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ENVY Can Be a Good Thing!

My mission for 2008 is simple to state, **make the NAILD 2008 National Convention and the services and benefits of NAILD membership the envy of every person in the lighting industry.**

This year’s convention was fairly described as one of the best NAILD has ever had. The reason for our success is our combined desire to better our industry by bettering NAILD and it shows. In the past I have asked our vendor members to help out and promote NAILD to the people in our business that would be a great fit for NAILD. Historically these requests have been tepidly received at best. At the conclusion if this year’s convention vendor members were stepping up with prospects before I even had a chance to ask. That means this organization is doing its job, bringing value to every member.

**MARKETING THE NAILD BRAND**

LS-1 and LS-2 are valuable products and NAILD will be deciding, in short order, how best to drive these appellations to market. The goal is to have 80% of member companies to have at least one LS-1 by the time we meet in Hilton Head in April.

**MEMBERSHIP IS THE CORNERSTONE**

Our membership profile is antiquated. The membership committee will be re-defining the membership criteria and improving the application process so that as our reputation and LS-1 certification create more and more interest in the organization. We will be well grounded in the guidelines for who is a good fit for NAILD – with the first priority of protecting the well being of current members.

**COMMUNICATING OUR PROGRESS**

Communication to members about what NAILD is doing and upcoming opportunities will be the key to maximizing everyone’s membership. There were comments about the e-blasts and it is something we will try to make less demanding but the fact is there are a lot of things going on. Marketing will make it comfortable for you while still getting the information to you – please understand that we really are not trying to annoy you . . . just keep you in the loop.

Communication from members to their directors is vital to a healthy organization. There will be at least three opportunities throughout the year for all of membership to sit in on the Board of Directors/Committee Chair conference calls that are held monthly. This gives you an opportunity to hear first hand what is going on and where things stand. Feedback is how we know what direction move. It is incumbent for all of NAILD members to share the great ideas and the concerns that you have in a timely and actionable manner. Contact us with ideas and comments; it is your organization, be a part of it.

A special note to our vendor members, you have two very talented and committed members on the board to represent you, please make use of them and get involved all year. Your view of the industry is unique and your role in NAILD must be more than one of financial support and an annual trade show for us to be our best.

Thank you for the opportunity to serve NAILD as your 2007-08 president, I am excited about taking the point position in this incredible organization.

L. Gordon Hunt, LC
NAILD President 2007 – 2008
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“I want to thank you for the tremendous meeting you guys put on last week as well as the day-to-day efforts you put in to make this organization successful. My colleagues and I at Fulham are very appreciative and thankful for your efforts.

Other organizations should use your meeting model as a “best practice” for fellowship, fun, learning, and valuable meeting time between distributors and manufacturers. Although we’re not one of the “big boys” in the business, we’re honored to be a member of the NAILD family.”

— Richard White, Fulham Co., Inc.

“Thank you! This was time and money well spent. A very rewarding experience. I appreciate everything you did to get me on board at the last minute. Everyone made me feel quite welcome. You do a wonderful job at what you do. It is amazing that you can accomplish so much from so far away – things just went so smoothly – you’re a good planner.”

— Frank Johnson, EnviroLight
“I am now an enthusiastic member of NAILD. I drank the NAILD “kool aid” last week. The conference was the most informative and helpful lighting related professional event I have been to by far. And I have been to many from lighting shows to industry training facilities.

My personal thanks go to you (Linda) especially for convincing me to come to the whole conference. Your passion for NAILD is contagious and I’ve got the bug. If you need a reference for new members I would be happy to speak to any potential vendor or distributor members.”

— Michael Colligan, Atlas Lighting

“I am so overwhelmed doing on line demos and quotes for distributors I met at the show that I haven’t had time to get the profile to you yet. My expectations were not only met but also exceeded considerably. I believe you will be stuck with us for a long time to come.”

— Ed Aymani, Aym Business Consulting Demo Co.

30th Annual NAILD Trade Show Exhibitors

Advance
American Light Bulb Mfg.
American Keenlite Labs, Inc.
Aym Business Consulting, LLC
Brownlee Lighting
Con-Tech Lighting
Crescent/Stonco
Duralamp USA, Inc.
EiKO, Ltd.
ENERGY STAR
EYE Lighting International of N.A., Inc.
Fulham Co., Inc.
GE Lighting Co.
Greenlite Corporation
Gripple, Inc.
Halco Lighting Technologies
Higuchi Inc., USA
Howard Industries, Inc.
Lightolier
Light Process Company
Litetronics International, Inc.
LSI Industries, Inc.
Maxlite
Osram Sylvania
Philips Lighting Co.
PQL, Inc.
Radiant Lamp Company
Satco Products, Inc.
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Technical Consumer Products
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Special Thanks to our Sponsors at the 30th Annual NAILD Convention
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Simkar Corporation
SLOI Lighting
Technical Consumer Products (TCP)
Trojan Inc./Hytron Electric
Universal Lighting Technologies
USHIO America, Inc.

Tuesday Buffet Breakfast
Halco Lighting Technologies

Tuesday AM Break
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Tuesday Buffet Luncheon
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Universal Lighting Technologies

Wednesday Dinner Reception
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NAILD Membership Director
Thank you to the following speakers and presenters during the 2007 NAILD 30th Anniversary Convention. With your generous commitment and valued expertise, this meeting was DESTINED to be educational!

RUSSELL J. WHITE, CSP
“Building a High Performance Team” (Part 1 & Part 2)
Russell J. White International • mail@thinkBIGguy.com

JASON BADER
“Make Your Company a Profit Leader” (Part 1 & Part 2)
The Distribution Team • jason@distributionteam.com

RICHARD BARTON, LC
“Outdoor & Security Lighting” (Part 1 & Part 2)
GE Lighting • richard.barton@ge.com

PAUL F. HAFNER, LC
“Lighting Specialist Program” & “NAILD University”
Maintained Illumination, LLC • paul.hafner@adelphia.net

MARK BRANIFF, CHMM
“Recycling as a Profit Center & What are the Rules”
Veolia Environmental Services • Mark.Braniff@veoliaes.com

BRETT HILKEMANN, LC
“Understanding ASHRAE 90.1”
Con-Tech Lighting • bhilkemann@con-techlighting.com

STUART BERJANSKY
“Wireless Controls – a Primer”
Advance • stuart.berjansky@philips.com

KEN BOPF
“Decoding the Fixture Cut Sheet”
Simkar Corporation • kbofp@simkar.com

YORAM WEISS
“Decoding the Fixture Cut Sheet”
Simkar Corporation • yweiss@simkar.com

JOSEPH F. MCCORMICK, LC
“Office Lighting” (Part 1 & Part 2)
OSRAM SYLVANIA • Joseph.McCormick@sylvania.com

STEVE SINDONI, LC
“Office Lighting” (Part 1 & Part 2)
Osram Sylvania • steve.sindoni@sylvania.com

BILL MASi
“CFL Forum – Technology & Regulation Update”
Maxlite • bmasi@maxlite.com

JEFFREY SCHWARTZ, LC
“CFL Forum – Technology & Regulation Update”
ICF Consulting, supporting ENERGY STAR • jschwartz@icfi.com

JOE COLANT
“CFL Forum – Technology & Regulation Update”
Technical Consumer Products • jcolan@springlamp.com

BRUCE PELTON
“CFL Forum – Technology & Regulation Update”
Westinghouse Lighting Corporation • peltonb@westinghouselighting.com

LARRY W. WILSON, LC
“Understanding EPACT 2005”
Philips Lighting North America • larry.wilson@philips.com
DESTINATION Education Delivers

“Where Lighting Means Business,” the new NAILD tag line, came to life during this year’s DESTINATION Education Convention at the Sandestin Golf and Beach Resort.

Both Vendor and Distributor members agreed: “This year’s convention ranks with the best ever.” Business Opportunities, the Keynote Address by Scott O’Grady, NAILD-working, Education Workshops, “Best Ideas” Roundtable, revised Product Showcase, re-scheduled Trade Show, better OCC preparation, the evening dinners, including the TCP event, Vendor/Distributor Meeting, new Awards Luncheon, Golf Tournament, Spouse Programs, and the evening ending Hospitality Suite all got outstanding reviews.

In today’s fast paced business environment, vacations disguised as a Convention have faded; replaced by “work hard, play hard” events where attendees leave with tools, information and ideas that they can use to help grow their business as soon as they return. Make no mistake, there was still time for family fun, golf, water sports and a chance to work on your tan— all at a great location; but the emphasis was on business.

For those who attended; a quick summary. For those who couldn’t make it this year; some motivation to join us in Hilton Head Marriott Golf and Beach Resort, April 13 – 17, 2008.

The Education Workshops drew a record numbers of participants. Every Distributor attended more than one Workshop. This year’s surprise event: the “Open Roundtable— Best Idea” discussion.

This forum generated over 80 ideas based on actual business practice. During the coming months each of those ideas will be documented, categorized and placed in the new “Best Ideas” Library on the NAILD Web-site.

The consensus among both Distributor and Vendor members reported that improvements in this year’s Trade Show and OCCs were the direct result of better preparation and a higher level of involvement on the part of all. The New and Value-Added Product Showcase already has Vendors talking about their participation for next year. This year’s Product Showcase will be added to the NAILD Web-site.

The Vendor/Distributor Meeting had several notable high points. One key element worth mentioning here is that Membership is doing a good job of ensuring that new members (Vendor or Distributor) add value to the organization. This is an on-going effort. The Membership Committee with the support of the NAILD Board of Directors “said no” to six potential Vendor members based on their commitment last year not to add any new lamp and ballast companies. In addition, they “said no” to two Distributor members who did not meet our qualifications. We continue to do our best to add Vendor and Distributor members who bring value to the organization. You can review a summary of the meeting on the NAILD web-site.

This year’s Distributor and Vendor Evaluations were once again filled with many valuable insights and suggestions for making next year’s Convention even better. Each year the NAILD Board of Directors and the Committees carefully review, and take seriously, the comments and ideas put forward by the members. The great news is that almost 30 members have volunteered to help throughout the coming year. Fifteen of these volunteers are Vendor members. The Vendor and Distributor Evaluations are available on the NAILD website in .pdf format.

You may have noticed that we have mentioned the web-site frequently. Expect to hear more from the web-site. The value of your NAILD membership is not limited to the annual convention. Over 110 candidates have registered in NAILD’s Lighting Specialist program: LS-I. A limited number of Distributors will spend the next three months “beta testing” LS-II, which will launch to the whole organization in July of this year. Another benefit of membership that will pay dividends throughout the year— “NAILD University” has started “beta testing” and “slow release” to all of the membership. Each week throughout April, May and early June, one of twelve modules will be released for review and testing. The Board members will have reviewed, and (hopefully) released the first two modules by the time you are reading this article. As soon as they are released by the Board, they will be made available to the organization.

Gordon Hunt, 2007-Convention Chair and the entire Convention team have raised the bar once again. But I am told that based on what we have learned this year, and the member input we have received, Wendell Strong, 2008-Convention Chair and his Convention team, expect to make the 2008 Convention in Hilton Head another value-added blockbuster!

So take advantage of the many value-added membership opportunities all year long, and then make plans to join us in Hilton Head at the Marriott Beach and Golf Resort, April 13 – 17, 2008.

--

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716.435.7695 (C)

A Bi-Monthly Column By Paul Hafner, LC
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Distributor Power Tools: Building Your Vendor Report Card

A Bi-Monthly Column By Jason Bader

Over the years, I have attended many distributor meetings involving brief tabletop sessions with established or prospective suppliers. I have always viewed this as the distribution equivalent to speed dating. You sit down, exchange pleasantries for the first few minutes, get down to the manufacturer pitch, review the 25 new products they intend to launch in the first quarter, review the sales numbers compared to last year and just when you hear the question, “Is there anything we can do to improve our relationship?”, the chimes ring and you are off to your next 20 minute meeting. The date is over and I don’t even know if I got to first base. The least they could do is take my number and promise to call.

The biggest reason for the lack of direction is that we did not come in with a plan. The manufacturer has a plan – keep talking until the bell rings. If they talk about product, they do not have to address the issues that preclude us from mutual profitability. We have an annual chance to convey our expectations to a decision maker. Let’s not waste time on marketing pitches or sales revenue projections. We need to get down to the core issues between the two companies. When the bell rings, the opportunity is lost.

As distributors, we often complain about vendor performance. We rarely let them in on the secret. We expect them to be clairvoyant. Coming into the meeting with a well crafted vendor report card shows that you mean business. Because it is a document, it can not be dismissed as easily as conversation. There is power when ink is laid to paper. This document conveys expectation. It simply says, “If you wish to continue receiving checks from my company, these conditions need to be taken seriously.”

When I create a vendor report card, I include 5 sections: financial performance, sales, purchasing, receiving and accounts payable. With the exception of the financial piece, the sections each contain comments from the different departments. I have seen many vendor report cards that stop at sales. While sales information is extremely valuable, it is only one part of the relationship with that supplier. Over the remainder of this article, I will examine each piece of the report card and give some suggestions on information to gather.

At the top of the report, I list the financial information. I am most interested in the components that give me return on investment information. In previous articles, I discussed the importance of calculating and monitoring financial ratios. The key points of data I list at the top of the page are: inventory turns, gross margin and GMROI. If any of these indicators are underperformers, I make this a point of discussion. You would be amazed at the things a supplier can do when you suggest that turns are not where you want them to be. We start talking about returning dead and slow moving products or changing freight prepaid levels. These are net profit impacting discussions and we are only at section one.

The next section is dedicated to sales. I want to point out that this report card is not designed to be a place to vent. You must come up with positives and negatives. If there are no positive comments, the impact will be greatly reduced. The comments should key on the acceptance in the marketplace. What is the quality of the product offering? Are there holes in the line? Is the product price competitive? What are the competitors doing? This is a feedback mechanism for the supplier. If we are going to grow together, we need to help them see the product from the eyes of the end user.

During this section, we should also discuss marketing support. Have the current promotions been effective? Are their sales people helping pull product through the distribution channel? Would joint sales calls be appropriate? Is there additional training required? You will have no trouble filling this section of the report.

The next department is purchasing. How easy is it to buy products from the company? Are current freight policies making it difficult to buy efficiently? Are price increases given in advance? Are they in an electronic form? I would like to see some discussion around lead time trending. Have they been consistent? What is the fill rate? Am I constantly running into back order situations? As a distributor, we often have to compensate for a supplier with poor fill rates. Perhaps, we should ask for some offsetting compensation.

Receiving is a department that is often overlooked by a supplier, yet is the porthole to their customer. Everything passes through the hands of these men and women. They will have plenty to say about the performance of your suppliers. What is the condition of the product when it hits the dock? Is the packing slip legible? Has it been properly packaged? It was this question that led to a significant change in one of my supplier’s shipping procedures.

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 website www.thedistributionteam.com.
Back when I was the operations manager for a distributor, we were having problems with skids of power tools getting broken into and products being stolen during transit. The product was wrapped in clear shrink wrap and the items were easily identifiable. In the report card, one of our receiving people suggested that the problem could be eliminated by simply changing to black shrink wrap. Insert slap to forehead. Do you think that someone in executive management could have come up with that fix? We were too far away from the job to see the solution.

The final group to be heard from is the accounts payable department. The biggest area of contention is the supplier invoice. Is the invoice, or statement, easy to read? Can we easily identify when the supplier owes us a credit? This is also a great area to discuss payment terms. Is there some room for negotiation? Does the supplier offer cash discounts for early payment? Is there some extended dating available? How easy is it to work with the accounts receivable department? This is one of those areas that will not come up unless you initiate the conversation.

This is not a document that you can slam together in a couple of days. I typically tell people to allocate a full month to the information gathering process. You have several departments weighing in on the report. Although I mentioned it previously, I want to emphasize a point. Make sure that you include positive comments in the report. If you don’t, the information will be disregarded as just a bunch of distributor whining. Trust me, we whine.

Going thought the effort will be well worth your time. I have seen significant changes in supplier relationships by using this tool. You gain a whole new level of respect in the eyes of the supplier. Most of all, you maximize the time you have with the decision makers. Now if there is any time left, you can show me your new gizmo. Ding, time is up.

If you need help starting your document, please feel free to contact me. I am always available at the e-mail address listed. Good luck.

**Distribution Team Announces Winner**

Becky Phillips of Professional Lighting Design was the winner of the free Distribution Team Seminar tuition. For those still interested in attending, we have a few spots left in Las Vegas on April 12-13. NAILD will still honor the special price of $760 per person. The website has moved to the higher price, so contact me if you would like to attend.

If you are interested in attending the Atlanta session on May 3-4, register online. Enter “NAILD” in the discount code box during checkout to receive the $760 price.
Companies have a tradition of luring away top executive talent from the competition. Free agency has changed the entire landscape of professional athletics as teams constantly fight for talent. The talent wars are now reaching the trenches, and companies are taking off the gloves and aggressively going after top talent at all levels, regardless of who they are currently employed by.

Because employees now know they are potential free agents, they are looking for the best package, not just more money. Who are the people you would hate to lose? It’s time to use these five best practices for retaining your top talent so they aren’t as eager to see if the money is greener on the other side of the fence.

1. Give them a quality team.
Top talent wants to work with other top talent. Most sports are structured so that the worst team gets the top talent in the next draft. No longer do players willingly accept this. Some ask to be traded; others refuse to go to the team that wanted to draft them. John Elway was ahead of his time in this refusal. They all say they want to play on a winner.

Employees are singing the same song. The best talent wants to be part of a team awash in great talent. Why? Because they know their managers understand how to pull their own weight, and they will respect those they work with.

Your top talent is looking for more top talent, and so should you be, if you want to keep what you currently have.

2. Provide perks they value.
The best expect to be treated that way. Top talent expects to be treated like they matter to an organization. Google is on the fast track, and they know why. They offer their employees free car washes and oil changes in the parking lot while they are working. Other top talent organizations frequently offer exercise facilities free for use during working hours. They know it keeps the employees alert and fresh and demonstrates that employee health is important.

One executive in one of my audiences told me he provides a break room for his employees. In fact, he proudly offered, “It is a profit center for my company!” He challenged me to consider offering break room contents for free so more profits could appear on the bottom line and not the break room line item. Take care of the people taking care of you!

When I work with Duke University and stay at their R. David Thomas Business Center, I know at the end of the hall is a break room filled with snacks ranging from coffee, to granola bars, to Dove bars in the freezer – free of charge. It is not abused or raided, but it is appreciated and almost expected. When you are the best, you expect to be treated as such.

3. Keep the job exciting.
This is the biggest challenge for business leaders because it has never been as important to keeping good talent as it is now. Not only are competitors better at making job opportunities sound fantastic, but we are becoming a society where everyone is ADD! We constantly are looking for the excitement, the adrenaline rush, or the thrill in our entertainment and our personal lives. Television programs shift the camera angle every 3.4 seconds, on average. Cruise lines now offer constant activities such as rock wall climbing rather than just lounging by the pool.

Sporting events fill breaks in the action at stadiums with music, cheerleader routines or on-field-entertainment. If every part of our lives is filled with this stimulation, why should work be any different?

Leaders need to share their excitement for work. If the manager is down trodden, the workforce will reflect that and the top talent will be looking for the exit door. Exciting leaders encourage excitement in others and create work environments that buzz with excitement. Top talent thrives in top working environments. Great sales people love the excitement of “fresh meat.” Give them new clients to work with, new elephant prospects to try to land, keep them in the field and out of meetings. Ask your best people: What adds excitement to your work day? They will let you know how to create a work environment that will keep them.

4. Challenge them regularly.
When I talk about creating challenges I am not referring to constantly giving them higher quotas, or being a manager who is very “challenging” to work with. In fact, those two ways are sure to drive off top talent.

To challenge your top talent, get them involved with problem solving. Not reaching the market share you desired? Ask them what they are seeing in the field. Not maximizing your line efficiency? Don’t ask the engineers to study it – ask your top operators how to achieve that maximization. Your best people enjoy the challenge of finding answers and want the opportunity to offer ideas and suggestions. When their input is used for innovations, they take ownership and pride and become more linked to your organization as a result.

Another way to challenge your best talent is let them play on pet projects with pay. Top talent is usually thinking many steps ahead, so why not let them do that for you. 3M allows some of their employees to play on projects that are different from their day to day assignments. PostIt Notes, a result of a pet project, became the company’s top selling product. What could your talent be doing for your organization this way?

5. Morph jobs.
Once upon a time people tried to hire employees to fit a pre-molded job description. Today you need to be molding the job to the talent, and let your talent run free!

In front of an audience full of sales people, I asked them what was the worst part of their jobs. Almost as if rehearsed in unison, I heard: Paperwork! Why do top sales people hate paperwork? Because sales people are people-oriented people, not task-oriented people, and they don’t like sitting in a cube.

They would rather be in the field bringing down big game than sitting in the office on Fridays pushing papers.

Companies are essentially benching their best talent 20 percent of the week! Hire paper pushers so your top talent goes out and do what they do best – sell. Morph the job so the company and the employee get the best from their day.

Retaining top talent is critically important in these predatory times. Be sure you are doing what it takes to have them hang on those trying to poach your people.
Congratulations!
NAILD Lighting Specialist-I Graduates
(As of February 2007)

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

Andy Poorman of EiKO Ltd.
Sherry Sherman of Lighting Supply
Art Evans of Lighting Supply
Kevin O’Brien of Lighting Supply
Nicole Young of Lighting Supply
Michael Grossman of Lighting Supply
Jude Chavez of The Lighting Company
Jose Contreras of The Lighting Company
Brian Suttle of The Lighting Company
Vernon Batchelor of Midwest Lighting
Ashley Wilson of NOVA Lighting
Megan Mitchell of NOVA Lighting
Tim Ehrenberg of NOVA Lighting
Mike Levy of NOVA Lighting
Billy Garrett of NOVA Lighting
Diane Shellenhamer of Schaedler YESCO

Each of our graduates received their NAILD Lighting Specialist I certificate and pin at the 2007 NAILD Convention. They are welcome and invited to use NAILD LS-I appellation on their business cards and as they see fit.

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

By Pat Seidel

Your boss just asked you to present at this year’s conference. Great! You smile with confidence and say “thanks” for the great opportunity. Suddenly, you feel the immediate need to excuse yourself as you search for the nearest exit or bathroom. You are about to become very ill.

Don’t feel alone in the panic that you are experiencing. Some folks would rather sleep with snakes than stand in front of an audience and speak. So much can go wrong – true. But successful presenters know that like most things in life – a little preparation goes a long way. But how do you deal with the fear – the cold sweaty hands, the rapid heart beat, and the inability to open one’s mouth and have intelligent words spill out? Prepare!

Most presentation anxiety stems from lack of preparation. All components of your presentation fall into one of three categories, what you do before, during, and after. Focus on the “before” component (facility, equipment, audience analysis, and back up plans) and the rest will fall into place – usually. For a few of us, no matter how much we prepare, we still are overcome with paralyzing anxiety. My friend, Jim, is one of those few.

When Jim was in the second grade everyone had to take a turn leading “The Pledge of Allegiance.” Jim counted the days until it was his turn – although nervous, he was prepared. When he proudly stood to take his turn, the words he had rehearsed became confused and tangled. And as second graders do, they all laughed at him. Although Jim is now a successful executive in a large firm, every time he stands to speak he finds himself back in the second grade. My guess is Jim will always experience this anxiety. But there are things he can do to minimize it and so can you.

Understanding your fear is the first step toward managing it. Here are some of the common fears I hear my clients voice.

- Not knowing the answer to questions
- Appearing stupid
- Dropping all my note cards
- Fainting
- Equipment problems
- Boring the audience
- No recall of the first words of your mouth
- No one will be interested enough to ask a question

Corresponding Solutions For Above

1. No one does – admit it and move on with a promise to get back with an answer.

2. Do your homework on the topic, the facility, and the audience. Duh?

3. Number them and don’t become so dependent on them that you can’t carry on without them.

4. It isn’t going to happen. If it does, make sure you are carried out on a stretcher so everyone will feel sorry for you. Send a co-worker back later to pick up your stuff.

5. Check it out and do a dry run before the audience shows up to make sure everything is working. Have a contact/technical person on hand to help. Or at least get the number to call for help. If your equipment fails, do not stand there and fiddle with it. Move on. Consider a short break to get things back in working order, or have a quick group exercise prepared for your audience while you get things back in working order.

6. Don’t read your slides. Use stories, quotes, and analogies to add interest to your topic. Did I mention not to read your slides?

7. Memorize the introduction and have prompts written on your note cards. Rehearse it out loud in front of a mirror. Once you get through the introduction, you’ll be fine.

8. In the event no one asks a question, then you must have questions prepared to ask them.

Relaxation Strategies

Introduce yourself to a few folks in the audience before you get up to speak. This makes you feel some audience support. Pick out the most responsive listeners. They are alert, smiling, and ready to take notes. Look at them frequently to draw energy from them to boost your confidence. Be there early enough to mingle, but not so early that you have too much time to get nervous. I never just “walk on stage” to present. I always check out the room before I present.

- Have a few “one – liners” prepared just in case you do lose your place or become rattled.
- Visualize yourself giving a great presentation.
- Take a few deep breaths.
- Drink lots of water, but not ice cold water.
- If you have a cold, ditch the menthol throat drops – they constrict vocal cords.

Try to remember that not one person in the audience wants to see you fail – not one. Your audience came to hear what you have to say. So what if you bungle part of the presentation? If they like you, they will forgive you. And besides, what’s the worst that can happen? You’ll do better next time.

Pat Seidel Consulting helps companies improve business and image by improving written communication and presentation skills. Learn more at: www.patseidel.com.
Advance is helping you keep it simple when it comes to serving your customer's lighting needs!

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> SmartMate® CFL kits

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www.advancetransformer.com
Advance Introduces New Mark 10®
Powerline Electronic Dimming Ballast With Multiple-Voltage Technology for T5/HO and Long Twin Tube Applications

Advance announces the expansion of its popular line of Mark 10® Powerline electronic dimming ballasts to include a new model for use with 24-watt T5 High Output and 24-watt Long Twin Tube fluorescent lamp applications.

Designed for enhanced flexibility and versatility, the compact new ballast measures just 16.7”L X 1.18”W X 1”H, making it ideal for use in wall sconces, 2 X 2 recessed fluorescent fixtures, and other applications where space may be at a premium. The ballast is also the first in Advance’s Mark 10 Powerline family to feature IntelliVolt® multiple-voltage technology, enabling the ballast to operate at 120 to 277 volts, 50/60 Hz, enhancing accuracy and ease of ordering as well as reducing stocking/SKU requirements.

Ideally-suited for meeting rooms and audio/visual presentation spaces, computer-intensive work areas, and private offices, Advance’s Mark 10 Powerline ballasts deliver full-range (100%-5%) continuous dimming capability, allowing users to adjust lighting levels to fit their needs and enhance their visual comfort. Since Advance Mark 10 Powerline dimming ballasts take their dimming signals directly from the power line, no additional control wiring is required, making installation a simple and cost-effective process. In addition, Mark 10 Powerline dimming ballasts can operate with a wide variety of controls from over 20 control manufacturers, including wall box dimmers, architectural dimmers, occupancy sensors, and others.

Like other Mark 10 Powerline models, Advance’s new electronic dimming ballast for use with 24-watt T5 High Output and 24-watt Long Twin Tube fluorescent lamp applications features operation above 40 kHz to minimize risk of interference problems as well as less than 10% THD. Additionally, the model fully supports sustainable (“green”) design as measured by LEED (Leadership in Energy and Environmental Design) Green Building Rating System® performance standards and carries Advance’s exclusive 5-year warranty.

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

Shat-R-Shield Named Winner of Most Innovative and Best New Product at the 2007 NAILD Convention

Shat-R-Shield Glow . . . the fluorescent lamp that won’t leave you in the dark.

Unique photo luminescent technology provides back-up lighting, or glow, used for safe and rapid evacuation from a darkened area during a power loss. After fully charging for 15-minutes, the afterglow effect will last for up to 90-minutes.

Shat-R-Shield Glow lamps are ideal for stairwells, restrooms, underground parking facilities, subways and mines.

Shat-R-Shield Glow fluorescent lamps provide light even after a power loss through photo luminescent technology for safe and rapid evacuation from a darkened area.

A Shat-R-Shield Glow lamp can also be used as a portable light source, and if accidentally broken, glass and other lamp elements are safely contained within the clear and tough, skin-tight plastic coating.

For more information visit www.shat-shield.com or call (800) 223-0853.

Advance Named Winner of Best Value Added Product at the 2007 NAILD Convention

High-efficiency Optanium Programmed Start Ballasts for T8 Lamps

Optanium programmed start ballasts are the industry’s first high-efficiency solution for occupancy sensor applications, maximizing lamp life without sacrificing energy savings.

Frequent switching applications? Maximize your customer’s Return on Investment with the versatile Optanium Program Start ballast series. Designed to optimize the 25w and 28w T8 energy saving lamps, this ballast series offers IntelliVolt technology, a range of ballast factors and contractor friendly benefits like anti-arcing, auto-restart, and intuitive lead-wire orientation, all packaged with Advance’s industry leading Plus 90 warranty.

For more information visit www.advance-transformer.com or call (847) 390-5071.
EiKO Ltd. Welcomes Mitch Carney, National Sales Manager – Large Lamp Division

EiKO Ltd. is pleased to announce Mitch Carney as National Sales Manager for their Large Lamp Division. As the National Sales Manager, Carney will manage and work with the current regional managers to drive company growth and increase market share.

“EiKO is a well recognized manufacturer and supplier in the lighting industry,” said Mr. Carney. “Mr. Withers [Gary Withers, President & C.E.O.] presented his long term vision for the company and I am very excited to be a part of it.”

Mr. Carney brings 16 years of lighting and electrical industry sales experience with him. For the past 12 years Carney held a variety of sales management and business development positions in the Northeast, Midwest and Southern regions for Philips Lighting Company. Prior to Philips, he began his career with Graybar Electric where he sold electrical supplies to the Industrial Commercial market.

Universal Lighting Names Dan Cheetham Vice President, OEM & International Sales

Universal Lighting Technologies names Dan Cheetham to be vice president, OEM & international sales. Providing intelligent solutions for energy efficiency, Universal Lighting is a global leader in development and manufacturing of lighting controls and ballasts.

Cheetham comes to Universal Lighting from Leviton Manufacturing, where he served as director of OEM sales. With 26 years experience in the industry, Cheetham will be responsible for directing the OEM channel for Universal Lighting as well as leading ongoing development of the company’s global OEM sales team.

“Dan is a strong addition to our leadership team,” said Joseph Damiani, senior vice president of sales for Universal Lighting. “He has the proven experience to guide our OEM and international sales teams as Universal Lighting continues to expand and grow our global business.”

SLI North America Acquires Global Operations

SLI’s North American operations took a major leap forward on March 13th, when a definitive agreement was reached with Havell’s India Limited, a major Indian electrical manufacturer, to acquire the global operations of the SLI Group. Apart from its growing position in the Distribution market and based on its technological development and engineering excellence, SLI is already a leader in Specialty Lamps in a number of market segments like pet care and germicidal. In other segments like airfield lighting, air purification, sun tan, and more the company is growing rapidly.

Working with both OEM and Lighting Distribution partners, SLI seeks to leverage its ability to adapt quickly to market shifts and customer needs. At the same time their in-house technical and engineering expertise and capacity is used to deliver value-added products quickly and affordably to the marketplace.

Fred Engel, President of SLI’s North American operations, summed it up this way: “We offer the best of both worlds: we are a global company with our own engineering and manufacturing facilities, while maintaining the flexibility, speed to market, and easy to deal with attitude to meet the unique needs of the North American distribution market.”

Committed to growth and service, the company has set it sights on becoming better known as a trusted brand with a variety of products, each with a unique value proposition. Visit them on the web at: http://www.sli-lighting-usa.com.

New Distributor Members

Sun Lighting, Inc.
Danny Levkowitz, President
E-mail: danny@sunlighting.net
4545 E. Broadway
Tucson, AZ 85711
(520) 322-4303
(520) 322-5101 fax
Web Address: www.sunlighting.net

EnviroLight, LLC
MaryJean Johnson, Owner
E-mail: envirolight@bellsouth.net
Frank Johnson, Sales Manager/Operations Manager
3886 Glenmeade Drive
Valdosta, GA 31601
(229) 559-7554
(229) 559-0504 fax

Precision Lighting Products, Inc.
Robert Gwin, CEO
E-mail: robert@plpinc.com
Bettys Gwin, Secretary/Treasurer
David N. Lee, President
E-mail: dave@plpinc.com
Joseph S. Lee, Vice President/Sales Manager
E-mail: joelie@leejolly.com
PO Box 321065
Birmingham, AL 35232-1065
(205) 252-0976
(205) 252-8193 fax
Web site: www.plpinc.com

New Vendor Members

Aym Business Consulting, LLC
Edward J. Aymami, Jr., Manager
E-mail: eday@aymbus.com
3607 Napoleon Avenue
New Orleans, LA 70125
(504) 301-3640
Web Address: www.aymbus.com

On target distribution accounting software
Industry Updates

NAED Announces New Dates for Certified Sales Professional Designation Training Sessions in 2007

_Three-day Workshop Culminates in Exam for Sales Certification_

The National Association of Electrical Distributors (NAED) announces new dates for the Certified Sales Professional (CSP) training program. NAED has joined with the Manufacturers’ Representatives Educational Research Foundation (MRERF) to offer the Certified Sales Professional (CSP) training program to the sales staff of electrical distributors.

The CSP program is an intensive three-day training program designed to help sales professionals master the tactical, strategic and self-management skills required to succeed. Topics covered include: personal goal setting, time management, new business prospecting, presentation skills, strategic territory planning, account management and more. Following the training, participants may take an oral and written examination to test for the Certified Sales Professional designation.

**Upcoming Certified Sales Professional Events:**

April 3-6 – Baltimore, M.D. (Embassy Suites BWI)

May 15-18 – Indianapolis, Ind. (Hilton Hotel North)

June 5-8 – Seattle, Wash. (Doubletree Seattle Airport)

Originally established in Canada by the Canadian Professional Sales Association in 1994, the CSP training and certification program was brought to the United States by MRERF and previously has been available only to manufacturers’ representatives. Currently, 67 NAED members have achieved CSP Certification since the program became available in 2006.

Individuals are required to have at least two years of sales experience prior to taking the CSP examination. CSP certified salespeople also pledge to uphold the CSP Code of Ethics. The cost of the course plus certification testing is $1,395.00. For more information about the Certified Sales Professional training, go to www.naed.org or contact NAED Customer Service at 1-888-791-2512 or customerservice@naed.org.

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GE Announces Advancement in Incandescent Technology; New High-Efficiency Lamps Targeted for Market by 2010

_Re-inventing Edison: New light bulb will provide high quality light and deliver efficiency comparable to compact fluorescent lamp_

GE Consumer & Industrial’s Lighting division recently announced advancements to the light bulb invented by GE’s founder, Thomas Edison that potentially will elevate the energy efficiency of this 125-year-old technology to levels comparable to compact fluorescent lamps (CFL), delivering significant environmental benefits. Over the next several years, these advancements will lead to the introduction of high-efficiency incandescent lamps that provide the same high light quality, brightness and color as current incandescent lamps while saving energy and decreasing greenhouse gas emissions.

The new high efficiency incandescent (HEIT™) lamp, which incorporates innovative new materials being developed in partnership by GE’s Lighting division, headquartered in Cleveland, OH, and GE’s Global Research Center, headquartered in Niskayuna, NY, would replace traditional 40- to 100-Watt household incandescent light bulbs, the most popular lamp type used by consumers today. The new technology could be expanded to all other incandescent types as well. The target for these bulbs at initial production is to be nearly twice as efficient, at 30 lumens-per-watt, as current incandescent bulbs. Ultimately the high efficiency lamp (HEI) technology is expected to be about four times as efficient as current incandescent bulbs and comparable to CFL bulbs. Adoption of new technology could lead to greenhouse gas emission reductions of up to 40 million tons of CO2 in the U.S. and up to 50 million tons in the EU if the entire installed base of traditional incandescent bulbs was replaced with HEI lamps.

Kevin Nolan, Vice President of Technology for GE Consumer & Industrial, said: “In addition to offering significant energy savings comparable to CFLs, the 21st century version of Edison’s bulb provides all the desirable benefits including light quality and instant-on convenience as incandescent lamps currently provide at a price that will be less than CFLs. We and other lighting manufacturers have been aggressive in developing and marketing CFLs. But consumers want more options and we plan to respond to their needs and deliver environmental benefits, too. It’s important that we offer consumers a full range of products that meet their personal desire to reduce their negative impact on the environment while preserving their ability to pick the best lighting product for their needs. That’s why we are moving aggressively to commercialize these new lamps.”

GE’s announcement was made in conjunction with its decision to support legislation in the EU, the United States and in other areas that would accelerate the introduction of all types of high efficiency lighting products as part of the global effort to promote energy security and reduce emission of greenhouse gases. GE’s HEIT™ lamps would support attainment of the objectives of the European Commission’s Energy Efficiency Action Plan, which aims to reduce Europe’s energy consumption 20% by the year 2020.

GE has invested more than $200 million in the last four years on the development of energy efficient lighting, including reduced-powered Misérá light bulbs to high-efficiency Par 38 halogen lamps and Energy Smartá compact fluorescent lamps. The US Department of Energy (DOE) and the US Environmental Protection Agency (EPA) have recognized its contributions to energy efficiency and GHG reductions every year since 2004 with the ENERGY STAR Award, and in 2006 with the ENERGY STAR Award for Sustained Excellence. GE offers 67 ENERGY STAR-qualified lighting products. The environmental benefits of these products sold in 2006 alone will, over their lifetime, reduce consumers’ electricity costs by $1.3 billion and prevent 500 million tons of GHG emissions.

For more information, consumers may visit www.ge.com.
In my world, success depends on how well we click with our suppliers.

At SYLVANIA, we know efficiency is the key to profitability. That’s why we service your business with electronic ease. We offer a complete range of e-tools to reduce your supply-chain costs and increase profits. Have email? That’s all you need to place orders and process claims. At SYLVANIA, we work with your business 24/7. Click on mysylvania.com, and discover our award-winning online workplace, offering round-the-clock news and product updates specifically geared to you.

As the #1 partner for the electrical industry, we can make your business shine. See your world in a new light with SYLVANIA. For more information, visit www.mysylvania.com.

GE Consumer & Industrial’s drive to innovate and lead the way to general illumination with white, light–emitting diode (LED) solutions–on a global scale in commercial, industrial and residential settings–kicks off with a symbolic and meaningful name change. Going forward, GE Lcore, LLC, will operate as Lumination, LLC. The new name reflects the fast–growing business unit’s vision of imagination with light, and embraces GE’s heritage of innovation and optimism for the future.

“Our name change emphasizes an important element of our growth strategy,” states David Elien, president of Lumination. “Our focus since our inception has been lighting applications that leverage the benefits of LEDs to drive real value for customers. We remain committed to delivering best–in–class LED lighting solutions to key segments such as signage, architecture, transportation signals and retail display, while also setting our sights on global distinction in the emerging general illumination market segment.”

Lumination, under its old name, brought its first white LED solutions to market with its Tetra® Power White LED solution for channel letter signage. Further progression toward white LED preeminence occurred when the company’s white LED refrigerated display case solution earned widespread acceptance. Eight of the top 10 U.S. supermarkets have reacted positively toward testing and use of the Lumination solution, and Wal–Mart Stores, Inc., committed late last year to install the company’s refrigerated display case solution in over 500 stores in North America. It will be the world’s single largest installation of white LEDs replacing fluorescent in a display lighting application.

Other factors contributed to the timing of the name change:

• Lumination expects to introduce numerous white LED signage, commercial refrigeration, architectural and general illumination solutions in 2007, as well as a white LED emitter that targets high quality–of–light general illumination applications.

• Lumination’s investment in new products will increase more than 50 percent in 2007 vs. 2006

• GE strengthened its global position in LEDs in late 2006 by investing $100 million in the Lumination business and by forming a strategic alliance with the Nichia Corporation, the world’s largest LED manufacturer and a leader in phosphors and optoelectronics.

Lumination’s LED system expertise and its ability to help customers significantly reduce energy and maintenance costs have contributed to the development of numerous important customer relationships. Leading companies such as Hilton Hotels Corporation and The Home Depot have entrusted Lumination to provide outdoor signage solutions for all new construction work. Entire states such as Kentucky and large metropolitan areas such as Los Angeles have used Lumination solutions to retrofit traffic and pedestrian signals.

The company has grown more than 30 percent annually since it was founded. Initiating the name change makes customers aware of Lumination’s intent to be a global leader in the emerging white LED general illumination market segment—the great frontier of commercial, industrial and residential lighting.

“We’re going to capitalize on our ability to provide GE ecomaginationSM LED solutions for signage, architectural, transportation signals and retail display applications,” notes Elien. “This will be especially important as we move down the path toward general illumination with viable LED alternatives to incumbent lighting technologies such as fluorescent.”

“While the technology shift won’t happen over night,” Elien says, “Lumination will be at the forefront of the transformation.”

For more information, consumers may visit www.ge.com.


The World’s Largest Annual Architectural and Commercial Lighting Trade Show and Conference.

The 18th Annual LIGHTFAIR INTER–NATIONAL is North America’s premiere annual Lighting industry event for architectural and commercial lighting products and services. Showcasing LIGHT in all its aspects, LFI 2007 offers a complete diverse range of applications, high-end design and modern cutting edge technology.

LFI has a proven track record of bringing top international and domestic Architectural, Design, Engineering and End User professionals together with over 550 exhibitors from around the world utilizing over 150,000 net square feet of exhibit space.

Exhibit Hall Dates & Hours (Jacob K. Javits Convention Center, Level 3):
Tuesday, May 8, 2007 • 10 AM – 6 PM
Wednesday, May 9, 2007 • 10 AM – 6 PM
Thursday, May 10, 2007 • 9 AM – 3 PM

On-Site Registration Hours (Crystal Palace Lobby):
Sunday, May 6, 2007 • 8 AM – 5 PM (LIGHTFAIR Daylighting Institute, LIGHTFAIR Institute)
Monday, May 7, 2007 • 8 AM – 5:00 PM (LIGHTFAIR Daylighting Institute, LIGHTFAIR Institute)
Tuesday, May 8, 2007 • 7:30 AM – 6 PM (Trade Show & Conference)
Wednesday, May 9, 2007 • 7:30 AM – 6 PM (Trade Show & Conference)
Thursday, May 10, 2007 • 7:30 AM – 3 PM (Trade Show & Conference)

Conference – Educational Opportunities:
LIGHTFAIR Daylighting InstituteSM and LIGHTFAIR InstituteSM
Sunday, May 6 – Monday, May 7, 2007
Seminars and Master Workshops (in conjunction with the LFI Trade Show)
Tuesday, May 8 – Thursday, May 10, 2007
ALL courses include FREE entrance to the Exhibit hall from Tuesday to Thursday.

LIGHTFAIR INTERNATIONAL 2007 is the world’s largest and most comprehensive annual architectural and commercial lighting conference, featuring over 200+ hours of CEU / LU – accredited educational options. No matter what your skill level or area of interest, you’ll find challenging, idea-filled courses to help you succeed in today’s competitive marketplace.

Course options have been carefully developed to cover a wide array of the most relevant topics in the industry and provide AIA, ASID, IIDA, IESNA, and IFMA accreditation (*upon individual association approval).

Choose from among:
• DAYLIGHTING Institute courses
• Two-day LIGHTFAIR Institute courses
• Workshops
• Masters courses
• Seminars.

NOTE: ALL courses include FREE entrance to the Exhibit hall from Tuesday to Thursday!

Activant Hosts Free Software Demonstrations Distributors Invited to See the Latest Technology for Their Businesses

Activant Solutions Inc. will host free software demonstrations this spring. These demonstrations will give distributors an opportunity to see how Activant Prophet 21®, the leading enterprise software solution for distributors, can help them become more competitive.

In addition to learning about the technology that makes Prophet 21 a powerful solution, distributors will also discover how Prophet 21’s business intelligence functionality can help them better respond to changes in the marketplace and how a fully integrated Web-based storefront can help them increase sales, expand geographic reach, and improve customer service.

Each presentation will be customized according to topics distributors choose when registering. “Our goal with these software demonstrations is to show wholesale distributors how Activant Prophet 21 can best help their businesses,” said Steve McLaughlin, senior vice president and general manager of Activant. “We want them to come with their specific needs in mind.”

Sites:
April 10, 2007 — Burr Ridge, IL
April 10, 2007 — San Jose, CA
April 11, 2007 — Cleveland, OH
April 12, 2007 — Raleigh, NC
April 17, 2007 — Philadelphia, PA
April 17, 2007 — Burbank, CA
April 18, 2007 — Ft. Lauderdale, FL
April 19, 2007 — Detroit, MI
April 19, 2007 — Little Rock, AR
May 8, 2007 — Denver, CO
May 9, 2007 — Houston, TX
May 10, 2007 — Buffalo, NY
May 10, 2007 — Indianapolis, IN
May 15, 2007 — Tampa, FL
May 15, 2007 — Riverside, CA
May 16, 2007 — Teaneck, NJ
May 17, 2007 — Fairfax, VA
June 5, 2007 — Oakland, CA
June 5, 2007 — Louisville, KY
June 6, 2007 — Dallas, TX
June 7, 2007 — Columbia, SC
June 7, 2007 — Boston, MA
June 13, 2007 — Seattle, WA
June 14, 2007 — Milwaukee, WI

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

Robert Colgan, Jr. Re-elected as Chair of the NLB

Robert W. “Rob” Colgan, Jr. has been re-elected chair of the National Lighting Bureau. The Bureau is an independent, not-for-profit lighting education organization sponsored by professional societies, trade associations, manufacturers, utilities, and agencies of the U.S. government.

Mr. Colgan is the National Electrical Contractors Association’s (NECA’s) executive director of marketing, responsible for the development and implementation of marketing programs to help NECA-member contractors market their services effectively. He also oversees NECA’s public relations activities.

Douglas M. “Doug” Baillie (Acuity Brands Lighting) was re-elected vice chair. Scott M. Watson (International Association of Lighting Designers) was re-elected secretary/treasurer.

Others elected or re-elected to serve on the National Lighting Bureau Executive Committee are:
Susan Bloom
(Advance Transformer Company)
Jon A. DiGesu
(OSRAM Sylvania, Inc.)
Mary Beth Gotti
(GE Lighting)
Howard Lewis
(Illuminating Engineering Society of North America)
Terry McGowan
(International Dark-sky Association)
Cary S. Mendelsohn
(interNational Association of Lighting Management Companies)
Steven Myers
(Philips Lighting Company)
Kristine Winner
(National Council on Qualifications for the Lighting Professions)
James M. Yorgey, P.E., L.C.
(Lutron Electronics Company)

For more information visit the NLB website at www.nlb.org.
2007
April 18 – 20
Equity/EDN Annual Meeting
Schaumburg, IL
www.equity.org

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

May 6 – 10
LIGHTFAIR International
New York Javits Center
New York, NY
www.lightfair.com

May 7 – 10
Kitchen/Bath Industry Show & Conference
Las Vegas Convention Center
Las Vegas, NV
For more information please contact Pamela Wadler or Walter Sperr at (212) 966-0024

July 20 – 21
NAILD Executive Board Meeting
Bent Creek Lodge
Asheville, NC

October 12 – 13
NAILD Fall Board Meeting
Hilton Head Marriott & Golf Resort
Hilton Head, SC

2008
April 13 – 17
NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference
Hilton Head Marriott
Beach & Golf Resort
Hilton Head, SC

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

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

May 4 – 8
LIGHTFAIR International
Las Vegas Convention Center
Las Vegas, NV
www.lightfair.com

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

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.

Educational Training Opportunities
Advance University - (800) 322-2086
GE Lighting Institute - (800) 255-1200
NAILD University – Opening mid 2007
NAILD LS-I - www.naild.org
or (716) 875-3670
Osram Sylvania - (978) 750-2464
Universal Lighting e-Learning Center
www.universalballast.com
The Philips Lighting Technology Center
(732) 563-3600

Weekly Insights
By Mike Henning
Henning Family Business Center
1006 N. Pembroke Ct.
Effingham, IL 62401
217.342.3728
www.mikehenning.com

Tips for a Successful Family Business
Family disagreements will affect business decisions.

Often family conflicts remain unresolved and are ignored. Following the same route in the family business can spell the end of the business.

Sometimes family members should be paid to stay away. Don’t risk your business success to meet an emotional family commitment.

Research confirms that stronger family relationships are not a frequent reward of being involved in the family business. In-laws have to deal with a credibility issue as much as family members. They should be viewed the same as the blood relatives because they’ll have to overcome many of the same obstacles.

Guides for Living
Don’t let a little dispute injure a great friendship.

When you realize you’ve made a mistake, take immediate steps to correct it.

Spend some time alone every day.

Open your arms to change, but don’t let go of your values.

Remember that silence is sometimes the best answer.

Rules to Live By
“Live and let live is not enough; live and help live is not too much.”
— Orion E. Madison
Is your partner still in-step with you?

Get a supplier that dances to your beat!

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Ultra Efficient T5:

- Standard: F14, F21, F28, F35
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- 3000, 3500, 4100 and 5000K
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- ProLume Fluorescent lamps include a full line of T5, T8, T10 and T12

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Selection.

Gone are the days of the all-purpose incandescent A-Line lamp to light an entire home. Today's sophisticated homes are designed using accent lighting of all styles to enhance a home's beauty.

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