protection—on both the lamp and ballast.

Highly efficient, particularly when used in conjunction with the market’s range of high-lumen, extended-life T8 lamps, Advance’s Optanium Instant Start electronic ballasts can help reduce energy consumption by over 45% relative to older systems involving T12 lamps and magnetic ballasts and by 20-30% relative to conventional T8 lamps and electronic ballasts. Suitable for both new construction and retrofit applications, Optanium Instant Start electronic ballasts represent a maximum-efficiency, high-performing lighting solution for today’s general office, retail, and warehouse settings.


For more information on Advance’s complete product line, visit Advance’s website at www.advancetransformer.com or call Advance at (800) 322-2086. Advance is a division of Philips Electronics North America Corporation.
The following NAILD vendor members committed to sponsoring events at the 2005 NAILD Annual Convention & Trade Show – Thank you all once again for your continued support of NAILD.

**Golf Holes**
U.S. Miniature Lamps, Inc.
Con-Tech Lighting
Satco Products, Inc.
Trojan Inc./Hytron
Panasonic Lighting Products
Halco Lighting Corp.
EiKO Ltd.
Howard Industries, Inc.
Shat-R-Shield
Simkar Corp.
Miller OEM

**Events**
Tuesday Evening Comedy Night
Higuchi Inc., USA

Wednesday Hot Buffet Breakfast
Maxlite S.K. America, Inc.

**Wednesday Buffet Luncheon**
Halco Lighting Corp.

**Thursday Hot Buffet Breakfast**
Con-Tech Lighting

**Thursday AM Break**
Universal Lighting Technologies

**Thursday OCC Hot Buffet Luncheon**
Fulham Co., Inc.

**Thursday PM Break**
Universal Lighting Technologies

**Thursday Family Program**
Radiant Lamp Co.

**Friday Hot Buffet Breakfast**
Advance Transformer Co.

**Friday AM Break**
EiKO Ltd.

**Golf Tournament Events**
Beverage Cart – SLi Lighting Products
Golf Trophies – Philips Lighting Co.

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**T-Shirt Logos**
Con-Tech Lighting
Crescent/Stonco
Higuchi Inc., USA
Satco Products, Inc.
Trojan, Inc./Hytron
Radiant Lamp Co.
Panasonic Lighting Products
Halco Lighting Corp.
Technical Consumer Products
EiKO Ltd.
Osram Sylvania
Aero-Tech Light Bulb Co.
American Light Bulb Mfg.
Maxlite S.K. America, Inc.
USHIO America, Inc.
Advance Transformer Co.
Howard Industries, Inc.
Interlectric Corp.
PQL, Inc.
SLi Lighting Products, Inc.
Philips Lighting Co.
Fulham Co., Inc.
Brownlee Lighting
Universal Lighting Technologies, Inc.
Gripple Inc.
Shat-R-Shield
Simkar Corp.

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**Technical Consumer Products**
Wednesday Night
Beach Party Theme

**GE Lighting**
Thursday Night
St. Patrick’s Day Dinner & Dance

**Philips Lighting**
Friday Night
Cocktails & Dinner
 Ingenuity

Technology

Quality

it All Points to

Radiant
LAMP COMPANY

Your trusted source for Triten®, Artic Brite®, Spectralite™, and Natural Lite™

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AILD Convention Memories

28th Annual AILD Convention, Trade Show & OCC
The Future is Now
Delray Beach, Florida

March 16 - 19
The Benefits of Benchmarking

By Scott Hackworth, CPA
Senior Project Director
Industry Insights, Inc.

Understanding industry performance benchmarks and their impact could mean the difference between simply “operating” your business and “excelling” in the industry. When provided with the right “tools,” a short amount of time can provide significant insight into the operations of your company.

Using Ratio Analysis
Ratio analysis is vital to the successful management of any business. The term “financial ratio” basically refers to the comparison of one financial performance indicator versus another, such as relating bottom line profits to sales in the form of net profit margin. These ratios are then used to chart a company’s progress, uncover trends, and to compare with peers in the industry. Considering a financial ratio, as opposed to absolute dollar figures, is useful for relating how profitable and productive your business is.

Locating Key Benchmarks
Just as absolute dollar amounts are inadequate in assessing your company’s success, so too is a financial ratio inadequate unless there is a comparative against which to gauge performance. Such comparatives, or “benchmarks,” can be in the form of:

- Your company’s own historical performance over time
- Your company’s budgeted or planned performance
- Industry statistics

Comparing your firm’s performance versus any of these benchmarks can provide important insights about your company’s performance. Recognizing that performance benchmarks are needed for assessing your company’s strengths, weaknesses, and improvement opportunities, the logical question arises, “Where can my company obtain such valuable information?”

Most CPA and accounting firms can provide this type of analysis of your own business’ performance. The down side is that the cost of this service often exceeds a thousand dollars. Even at this price, though, the analysis would more than pay for itself. By enabling you to easily monitor your company’s expenses, gross profit margins, and turnover rates; you could quickly identify improvement opportunities, and the resulting gains would more than cover the initial outlay.

Fortunately, the National Association of Independent Lighting Distributors (NAILD) has now provided the lighting distributor industry with recent performance benchmarks against which industry member companies can compare their own experiences. The completely overhauled 2004 NAILD Operating Performance & Compensation Report (commonly known as the PAR report) provides the most complete, accurate, and up-to-date comparative financial and compensation information available anywhere for this industry. The study has been designed to serve as an easy-to-understand, actionable tool for industry firms to evaluate their company’s results in order to pinpoint strengths, weaknesses, and improvement opportunities.

In addition to providing overall industry results, the report includes data groupings based on sales volume, number of employees, and product and customer types. These additional categories allow industry members to more closely identify themselves with the reported figures. A special breakout of the study’s most profitable companies (based on “return on assets”) reveals key differences between the most profitable companies and the rest of the participants.

Maximizing the Value of Benchmarks
When comparing your own company’s performance versus historical data and/or industry statistics, it is important to remember that while the key performance measures are excellent “yardsticks” for gauging the success of your business; they must be understood, not just applied blindly. For instance, if the profitability of your firm is far below the industry norm, it is important to know why. Is your business really suffering, or is your profitability purposefully low because you are paying higher salaries?

Major differences that appear between the chosen benchmarks and your company’s performance should be investigated and explained. Occasionally, you will find that an anomaly has occurred, and no further action is necessary. For areas where improvement is needed, though, you should define specific goals for your organization, and identify the strategic actions needed to meet those goals. If desired, management consultants are an excellent source for identifying the steps needed to achieve specific targets. It is important to note that since companies differ depending on their customer and/or product mix, their location, their size, and other factors, any two companies can be successful, yet some of their performance measures may still differ greatly.

Participating in the Study
All participating NAILD members receive the NAILD Operating Performance & Compensation Report at no cost. This 100-page report provides details related to financial performance within the industry. Further, the report provides a listing of compensation levels for industry-related job titles, and it outlines various employee benefits offerings.

In addition to the full report, each participant receives a personalized Company Performance Report (CPR), which provides a user-friendly format for benchmarking your company’s performance against your peers in the industry. This report has been particularly developed with the financial novice in mind, and it caters to busy company executives who want to quickly know how they stack up to their peers.

These reports can be used to guide your company toward a successful future. By comparing your own company’s key performance measures with the industry figures and by tracking your own company’s performance over time, you will be well-positioned to notice and quickly react when adversity strikes.
"A product's value transcends its physical form and price to encompass the support that precedes and follows it."

— Allan Nelkin, President, Halco Lighting Corporation

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

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

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