Today’s Lighting Distributor

Official Publication of the National Association of Independent Lighting Distributors

April/May/June 2010

Special Post Convention Issue
Charting A New Direction

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President’s Message

All —

Bay Point Marriott in Panama City provided an excellent venue for education and networking with our vendor partners and distributor colleagues. The hotel staff was outstanding! There were many highlights for me during our convention but the big standout was the Product Sprint. The Vendors were on their “A” game with their elevator speech presentations, which provided an excellent opportunity to see a number of new products very quickly.

I also wanted to thank our exhibiting vendors as well as those vendors who participated in the Panama Promotion. The Promotion increased the number of distributors that were able to attend the convention and the number of staff representing those companies.

A very special thank you goes out to all of our 2010 convention sponsors. Your continued support of NAILD at the convention is greatly appreciated and is never taken for granted. Thank you.

We have been receiving emails detailing what the convention has done for your business . . . please take a moment and send a note to the headquarters office. I learned a lot during our first Business Development Group (BDG). We are all lighting distributors yet our businesses had many unique differences. Each company discussed one or two things that were helpful in growing their business. It is great to get ideas and be able to ask questions and really get a take-away, I definitely got a few. I heard other good comments from some of the other groups. Let’s use these BDGs in-between the convention to help each other out, whether it is finding a product or running a job description around for feedback.

The last several years NAILD has been getting YOUR feedback and using it to shape the growth of NAILD with the biggest changes showing up in our last few conventions. Complete your surveys and send us your feedback, we look forward to another great year and finding new ways to create the value proposition for you, our member.

I look forward to serving as this year’s president and if there is anything I can do for you please contact me.

Steve Espinosa

Steve Espinosa, CPA
NAILD President 2010 – 2011
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Our Wireless Sensor was Product of the Year in 2009 for lots of reasons. With no wires and no batteries needed, it's a win for Planet Earth and your bottom line. Its range of nearly 100 feet makes it the market's long-distance champion. Its neutral/no-neutral universal voltage design means it's good for any retrofit application. And as for beauty, judge for yourself. For a closer look at all the smart choices we're offering today's building professional, visit us at Leviton.com/WirelessOS

THE FUTURE IS ON®

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2010 NAILD Convention Highlights

‘Charting a New Direction’

2010 Convention
Photos & Videos are now available.
Search for NAILD on Facebook.
“The 2010 Panama Promotion is a triple-win for the independent lighting industry. Distributors, Vendors, and NAILD benefit from expanded sales, market exposure, and new life in convention exhibition hall in the form of new conference participants. The promotion provided Atlanta Light Bulbs, Inc. with the opportunity to bring additional employees to the event from other Atlanta Light Bulbs, Inc. subsidiaries. The rebate provides a fantastic incentive for participation in this promotion. The rebate, paired with the opportunity to have more of my employees exposed to industry partners and training makes Atlanta Light Bulbs, Inc.’s relationship with NAILD invaluable!”

— Gary Root, President & CEO, Atlanta Light Bulbs, Inc.
Let’s face it, as Bob Dylan famously sang, “The Times They Are A-Changing.” During the last ten years the annual NAILD Convention and Tradeshow has adapted and adjusted to the economic and business realities of the 21st century. “Charting a New Direction” represented not only a convention theme but also a reflection of the mindset of both our Vendor and Distributor Members.

It began on Sunday afternoon with a fast-paced and spirited Board Meeting led by Steven Robinson, LC, Wattsaver Lighting, where David Gordon (Channel Marketing Group) gave his first report on “refining our direction” and “leveraging the Lighting Specialist program.” Using a “fact-based” decision-making model, David’s report spoke to the realities of the lighting market and the distribution channel, and set the stage for future study and Board action.

NAILD LS I received its official “wings” to launch outside the organization, and NAILD LS II officially launched within NAILD. This now sets the stage for an expansion of the education effort, tapping other industry resources and manufacturers to add content to NAILD University.

The Panama Promotion, spearheaded by Richard White (Fulham) and Marketing Chair Shannon Carr (Pacific Lamp and Supply) made it possible for distributor members to bring extra staff to this year’s Convention. Vendors stepped up to support distributor efforts to make decision-makers and influencers from their organization accessible to the vendors.

Every night, we allocated time for networking and socializing called NAILD Hospitality. From Sunday night through Wednesday night you experienced a “packed house”. While a time to renew old friendships, the room buzzed with business ideas, best practices, coaching and encouragement – oh yes and a healthy dose of laughter and fun – a noisy but productive time.

The convention schedule, now shortened to three days, started early and ended late – filled with educational, business and technical workshops on Monday and Tuesday. On the business side, E-Myth presenter Karin Iwata (E-Myth Worldwide) helped us look at the roles we play in our business as owners. It opened our eyes to how we operate and allowed us to assess whether the way we operate represents the “best practice” for how we want to operate. Many were challenged by the message which pinned the realities of day-to-day doing business against the more strategic approach of the entrepreneur. Track Sessions also fired up the crowd and included a spirited LED Basics session led by Rick Laird (EiKO). Talking about the pace of change, material prepared for the presentation, had to be updated right at the Workshop because of changes going on in this dynamic market. Jung Cha (Jordon Carlisle Enterprises) took on the tough topic of Hiring and Downsizing. Running concurrently, Karin Iwata applied E-Myth to the business planning process – all this before 11:30 a.m. on Day 1.

The afternoon saw some attendees gravitating toward a round of golf on the Meadows course at Bay Point, while others chose the Snorkel and Dolphin Excursion, while the staff got ready for Day 2. Dinner that night, sponsored by many of the vendors, concluded with Todd Allen and the FTD Band. Todd brought along Roy Orbison, Neil Diamond, Johnny Cash, among oth-
ers, and of course the “King” – what a great time this turned out to be.

Day 2, breakfast at 7 a.m. – did I mention the staff at the Marriott? What a great experience, led by award winning Lynn Brown, Director of Catering. The food, the service, the attention to everyone’s needs – just great. The General Session, “Who’s in Control, Taking Charge of Your Selling Process by David Rigot (CoAction Insight Group), gave distributor and vendor members alike a chance to re-examine their assumptions about what goes on within their sales force. David Wiegand (Leviton) led a session on “Lighting Control Technologies and Applications that attracted a large audience.

The New and Value-Added Showcase had a record 23 Vendors participate. While everyone presumed that LED would dominate the show, the number of induction lighting, ceramic metal halide, linear fluorescent lamps and ballasts, dimming CFLs, and cold cathode entries surprised Showcase organizers. The addition of the Product Sprint – an opportunity for each participating Showcase vendor to have a chance to deliver a 60 second demonstration of their product entry to each of 11 groups containing 5 – 7 Distributor members proved to be the hit of the Tradeshow. Vendors and distributors alike praised the event and are looking forward to a repeat of the experience at next year’s Convention in Indian Wells, CA. Leviton won Best New Product for their Wireless Sensing Solution. Fulham Co., Inc. won Best Value Added-Product for its HighHorse Induction Lighting Systems and USHIO America won Best Vendor Demonstration with the Eurosaver™ Energy Saving MR-16 at the Product Sprint.

All good things must come to an end, and the day concluded with a great party hosted by TCP. As with Monday’s event, the dancing, the networking and celebration were marks that we had worked hard and now we could play hard. The realities of the business world have caused us to scrunch more in less time. But both the vendors and the distributors managed to learn a lot, share more and in the process have a great time using the event as a tool to grow their business.

Until next year – wait, no these days, our interaction and business building do not stop with the conference. Look for more from NAILD between the conferences. We will look forward to the planning and development that will make the 34th Conference and Tradeshow at the Hyatt Grand Champion Resort in Indian Wells, CA (April 10 -13, 2011) an even greater success!
Thank You to our Sponsors . . .

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Gripple, Inc.
Leviton Mfg., Inc.
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RAB Lighting
Satco Products
Toshiba LED Lighting
Veolia Environmental Services

Wednesday Evening Dinner
Host – Technical Consumer Products

In-Kind (amenity baskets)
USHIO America

In-Kind (drink glasses at trade show reception)
Toshiba LED Lighting

Special Thanks to our New Product Showcase Participants
Brownlee Lighting
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David Scott
Janet Wright
2010 NAILD Annual Convention Educational Presenters

Thank you to the following presenters during the 2010 NAILD 33rd Annual Convention, Trade Show & OCC. With your generous and valued expertise, NAILD members will chart a new direction within their businesses.

Karin Iwata / E-Myth Worldwide
‘The E-Myth Point of View’
Applying the E-Myth Perspective: Your Plan for the Business
Systemic Thinking & Solving Recurring Problems in Your Business
Fitting the Pieces Together in Your Business

Rick Laird / EiKO, Ltd.
Beginner & Advanced LED Presentations

Jung Cha / Jordan Carlisle Enterprises Inc.
The Hiring & Downsizing Process

David Rigot / CoAction Insight Group
Who’s in Control? – Taking Charge of Your Sales Process

David Weigand / Leviton Mfg.
Lighting Control Technologies and Applications

Congratulations to Leviton Mfg., Inc. as Winner of the Best New Product
Wireless Sensing Solution
A line of flexible and cost-effective energy savings products – no wires, no batteries, no limits.

Congratulations to Fulham Co., Inc. as Winner of the Best Valued Added New Product
Fulham HighHorse Induction Lighting Systems
An Emerging Solution for Retrofitting Existing HID Fixtures. Fulham: Combining Quality Products with Engineering Support.

Congratulations to USHIO America, Inc. as Winner of the Best Product Sprint Demonstration
USHIO’s Eurosaver™
Energy saving MR-16 allows users the flexibility of choosing an energy saving option or an increased brightness alternative.

Additional Winners
50/50 Cash - Becky Phillips
(Professional Lighting & Supply, Inc.)
Virtual E-Myth Seminar - Greg Thorson
(Enviromentalights.com)
Virtual E-Myth Seminar - Mark Reynolds
(Pacific Lamp & Supply Co.)
Virtual E-Myth Seminar - Lou Wright
(Starbeam Supply)
Physical E-Myth Seminar - Jeff Renzulli
(All States Lighting)

Golf Winners
The 2010 Annual NAILD Golf Tournament was held at the Meadows Golf Course in Panama City, FL. First place winners were John Hasson (Toshiba LED Lighting), Steve West (EYE Lighting), Greg Nefouse (A-M Electric) and Scott Schneider (Lighting Unlimited). The team of Steve Koutavas (Conserve-A-Watt Lighting), Andy Poorman (EiKO, Ltd.), David Walker (Howard Industries) and Clark Robinson (Wattsaver Lighting) came in second place. Third place honors went to Ian Austin (Brownlee Lighting), Greg Ehrich (Premier Lighting), Orlando Valdes (Litetronics) and Steve Robinson (Wattsaver Lighting).

Pin event winners for closest to pin were Mike Reagan (ATR Lighting) and David Walker (Howard Industries). The straightest drive went to Michael Colligan (Atlas Lighting) and longest drive to Jane Robinson (Wattsaver Lighting). Congratulations all!
Retail Case Study

Overview:
- 164 retail locations, office & distribution center comprising approximately 13 million square feet
- Fluorescent system used: SYLVANIA FC32/XPS OCTRON® lamps, QUICKTRONIC® High Efficiency (QHE) ballasts, including occupancy sensor

Financial Benefits:
- Yearly electric bill savings—$4.3 million
- Projected annual maintenance savings—$1.7 million

Environmental Benefits:
- Electricity savings—28,995,471 kWh/yr
- Eliminates 59 million lbs. CO₂
- Eliminates 209,031 lbs. SO₂
- Eliminates 80,867 lbs. NOx

If you saved your customer $6,000,000, there would be a spotlight on you, too.

As most lighting distributors know, the best way to make your business grow and you shine is to partner with SYLVANIA, the electrical industry’s leader. We’ve developed the latest in LED, HID and fluorescent systems technology to decrease your customers’ lighting expenses and their impact on the environment. To create a cost-effective lighting solution, complete with turnkey support, call 1.800.LIGHTBULB or visit www.sylvania.com.

SEE THE WORLD IN A NEW LIGHT SYLVANIA
LED lighting is one of the few growth product segments in today’s economy. The energy efficiency and maintenance savings derived from this technology are driving interest from end-users who are looking for cost savings. While the initial investment can be higher than conventional lighting technologies, the adoption rate is growing. LED lighting is being promoted as the light source of the future. It is energy-efficient, reduces maintenance costs and is long-lasting. While LEDs have the potential to become a mainstream light source, adoption and promotion by electrical contractors, who install a vast majority of lighting fixtures, is critical to achieving objectives for many lighting fixture and lamp manufacturers. This makes them a key target for lighting and electrical distributors.

However, many distributors are tentative about the LED opportunity, and much of this can be attributed to the plethora of lighting manufacturers who offer LED fixtures. During the past few years, LED companies, in an effort to gain visibility and traction, have focused their sales and marketing efforts on the industry’s influencers (engineers, designers and architects) and decision-makers (end-users). Few manufacturers understand the critical role distribution and contractors are playing in the adoption of LED lighting.

To date, most LED companies have marketed their products through lighting agents/manufacturer salespeople, direct and e-marketing, public relations, end-user advertising, tradeshows and their websites. A number accept orders online or via telephone sales. Within the past couple of years, LED companies have begun to recognize that they need a better long-term strategy and to engage electrical and lighting distributors in their sales process to enable them to reach more end-users, and perhaps more importantly, electrical contractors, who are the installers for new construction and typically handle most major renovations and retrofits.

Being more technical than traditional lighting fixtures, LED fixtures need to be supported as a new product introduction throughout the electrical channel. While issues such as variable product quality, product longevity claims and company viability are commonly discussed, commercial issues such as channel initiatives, product information, product training, product marketing and gaining shelf space or mindshare may be inhibiting the potential of LEDs as many contractors are hesitant to recommend, and sell, the new technology.

To better understand contractors’ needs from distributors and LED manufacturers, Energy Smart Marketers, a joint venture of Channel Marketing Group and BtB Marketing Communications, surveyed contractors and end-users for their feedback on these products and the LED marketplace.

According to the survey respondents, contractors are involved in recommending LED lighting more than 70% of the time. Yet a majority of respondents said they would be interested in receiving more training on product installation, benefits, and layout, showing that despite their involvement in the industry, many contractors still desire LED education. Contractors also indicated that they could sell more effectively if LED lighting manufacturers provided samples, sales brochures, ROI calculations, product application guides for indoor and outdoor usage, comparative pricing, and information regarding tax incentives and rebates.

Contractor responses show that they are interested in more LED product training. The survey indicated that the top three reasons they recommend LEDs are energy savings, longevity, and maintenance savings. This demonstrates that LED manufacturers can influence contractors’ lighting and product recommendations through better education and outreach to this group. The survey also showed that contractors prefer to purchase through electrical or lighting distributors where they already have a relationship, indicating that LED manufacturers need to consider a channel strategy in

David Gordon is a principal of Channel Marketing Group. Channel Marketing Group develops market share and growth strategies for manufacturers and distributors and also conducts market research. He can be reached at 919.488.8635 or dgordon@channelmkt.com.

Visit their industry blog at www.electricaltrends.com for more insights into growing your business profitably.
Sales training to educate the customer on LED benefits (product and cost-effectiveness) will need to be a continuous effort for LED manufacturers and distributors.

Concert with their end-user outreach initiatives.

The survey also indicates that a majority of the respondents are relying on manufacturers’ reps, web searches, and contractor magazines to learn about LED fixtures. Respondents’ use of web searches suggests unfamiliarity with LED products and brands, which mean manufacturers need an informative web presence, as well as strong e-marketing and traditional marketing strategies, to gain share of mind and to further increase the acceptance, utilization, and recommendation of LED lighting by contractors. These are strategies for which they could partner with their distributors for optimal effectiveness.

LEDs are gaining traction as evidenced by the fact that more than 80% of contractor respondents have recommended, purchased and/or installed LEDs for at least one of their clients. Given this level of least initial experience, a closer working relationship with electrical and lighting distributors can facilitate repeat recommendations and purchases by targeting selected contractors, highlighting case studies, better understanding installed applications and gaining customer insight regarding the sales and installation experience.

Contractor installations represent a wide array of applications ranging from commercial facilities to the healthcare market. The two most prevalent installation areas, according to respondents, are commercial buildings and residential facilities (typically categorized as single family homes).

LEDs have been “sold” based upon their energy efficiency and longevity, which translates into maintenance savings. However, it is interesting to note that the versatility of LEDs in enabling unique applications has not been as readily capitalized upon. Results suggest that LEDs are being positioned as replacements for existing products.

Contractors are relying upon themselves and their distributors for information. They are reading magazines, searching websites (and using Google) or asking their distributor. In some instances the distributor knows the line and has access to it; in others, the distributor is conducting the research for the contractor (and end-user). Typically, the distributor is either involved because of a unique product or a contractor’s desire to find a comparable product or to purchase something less expensive.

Recognizing that many LED companies are small companies with limited marketing budgets and distribution networks, it is understandable that currently contractors are more familiar with major companies. Many LED companies undertake limited advertising and public relations initiatives, preferring to focus on specifiers or architects through word-of-mouth, web search optimization or trade show involvement. To gain visibility and accelerate revenue growth, LED companies need to increase their awareness through more mainstream marketing endeavors as an alternative sales organization to have more feet on the street and to gain more exposure to other opportunities.

To ensure sales success, manufacturers need to focus on all elements of the channel. While each has the same priority—meeting customer expectations—it is evident that there are differing definitions of what this means. From a contractor viewpoint, as long as the product meets specifications, they appear to be indifferent to the brand. To support end-user sales efforts, manufacturers need to ensure that they can capture a level of mindshare from contractors and distributors to support them throughout the sales process. Contractors, due to the fact that they are installing the material, are significant determinants of the product that eventually gets sold and installed. In many instances, the end-user is unaware of the brand that is ultimately used. Clearly, a symbiotic partnership amongst contractors, distributors, and manufacturers makes the most sense.

From a contractor perspective there are two sources of information—their distributors and the manufacturer. Distributors serve two informational needs. They provide preliminary training and product introduction and, secondly, they assist the contractor in securing projects on a daily basis. The manufacturer, alternatively, should be responsible for marketplace information as well as product information. Marketplace information focuses on macro-trends, competitive environment, features and benefits, sales techniques, product application (where the product is best targeted) and third-party information that facilitates a sale (i.e. rebate / incentive information, utility resources, etc.) The survey asked respondents for feedback on what they needed most from distributors. The top responses were:

- Information
- Competitive Pricing
- Samples / Demonstration Product
- Training

Most contractors, unfortunately, are not proactive in their product research or their sales skills. Distributors and manufacturers should seek opportunities to increase contractors’ LED awareness to capture mind-share and market share. The more familiar contractors are with LED companies, the more they will support those brands (assuming product characteristics are comparable and price is competitive). Additionally, the more confident they are in their product knowledge and the benefits of LEDs, the more likely they are to recommend LEDs to their customers. Sales training to educate the customer on LED benefits (product and cost-effectiveness) will need to be a continuous effort for LED manufacturers and distributors.

Continued on page 17

This article is a synopsis of two LED research reports developed by Energy Smart Marketers. One solicited input from distributors, the other from contractors. If you would like a copy of one, or both, of these 14 page reports, contact David Gordon, Channel Marketing Group, at dgordon@channelmkt.com or call him at 919-488-8635.
New Distributor Member
American Wholesale Lighting
Jeffrey D. Jensen, President
Email: jjensen@awlighting.com
40577 Albrae Street
Fremont, CA 94538
510.252.1088
510. 252-1090 fax
Web Address: http://www.awlighting.com

Welcome to our New Staff Member

Megan Lambright recently joined the NAILD staff as the Administrative Assistant in the Buffalo office. Megan is energetic and enthusiastic as she begins her new opportunity here at NAILD. Some of her responsibilities will cover member services including registering and managing of the Lighting Specialist enrollment process, membership prospecting, database management and general office assistance.

Megan attended the recent NAILD convention and was pleased to meet many of our members; putting faces to the many people she has spoken with on the phone.

If you have not yet had an opportunity to meet her . . . the next time you call the office . . . she may be the one answering the phone. Her email address is megan@naild.org.

New Vendor Member Profile

Toshiba International Corporation provides the highest quality LED lamps, fixtures, and components in the lighting industry. Toshiba’s world-class electronic and semiconductor technologies combined with over a century of lighting experience make Toshiba an emerging world leader in solid-state lighting. Our LED lighting products are mercury-free and offer reduced CO2 emissions through energy savings when compared to current lighting solutions.

Toshiba International Corp.
LED Lighting Division
Jerry Kalb, National Sales Manager
13131 West Little York Road
Houston, TX 77041
ledlighting@tic.toshiba.com
800-231-1412 ext. 3727
www.toshiba.com/lighting

Atlanta Light Bulbs, Inc. joins the American Lighting Association

Atlanta Light Bulbs, Inc. has been invited to be a member of the American Lighting Association (ALA). Atlanta Light Bulbs, Inc joins other ALA members including lighting, dimming control and ceiling fan manufacturers, retail showrooms, sales representatives, and professional residential lighting designers in this noteworthy trade association.

In addition to its new membership in the American Lighting Association, Atlanta Light Bulbs, Inc. maintains memberships in ENERGY STAR, IMARK Group, Inc., National Association of Electrical Distributors (NAED), and the National Association of Independent Lighting Distributors (NAILD) that enhance industry networking and consumer education.

The ALA website, www.americanlightingassoc.com is the primary customer and professional resource for home and lighting information and ideas for various types of lighting for all consumer needs. Atlanta Light Bulbs, Inc. staff is looking forward to utilizing ALA member benefits including online education courses, training materials and seminars, webinars, conferences, lighting industry news and legislation, and access to international lighting markets. This professional development will provide Atlanta Light Bulbs, Inc. consumers with an increased quality of customer service and guidance.

Atlanta Light Bulbs, Inc. is thrilled to join this elite group of lighting industry representatives.

For more information on NAILD visit www.naild.org or call 716.875.3670.
Focus on Energy Recognizes US Lamp for Energy Conservation Efforts

US Lamp, a commercial/industrial lighting distributor located in Green Bay, Wisconsin since 1982, was recently recognized by Focus on Energy for their participation in their 2009 program.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled.

In 2009, US Lamp designed and provided energy-efficient lighting solutions for 351 projects that received financial incentives from Focus on Energy. The combined financial incentives of these projects amounted to $375,793. The energy savings associated with these projects will provide over 5,000,000 kilowatt-hours in electrical savings, reducing the customer’s annual energy bills by $415,000 based on $0.80 per kWh.

Environmental benefits are equivalent to:
• Preventing 2,594.20 tons of coal from being burned
• Preventing 4,389.39 tons of carbon dioxide from being released into the atmosphere
• Removing 837.93 cars from the road

US Lamp continues to educate their customers about the economic and environmental savings benefits of choosing energy-efficient lighting solutions. So far in 2010, the combined incentives for lighting conservation projects, supplied by US Lamp, already amounts to $279,913.

US Lamp specializes in high efficiency lighting design, products, and “turn-key” lighting retrofit projects throughout the Midwest and U.S. For more information, contact Lisa at 920.434.3636.

EiKO, Ltd. Announces New Western Regional Sales Manager

EiKO, Ltd. is pleased to welcome Geoff Turner as its new Western Regional Sales Manager for the large lamp division. Turner brings 12 years of sales management, lighting and electrical experience to EiKO.

According to Mitch Carney, director of lamp sales North America, “Geoff is a great addition to the EiKO sales team and reinforces our commitment of resource support for our distributor partners in the West.”

“Working at EiKO is a great opportunity and I look forward to focusing on and building relationships with existing and new clientele,” said Turner.

In this position, Turner will collaborate with buying groups, manage current and new sales representatives, work alongside other large lamp sales managers and assist customers with their lighting requests as well as any technical questions they may have.

With the addition of Turner in the West Region, EiKO reaffirms its commitment to distributors to provide lighting expertise, a broad selection of quality products, innovative solutions to help our distributors prosper and a simple, easy way to do business.

How Contractors and Distributors Will Drive Widespread LED Adoption

Continued from page 15

Contractors intrinsically know that LEDs are the future of lighting and, when provided with the right information and tools, they have the ability to promote LEDs to their customers. While in many instances they are an installer and implement the decisions of others, frequently they have the ability to determine brand selection at the point of purchase as well as influence the end-user.

As the research shows, many contractors have had some experience with LEDs on behalf of their customers, with 72% of respondents having recommended LEDs. While this may not be indicative of the more than 60,000 electrical contractors in the United States, it does indicate that many are becoming more aware of the technology.

To gain traction or accelerate revenues, LED manufacturers should consider allocating resources to better communicate, market, inform, train and sell to contractors. Many of these individuals have the opportunity to recommend LEDs and all have the ability to influence the brand of LED fixture that is installed on the job site. Together with their distributors, they make up the channel to market for LED products.

LS I and LS II Price Change

The LS I program is the entry level course made up of 9 modules and workbooks. There is a 6 month window for completion but most people complete it before that. Effective May 21, as announced at the NAILD Convention, the price of LS I program is $249 and the LS II program will be $649. The final exam is given once a month upon completion of all work. You can go to www.naild.org under Lighting Specialist Program and find an overview. The LS II course is an advanced course . . . more on application. It is comprised of 8 modules and workbooks. That has a completion time of one year.
**Industry Updates**

**EiKO Doubles Warehouse Size**

EiKO, Ltd. is more than doubling its warehouse size at its global headquarters. Despite hard times for the commercial lighting industry, EiKO sales grew during 2009 to the point where its current facility no longer met its needs.

Executive Vice President Rick Roberts said, “We’ve seen a significant increase in business during a time when the overall lighting business declined. To keep pace with the increased inventory demands and to continue to deliver product quickly, we needed more space.”

This addition continues EiKO’s distribution expansion across the country in the last several years – new distribution centers include Reno, NV and Pennsauken, NJ. The locations allow EiKO to offer 95 percent of the country two-day delivery times via standard ground shipping.

“This addition will help ensure we continue to provide high fill rates,” Roberts said. “We’ve grown this much by ensuring our customers’ profitability, and that includes giving them access to our full line with reduced ship times.”

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**Empire Electric Sales Joins EiKO in California**

EiKO Ltd is now represented in California by Empire Electrical Sales. Empire, a member of the National Electrical Manufacturers Representatives Association, is EiKO’s newest commitment to providing superior service to California and the west coast, which began with its addition of its new warehouse in Sparks, NV.

Empire joins Donahue Sales, which will continue to represent EiKO in San Diego, and Western Regional Sales Manager Geoff Turner, who joined EiKO this past January, as EiKO’s local representatives.

“We strive for superior relationships with our distributors,” Turner said. “Empire will help us maintain a level of personal contact that can’t always be established through a phone call.”

EiKO supports each region with a dedicated sales manager and inside sales & customer relations representatives as well as with its manufacturer’s representatives. Turner said, “EiKO strives for simplicity. No customer should be lacking a contact when they need it.”

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**Universal Launches “Operation Code Green” Incentives Program Rewards Contractors Who Act Now To Ditch Magnetic T12 Ballasts**

The countdown is on, and Operation Code Green is underway! Right now, Universal Lighting Technologies is offering valuable prizes to help its customers say goodbye to magnetic T12 replacement ballasts for good.

The U.S. Department of Energy has ordered manufacturers to stop producing magnetic T12 replacement ballasts after July 1, 2010. With the clock ticking, Universal Lighting Technologies has launched Operation Code Green to reward contractors and distributors who get the jump on the federal government’s new rules.

Operation Code Green is an incentive program that is designed to help distributors and contractors make the switch to T8 or better technology. From now until June 30, customers at participating distributor locations can claim a free gift with their purchase of specific Universal products that are ideal for replacing outdated magnetic T12 equipment by visiting www.unvlt.com/ocg.

**Rewards include:**
- Free LED flashlight for $150+ purchase
- Free Universal t-shirt for $250+ purchase
- Free Universal hoodie for $500+ purchase
- Free $25 Best Buy gift card for $750+ purchase
- Free $50 Best Buy gift card for $1,000+ purchase

“With Operation Code Green, good things come to those who don’t wait,” said Susan Philips, Marketing Director for Universal Lighting Technologies. “Start buying now and Universal will give you rewards right up until the changeover date. Not to mention how much energy and money our high-efficiency ballasts can save compared to magnetic T12 ballasts. It’s a win-win scenario for contractors, distributors, and the end user.”

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**TCP, Inc. Named 2010 ENERGY STAR® Partner of the Year for Lighting Manufacturing**

Second consecutive year company is recognized for its commitment to energy efficiency

For the second year in a row, TCP, Inc. is awarded the ENERGY STAR® Partner of the Year for Lighting Product Manufacturers by the U.S. Environmental Protection Agency (EPA) and the Department of Energy (DOE). The company is recognized for its outstanding contribution to reducing greenhouse gas emissions by manufacturing energy efficient lighting products, including compact fluorescent (CFL) and LED lamps for residential, commercial and industrial applications. The award also acknowledges TCP’s work to educate consumers about the energy saving benefits associated with using energy efficient lighting products.

“Today, EPA is recognizing TCP for taking the lead in addressing climate change through their commitment to energy efficiency,” said Gina McCarthy, EPA Assistant Administrator for Air and Radiation. “TCP is producing and promoting products that have earned the ENERGY STAR, showing customers that together, we can increase our nation’s energy efficiency and reduce our emissions of greenhouse gases.”

As an ENERGY STAR partner since 1999, TCP continues to be the first to market new innovations that are revolutioniz-
ing the energy efficient lighting industry. In 2009, TCP introduced the industry’s fastest-starting covered CFL with its patented InstaBright G2 Technology to provide full brightness in seconds. The company has more than 255 qualified ENERGY STAR lighting products branded under the TCP™, SpringLight™ and Durabright™ names, as well as its new TCP Pro™ brand of energy efficient lighting products targeted to the commercial and industrial markets.

Working with The Home Depot, TCP gave away one million CFLs on Earth Day 2009 to help kick-start energy conservation awareness and is a sponsor of the CFL recycling kiosks located in every The Home Depot store, which recycles an estimated 1.9 million CFLs annually. In 2009, TCP also expanded its consumer education outreach through its BrightPoint blog and social networking sites such as Twitter, Facebook and YouTube, providing daily energy efficiency updates.

“Energy efficiency is at the core of every aspect of our business – it’s what our company has strived to achieve from day one,” said Ellis Yan, President & CEO, TCP, Inc. “To be recognized with back-to-back ENERGY STAR Partner of the Year awards is a great honor and a testament that the work we are doing is making a difference in helping consumers save energy and protect the environment.”

For more information, visit us at www.tcpi.com or call 800.324.1496.

EYE Lighting Lamps Make “Women & Spirit: Catholic Sisters in America” Smithsonian Exhibition Come Alive
Lighting Designer Says Halogen “Super Soft” Lamps Help Tell the Story

EYE Lighting was selected as the primary lamp supplier of the new “Women & Spirit: Catholic Sisters in America” traveling exhibition, appearing at The Smithsonian International Gallery in Washington, D.C. during the first four months of 2010. The 6000 square foot display, produced by Seruto & Co., tells the history of the Sisters’ contributions and devotion to the nation through stories and personal artifacts. Included in the exhibit is a letter from Thomas Jefferson assuring religious freedom following the Louisiana Purchase.

According to Lisa Passamonte Green, Chief Creative Officer at Visual Terrain, Inc., the project lighting design firm, “To tell the remarkable story of Catholic Sisters in America and their passion for justice, 90 different display panels were created, each with different colors, veneer and finish. Our challenge was to find lighting fixtures and lamps that would complement the rich elegant feel of the exhibit, yet be durable enough to withstand travel and touring conditions.”

According to Ryan Raica, lighting designer on the project, “We explored multiple options for the primary lighting, and found the perfect solution – Super Soft MR16 Halogen lamps from EYE Lighting. Women & Spirit is appearing in many different venues, each with different ambient lighting. We found EYE Lighting lamps perform in every situation, and make the exhibits look great every time. Unlike most exhibition, museum, and display lighting applications, no softening lenses were needed with EYE Super Soft Halogen. After two installations, not one lamp needed to be replaced.”

Rochelle Kimball of EYE Lighting concluded, “We are very pleased to contribute to the success of this project. There is a difference in lamp quality and performance, so it is rewarding EYE was recognized and appreciated.”

For more information visit www.eyelighting.com or contact EYE Lighting at 888.665.2677.
Mark Your Calendar
2011 NAILD 34th Annual Conference
April 10 - 13, 2011
Hyatt Grand Champions Resort
Indian Wells, CA
EiKO Ltd. Adds Line of CEE Specified T8 Lamps

EiKO Ltd’s new Energy Saving and High Output T8 lines meet the Consortium for Energy Efficiency’s (CEE) performance specifications for reduced wattage and high performance T8 systems. CEE research indicates that upgrading to high performance or reduced wattage systems from a T12 system results in approximately 40 percent energy savings. Utility companies throughout the country offer rebates as an incentive to switch to T8 systems that meet CEE’s specifications.

“We’re particularly encouraging these products to customers in areas where utilities offer rebates,” said Mitch Carney, director of large lamp sales in North America. “The rebate is a great opportunity for the commercial building sector to decrease its energy costs while still keeping the higher initial lamp costs down.”

The reduced wattage 25 and 28 watt lamps are ideal for retrofitting existing fixtures to reduce energy consumption, while the high performance 32 watt lamp allows lighting designers to use fewer fixtures in new construction.

“Our goal is provide selection, solutions and simplicity to our customers,” said Carney. “This particular line expands our already great selection of energy efficient products.”

Philips Introduces Industry’s First 250W Pulse Start Metal Halide Magnetic Ballast with 90% Efficiency

Philips Lighting Electronics North America today announces the introduction of the industry’s first 250W magnetic pulse start (PS) metal halide ballast with 90% ballast efficiency. This quad-tap core and coil ballast is compatible with most existing 250W luminaires and is fully compliant with the latest version of California Title 20 legislation, governing the energy efficiency standard for metal halide luminaires sold in California on or after January 1, 2010.

Relative to Philips’ existing 200W ballast option with 88% ballast efficiency, the optimized design of Philips’ new 250W PS XEE ballast with 90% ballast efficiency meets California Title 20 requirements and offers specifiers and end-users a cost-competitive solution that provides more light, enables more lamp options, and assures better lamp availability. Energy-efficient, cool operating, and long-lasting, Philips’ 250W PS XEE ballast provides luminaire manufacturers with a solution that fits into their existing fixtures without modification (as may be required by the 3X4-sized 200W alternative). Philips’ 250W PS XEE ballast additionally carries a UL BTR code of “A”, allowing easy substitution.

The Philips Advance 250W PS XEE magnetic pulse start metal halide ballast allows professional lighting users to optimize their 250W pulse start lighting systems, reduce energy consumption and costs, and promote sustainable design while meeting the California Title 20 requirements.

For further information contact: Philips Electronics, David Wolf at 212.536.0817 or E-mail: david.l.wolf@philips.com.

Universal Lighting Technologies Now Offers Full Line of Vossloh-Schwabe Electronic HID Ballasts

Universal Lighting Technologies is partnering with Vossloh-Schwabe to bring America’s number one line of eHID ballasts into the Universal family of products.

Electronic High Intensity Discharge (eHID) ballasts can significantly reduce energy use and monthly operating costs in a broad range of applications such as warehouses, big-box retail stores, factories, manufacturing facilities, schools, and parking lots. The Vossloh-Schwabe line of eHID ballasts from Universal Lighting Technologies are ideal for metal halide lamps ranging from 20 to 400 watts, with energy savings up to 17 percent compared to magnetic HID ballasts. All Vossloh-Schwabe eHID ballasts feature industry-leading intelligence in the form of a microprocessor that continuously monitors lamp characteristics during operation and adjusts the lamp current to optimize lamp performance. They also stabilize lamp color temperature by providing a relatively constant output power, and they provide flicker-free performance throughout the lifespan of the lamp. In addition, Vossloh-Schwabe eHID ballasts offer the opportunity to downsize the luminaire housing and reduce wiring costs. Additional features include quiet operation and a rugged, lightweight design.

There are three series of Vossloh-Schwabe eHID ballasts available from Universal Lighting Technologies for complete flexibility in luminaire design. The Micro Series is the smallest eHID ballast on the market today and comparable in size to low-voltage halogen systems. The Mini Ballast Series are available in mini-slim and mini-square designs for HID track light luminaires, providing up to 70 percent energy savings compared to halogen systems. And the Standard Case “Value Added” Series is perfect for recessed, trackhead, and specialty luminaires in order to achieve energy savings and enhance reliability. These ballasts feature a power source for the self-heating thermal protectors, an electronic 277V step-down transformer, and an intelligent auxiliary lighting control for back-up lighting during lamp hot re-strike modes.

For more information on Universal Lighting Technologies, HID and e-HID ballasts, call 1-800-BALLAST or visit www.unvlt.com.

For more information on NAILD visit www.naild.org or call 716.875.3670.
2010

July 23 – 24
*NAILD Board of Directors Meeting*
Hyatt Grand Champions Resort
Indian Wells, CA

October 17 – 20
NALMCO 57th Annual Convention & Trade Show
Fiesta Americana Grand Los Cabos
Cabo San Lucas, Mexico
www.nalmco.org

2011

April 10 – 13
*NAILD 34th Annual Conference*
Hyatt Grand Champions Resort
Indian Wells, CA
www.naild.org

Educational Training Opportunities

- Advance University
  (800) 322-2086

- GE Lighting Institute
  (800) 255-1200

- NAILD University
  www.naild.org
  (716) 875-3670
  (Opening Soon)

- NAILD Lighting Specialist Program
  call (716) 875-3670
  or e-mail info@naild.org

- Osram Sylvania
  (978) 750-2464

- Universal Lighting e-Learning Center
  www.unvlt.com

- The Philips Lighting Technology Center
  (732) 563-3600

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.

For more information on NAILD visit www.naild.org or call 716.875.3670.
RAISING THE BAR

All LED lamps are NOT created equal.

Halco’s ProLED® lamps raise the bar in performance and value – delivering both the quality and quantity of light your application requires.

We invite you to compare our 2nd Generation ProLED PAR30 to the competition:

- 14 Watts
- Warm White: 740 Lumens, >58 LPW
- Natural White: 1020 Lumens, >72 LPW
- 85 CRI
- LM79 and LM80
- 40,000 Hours Life
- 5-Year Warranty

Try to find this kind of performance with other LED lamps and you’ll see there is no competition. Halco ProLED sets a higher standard.
EiKO is adding **decorative lamps** to its line of self-ballasted compact fluorescent light bulbs. These lamps fulfill the need for energy efficient lighting in decorative fixtures such as chandeliers and on vanity tables.

- **Energy Star**
  Certified as energy efficient

- **Candelabra & Medium Base**
  Candelabra base on B10 shaped lamps and medium base on other shapes fits a wide array of decorative applications

- **Energy Efficient**
  Reduces power consumption by as much as 75%

- **Top Quality Phosphors**
  Ensures stable and consistent light output

- **Long Life**
  Less frequent re-lamping reduces maintenance costs

**Platinum Sponsor, NAILD Convention 2010**