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President’s Message

Sixty in 2007 . . .
The time is Now!

I am humbled by the confidence bestowed upon me by you – our members. Actions speak louder than words, and I won’t let you down. As Rudy said in San Diego, “Let’s dream big, use our imagination and believe in what we are doing at NAILD.” This enthusiasm will be contagious, leading to increased distributor membership and convention attendance. While the 2006 convention is fresh on our mind, I encourage all of us to immediately ‘share the wealth’ with others. Call a distributor prospect or a NAILD member who didn’t get to San Diego and communicate the excitement of the ‘new’ NAILD, and what they are missing. We do have a value proposition to sell.

I want to thank John for his leadership this past year. It will be my challenge to continue the successes of all of our immediate past presidents. I also want to thank the outgoing board members for their commitment; David Bailey and Joe Colant. I want to welcome our newest board members; Wanda Barnett, Steve Espinoso and George Mabin, and congratulate Wendell Strong on his ‘promotion’ to the executive committee. Lastly, I want to especially thank Linda, Cathy and Paul for their tireless efforts to pull off another convention.

Our 2007 committees will be led by Jim Coykendall (education), Bob Black (membership), Gordon Hunt (convention), and Steve Robinson (marketing). They have already begun laying the foundation for next year’s convention. We will continue to build upon what we have started with education being our central theme. Our vendors want it, and our distributors need it, so together we must deliver it. We will continue to commit the necessary resources in our pursuit to raise the bar in order to make joining NAILD and attending the convention a no-brainer. NAILD will soon be the ‘buzz’, the acronym in the lighting industry. I am excited to be a part of it.

NAILD is a family of lighting professionals with a passion to shed some ‘better’ light on our places of business. I challenge you to find another industry that is as vibrant, as technical, as ever-changing, as meaningful and as profitable. There is something special and useful to this industry, and NAILD is our forum, our platform, and our home. Let’s plan on the greatest and largest family reunion NAILD has ever seen in Florida in 2007. Mark your calendars now. We need you there! It’s too expensive NOT to come.

I encourage you to bring at least one more person from your organization to the 2007 convention. I will. Light matters, and so do you. I welcome your input . . . I am honored to be your servant.

Bill
Bill Hurd
NAILD President 2006 – 2007
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NAILD 2006
Annual Convention
Photo Highlights
Thank you to the following NAILD vendor members who exhibited during the 2006 NAILD Annual Convention

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Con-Tech Lighting  
Crescent/Stonco  
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Energetic Lighting, Inc.  
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EYE Lighting International  
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U.S. Miniature Lamps, Inc.  
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The following NAILD vendor members generously sponsored events at the 2006 NAILD Annual Convention & Trade Show – Thank you all once again for your continued support of NAILD.

Daily Sponsored Events

**Monday**
- **Golf Transportation**
  - Radiant Lamp Co.
- **1st Place Golf Trophies**
  - Philips Lighting Company
- **Golf Beverage Cart**
  - Howard Industries, Inc.
- **Spouse/Guest Program**
  - Halco Lighting Corporation
- **Tuesday Hot Buffet Breakfast**
  - Advance Transformer Co.
- **AM Break**
  - EiKO Ltd.
- **Buffet Luncheon**
  - Maxlite
- **1st PM Break**
  - Radiant Lamp Co.
- **Wednesday Hot Buffet Breakfast**
  - Halco Lighting Corp.
- **AM Break**
  - Universal Lighting Technologies, Inc.
- **Buffet Luncheon**
  - Fulham Co., Inc.
- **Thursday Hot Buffet Breakfast**
  - Con-Tech Lighting

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- **Golf Tees**
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- **Sunday March 26**
  - Evening Entertainment by hosted by Higuchi., Inc.
- **Tuesday March 28**
  - Evening hosted by GE Lighting Co.
- **Wednesday March 29**
  - Evening hosted by TCP

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See Your Name in Lights

Light up your Company Name and Logo with the Custom Fluorescent Etch Program from Radiant Lamp Company

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- Adds a Marketing and Sales Advantage
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  Accelerates Time to Market
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Customer personalization available on selected series of the most popular Radiant T8, T10 and T12 lamps

To find out how you can get your Name in Lights contact your Regional Sales Manager at
1-800-248-6900
Receiving the trophy for the “Best New Product” at the recently held 2006 NAILD Annual Convention in San Diego is Tim Brennan, Vice President of Sales for Con-Tech Lighting. Their entry was the CTL836/R111LB - S/LACM-39MHE-S ~ a 39 Watt metal halide light fixture utilizing the new CDMRIII lamp.

To be considered for the “Best New Product” award, the product displayed must have been introduced to the market since May 2005 or would be introduced to the market in 2006. Congratulations Con-Tech Lighting on your award winning innovative product!
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!
It wasn’t perfect, but it was darn close!
The 2006 NAILD Convention: “Education – Paradise Style” closed with a
great deal of excitement and hope for the
future. When we left the 2005 NAILD
Convention in Delray, FL, we hoped that
we could develop a program that would:

• Grow Distributor Membership
• Identify gaps in Vendor product lines
• Develop a basic lighting certification
program
• Create an On-Line Learning program, and
• Focus the 2006 Convention on
education

We did all of that and more! Beginning
April 15th, you will be able to sign up
your staff for the first of three Lighting
Specialist levels:

NAILD LS-I. During the beta test of the
program five distributors and a total of
ten employees completed the require-
ments and were awarded certificates and pins at the convention.

NAILD LS-II will be in beta testing by
months end and rolled out by summer, 2006.

NAILD Sr. LS will be in draft form by
years’ end. This program gives you a sys-
tematic way to train your employees in
lighting, including both “book knowl-
edge” and “practical hands-on” training.

NAILD University opens its doors to beta
testing April 30th, 2006, with full mem-
ber access by June 30th, 2006. Convention
attendees got the chance to enter a lottery
to participate in the beta test. The
University consists of six tracts: Human
Factors, Lighting Science, Lighting
Technology, Applied Lighting, Working
in Lighting and Outside Forces. Courses
will include beginner, intermediate and
advanced levels. We expect to fill out the
University courses over the next three
years.

The Convention showcased ten business
and lighting industry leaders who held
Workshops on a variety of subjects
focused on Business Development,
Lighting Technology and Tools for
Success. Several of the presenters made
such an impact on their audiences that
they will be asked back to offer another
course at next year’s Convention. The
Education Tracks were an overwhelming
success.

This year’s
Roundtable
Discussions
took on a new
format. Nine
ideas were
fleshed out and
presented to
the members,
who then voted
on the Best

Ideas in each of three categories: Sales,
Marketing and Business Development.
The evaluations raved about the new for-
mat and added that next year we should
include an additional segment allowing
for the percolation of the next round of
Best Ideas – the seeds of ideas for the fol-
lowing year’s Convention. Consider it
done.

Both the PAR and ENERGY STAR took
center stage as tools to help grow and
develop our business.

And who can forget “RUDY”? Wow! He
was worth the trip to San Diego. Humble,
he hit the nail on the head . . . HOPE,
perseverance, determination, and inspira-
tion. The event was beyond what we
could have expected. It all fit together:
great speakers, super content, fun events,
rock solid information – this was one of
the best!

Now we have the tools in place to answer
the question posed by potential new
members: What’s in it for me (WIIFM)?
What do I get for my membership dues?
Plans are already in place to take what we
learned this year and make next year even
better. You won’t want to miss next year’s
Convention – but just as important, you
won’t want to miss a year filled with new
and valuable Member benefits. Watch
your e-mail for links to these new pro-
grams on the NAILD Website.
In addition to product changes, such as the future elimination of mercury vapor ballasts, the Energy Policy Act of 2005 (EPAct) includes tax deductions in commercial buildings for the installation of energy-efficient systems.

Starting on January 1, 2006, up to $1.80 per square foot is offered for upgrades that result in the overall property becoming 50% more energy efficient than required by the ASHRAE/IESNA Standard 90.1-2001. This includes improvements to the shell of the building, heating systems and more.

Of particular interest to NAILD distributor members is that lighting upgrades can qualify for tax deductions. Up to $0.60 per square foot of the deduction is for lighting upgrades. Even if lighting is the only improvement made, building owners can qualify for partial deductions.


As commercial clients look for ways to save energy, reduce utility bills, or receive an ENERGY STAR rating for their building, the tax incentive can help offset some of the initial cost for new technology and/or labor. The tax deduction is available to tenants or building owners who are responsible for placing the equipment into service. This information may increase the interest of your clients in making lighting upgrades.

For additional information on the tax incentives visit www.energystar.gov. Also, The Tax Incentives Assistance Project – a coalition of non-profit organizations, government agencies and energy efficiency industry leaders – has launched a web site to help consumers and businesses take advantage of tax incentives in the Energy Policy Act of 2005, including deductions related to the purchase and/or installation energy efficient commercial buildings, solar energy systems, appliances & more.

Note: Due to EPAct restrictions, prior to installation clients should consult with their tax advisor to make sure they are eligible for the tax deduction.

Jeff Schwartz, LC, IESNA, Lighting Technical Specialist at ICF Consulting, in support of ENERGY STAR. Jeff is a former lighting distributor, former NAILD member, and serves as NAILD’s ENERGY STAR contact.
Inventory Counts
Taking Time to Sharpen the Saw

A Bi-Monthly Column By Jason Bader

Have you ever wished that there were two of you? The primary you would spend hours considering the strategic vision of your company; while the secondary you would endure the daily onslaught of phones, email and employee concerns. For most of us, the firefighter helmet goes on the moment we open the front door. We become so consumed with solving the challenge in front of us that we are unable to look at solving the underlying issues. Since cloning ourselves isn’t yet possible, we must force ourselves to set aside time to improve the foundation of our business.

There are several different business enhancement opportunities available to the modern distributor. The first of which is staring right at you – the trade publication. With all the publications that grace your desk, it is a wonder that any article is read at all. The fact that you are reading this collection of thoughts is by some accounts miraculous. When readers send me notes about some article I have written, my first response is, “Thank you for taking the time...” Because I am truly amazed when someone has carved out the time to read an article; then, think about it long enough to make a comment. Have these folks learned to make time stand still? Probably not, they have simply learned how to take time for professional development.

A wise gentleman once told me to “make time to sharpen the saw.” What he meant was, carve out some time in your day to educate yourself about your business, and the opportunities available. His suggestion was to take an hour at the end of the business day. Turn off the cell phone, shut down the computer, and close the door to your office. Take that hour to read something educational. Look through a trade magazine. Read an association newsletter. Flip through your local business journal. Read an industry trade show. Study a second language. This suggestion can be broken down into many different activities. The goal is to create your own little “Cliff Notes” version of the book. If you want to refer back to something quickly, you just have to look at your notes. I know a consultant who fills books full of sticky notes, highlights sections and scribbles in the margins.

Whatever floats your boat.

Don’t overlook the possibility of gaining inspiration from an autobiography. There are several business entrepreneurs, coaches and politicians who have written very effective motivational tools. I was always taught to look for the similarities with these figures, rather than the differences. For those of you with a little extra windshield time, take a look at the audio versions of these books. It sure beats the pundits grandstanding for air time.

I am always shocked at the number of distributors who don’t take advantage of their association meetings. Are you really that tied to your day to day operations that breaking away for a meeting isn’t possible? If this is the case, you probably stopped reading this article after the second paragraph. I have one word: delegation.

Industry trade shows provide a wealth of educational opportunities. There is the latest and greatest from the manufacturing community, workshops presentations on a whole host of business challenges, and the opportunity to network with your peers. The network of friends I developed over my years in distribution has helped me tremendously. I have called on them for business advice, trading dead inventory and to suggest a local golf course. I would also recommend looking into the user groups and conferences hosted by your distribution software provider. Again, the educational opportunities are endless. Remember, you all use the same software. This is a place to pick up tricks and tidbits that didn’t quite make it into the user manual. Don’t be afraid to share good ideas. Some folks like to play their cards tight to the vest; but it has been my experience that a little open sharing will come back like a tidal wave. Get involved with your local community. Perhaps you can join a local chamber of commerce. I have found it beneficial to join customer trade groups like the local contractor association. Either you get in the game, or stand on the sidelines and watch the heroes pass you by.

A great way to recharge your business is to get some formal training. Attend a seminar on a specific aspect of your business. Take a class in Excel from a local community college. Study a second language. This suggestion may sound a bit self serving; but I really believe in the premise. When I would do an annual employee review, one of the requirements was to attend some form of outside education. Part of my responsibility as a manager was to help people develop their skills, whether they close to stay with me or not. The positive contributors to the organization will see this as a benefit rather than a burden.

We all know that our businesses would be far better off if we spent some time on strategy. Taking the time is the hard part. It may only be 30 minutes to start; but do your best to make this a daily discipline. If we don’t take time to sharpen the saw, even the most routine business challenges become more difficult to cut. Good Luck.

Jason Bader is the newest member of The Distribution Team, Inc. The Distribution Team specializes in providing inventory management training, business operations consulting and technology utilization to the wholesale distribution industry. Jason brings over 20 years of experience working in the distribution field. He can be reached at 503-282-2333, Jason@distributionteam.com, or at his web site www.thedistributionteam.com.
Thank you to the following speakers and presenters during the 2006 NAILD Annual Convention. With your generous commitment and valued expertise, this meeting was truly Education . . . Paradise Style!

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SCOTT HACKWORTH, CPA  
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Senior Project Director  
Industry Insights  
E-mail: shackworth@indins.com

RUSSELL WHITE  
“Business Development: Retention – Finding and Keeping the Best People”  
Russell J. White International  
E-mail: mail@thinkBIGguy.com

BILL RYAN  
“Lighting Technology: LED – How it Works & What Can We Sell Now?”  
E-mail: BCRYAN@AOL.COM

JEFFREY SCHWARTZ, LC  
“How I Used ENERGY STAR to Grow my Business”  
ICF Consulting, in support of ENERGY STAR  
E-mail: jschwartz@icfconsulting.com

We’re a lighting company that takes the initiative to jump on trends, ship quickly, and make a good product into an even better one. Shouldn’t you be using Con-Tech? Call us today at 800.728.0312. www.con-techlighting.com

RECESSED  TRACK  RAIL  DECORATIVE GLASS  SCONCES  EMERGENCY
Mule LED-FLEX™ Lighting Accents Grill & Chill® and a Treat-oriented Concept for International Dairy Queen, Inc.

Flexible new LED-based lighting system is easier to install, eliminates breakage problems of neon, and is more energy efficient

When International Dairy Queen, Inc. (IDQ) began rolling out their DQ Grill & Chill® restaurants and started testing a treat-oriented concept, the building signage designs called for accent lighting running around the building. Traditionally, this lighting would have been made with neon, but IDQ sign maker, International Sign of Largo, FL, suggested a new accent lighting material, LED-FLEX™ lighting from Mule Lighting of Providence, RI, that was easier to install, eliminated the breakage problems associated with neon, and was tremendously more energy efficient.

IDQ, which is headquartered in Minneapolis, MN, develops licenses and services a system of more than 5,600 Dairy Queen® stores in the United States, Canada and other foreign countries, offering dairy desserts, hamburgers, hot dogs and beverages. IDQ is part of the Berkshire Hathaway Inc. family, a company owned by Warren Buffett, the legendary investor and CEO of Berkshire Hathaway. Following the successful roll-out of DQ Grill & Chill, a quick-service concept that features an all new expanded food menu and newly designed restaurant interiors, Dairy Queen began testing a treat-centric concept in August 2005. This unique concept blends a sleek new look with the feel of a traditional ice cream shop and offers an expanded treat menu that includes traditional DQ® favorites, the Orange Julius® line of smoothies and fruit drinks, and new signature desserts and sundaes.

“We first looked at LED lighting five or six years ago,” said John Brazil, Vice President, Design Architecture Construction for IDQ, “but it was still an emerging technology at that time and we were unable to get the intensity or unification across the spectrum of light that would meet our needs. But when International Sign showed us some of the recent advances, we decided to do a couple test locations. For the colors we’re using and the application, it seemed a great fit.”

“What we did was put together a comparison list of all the current border LED lighting available,” said Bryan Vaughn, National Sales Manager at International Sign. Vaughn got samples, brochures and specifications, contacted the manufacturers regarding warranty and pricing, and even had them quote a typical installation. “At that point, IDQ picked three they felt worked from a visual standpoint. We put these three on a building – our manufacturing plant here – and IDQ flew down and observed them both day and night. They then made the choice for the Mule LED-FLEX product.”

The LED-FLEX LED (light emitting diode) lighting system from Mule Lighting, Inc., has the same appearance as traditional neon lighting, but requires less energy, is more flexible and durable, and can be used in many applications where neon is not appropriate. Comprised of a system of durable UV protected tubes lined with LED lamps for illumination, LED-FLEX is flexible enough to bend up to 180 degrees and offers a user-friendly alternative to delicate, glass-based neon bulbs. LED-FLEX contains no harmful gases, making it safe to handle, and can be custom cut and shaped on-site, without the need for specially trained personnel.

“One of the issues we had was that the cost of LED is significantly more than neon,” said Brazil, “not so much in the installation, but in the actual raw product on the buy side. So once we got the color match, and the unification and appearance we were looking for, we went back to our engineers and said, ‘OK, here’s the cost of the LED-FLEX; here’s what the cost of the install is; here’s the cost of ongoing maintenance,’ and we lined that up against neon, including breakage and ongoing maintenance, and it appeared that we were going to get to about a 2 year, perhaps a 30 month payback on the initial cost. That made it a significantly easier decision to go ahead and introduce them into our master prototype specifications for all our buildings.”

According to Vaughn, fabrication using the LED-FLEX product was much easier than neon. “What’s nice about LED-FLEX is there is literally no shop fabrication whatsoever with this application. The product comes on reels and all fabrication is strictly field labor.”

“With neon, of course, it’s just the opposite. You have to have precise measurements for every section, bend it all in-house, then be very careful when you take it to the field. And there’s no doubt when you do the install that there’s going to be breakage. With the LED-FLEX product, there’s no breakage at all.”
But that’s not the only advantage Vaughn reported. Unlike neon, which must be carefully mounted on special brackets, the Mule LED-FLEX fits into a simple C-channel. And while 90-degree connectors are available with the product, it is flexible enough to simply bend around corners. “The connectors are similar to neon, in that there is about an inch of non-continuous light right at the corner. But when you bend the LED-FLEX, the light is continuous. The same with splices. With neon you have about an inch between double-backs, whereas the LED-FLEX connections are invisible to anyone looking at the building.”

Wiring is easier, too, with a single lead fed through the building to a low-voltage transformer. Said Vaughn, “With neon you need two building penetrations and you cannot run anywhere near the footage per transformer that you can with LED-FLEX. And it’s low voltage, so you don’t have to have a master or journeyman electrician install it.”

However, the major advantages of LED-FLEX are the projected life of the system and the energy savings that accrue. The LED lamps used for illumination in LED-FLEX require as little as 1.92 watts of energy per foot, making them 10-50% more energy efficient than traditional lighting, including neon. Plus, said Vaughn, “The projected life of blue LEDs is less than red and amber, but they’re right around 80,000 to 100,000 hours. Red and amber go up to 150,000 hours. For the Dairy Queen application, which uses the blue and will be run about 12 hours a day, that translates to a projected system life of between 18 and 23 years.”

Response to the new LED-FLEX system has also been very positive, said Brazil. “Our franchises like it. It holds up well in all kinds of weather cycles, and even though we’re only about a year and a half into it, payback on cost seems to be right on track. We’re looking at LEDs for other applications as well.”

Mule Lighting, Inc., is a custom manufacturer of quality lighting and battery related products, including Exit Signs, Emergency Lighting, Battery UPS Systems, Battery Chargers and Rechargeable Batteries. Mule’s line of patented LED (light emitting diode) bulbs offers energy saving and cost-efficient alternatives to traditional incandescent lighting fixtures. Several of Mule’s patented lighting options have earned the Energy Star of approval for conservation. Electrical Construction & Maintenance magazine has named LED-FLEX™ a winner of the EC&M 2005 Product of the Year award, in the category of Lighting Systems.

For additional product information, contact: Mule Lighting, Inc., 46 Baker Street, Providence, RI 02905; Tel: (800) 556-7690 or (401) 941-4446; Fax: (401) 941-2929; Email: rob@mulelighting.com; http://www.mulelighting.com
The first baseball game of the year. The sun is warm, the breeze is fresh, and the parents are seeing their 10-year-old sons as the next great athletes, if only...

The game was played like all Little League games — lots of errors, plenty of mistakes, and kids giving their best efforts to please the coach. If they only had one coach! Every parent knows what’s best and insists on hollering out that advice. Coach tells the batter to stand closer to the pitcher; parent hollers to step back in the box. Coach hollers, “Make sure you wait for a good pitch to swing,” while the parent hollers, “You have to swing to hit the ball.”

The worst parental “advice” I witnessed was a parent pacing behind the batting cage as his son was pitching. Every time his son would throw a ball he would holler, “Relax out there!” The more he paced and hollered “Relax!” the tighter his son got.

Coaching isn’t hollering
I see managers cause the same reverse effect with their “advice.” When an employee or supervisor reporting to you is struggling, yelling at them to improve doesn’t have magical influence to train and provide the information and knowledge that is obviously missing. It only causes them to tense up. Was this dad trying to have a bad impact on his son? Of course not, he honestly thought he was helping. Did he mean to publicly humiliate him? No, not at all, he was doing what he thought was correct, which only points to his lack of skill or training as a coach.

To coach insecure, troubled, or poor performing employees is to develop them, teach them, and identify specific weak behaviors and suggest alternatives that will have a more positive outcome.

Years ago I worked for a manager who was disappointed with my shift’s output. He walked into my office to say if we didn’t improve by a significant percentage in the next two hours, everyone was getting fired! What he was requesting was mathematically impossible at that point in the shift, his “motivation” was ludicrous, and if I had gone to my employees and passed along that message, it would only have had the reverse effect.

What are the messages you are sending out of frustration that are causing the reverse impact you are intending?

Too many coaches send mixed messages
Well into the game with a close score, a young man stepped to the plate, obviously feeling the pressure to perform for his team. He weakly took a swing at a pitch and parental advice filled his ears along with coaching instruction I doubt he heard. On the next pitch he took a mighty cut, and the catcher missed the ball. At this point a woman let out a blood-curdling “RUUUUUUUUUUN,” and the boy at the plate tore down toward first base as if a pack of ravenous wolves were on his heels. The catcher, seeing all this activity, heaved the ball in the general direction of first base, and the ball missed the target. The parents screamed for the runner to head to second, he slid in, the ball arrived after him, and the parents hooted and hollered he was safe. The opposing coaches then started hollering at the umpire that he should’ve been out because the tag was there!

The umpire smiled and said, “I don’t know what that was all about — it was just strike two.” The boy returned to the batters box and order was restored, save for an embarrassed but well-intentioned mom who got carried away with the excitement and didn’t understand exactly was going on.

Employees can react the same way as that poor little boy. If someone in authority hollers “RUUUUN,” they are going to respond and do exactly as told. What was lacking in this circumstance was a clear line of authority. Who has the right and authority to advise the batter? His coach — and only his coach. Who has the right to advise your employees on their next steps? With dotted lines on organizational charts and management by committee becoming more common, clearing up the confusion of who exactly employees report to will diminish the confusion, end the needless panicked effort and will truly help them relax and perform the duties at which they know they can excel.
The National Lighting Bureau's 27th annual High-Benefit Lighting Awards Program is under way. This unique program is open to virtually anyone associated with a High-Benefit Lighting® installation: owners, designers, facility or property managers, contractors, sales representatives, utility employees, and users, among others.

High-Benefit Lighting is the term coined by the Bureau to designate electric illumination that is designed to fulfill the specific purposes for which it will be used, thus to spur significant bottom-line savings. In workspaces, for example, High-Benefit Lighting can help people work faster, with fewer errors caused by direct and indirect glare, among other lighted-environment deficits that commonly exist. Outdoors, High-Benefit Lighting can help prevent accidents of all types, from vehicle-vehicle to slip-and-trip, thus preventing the losses associated with insurance claims, absenteeism, administrative paperwork, accident clean-up, and litigation. Fewer accidents can also generate savings from lower insurance premiums. In retail situations, better lighting can help improve customer attraction and stimulate purchasing.

All Program information is located at the Bureau's website www.nlb.org/awards.html. Those without Internet access can obtain a copy of the materials by contacting the Bureau directly (tel. 301/587-9572 or e-mail info@nlb.org).

The High-Benefit Lighting Awards Program can be entered by virtually anyone who had a role in influencing modification of an existing lighting system or development of a new one. Submissions should document how the new lighting contributed to improved productivity, increased retail sales, or any of the many other bottom-line benefits of High-Benefit Lighting.

All persons who enter the High-Benefit Lighting Awards Program receive a hand-inscribed certificate of participation. If an entry is developed into a case history, the person submitting the information will serve as the bylined author of a magazine article.

To be eligible for consideration in the 2006 High-Benefit Lighting Awards Program, an entry must be received no later than October 31, 2006.
Free NLB Brochure Explains New Tax Benefits Available For High-Efficiency Lighting

Significant new tax benefits are available to those who upgrade their existing lighting systems or specify high-efficiency lighting for new commercial buildings. The tax benefits are authorized by the Energy Policy Act of 2005. A new brochure available free from the National Lighting Bureau (NLB) provides an overview of the benefits and identifies sources of additional information.

According to the NLB, owners can earn an accelerated depreciation benefit equal to the cost of the lighting system or lighting system improvement, or $0.60/square foot, whichever is less. Lighting systems that do not meet the efficiency required to earn the maximum deduction may be eligible for a smaller deduction. The benefit applies to discrete systems within a building; i.e., not all lighting in a building must meet the efficiency criteria for some of the lighting to be eligible for favorable tax treatment.

Insofar as commercial buildings are concerned, the Energy Policy Act of 2005 applies to the heating/ventilating/air-conditioning/water heating system and building envelope in addition to lighting. Rules for lighting are expected to take effect almost immediately, however, while other rules will take more time to develop.


According to NLB Communications Director John Bachner, “Extensions of the law are likely, especially given the significant benefits the law is expected to achieve, and its low net cost.”

According to the new NLB brochure, experts predict that “the new law will generate energy savings equivalent to the output of more than 60 conventional, coal-fired power plants.” The tax deduction involved is merely accelerated depreciation, however. As such, “were the owner to sell the building, the federal government would be able to recapture whatever depreciation was not earned” at the time of the sale.

The National Lighting Bureau urges caution in developing systems to comply with the law. It says, “While improved energy efficiency is something we all want, high-efficiency lighting has to be High-Benefit Lighting® in order to be genuinely cost- and energy-effective.” The brochure explains that High-Benefit Lighting is “lighting that creates an illuminated environment designed specifically for the workers and tasks involved, so they can perform their visual tasks faster, with fewer errors. Lighting that creates visual comfort free of glare. Lighting that enhances the appearance of a space and everything – and everyone – in it. Lighting that uses the high-tech equipment and controls available to deliver the absolute maximum ‘bang for the buck,’ which is exactly what High-Benefit Lighting is all about.”

The brochure also cautions, “Many people believe that the less energy their lighting system uses, the better. But that may not be the case.” It goes on to explain that seeming paradox by citing a hypothetical example that is “based on actual case histories collected by the National Lighting Bureau over the past 30 years.”

The example presents the case of the “Jones Doe Organization (JDO) that employs 100 people whom it pays an average $35,000 per year, including wages/salaries and benefits. The company decides to take advantage of the new federal tax incentives, along with local utility incentives, and invest in new lighting in order to save energy and save money. Right now, the company is paying $15,000 a year to keep its electric lighting on ten hours a day, six days a week. It’s projected that the new lighting will reduce the energy cost by 50 percent, to $7,500 a year, and – based on that – Jones Doe’s CEO decides to make the change. The new lighting achieves the predicted savings, but in many areas the illumination is not quite as good as it used to be and, in others, the illumination is worse. As a consequence of the decline in lighting quality, it takes Jones Doe employees slightly longer to perform their visual tasks. Overall, the productivity of Jones Doe’s 100 employees falls an average of 1.5 percent. Seeing that that amounts to only 7.2 minutes a day – less than one minute an hour – the total loss seems to be a small price to pay for all that energy efficiency. But it’s not.

“Jones Doe’s payroll amounts to (100 people x $35,000/year =) $3,500,000 annually. A productivity loss of 1.5 percent costs the company $52,500 per year. As such, every dollar of energy saved winds up costing the company $7 in lost productivity. And to make matters worse, the total amount of energy saved may be far less than thought, because lower productivity (along with more visual errors) can result in people having to work longer hours to make up the difference. That can result in a building having to be kept operational longer and employees having to rely more on their personal vehicles and less on car pools and public transportation.

“Now imagine the exact same scenario, but with one small change,” the brochure continues. “Before retrofitting its lighting, Jones Doe retains a qualified lighting system designer. The designer’s principal concern is not energy savings, but rather the quality of light people need to perform their work faster and better. The designer incorporates the latest technology into the plan and, as a result, designs new lighting that will cut energy consumption by 50 percent and increase productivity by 1.5 percent. As a result, instead of losing $45,000 a year, Jones Doe saves $60,000 a year, and helps reduce the energy waste caused by low productivity.”

The National Lighting Bureau’s new Energy Policy Act of 2005 brochure is available for free viewing or
SLi APPOINTS TWO NEW MANUFACTURER’S REPRESENTATIVE PARTNER

SLi Lighting recently announced the appointment of Cascade Electrical Agents, Inc. (CEA) as its manufacturer’s representative for Washington, Alaska and Northern Idaho, and Agents Midwest Ltd as its manufacturer’s representative for the Chicago area and Northern Illinois.

“Cascade Electrical Agents, Inc. and Agents Midwest Ltd are great additions to the SLi team,” said Flemming Jensen, Vice President of Commercial and Industrial Sales, of SLi Lighting. “They each possess a solid business ethic and are well-known in the industry for their knowledge and professionalism. We are very excited to be working with them.”

Cascade Electrical Agents, Inc. was formed in August 1986 and serves the need in the Pacific Northwest for a professional agency with a focused, creative and aggressive sales staff that takes a long-term approach to business. They strongly believe that the key to their success is to build strong relationships between the manufacturers they represent, the customers they sell to and themselves.

Agents Midwest Ltd was founded in September 1990 to serve the Midwest electrical distribution market. The agency’s three principals have a strong background in manufacturing, distribution, contracting and representation. Setting goals with the manufacturers and the distributor partners each year, the agency team strives to overachieve so all the objectives can be met.

“The partnerships between SLi Lighting, Cascade Electrical Agents, Inc. and Agents Midwest Ltd. are part of SLi Lighting’s effort to expand and enhance its existing rep network in order to best support the increased demand and growth opportunities that the company is currently experiencing,” explained Jensen. The partnerships began in the fourth quarter of 2005, and, in the case of Cascade Electrical Agents, include full warehousing responsibilities. They will be stocking a full complement of all SLi lamps at their warehouse in Renton, WA.

LIGHTFAIR IN LAS VEGAS!

Network News-Metropolis and LFI – LIVE FROM LAS VEGAS! From METROPOLIS Magazine and LFI. Opening Day: Tuesday, May 30, 2006. A new look at the world in lights. For everyone who wants to see. And be seen. STAY TUNED. For those of you, who may not be familiar with this stellar upscale lifestyle publication, check them out: www.metropolismag.com.

LFI 2006 is 92% SOLD!
The New Year finds the event filling booth space every day – with a record number of first-time exhibitors committed and excited about their participation! Both the Daylighting Pavilion and the Design Pavilion will be sold out soon and the show will feature an exciting new concept in the design of the Exhibit Hall. The Hall is designed with a large “Boulevard” down the entire length of the floor. Incorporated into this Boulevard approach, there are five large themed Lounge areas throughout the entire exhibit hall that will allow Attendees and Exhibitors to network, relax, meet and generally mingle in comfortable areas outside the booths. This Boulevard will become a trademark of LFI and be utilized each year with a new “twist.” Do not delay any further – book your booth now!

NEW for 2006!
The NPS (NEW PRODUCT SHOWCASE) Lounge in the Exhibit Hall!
For the first time ever, the winners of the four main categories of the 2006 New Product Showcase will actually be showcased in the Exhibit Hall in their own Lounge! Attendees that missed the New Product Showcase on Opening Day now will be able to see the winners during the entire show! Think of the exposure this would give your company if you were an exhibitor and won one of these prestigious awards!!

NEW Attendee Relations Program is already a success!
Did you now that LFI has implemented an Attendee Relations Program? Elly McCloud is Director of the Program, and she has been working to reach out to NEW specifiers around the country for the 2006 event. For example, LIGHTFAIR was part of a successful event in Los Angeles at that city’s AIA Chapter (The AIA/LA Awards Gala) and introduced and promoted the benefits of LFI to LA’s Architect and Design community! We have also created a new level of the VIP Pass called “LFI Preferred”. This is for the premium level of attendees who are attending LFI for the first time. 2,500 of these LFI Preferred Passes are being sent to carefully selected architects and interior designers, along with a mix of personal phone calls and emails. Exhibiting companies at the 2006 event will reap the benefits of this exceptional program of personal outreach!

A great resource for you to access information about the event is to check out our website: www.lightfair.com.
Universal Lighting Technologies Offers 750 Watt Pulse Start Metal Halide Multi-5® Ballasts

Universal Lighting Technologies introduces the latest addition to its Pulse Start Metal Halide family of ballasts with the new Multi-5® ballast for 750 watt pulse start systems. The P750ML5AC5M ballast is specifically designed for applications where 1,000 watt metal halide ballasts have previously been specified or installed.

The 750 watt pulse start system is ideal for use when retrofitting 1,000 watt metal halide systems for energy savings. A power savings of up to 270 watts per fixture is attainable. The P750ML5AC5M500K replacement kit contains the capacitor, brackets, starter, and 5-tap ballast to make installation easy.

The P750ML5AC5M ballast incorporates five input voltage taps (120/208/240/277/480) to cover all possible lighting voltage applications with just one ballast. Multi-5 technology reduces inventory and eliminates the need to know the operating voltage in a fixture prior to servicing or retrofitting it, which simplifies audits and material ordering.

For more information on Universal Lighting Technologies and the Multi-5 family of ballasts, call 1-800-BALLAST or visit the Web site at www.universalballast.com.

Universal Lighting Technologies Expands Basic-12™ Electronic Ballast Family

Universal Lighting Technologies introduces the latest addition to the Basic-12™ family of ballasts with the B2601120M-A for use with energy-saving F96T12ES lamps. This new Basic-12™ ballast is designed to replace traditional magnetic T12 ballasts in existing or new fixtures while reducing energy consumption by more than 20 percent.

Basic-12 ballasts provide the same amount of light as magnetic T12 ballasts with reduced operating costs and improved lamp performance. Plus, electronic ballasts are significantly quieter than their magnetic counterparts. Basic-12 ballasts fully comply with today's new federal ballast efficiency requirements for installation into new fixtures as well as with the 2010 requirements for replacement ballasts.

The B2601120M-A provides a 28 watt savings when replacing a magnetic ballast operating the 60 watt F96T12ES lamp. The slimline Basic-12 ballast also features parallel lamp operation so that when one lamp fails, the other lamp remains lit. Additionally, the Basic-12 ballast is smaller and lighter, making it easier to install in a fixture's ballast channel. Basic-12 ballasts are ideal for replacement of failed magnetic ballasts during fixture maintenance or as part of an energy-saving retrofit.

For more information on Universal Lighting Technologies and the Basic-12 family of ballasts, call 1-800-BALLAST or visit the Web site at www.universalballast.com.
Royal Philips Electronics and Advance Introduce Revolutionary New LED Modules

Royal Philips Electronics and Advance announce the introduction of their revolutionary new LED Module, a highly versatile, self-contained lighting system that enables the creation of innovative LED-based lighting configurations. Ideal for such applications as cove lighting, wall washing and arcades, shop and outdoor architectural lighting, path-lighting, escape route and directional lighting, displays, showcases, hotel foyers, and restaurants, LED Modules offer an unprecedented degree of performance, control, and design flexibility.

Through their flexible “domino-like” connection system, LED Modules can be easily connected to others or embedded into walls, floors, ceilings, or almost any object or surface to create the desired LED lighting configuration. Highly versatile, LED Modules can be placed up to 32 feet from the power supply and control interface (for 2X2 and 1X1 versions).

Offering a choice of optics (for narrow, medium, and line beams) and operating on an Advance Xitanium™ 40-Watt driver, LED Modules feature full optical-, thermal- and mechanical-optimization, easing and potentially accelerating product development times. LED Modules are currently available in warm white, cool white, and a variety of colors and are warranted for a full three years when used with Xitanium drivers.

For more information on LED Modules, visit www.Philips.com/LED.

Litetronics Spiral PAR CFLs- Long Life Lighting Never Looked so Good!

The Litetronics Spiral PAR Compact Fluorescent Lamps offer the same versatility as standard incandescent PAR lamp, while lasting four times as long. The 20W Spiral PAR 38 and the 15W Spiral PAR 30 can be used in all of the same non-dimming applications as incandescent PARs. Spiral PARs are durable and can be used for both indoor and outdoor applications, including track lighting and recessed can lighting.

Litetronics Spiral PAR lamps are available in 2700K and 4000K versions, making them ideal for displaying vivid colors. The spiral reflector allows the Litetronics Spiral PAR lamps to offer higher lumens per watt than ordinary fluorescent lighting. With a life of 8,000 hours, Spiral PARs allow the end user to inventory less product, reducing labor and maintenance costs by 75%. When a replacement is needed, the lamps’ hard glass design allows the use of lamp changers, making maintenance easy. Add in a $50 energy savings over the life of each lamp, and Litetronics Spiral PAR becomes an easy choice for an efficient light that offers premium performance with an attractive appearance.

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

Other new product entries showcased at the 2006 NAILD Annual Convention include Litetronics (above) and Con-Tech, the winning entry (page12), and:

GE LIGHTING
UltraStart™ Ballast for T5 & T8 Fluorescent Lamps
GE’s UltraStart™ Program Start electronic ballasts offer superb energy savings without sacrificing lamp life, efficiency, starting time and parallel operation.

USHIO AMERICA, INC.
28W ULTRA 8™ T8 Fluorescent Lamps
Introducing the next generation energy savings T8 fluorescent lamps. These lamps operate on 20W systems as well as on 32W instant start systems.
### Calendar of Events

#### 2006

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<tr>
<td>April 22 – 26</td>
<td>NAED Annual Meeting&lt;br&gt;Orlando, FL&lt;br&gt;For more info call (888) 791-2512</td>
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<tr>
<td>May 29 – June 2</td>
<td>LIGHTFAIR International&lt;br&gt;Las Vegas Convention Center&lt;br&gt;Las Vegas, NV&lt;br&gt;www.lightfair.com</td>
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#### 2007

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<tr>
<td>March 14 – 17</td>
<td>Equity/EDN Annual Meeting&lt;br&gt;New Orleans, LA&lt;br&gt;www.equity.org</td>
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#### 2008

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<tr>
<td>March 21 – 24</td>
<td>NAILD's 30th Annual Convention, Trade Show &amp; Organized Casual Conference&lt;br&gt;Destin, FL</td>
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<tr>
<td>May 5 – 9</td>
<td>NAED Annual Meeting&lt;br&gt;Washington, DC&lt;br&gt;For more information call (888) 791-2512</td>
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<tr>
<td>May 6 – 10</td>
<td>LIGHTFAIR International&lt;br&gt;New York Javits Center&lt;br&gt;New York, NY&lt;br&gt;www.lightfair.com</td>
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### NAILD Mission Statement:

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

EiKO is a unique company with the ability to respond to every distributor — whether a single-branch or a multi-branch network.

In addition to our fluorescent, halogen and incandescent lamps we have one of the most comprehensive HID product lines around, built to suit the majority of your lighting needs.

With such a wide, competitively priced product range, EiKO is the distributor’s first choice of second source suppliers.

Give us a call. We want to be your #1 Two Guy!

Today’s EiKO

EiKO
Making your business shine