‘Business by the Beach’
See What’s Inside . . .

• 2008 Convention Schedule

• Thank You Sponsors

• “Business by the Beach” Is Here and It’s a Hit!

• Another Round of “Best Ideas”
THE LONGEST LIFE HALOGEN
MR-16 LAMP ON THE MARKET

Lasts up to 18,000 hours
ULTRALINE™ TITAN

The new Ultraline™ Titan MR-16 lamps last three times longer than standard MR-16 lamps making them ideal for applications where lamp and labor savings are desired. These lamps offer superior optics and exceptional lumen output. The Ultraline™ Titan lamps prove you can achieve long lamp life without sacrificing the quality or integrity of the lighted environment.
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Did you know it’s been a busy year for NAILD? I began the year writing about how there were real changes afoot at NAILD and in our industry and I am going to end the year recapping some of what you need to understand about our great organization.

**Membership** – The parameters of NAILD Distributor membership are changing. We are looking for more members and we are opening up the iris of what that means to focus on those in our industry who “act like us”. Larger and different distributors are welcome, but they must both have a dedicated and a value adding sales force in order to qualify. This change will allow us to adapt to a consolidating and evolving marketplace while remaining committed to what it is we do – lighting. Vendor membership remains guarded and difficult to attain. We have added some great new vendors and turned down a fair share as well. In our denials we ride the balance of a need for revenue, a desire to bring opportunity and options to our distributors, and the need to hold to our commitment to our sustaining vendor members to prioritize added value, not quantity, in new vendor membership.

**Organization** – The staff and board of NAILD has worked tirelessly to make fundamental changes to operations and to further professionalize the organization. We made changes to the staff, began the process of extending convention and cadre involvement by 12 months, brought in convention contract and organizational consultants, and began formalizing procedures and processes so that future activities can focus on making NAILD ever better rather than focusing so much time on processes.

**Marketing** – NAILD has continued to grow in national presence. The organization has been the focus of multiple national industry magazines including Cover stories and Feature articles for EW. Outreach to universities and professional organizations is taking a foothold and beta testing of our educational offerings to interested professional organizations and future workers in our industry is being warmly received. Our “brand” is growing and that will reap great rewards as we move forward with more rapid and prestigious opportunities.

**Education** – Education is the cornerstone of what makes NAILD uniquely qualified to be the standard bearer for the lighting industry. It is important that every person under the NAILD umbrella attain their LS-I certification prior to October 17, 2008 if they want to be on par with the marketplace outside of NAILD. It is equally important that in order to remain one up on Non-NAILD members that you attain the LS-II certification. When LS-I is released to the public, it will be the greatest promotion for the advantage of working with a NAILD member. If your competitors tout being LS-I certified, what could be better than being an LS-II, an appellation available only to NAILD members. The highest level of NAILD certification will always be held for members assuring that membership is the key to the greatest reward.

Finally, NAILD is hitting the ground running for next year already. Wendell speaks of NAILD’s pioneering future. For a corn-fed mid-westerner those are cherished words. As the newly slated board takes the reigns it will no doubt go higher and grow stronger.

Thank you for the opportunity to serve NAILD as your 2007/2008 President, safe travels, come rested, this is going to be a great convention and a great year for NAILD!

L. Gordon Hunt, LC
NAILD President 2007 – 2008
BUILT STRONGER 2 LAST LONGER

FEATURES AND BENEFITS:
- Warm Tone, Interior Designer’s Choice
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- Suitable for Enclosed Fixtures
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FAX: (877) 619-7053
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www.pqlighting.com
### Sunday 4/13/08

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30-9:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:45-11:15 AM</td>
<td>Educational Tracks (90 minutes each)</td>
</tr>
<tr>
<td></td>
<td>“Value Added Selling: The Key to Increasing Profitability and Retention” Paul Hafner, LC, presenter</td>
</tr>
<tr>
<td></td>
<td>“Demystifying Fixture Selection” Ric Barton, LC, presenter</td>
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<tr>
<td></td>
<td>“Creating Stronger Families and More Successful Businesses” Stan Mandel, presenter</td>
</tr>
<tr>
<td></td>
<td>“Healthcare Lighting: A Profitable Market Niche” Rob Celic, LC, presenter</td>
</tr>
<tr>
<td>11:15-11:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>11:30-12 PM</td>
<td>Travel to Golf Course &amp; Savannah Trip &amp; Golf Outing &amp; Savannah Trip</td>
</tr>
<tr>
<td>12:30-3:30 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>12:30-3:30 PM</td>
<td>Lunch</td>
</tr>
<tr>
<td>3:30-6 PM</td>
<td>Open Roundtable Discussion - Best Ideas for Next Year</td>
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<tr>
<td>6-8 PM</td>
<td>Open Dinner</td>
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### Monday 4/14/08

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7 AM-1 PM</td>
<td>Registration</td>
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<tr>
<td>8-9 AM</td>
<td>Spouse/Guest Presentation “101 Things to do While Visiting Hilton Head”</td>
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<tr>
<td>8:30-9:45 AM</td>
<td>Break</td>
</tr>
<tr>
<td>9:45-10:30 AM</td>
<td>Educational Tracks (90 minutes each)</td>
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<tr>
<td></td>
<td>“Value Added Selling: The Key to Increasing Profitability and Retention” Paul Hafner, LC, presenter</td>
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<td></td>
<td>“Healthcare Lighting: A Profitable Market Niche” Rob Celic, LC, presenter</td>
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<tr>
<td>10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>11 AM-12 PM</td>
<td>New &amp; Value Added Showcase</td>
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<tr>
<td>11 AM-12 PM</td>
<td>New &amp; Value Added Showcase</td>
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<tr>
<td>11:30 AM</td>
<td>Open Roundtable Discussion - Best Ideas for Next Year</td>
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<tr>
<td>12:30-1:15 PM</td>
<td>Break</td>
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<tr>
<td>1-1:15 PM</td>
<td>Roundtable Discussion</td>
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<tr>
<td>1:15-2 PM</td>
<td>Open Roundtable Discussion - Best Ideas for Next Year</td>
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<tr>
<td>2:15-3 PM</td>
<td>Open Roundtable Discussion - Best Ideas for Next Year</td>
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<tr>
<td>3:15-4 PM</td>
<td>Break</td>
</tr>
<tr>
<td>4:10-4:50 PM</td>
<td>OCCs (20 Minute Periods)</td>
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<tr>
<td>4:50-5 PM</td>
<td>Break</td>
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<tr>
<td>5-6 PM</td>
<td>Open Trade Show</td>
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### Tuesday 4/15/08

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<tbody>
<tr>
<td>7 AM-5 PM</td>
<td>Registration</td>
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<tr>
<td>8:15 AM</td>
<td>Break</td>
</tr>
<tr>
<td>8:30 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:15-9:30 AM</td>
<td>General Business Session - “If I Wanted to Buy What You Sell, Would I Buy It From You?” Paul Hafner, presenter</td>
</tr>
<tr>
<td>9:30 AM-10:30 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 AM-11 AM</td>
<td>New Member Introductions</td>
</tr>
<tr>
<td>11 AM-12 PM</td>
<td>Break</td>
</tr>
<tr>
<td>12-1 PM</td>
<td>Welcome to Hilton Head</td>
</tr>
<tr>
<td>1-1:15 PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:15-2 PM</td>
<td>Roundtable Discussion</td>
</tr>
<tr>
<td>2-3 PM</td>
<td>Break</td>
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<tr>
<td>3-4 PM</td>
<td>Break</td>
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<tr>
<td>4-5 PM</td>
<td>Break</td>
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<tr>
<td>5-6 PM</td>
<td>Break</td>
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<tr>
<td>6-9 PM</td>
<td>Break</td>
</tr>
<tr>
<td>9-9:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>9:30 PM</td>
<td>Open Hospitality</td>
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### Wednesday 4/16/08

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-7:50 AM</td>
<td>Breakfast Announcements New Candidate Introductions</td>
</tr>
<tr>
<td>8-11:40 AM</td>
<td>OCCs (20 Minute Periods)</td>
</tr>
<tr>
<td>12:00 Noon</td>
<td>Awards Luncheon</td>
</tr>
<tr>
<td>1-4:20 PM</td>
<td>OCCs (20 Minute Periods)</td>
</tr>
<tr>
<td>4:20-7 PM</td>
<td>Open Time NAILD-Working</td>
</tr>
<tr>
<td>7-10 PM</td>
<td>TCP Hosted Dinner Party</td>
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<tr>
<td>10 PM</td>
<td>Open Hospitality</td>
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### Thursday 4/17/08

<table>
<thead>
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<th>Event</th>
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<tbody>
<tr>
<td>7 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>7:30 AM</td>
<td>Board Elections General Business Meeting Bylaw Revisions Installation of Officers Committee “Working Sessions” NAILD On-Line University Lighting Specialist Program</td>
</tr>
<tr>
<td>9:45-10 AM</td>
<td>Break</td>
</tr>
<tr>
<td>10-11:15 AM</td>
<td>Vendor Meeting Distributor Meeting</td>
</tr>
<tr>
<td>11:15 AM-12:30 PM</td>
<td>Joint Vendor/Distributor Meeting</td>
</tr>
<tr>
<td>12:30-7 PM</td>
<td>Open Time NAILD-Working</td>
</tr>
<tr>
<td>7 PM</td>
<td>Farewell Dinner Open Evening Open Hospitality</td>
</tr>
</tbody>
</table>

For more information on convention, visit www.naild.org or call 716.875.3670
Thank You 2008 Sponsors!

Special Thanks to our Sponsors at the 31st Annual NAILD Convention
The following NAILD vendor members will generously sponsor events at the 2008 NAILD Annual Convention & Trade Show – THANK YOU all for your continued support.

2008 Sustaining Educational Sponsors*

Philips Lighting Company
GE Lighting
Osram Sylvania

* The generous financial contributions from Philips, GE, OSI will enable NAILD to continue developing educational programs including but not limited to the well received Lighting Specialist Course.

Wednesday Dinner Host:
Technical Consumer Products

Platinum:
SLi Lighting

Gold:
EiKO Ltd.
MaxLite

Silver:
Advance
Con-Tech Lighting
Fulham Co., Inc.
Halco Lighting Technologies

Bronze:
Universal Lighting Technologies, Inc.

General:
Brownlee Lighting
Crescent/Stonco
EYE Lighting International of NA, Inc.
LITETRONICS
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Sensor Switch
Shat-R-Shield
Simkar Corp.

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Philips Lighting Co.
Premium Quality Lighting
Radiant Lamp Company
Satco Products, Inc.
Technical Consumer Products

Trojan, Inc.
USHIO America, Inc.

Golf Hole Sponsors:
Premium Quality Lighting
Radiant Lamp Co.
Satco Products, Inc.

31st Annual Trade Show Exhibitors

Advance
Aym Business Consulting, LLC
Brownlee Lighting
Con-Tech Lighting
Crescent/Stonco
Duralamp USA, Inc.
EiKO Ltd.
ENERGY STAR
EYE Lighting International
Fulham Co., Inc.
GE Lighting Co.
Gripple, Inc.
Halco Lighting Technologies
Higuchi Inc., USA
Howard Industries, Inc.
Lightolier
Litetronics International, Inc.
LSI Industries, Inc.
Lutron
MaxLite
NAILD
Osram Sylvania
Philips Lighting Co.
P.Q.L., Inc.
Profit Planning Group
Radiant Lamp Co.
Ray-o-vac
Satco Products, Inc.
Sensor Switch, Inc.
Shat-R-Shield
Simkar Corporation
SLi Lighting Products, Inc.
Technical Consumer Products
Trojan, Inc./Hytron Electric
Universal Lighting Technologies
USHIO America, Inc.
Veolia Environmental Services

There are still opportunities for sponsorship! Don’t delay - call (716) 875-3670 or click 2008 Sponsorship Form on the NAILD website (www.naild.org) to commit to a Level and reap many benefits.

For more information on educational sponsorship opportunities visit www.naild.org or call 716.875.3670.
It’s a pretty simple equation.

Streamlined Inventory
+ Smaller and lighter Ballasts
+ Help the Environment

= The Power of

Make the Switch!

When you add it all up, switching to Advance T12 electronic ballasts makes perfect sense.

When you make the switch from T12 magnetic ballasts to Advance T12 electronic ballasts, you can count on three great benefits!

1. Simplify your inventory by stocking fewer SKUs.
2. Provide your customers with smaller and lighter products that are easier to handle.
3. Help the environment by helping end users save energy.

For more information on how Advance is helping distributors make the switch from T12 magnetic to T12 electronic ballasts, contact your Advance account representative today or call (800) 322-2086.

With new federal regulations in place, the days of magnetic ballasts are numbered, so make the switch today!
Congratulations! NAILD Lighting Specialist-I Graduates  
(As of February 2008)

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

Each of our graduates received their NAILD Lighting Specialist I certificate and pin. They are welcome and invited to use NAILD LS-I appellation on their business cards and as appropriate.

We are currently at 125 Graduates.

Congratulations to All.

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.

Nadine Ehlers, All Lighting Inc.
Jane Sullivan, LeVeck Lighting Products
Michael Grossman, Lighting Supply Co.
Nicole Young, Lighting Supply Co.
Brent Harmon, Nova Lighting
Lisa Hanna, Technical Consumer Products
Sherry West, Technical Consumer Products
Diane Malone, Technical Consumer Products
Diana Hintz, Technical Consumer Products
Garnetha Bouldin, Technical Consumer Products
Maryam Washington, Technical Consumer Products
Kurt Kotapish, Technical Consumer Products
Jackie Cohill, Technical Consumer Products
Kim Marshall, Technical Consumer Products
Gary Lazenby, West-Lite
Kelly Dodson, West-Lite
James Duck, West-Lite
Mickey Peck, West-Lite
Douglas Whitmore, West-Lite
Otto Hottendorf, West-Lite
Manuel Garcia, West-Lite
Steven Mefford, West-Lite
Tony Scheperes, West-Lite
Tony Lingenco, West-Lite
Gary Parmenter, West-Lite
Mary LeVeck, LeVeck Lighting Products
Rolf Springer, Lighting Unlimited Inc.
Rhinda Kelley, Lighting Unlimited Inc.
John Cappalla, Lighting Unlimited Inc.
Krista Rohe, Lighting Unlimited Inc.
Eric Grimm, Professional Lighting & Supply
Ron Zigmont, Howard Industries

New Vendor Members

Rayovac
Andrew Zimmerman
Regional Sales Manager
E-mail: andrew.zimmerman@spectrumbrands.com
601 Rayovac Drive
Madison, WI 53711
(608) 354-2328
(608) 288-4698 fax
Web Address: www.rayovac.com
Product: Batteries, Flashlights

Lutron Electronics Co., Inc.
Dan Diehl
E-mail: ddiehl@lutron.com
7200 Suter Road
Coopersburg, PA 18036
(215) 990-8854
(610) 282-7610 fax
Web Address: www.lutron.com
Product: Lighting Controls

New Branch

Go Green Utilities, Inc.  
(Branch of Light Bulbs Etc.)
Bob Black, Owner
14821 W. 99th
Lenexa, KS 66215
(866) 653-9075

New Owner

Century Lighting Inc.
Joe Cavanagh, Owner
E-mail: cavanagheugene@comcast.com
550 G Shelley Street
Springfield, OR 97477
(541) 726-5994
(541) 726-0891 fax
Web Address: www.centurylightinginc.com

For more information on membership, visit www.naild.org or call 716.875.3670.

Company Name Change

Southern Lighting Company (formerly Cannon Lighting Solutions)
Bob Witwer
Vice President – Operations
E-mail: bob@southernlightingcompany.com
Frank Saunders
Vice President – Sales & Marketing
E-mail: frank@southernlightingcompany.com
144 Christopher Drive, Suite 101
Clayton, NC 27520
(919) 772-5483
(919) 662-5483 fax

New Faces

Meet Dee Kapanek. Dee has recently joined the NAILD headquarters office focusing on membership. As a huge Bills fan, she has been in the Buffalo area since 1984 and loves it here! Welcome Dee.
ADJUSTABLE BEAM, MEET SUSTAINABLE ENERGY.

INTRODUCING THE ALL-IN-ONE, SPOT TO FLOOD, ECO-TECHNOLOGY CERAMIC METAL HALIDE FIXTURE. ONLY FROM CON-TECH.

Instantly change the beam distribution from SPOT to NARROW FLOOD to FLOOD with its cool-to-the-touch adjustment knob. High performance optics provide maximum performance at each beam distribution and lockable precision aiming with 360° horizontal and 180° vertical rotation offers versatility in the field. It’s why Con-Tech makes it better.

ECO TECHNOLOGY Sustainable Energy Solutions

CON-TECHLIGHTING.COM 800-728-0312

CON-TECH Lighting makes it better.

LIGHTFAIR BOOTH 627
Is it the long cold winter? Maybe it’s the great location of Hilton Head Island. Perhaps it’s the Verizon Heritage Golf Classic on the island while we are there.

Could it be the outstanding educational opportunities for vendor and distributor alike? A name brand award winning keynote speaker? It might be the release of the totally unique Lighting Specialist programs!

The list goes on and on and the bottom line is we have sold more room nights for the 2008 NAILD Annual Convention than any other!

The more I reflect on this the clearer the reason becomes.

While everyone on the board has worked hard to create a special event that will enrich all of us and the details are all coming together as we speak it is not the convention itself or it’s location that has produced the response . . .

It is us, the membership which is changing.

It is our industry which is changing.

It is NAILD which is changing.

It is the critical mass which is beginning to coalesce, propelling NAILD forward to take its rightful place as a pioneering organization in the lighting industry’s future.

The days of the past have become our barometer for the future as we begin to fill a void within an industry that is rapidly evolving as never before.

No other lighting organization brings to bear the unique perspectives and leadership that our core group of manufacturer’s and experienced and educated lighting professionals bring to our industry.

But, meanwhile it is warm and sunny on Hilton Head Island and we are expecting a great and rewarding event like no other! I can’t wait to see all of you in April!

For more information on membership,
visit www.naild.org
or call 716.875.3670.
LED system solutions *start* with SYLVANIA.

For innovation in LED technology and service, SYLVANIA is your solution. We understand that your facility thrives on efficiency, and we also know that efficiency and reliability go hand-in-hand—that’s why we’ve developed application-specific LED systems that support your need for durability, performance and cost-effectiveness. From signage to cove lighting and more, SYLVANIA LED solutions are the future in lighting—and they optimize the future of your business. For more information, call 1-800-LIGHTBULB or visit www.sylvania.com. ¡Hablamos Español!
Accept the Challenge

A Bi-Monthly Column By Russell J. White, CSP

I am an extremely goal-oriented person. On a recent trip to Sydney, Australia, I decided to face down my fear of heights by climbing the Harbor Bridge. Starting on the ground, participants actually climb along catwalks and ladders to the top of the superstructure at the pinnacle of the arch over the roadbed. Although you are tethered, there are no protective cages. It’s just you and the walkway and your will. And I did it at night, with thunderstorms just a few miles away and lightning all around. It was spectacular! I’ll never forget that experience, and I would be kicking myself had I not pushed to do it.

A great place to start challenging yourself is to face up to your fears. In my seminars I periodically work with a volunteer who is scared to death of public speaking but willing to accept the challenge to take the first step to overcoming that fear. (So I need a volunteer . . .) One time I did this was with a college-aged student attending one of my leadership seminars.

At the dinner the night before the seminar I spoke to the student athlete advisory council about being a performer and how to prepare for every performance. At the end of my keynote we went around the room and had the students to introduce themselves. I also spoke to them about overcoming their fears. I asked to see a show of hands of those afraid of public speaking. I made a mental note of who those people were.

The next morning one of the first people to arrive for breakfast was one of those fearful of public speaking. I asked her if she got a good night’s sleep. She said she didn’t sleep well at all because her stomach was upset. I asked her, “Did the lasagna last night not sit well?” She replied, “No, it wasn’t that. I really didn’t eat any dinner last night. I was all tied up in knots about having to introduce myself to everyone.” I responded, “Well then, enjoy your breakfast. I won’t be making you a volunteer today.” She thanked me and picked at her breakfast. I felt for her because I had been there at her age.

Well into the morning program, I was talking about goal setting and said it was time to help someone set a goal of overcoming a fear. I said to the group, “I remember last night a few people raised their hands about having a fear of public speaking. Are any of those people willing to take a bold step to try an experiment with me?” Immediately, everyone looked at the floor as if they suddenly became carpet inspectors! But I have learned the power of silence. So I waited. After about 20 seconds of silence, I heard from the back corner, “OK, I’ll do it.” To my complete surprise it was the young lady from that breakfast conversation. I would’ve loved to known what was running through her mind as we sat there in silence.

The audience applauded as she walked to the front. I told her I was proud of her giving me that much trust and I promised not to violate that. We did the experiment. With each step of the exercise, she got louder and more confident with each word.

When she had delivered an extemporaneous speech in front of the group with good volume and presence, I told her she did a fantastic job, and the group applauded her effort loudly as she went back to her seat. At the end of the day she told a reporter the seminar changed her life. I wished I could take credit for that, but she was incorrect. It wasn’t the seminar.

Her life changed the moment she answered the call to challenge herself to step outside of her comfort zone, to take the risk of failure, to be completely vulnerable in front of an audience of her peers. After she sat down, I asked her what would have happened if I had stepped away from the front of the room when she got up there and asked her to speak for three minutes. She said she would have broken into tears and run out of the room. Speaking in front of her peers was a quantum leap for this young lady to take. And she took it!

Running a business requires owners to challenge themselves and face their fears – fear of failure, fear of losing money, fear of going in the wrong direction. Sitting there and waiting on a good economy or for the competition to self-destruct is not going to grow your business!

If you aren’t in the habit of challenging yourself, you may not know this, but you feel so alive when you are pushing the envelope of your comfort zone. You grow, become more self-confident, and you learn.

When was the last time you pushed the envelope of your comfort zone? Tried something for the sake of trying it? Took a bit of risk because it was there? You may realize you have talents you didn’t even know existed! You will also realize that growing organizations make these fearful decisions as a routine, and to grow you have to constantly be challenging yourself.
Every year at the “Best Ideas” Roundtable, Distributors and Vendors share best practices that have worked for them. This year there are two major changes based on evaluations completed at the 2007 Convention in Destin, FL. First, most Members suggested that we do away with the “Best Idea” competition. Second, most Members suggested that we expand the topic list beyond, Sales, Marketing and Business Development, to include Human Resources and Operations issues. Both suggestions have been implemented.

This year’s “Best Ideas” Roundtable will take place on Tuesday, April 15, from 1:15 to 3:45 PM. The format will change slightly as well. Tables will be labeled in four topic areas: Sales and Marketing, Business Development, Human Resource Issues and Operations.

The number of tables per topic will flex, depending on the level of interest in a given area. To make it easier to get this year’s ideas into the On-Line Library, the time will be structured in the following manner:

- Each participant at a Topic Table will be asked to complete a form with their best idea. (For those wishing to prepare in advance, Linda will send an e-mail blast right after this issue of the TLD gets into your hands). You will have between 10-12 minutes to fill in the form.

- Next, each person at the table gets 3 minutes to talk about their idea and answer questions concerning how it works and how to implement the idea (generally, there are 7-8 people at a table. This translates into about 30 minutes).

- Each table will then have five minutes to pick a “best idea.” There may be several, but you will be asked to pick the one that stands out. All ideas will be published in the On-Line Library.

- A representative from each table will have three minutes to present the idea to the group as a whole. This will complete the first hour and 15 minutes.

- At this point, people will be asked to select another table and repeat the process. This may mean moving from Sales & Marketing to Operations, or vice versa, or it may mean starting in Sales & Marketing and continuing on in this Topic.

- The choice will be up to the Members.

- The steps in the process will be repeated, ending with a presentation of a “Best idea” from each table.

- We repeat the Roundtable sessions each year for one simple reason. It serves as an organized way for members to hear about how their peers have looked at and solved problems related to their business. It serves as a catalyst for additional discussion after the Roundtable session.

Looking forward to seeing all of you at the Convention and hearing another round of “Best Ideas.”

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Payroll control is a critical issue for all NAILD members. According to the latest PAR report, payroll and associated fringe benefits account for 62.5% of total expenses. In slightly different terms, payroll costs are 1.7 times as large as all other expenses combined.

One important challenge in controlling payroll is finding a practical procedure for planning what payroll costs should be. It is not enough to simply suggest that payroll should be a lower percentage of sales, as that does not suggest how much lower payroll costs should be or how fast a reduction can be made.

Firms also face the very real issue that reducing payroll too much may diminish the firm’s ability to service its customer set effectively. Indeed, payroll costs can be too low as well as too high.

This report examines an approach for planning payroll called the Sales to Payroll Delta. In doing so, the report will address two specific issues:

**Targeting the Sales to Payroll Delta** – An explanation of the concept of a Sales to Payroll Delta plus a suggestion of some specific goals for planning payroll in the future.

**Making Specific Improvements** – A review of the opportunities for improving payroll performance.

### Targeting the Sales to Payroll Delta

The sales to payroll delta is the difference in the growth rates of sales and total payroll costs, including fringe benefits. As an example, if sales grew by 5.0% and payroll costs grew by 3.0%, then the sales to payroll delta would be 2.0 percentage points. Similarly, with 15.0% sales growth and 13.0% payroll growth, there would still be a 2.0% delta.

The most important point regarding the sales to payroll delta is that it focuses management on the fact that sales do not have to grow rapidly to generate substantially higher profits. In each of the examples above, the firm produced a 2.0% sales to payroll delta. The two plans are almost equally valuable.

This idea that actual sales growth may not be all that important is alien to traditional thinking, so it is useful to review Exhibit 1 which presents the latest financial results for the typical NAILD member. As can be seen in the first column of numbers, this firm generates $3,000,000 in sales volume, operates on a gross margin of 35.0% and produces a bottom-line profit of 3.0%. In addition, payroll and fringe benefits are 20.0% of sales, the largest expense category.

In the final two columns of numbers, sales have been increased. In the middle column the sales increase is only 5.0%, while in the final column it is 10.0%. The key issue is that in both examples, there is a 2.0% sales to payroll delta. That means that when sales increased by 5.0%, payroll only increased by 3.0%. By the same logic, the 10.0% sales increase has been supported by an 8.0% payroll increase.

It is important to note that in both examples profit before taxes increased significantly. Of equal consequence, the 10.0% sales increase produced a profit improvement that was only modestly larger than the one generated by the 5.0% sales increase. This suggests that sales alone is not the driver of profitability. It is the ability of the firm to control payroll in relationship to sales that is key.

The results from Exhibit 1 may seem self-evident. Of course, profit is increased when sales grow faster than payroll. The reality, though, is that while the results are self-evident, a measurable sales to payroll delta has proven to be an elusive goal for most NAILD members.

Over the long term, sales and payroll tend to rise together. In tough economic times, firms tend to get aggressive on payroll. In good times, they tend to grow lax. The net result is that over a five-year period, sales and payroll tend to rise at the exact same rate. It is this pattern of equal increases that needs to be broken.

Setting a specific goal for the sales to payroll delta must be done at the individual firm level. For firms that have always had strong control of payroll expenses, a delta of only 1.0% or so per year may be all that is possible. For firms where payroll is somewhat out of control, a 3.0% improvement should be attainable. For the typical NAILD firm, somewhere around a 2.0% goal is realistic for each of the next three to five years.

The goals may also need to vary depending upon economic conditions. As was shown in Exhibit 1, with a 10.0% sales increase it is relatively “easy” to produce a 2.0% sales to payroll delta. Payroll can increase by 8.0% which allows for adequate increases in compensation for the existing work force and possibly even additional staffing.

In contrast, with only a 5.0% sales increase, the 3.0% increase in payroll requires a much more austere approach to payroll planning. Certainly for some employees there is no latitude to increase compensation at all.

In a period of no sales growth, the 2.0% delta would require a reduction in payroll of 2.0%. At the most extreme, in a recession where sales fall by say...
5.0%, then achieving the goal of 2.0% would require a 7.0% reduction in payroll. Clearly, the slower the sales growth, the more difficult the 2.0% goal is to achieve. Even so, firms should target the 2.0% as a realistic goal over time. For the next five years, a cumulative goal of 10.0% is desirable.

Making Specific Improvements
It is a lot easier to talk about making payroll improvements than it is to actually make them. All the sales to payroll delta can do is suggest the magnitude of the improvements that are needed to reach higher levels of profitability. The goals need to be translated into specific actions.

As was noted earlier, generating a sales to payroll delta is much easier when sales are increasing. This means that the focus should be on creating an environment in which the firm generates modest sales growth continually. In essence, the firm must stop being captive to either market growth or prevailing economic conditions.

This conclusion leads back to a recurring theme in profit planning. NAILD members must gain control over operating economics. This involves making significant improvements in three areas:

Sales per Order Line – If the average line value on an invoice can be increased, then for the same level of expense, the firm generates more profit.

Lines per Order – Working with customers to add one more line on every order creates more sales, but only a little more expense.

Fill Rate – When the firm is out of stock a lot of effort is expended for no sales. A higher fill rate is always beneficial from a sales viewpoint.

Payroll is likely to be an issue for NAILD members in perpetuity. Employees will always desire improved wages, and health insurance seems destined to increase at a significant rate. Firms must gain control over the payroll side, even in periods of modest sales growth. The sales to payroll delta is the most beneficial concept in planning for payroll control.

A Managerial Sidebar: Percent of Sales or Percent of Gross Margin?
Payroll costs can be evaluated either as a percent of sales or as a percent of gross margin. The second approach is known as the Personnel Productivity Ratio or PPR. The PPR for the typical NAILD member is:

Payroll and Fringe Benefits

\[
\frac{\text{Payroll and Fringe Benefits}}{\text{Gross Margin}} = \frac{600,000}{1,050,000} = 57.1\%
\]

Most managers are more comfortable thinking of payroll as a percent of sales, simply because the approach has been used for so long. It also links payroll directly to sales generation.

The PPR is more encompassing in that it is impacted by changes not only in sales and payroll costs, but also gross margin. While ultimately a useful ratio, it can be difficult to pinpoint exactly why improvements are taking place.
Solid Strategies = Solid Success

Success results from a solid strategy.

By Dr. Nido Qubein

Even the greatest ideas are of little value unless they are backed up by a practical and workable plan of action. The word strategy comes from an ancient Greek term which literally means to be a general leading troops into battle. Setting up a good strategic plan involves five steps:

The first step is to translate your vision into measurable and achievable goals.

You decide specifically what you want to accomplish during the next five to ten years – those are your long range goals.

Next, you break those goals down into intermediate goals – things you wish to accomplish during the next six months or year.

Then you break them down further into short term goals covering the next month or six weeks.

The second step is to break your goals down into achievable objectives.

Dr. Robert Schuller says, “Yard by yard life is hard, inch by inch it’s a cinch.” Working by objectives helps you concentrate on what’s important, instead of spinning your wheels on those things that seem urgent, but don’t lead to your long term goals.

Objectives add purpose and direction to all your activities.

The third step is to set up your strategies for accomplishing your objectives.

Strategies are the specific ways you will go about achieving your objectives.

The more clearly thought out they are, the more effective they will be.

Fourth, you choose each task you must complete each day to achieve your goals.

This is where most planning breaks down. We tend to leave it vague – thinking that, as long as we are working hard all the time, we are achieving our goals. Most people I talk with are extremely busy – and most of them are working hard to do things right. The problem is they are not doing enough of the right things – the things that will help them achieve their goals.

It is not enough to merely list each task you need to do; you need to build it into your schedule. So many hours every day you are working on specific actions that will lead to accomplishing your definite objectives.

And, finally, build in the monitoring mechanisms that will help you keep track of your progress toward implementing your plan.

It’s one thing to have a “gut level feeling” that you must be doing something right because you are always working hard. But it is far better to design simple mechanisms to let you know precisely how much progress you are making.

Look for a few key indicators that will help you stay on track, and monitor those like a doctor would monitor the vital signs of a patient. It doesn’t matter how much activity is going on. What matters is how well you are doing at achieving your objectives.

One good example would be that you would target to contact three people each day to generate new business. At the end of the day, you’d know whether you have achieved that goal.

Your plan is not complete until it has been communicated satisfactorily to every person in your organization who must help to implement it.

Here are some guidelines to help you communicate your vision and plan to your staff, associates and others:

1. Involve others in formulating the plan.
People tend to understand and support plans they help create.

2. Clearly identify roles and expectations.
Every person needs to know clearly what you expect and understand the basis on which his or her performance is to be judged.

3. Make sure everyone understands all deadlines and schedules. A good plan has teeth in it, and the only way to give it those teeth is to set definite deadlines for specific actions.

4. Count on the plan for intrinsic motivation rather than seeking to motivate people with gimmicks. If the plan is built around the strengths and personal motivations of the people who must execute it, and has its own built-in rewards, motivation will take care of itself. If not, you cannot come up with enough gimmicks to make it work.

5. Get feedback to make sure people understand exactly what you expect. It’s not very helpful to say, “Does everyone understand the plan?” A far better approach is to say, “Tell me what you understand the plan to be and how you see yourself fitting into it.”
In an effort to meet rising market demands for energy efficiency and be environmentally responsible, Howard Lighting Products is "going green." We custom manufacture multi-voltage High Efficiency (HE) Ballasts that are designed to conserve energy and deliver optimal performance. Our Energy Saving series lamps and fluorescent high bay fixtures are cost effective alternatives to standard T8 systems and HID high bay fixtures. Go green by replacing incandescent bulbs with our Self-Ballasted Compact Fluorescent Lamps. Howard Lighting Products is revolutionizing the lighting industry with energy-saving technology that lowers your energy costs. We’re your one-stop-shop to go green.

Fluorescent High-Bay Fixtures  Self-Ballasted Compact Fluorescent Lamps  HE Ballast Family  Energy Saving T8 Lamps
**Pieter de Haan Appointed to CEO of Advance**

Advance announces the appointment of Pieter de Haan as CEO of Advance, effective January 1, 2008. De Haan succeeds retiring CEO Brian Dundon.

De Haan brings an extensive background in the lighting arena to the position of CEO at Advance. Since first joining the Philips Lighting organization in 1982, de Haan has held successive roles throughout Philips Lighting in Europe and Asia and has amassed over 25 years of experience in manufacturing, supply, marketing, sales, and general management. Prior to his appointment to CEO of Advance, de Haan served as CEO of Philips Lighting East Asia, based in Shanghai.

De Haan succeeds the retiring Brian Dundon, who served as CEO of Advance from 2002 to 2007. Says Dundon, “I am very excited about the opportunities that lay in store for Advance and fully support and applaud Pieter as he leads Advance to its next stages of growth and prosperity.”

De Haan is married with four children and holds a Masters Degree in Industrial Design Engineering from the Delft University of Technology.

For more information visit www.advance-transformer.com or call Advance at (800) 322-2086.

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**Industry Icon Jack Briody Passes At 72**

Championed the lighting upgrade opportunity and led Philips Lighting divisions to record sales and profits

It is with great sadness that Philips Lighting Company announces that former Philips executive and industry icon Jack Briody succumbed to complications from cancer and passed away on March 8th at the age of 72.

A respected visionary and expert strategist with a strong background in marketing and sales, Jack joined Philips Lighting in 1969, holding successive leadership positions in the sales and marketing functions until 1991. Following an Executive Marketing position within the ballast division of MagneTek, Jack returned to Philips as President and CEO of Advance in 1993 where he went on to lead the Advance team to record sales and profits until his retirement in 2001. A champion behind the lighting upgrade revolution throughout his career, Jack remained an active driver of lighting and energy-related initiatives upon his retirement.

“Jack was an inspirational, magnanimous force who touched so many lives in such a positive and indelible way,” says Philips Lighting Company Director of Corporate Communications and longtime colleague and friend Susan Bloom. Confirms Kaj den Daas, Chairman of Philips Lighting North America, “Jack was indeed a role model for all of us in the Lighting industry and he will be deeply missed by his friends and colleagues throughout Philips Lighting worldwide.” Says Brian Dundon, past CEO of Advance, “Jack will long be remembered for his outstanding leadership, his tremendous contributions to national energy legislation and energy initiatives, his golf and billiards prowess, and his jokes and laughter that filled the room.” Agrees longtime customer and friend Larry Powers, previous CEO of The Genlyte Group and now CEO of Luminaires North America, “Jack was a true visionary leader in our industry who will be remembered by everyone he touched for many years to come.”

Jack is survived by his wife Andrea and children John and Danielle. Concludes Susan Bloom on the impact that Jack has had on friends and colleagues throughout the industry, “Jack was a man of great style and grace and his loss is devastating to all of those who have known and loved him throughout his extraordinary life and illustrious career. His passing truly marks the end of an era in the lighting industry and he will be greatly missed.”

Donations in Jack Briody’s memory may be made to either the American Cancer Society’s Brick “Relay For Life” or the Children’s Cancer & Blood Foundation as follows:

**Local Entrepreneur, Al Grossman, Inducted into the Chicago Area Entrepreneurship Hall of Fame**

On March 12, 2008, Highland Park resident, Al Grossman, will be inducted into the Chicago Area Entrepreneurship Hall of Fame. Al Grossman, co-founder of Con-Tech Lighting, is being recognized for his entrepreneurial achievements and for making a lasting impact on Chicago’s business landscape. The Institute for Entrepreneurial Studies at the University of Illinois at Chicago will host the event at the Chicago Hilton and Towers.

Grossman spent 46 years in the electrical/lighting industry beginning at Air King Corporation, advancing through sales, product development and general management. He later owned and operated Al Grossman Associates, a manufacturer’s sales representation firm, and went on to co-found Con-Tech Lighting, a business manufacturing and importing commercial lighting products sold through wholesalers throughout North America. For most of his professional career, he worked side by side with his business partner and wife of 52 years, Sandy Grossman.

“The life of an entrepreneur is a challenging one, but the satisfaction that comes...
with seeing your business grow and succeed is amazing,” said Al Grossman, co-founder of Con-Tech Lighting. “The Institute for Entrepreneurial Studies and the Chicago Area Entrepreneurship Hall of Fame does a tremendous job in recognizing great Chicago business leaders. It is an honor to be inducted into the Hall of Fame and to be associated with these other successful entrepreneurs.”

In addition to his years as a leading entrepreneur, Grossman is an active community and business leader. He is a Precinct Committeeman in Lake County, a board member of the Chicago Philharmonic Orchestra, and a member of the Advisory Board for the Center of Urban Business. He volunteers for CBA’s Small Business consulting class and also works as a SCORE counselor, advising clients on prospective entrepreneurial ventures. Other achievements include: co-founding the annual Dorothy L. Huck Scholarship for a Sullivan High School graduate to attend the University of Illinois at Chicago and being named to the Sullivan High School list of Prominent Alumni. He was also a 2004 Honorary Inductee to the UIC Alumni Leadership Academy.

“For more than two decades, the Chicago Area Entrepreneurship Hall of Fame has recognized outstanding entrepreneurs who have had a profound impact on the business community,” said University of Illinois at Chicago Interim Chancellor Eric A. Gislason. “These winners are true pioneers, and UIC and our Liautaud Graduate School of Business are honored to be the headquarters for the Hall of Fame. We congratulate this remarkable group of new members.”

Since 1985, the Chicago Area Entrepreneurship Hall of Fame has recognized innovative business leaders in Chicago’s seven-county area. Each year, the Hall of Fame inducts distinguished entrepreneurs who have demonstrated entrepreneurial spirit and business talent by founding or growing their respective business.

For more information, please call (312) 255-3078.

Jessop Joins BLI

Dennis Jessop has joined BLI Lighting Specialists of Minnetonka, MN as their new Vice President of Marketing. BLI is the largest independent Lighting Distributor and Sign/Lighting Maintenance Company in Minnesota. In 2006 BLI received honors as one of the 50 fastest growing companies in the state by the Minneapolis-St. Paul Business Journal.

Dennis comes to BLI with 29 years of experience in lighting and electrical distribution working for companies like Northland Electric Supply and Crescent Electric. For the past 12 years he held the position of Branch Manager at the Plymouth location of JH Larson where he helped drive sales to an all time high for the company.

His belief and dedication to superior customer service and quality products at competitive prices matches the culture and philosophy of BLI. “I’m proud to be associated with the team of lighting professionals at BLI. We have a unique offering of products and services unmatched in our industry.” Jessop says.
**LIGHTFAIR INTERNATIONAL 2008 Features Industry’s Largest, Most Diverse Educational Initiative**

The world’s largest annual architectural and commercial lighting trade show and conference, LIGHTFAIR INTERNATIONAL (LFI), returns to Las Vegas this May – featuring an unprecedented lineup of seminars and courses strategically designed to educate and inform attendees on the industry’s latest trends and innovative ideas. Offering 70 unique courses, totaling more than 200 hours of programming, this Conference is the industry’s largest and most diverse educational initiative. The LFI Conference and Trade Show will take place at the Las Vegas Convention Center, May 26-30, 2008.

LFI partners with the industry’s top leaders and experts to address essential topics in lighting and business practices. Topics include software and lighting applications, business and technology initiatives, design innovation, daylighting, case studies, sustainability and product updates, as well as a daylighting tour of Las Vegas buildings. The courses, seminars and workshops are all led by renowned lighting designers, educators, architects, engineers and consultants.

For exhibit information, contact Ben Coleman, Trade Show Manager, at 404-220-2004 (benc@lightfair.com). For Conference information, contact Elly McCloud, Executive Director of Conference & Attendee Relations, at 404-220-2822 (ellym@lightfair.com).

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**You Can Win a Harley-Davidson from Universal Lighting Technologies**

Imagine yourself on a Harley-Davidson. Rev up the engine and feel the raw power of an American legend. Universal Lighting Technologies can make this dream a reality. In the new “Extra Mile” giveaway, eight lucky winners will get their chance to turn the key and win a brand-new Harley!

From now to September, contractors can fill out an entry form at participating distributor locations nationwide. Customers who buy at least $250 of Universal Lighting Technologies products can receive an appreciation prize – ranging from t-shirts and $50 gas cards to MP3 players (while supplies last). Everyone who qualifies will be included in a monthly drawing to win a $500 road trip to Nashville, TN, for a two-night vacation in the country music capital of the world. The eight vacation winners will each receive one key at random.

Qualified customers can claim a new appreciation prize each month of the contest and continue filling out new entry forms when they qualify for the Nashville vacation and Harley-Davidson grand prize as well.

The “Extra Mile” promotion is part of Universal Lighting Technologies’ commitment to reward its customers and provide their distributors with effective marketing strategies proven to increase business. As part of the promotion, Universal Lighting Technologies is rewarding distributor sales personnel with Best Buy gift cards (while supplies last) and the chance to win one of eight Richard Petty Rookie Driver’s Experience prizes. This experience puts you in the driver’s seat for eight laps around a real speedway in a real racecar at one of several participating race tracks throughout the country.

For more information on Universal Lighting Technologies and the “Extra Mile” contest, call 1-800-BALLAST or visit the Web site at www.unvlt.com.

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**Change the World – Start with ENERGY STAR**

**Preview of the 2008 Campaign**

Thanks to all your hard work during the 2007/2008 Change a Light, Change the World campaign, we have collected more than 1.3 million pledges to replace a light with one that has earned the ENERGY STAR. Collectively, we will avoid using 1.3 billion kWh of energy, prevent 1.9 billion lbs of greenhouse gas emissions, and save $124 million in energy costs!

In the coming weeks, we will be providing opportunities to introduce the 2008 campaign in more detail. Meanwhile, we wanted to alert you to several exciting opportunities that are available right now to ENERGY STAR partners.

Your ongoing support has helped Americans take the first step by switching to ENERGY STAR qualified lighting, and they are ready to do more! Our 2008 campaign encourages consumers to join us in the fight global warming by taking the next step to make additional energy-efficient changes at home.

The 2008 campaign launches on Earth Day and incorporates consumer education, product promotional periods, and an integrated media strategy that pulls the year-long campaign activities together. Partners can participate in a variety of ways, from promoting the pledge, to collecting real-life energy saving stories, to hosting a campaign event. Here are some of the different ways partners can participate:

Support the Pledge! The new ENERGY STAR pledge will build on the success of Change a Light and continue with lighting
as the entry-point to a more energy efficient lifestyle. However, the pledge will also challenge consumers and organizations to “do more” by offering additional actions individuals can take to save energy and help fight global warming. Partners can continue to motivate their customers or constituents to take action as campaign pledge drivers. In addition, we’re collecting real-life stories of individuals, organizations, and families who have taken steps at home to save energy to feature on energystar.gov and help inspire others to follow their lead. Stay tuned for more details on this new expanded pledge and new pledge driver opportunities.

Bring ENERGY STAR to your town! Building on the success of the Change a Light Bus Tour, this year’s campaign will include a series of events in multiple cities from August through November. We are looking for ENERGY STAR partners to help sponsor these events, which will focus on seasonally-relevant ENERGY STAR products and practices. The events will bring the ENERGY STAR @ home interactive tool to life to help show individuals how to save energy and fight global warming in all areas of their homes.

Spread the word nationally! EPA is excited to announce a new initiative in support of ENERGY STAR’s 2008 campaign that is being led by Scripps Network, home to popular cable networks HGTV, DIY Network, and the Food Network. Scripps will be offering sponsorship opportunities for a multi-media package that will include broadcast programming and advertising on DIY Network and HGTV, an integrated sweepstakes, a special campaign micro-site, and other exciting elements. There will be a limited window of opportunity for national ENERGY STAR partners to participate in special programming package. Partners should be on the lookout for a follow up email in the coming days outlining details about this opportunity.

Jump on board this Earth Day, participate all year long! The 2008 campaign launches next month on Earth Day, April 22, with a number of key campaign elements, including dedicated campaign pages on energystar.gov, the launch of the new expanded ENERGY STAR pledge, an e-newsletter out to thousands of consumers nationwide, viral marketing components for partner use, and an online “tip-of-the-day” widget that teaches consumers how to save energy with ENERGY STAR products and practices. The campaign will continue past Earth Day throughout the remainder of 2008 with additional features and seasonal pushes around relevant product categories, including cooling, back-to-school, lighting, home sealing, home office, and consumer electronics. EPA is encouraging partners to link to our campaign website and join us as an Earth Day launch partner. It’s a perfect, turn-key Earth Day activity or can supplement what you’re already doing through Change a Light. If you’re planning Earth Day activities, let our campaign staff know by emailing changelight@cadmusgroup.com. If partners are interested in these opportunities please contact changelight@cadmusgroup.com.

For more information on NAILD visit www.naild.org or call 716.875.3670.
Universal Lighting Technologies™ announces the latest in high efficiency wireless controllable lighting systems with the release of the DEMANDflex™ ballast family and DCL® (Demand Control Lighting) controls. DEMANDflex ballasts feature an innovative wireless control technology to receive commands without the need for extra control wires. These ballasts have the flexibility to have power levels tuned during installation at the circuit level to optimize and maximize energy savings.

Together, DEMANDflex ballasts and DCL controls represent the most cost-effective lighting system available today. DCL controls allow for local control with energy management systems and external control via the Internet with networked managed systems, as well as integration with utility demand response programs. DCL lighting controls can reduce power levels as needed by as much as 50 percent, providing significant demand level and usage reductions. Because there are no ballast control wires, DEMANDflex ballasts are ideal for both retrofit and new construction applications. DEMANDflex ballasts can be initially installed and tuned to specific power and light levels during a lighting retrofit with DCL control capabilities added at a later date.

The initial DEMANDflex ballast offering includes a 2-lamp F54T5HO ballast and 2-, 3-, and 4-lamp ballasts for F32T8 lamps. All DEMANDflex ballasts incorporate program start technology, which makes them ideal for use with occupancy sensors, THD<10%, and universal input voltage. DEMANDflex ballasts also meet or exceed the appropriate CEE high efficiency requirements, making them eligible for various rebate programs.

For more information on Universal Lighting Technologies or the new DEMANDflex ballasts and DCL controls, contact Gary Robinson, Director of Business Development, at 1-615-316-5390.

Radiant Introduces High Performance Fluorescent Fixtures

New Fixtures Reduce Facility Lighting Maintenance & Energy Costs

Radiant Lamp Company introduces fully-assembled, lightweight QUINTALUX™ T5 fluorescent high bay fixtures that are shipped with the reflectors pre-peeled and pre-lamped to minimize installation time.

Featuring an aluminum body, the QUINTALUX T5 fixtures are direct replacements for 400 watt metal halide or T12 fluorescent systems. Replacing existing fixtures with QUINTALUX reduces energy consumption by up to 50% or more without compromising light output. For ease of installation, the fixtures include an easy access plate for field wiring.

The QUINTALUX T5’s proprietary-designed reflectors deliver maximum usable light. The specular reflectors produce light fixture efficiencies of 98% and higher compared to the 65-70% fixture efficiency of metal halide fixtures. The units are UL/CUL listed and tested by independent labs to verify output and efficiency. Converting to QUINTALUX T5 fluorescent fixtures results in the reduction of overhead costs and typically yields a return on investment in two years or less in standard industrial applications.

Radiant QUINTALUX T5 fixtures come pre-lamped with either 4100K or 5000K T5HO lamps, a high lumen fluorescent lamp that maintains up to 95% of lumen output over its 35,000 hour rated life (based on 12 hours per day) versus the 33% loss of light at just 8,000 hours for HID metal halide lamps.

The Radiant fixtures are designed for commercial and industrial applications with mounting heights of 15 feet to 40 feet. The QUINTALUX T5 4’ fixtures are available in four or six lamp models. Radiant’s high bay fixture offering also contains the EcoMax® T8 series which is available in four or six lamp models. The EcoMax T8 fixtures are shipped fully assembled with the reflectors pre-peeled and the T8 lamps installed. Call 1-800-248-6900 for more information.

Litetronics Introduces Energy-Lite T5 High Output Linear Fluorescent Lamps

Litetronics International, Inc. is proud to introduce Energy-Lite T5 high output linear fluorescent lamps into its product line. Energy-Lite T5HO lamps produce 5,100 lumens – 100 more lumens than competing T5HO lamps – while using only 54 watts. Their high lumen output makes them an energy efficient choice for high bay retrofit projects.
Energy-Lite T5HO lamps have a high 85 CRI that is perfect for applications where color rendition is important, and their 30,000-hour life is backed by a two-year warranty. Available in 3500K, 4100K, and 5000K models, Energy-Lite T5 high output lamps meet TCLP standards for mercury content. The first choice for saving energy and protecting the environment, Energy-Lite T5 high output lamps are in a class above the rest.

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

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**Beautiful Accent Lighting that Lasts 50,000 Hours**

Taking advantage of the technical properties of LEDs is a task that all lighting manufacturers are furiously working on. The US based energy efficient lighting manufacturer MaxLite has developed a Self Driven Light Bar which not only takes advantage of LEDs but also provides a practical application, an easy install, and beautiful light.

The light is beautiful because the 12” bars clip together in such a way as to eliminate any deadspots in the run. The wash of light appears continuous and uninterrupted. The bars are fully dimmable with any incandescent dimmer and there are two color choices; a true 2700K or 5000K.

The bars are called Self Driven because each bar contains its own driver. So there are no lengthy power calculations to make. Simply clip as many of the 12” bars together as is needed, with a cap-off (included) for the last bar in the run. Then because the drivers are included, there is no need to find a location for the driver; instead, just wire the run direct into the 120VAC existing power.

Beautiful and efficient. And a truly practical and every-day use of the wonders of LED lighting. MaxLite’s Self Driven Light Bars are creating great interest and sales in the high-end hospitality and designer market and in the cold case food market. Available in four sizes; 9 LEDs per 6”, 12 LEDs per foot, 18 LEDs per foot, and 33 LEDs per foot; in 2700K and 5000K.

For complete information about these products, visit MaxLite’s™ web site, www.maxlite.com.

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For more information on membership, visit www.naild.org or call 716.875.3670.
**2008**

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

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

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

**May 26 – 30**  
LIGHTFAIR International  
Las Vegas Convention Center  
Las Vegas, NV  
www.lightfair.com

**October 12 – 15**  
NALMCO 55th Annual Convention  
Scottsdale Resort & Conference Center  
Scottsdale, AZ  
www.nalmco.org

**2009**

**April 19 – 23**  
*NAILD 32nd Annual Convention, Trade Show & Organized Casual Conference (OCC)*  
Radisson Fort McDowell Resort & Casino  
Scottsdale/Fountain Hills, AZ

**April 22 – 24**  
Equity/EDN Annual Meeting  
GA Hyatt Regency  
Atlanta, GA  
www.equity.org

**May 4 – 7**  
LIGHTFAIR International  
New York Javits Center  
New York, NY  
www.lightfair.com

**May 16 – 20**  
NAED Annual Meeting  
The Westin Diplomat Resort & Spa  
Ft. Lauderdale, FL  
www.naed.org

**October 11 – 14**  
NALMCO 56th Annual Convention  
Hilton Sandestin Beach Golf Resort & Spa  
South Destin, FL  
www.nalmco.org

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

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**NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference**

For more information on the 2008 NAILD convention visit www.naild.org or call 716.875.3670.

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**Educational Training Opportunities**

- **Advance University**  
  (800) 322-2086

- **GE Lighting Institute**  
  (800) 255-1200

- **NAILD University**  
  Opening Soon

- **NALMCO 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
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- Linear fluorescent lamps
- Compact fluorescent lamps
- Self-ballasted compact fluorescent lamps
- U-bend fluorescent lamps
- Cluster and single LEDs

Call your EiKO representative today for more information on EiKO Certified Green products and initiatives.

Visit us at the 31st Annual NAILD Convention, Tradeshow & OCC!
April 13 – 17, 2008
Booth # 15 & 16