Today's Lighting Distributor
Official Publication of the National Association of Independent Lighting Distributors

APRIL/MAY/JUNE 2011

Special Post-Conference Issue

Where Lighting Means Business

NAILD
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President’s Message, by Peter Gray, LC

2011 Conference Recap

2011 NAILD Conference Sponsors

Member News

2011-2012 Board of Directors

Can you Expect to Survive the Recession if your Salespeople are Mired in the Mindsets of the Past? by Dave Kahle

New Product Updates

Industry Updates

Calendar of Events

Educational Training Opportunities

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Back Cover  EIKO LIMITED

Inside Back Cover  HALCO LIGHTING TECHNOLOGIES

5  KEYSTONE TECHNOLOGIES, LLC

19  LEVITON MANUFACTURING, INC.

11  PHILIPS LIGHTING ELECTRONICS N.A.

Inside Front Cover  USHIO AMERICA, INC.
Continuing on our Course to Success . . .

Another great conference is in the books! What a beautiful property and great weather we enjoyed this year in Indian Wells, California. Aside from a few minor glitches, we had yet another conference chock full of great education, keynote speakers, and networking. Once again, the Product Sprint was an exciting and informative event that proved to be successful as well as fun. Many new and exciting products were displayed and demonstrated, thank you to everyone who participated. Our keynote speakers were fantastic, bringing us up to date on sales techniques and the latest in LED technology. The education tracks were also very timely and informative – it was hard to choose which ones to attend. In addition, the hotel staff was outstanding and helped make our convention a success. Great job by everyone!

I would like to thank our vendor members who participated in this year’s conference. Your continued support and sponsorship is greatly appreciated, we can’t do it without you, thank you all. I would also like to thank our attending distributor members.

Your participation and support is the key to our association’s success. This year we saw our distributor members bringing more of their staff to the conference, this is an encouraging trend and we are excited to see it continue.

At this year’s conference, we swore in our Board of Directors and our new board members. Before the ink was even dry, the board started discussing this year’s plan to continue on the “Course to Success”. We have a very active, “get it done” board and I am excited to be part of it. Our recent move of the Lighting Specialist Program to Blue Volt will help us promote the program within the organization as well as outside of NAILD. We are also working on communicating with other associations and organizations to help increase NAILD’s visibility in the industry. The board will continue to expand our educational offering and will be working on a new logo, a website upgrade and an overall marketing effort to define and communicate our mission and brand. A very exciting year indeed!

My goal as president is to keep our efforts focused and to continue to deliver more value to our membership while increasing our recognition in the industry. We are in very exciting times in the lighting industry and what we do as an organization now will define our future.

I am excited to serve as this year’s president and I look forward to a great year for NAILD. Please contact me if there is anything I can do for you.

Peter Gray, LC
NAILD President 2011-2012

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Peter Gray, LC
NAILD President 2011-2012
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After a brief welcome by now past President Steve Espinosa, Barry Maher kicked off the conference with his presentation “Filling the Glass”. Barry really got the crowd moving with his compelling delivery, keeping the audience entertained until the very end – and even instituted a contest, in which Garry Haverland from West-Lite, and first time conference attendee and new member to the association, Jeff Jensen of American Wholesale Lighting walked away with some prizes for jumping the highest and making the most noise – it did not seem easy to choose a winner as NAILD is a rowdy group.

After the opening session, the day gave way to educational tracks: Ron France from Leviton Manufacturing spoke on “Energy Saving Controls for the Commercial Environment”; Steve Epner on “Social Networking” and NAILD’s own Paul Hafner, LC spoke on “Accelerating the Selling Process”. After a busy learning morning, the Golf Tournament and the Palm Springs Aerial Tramway were a wonderful way to wind down. The winning tournament team was Greg Cate, Randy Paulsen, Stuart Scott and John Sperber.
The evening was highlighted by TCP hosting the evening dinner party – as always, the event was wonderful, and a big thank you to Vanessa Rachells for all of her work in making it happen.

Tuesday was an all day learning fest for those in attendance – the day started bright and early with committee assignments being set and the start of their brainstorming for next year. The general session was led by Jack Curran, PhD on “LED Technology” and the rest of the morning was filled with track sessions – the sessions ran the gamut this year, with topics from “Executive Exit Strategy” to “Applied LED Lighting”.

The afternoon continued with OCC’s as well as the second annual Product Sprint and the open floor trade show. The Product Sprint is quickly becoming a favorite event among both Vendor members and Distributor members. There were five new categories for attendees to vote on. The winners were: The Best Luminaire went to Crescent/Stonco, the Best Ballast/Control went to Leviton Manufacturing, the Best Light Source went to Osram Sylvania, and both the Best LED and Best Overall Product went to Philips Lighting with their EnduraLED. Congratulations!

A bonus event . . . distributors had to ask one question about the product entry . . . have it answered by the vendor to be eligible to place their business card in each product showcase participants bag for prize drawings following the trade show.

Wednesday concluded the Conference with the Vendor and Distributor meetings, additional OCC’s, LED Open Forum, the BDG meetings and, of course, the installation of the new Board at the Awards Luncheon. Steve Espinosa handed the NAILD gavel over to Pete Gray, LC, ending his year as NAILD president and beginning Pete’s reign. The finale of the conference was the NAILD hosted Farewell Dinner – a closing networking opportunity recapping the weekly events to keep ‘On Course to Success’ as they head back to their businesses.

We look forward to seeing what this upcoming year has in store for the Association – we can assure you that big things are happening. We hope to see even more of the membership at next year’s 35th Annual Conference, Trade Show, Product Sprint and OCC at the PGA National Resort and Spa in Palm Beach, Florida.
Thank You to our Sponsors...

...for Another Successful Conference
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2011 NAILD EDUCATIONAL CONFERENCE PRESENTERS
Thank you to the following presenters during the 2011 NAILD 34th Annual Conference. With your generous and valued expertise, NAILD members will stay on course with the value of information presented.

‘Filling the Glass’ by Barry Maher
‘Social Networking’ & ‘Executive Exit Strategy’ by Steve Epner, CSP
‘Energy Saving Controls for the Commercial Environment’ by Ron France
‘Accelerating the Selling Process’ by Paul Hafner, LC
‘LED Technology’ by Dr. Jack Curran, PhD
‘How to Hold Your Sales Team Accountable’ & ‘Everything You Know About Selling is Changing’ by Richard Farrell
‘Applied LED Lighting Part I & II’ by Dan Blitzer, LC

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Toshiba
Trojan, Inc.
Universal Lighting Technologies
USHIO America
Veolia Environmental Services
Westinghouse Lighting Corp.
Award-winning partnership.

Philips extends its sincere gratitude to NAILD members for their trust, support and partnership. We are honored to have been so generously recognized at this year’s conference. Philips prides itself on offering leading-edge technology and total lighting solutions across all market segments, and your recognition confirms our commitment to excellence.

- **Best Overall Product** Winner: Philips Lighting (all divisions)
- **Best Luminaire** Winner: Crescent/Stonco
- **Best LED Light Source** Winner: Philips Lighting (EnduraLED)
CONGRATULATIONS! NAILD LIGHTING SPECIALIST I GRADUATES (As of April 2011)

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

- All States Lighting, Inc., Lorri Jones
- Atlas Lighting & Sales Ltd., Young Fong
- Bulbs.com, Chris Robarge
- Lighting Supply Co., Jamie Rasbury
- Pacific Lamp Wholesale Inc., Pat Hickman
- Premier Lighting, Mike Kimball
- USHIO America Inc., Sheree Henley

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

NAILD PARTNERS WITH BLUEVOLT

NAILD is proud to announce we have partnered with BlueVolt to host the NAILD Lighting Specialist program . . . LS I and LS II courses.

The implementation of LS I and LS II into NAILD University provides members with valuable information when and where they want it. Students are able to progress through the courses at their own pace, providing a user friendly experience. The layout of the courses allows them to visually distinguish a clear training path, so they are aware of expectations. Since LS I and LS II are broken into smaller “modules” making up an entire course, the information is delivered in a digestible amount suitable for adult learners. Students and coaches may view the training results immediately via real-time reporting, and access or print their transcripts with a single click. Now you can access either course at www.bluevolt.

The LS I course now includes Module X – LED Basics. Each module includes an online portion, workbook and quiz. The Final exam is now automatically scored. LS I is a pre-requisite to taking the LS II course. LS I is open to the public, however LS II is a NAILD member benefit.

LS I Course of Study:
LS 101: Module 1 - Lighting Overview
LS 102: Module 2 - Introduction to Sources
LS 103: Module 3 - Lighting and Color
LS 104: Module 4 - How we See
LS 105: Module 5 - Filament Sources
LS 106: Module 6 - Linear Fluorescent
LS 107: Module 7 - HID Sources
LS 108: Module 8 - Ballast Basics
LS 109: Module 9 - Luminaires, Controls & Calculations
LS 110: Module 10 - LED Basics Survey
Final Exam Part I
Final Exam Part II

LS II Course of Study:
LS 200: Introduction
LS 201: Module I - Creating Value with Your Customer
LS 202: Module II - Building A Framework
LS 203: Module III - What Motivates Your Customer to Act?
LS 204: Module IV - Retail
LS 205: Module V - Educational Facilities
LS 206: Module VI - Commercial Office
LS 207: Module VII - Industrial
LS 208: Module VIII - The Practicum: Applying What you Have Learned

FULHAM CO., INC. WELCOMES ROB ADAMS, NATIONAL SALES MANAGER FOR EMERGENCY LIGHTING SYSTEMS

Fulham Co., Inc. (www.fulham.com) recently announced Robert Adams as the new National Sales Manager for emergency lighting products, which include FireHorse™ Emergency Lighting Systems and FireHorse™ Emergency Exit Systems.

Rob joins Fulham with over 15 years of organizational management experience to his credit and more than 10 years of electrical distribution experience. His most recent work with companies such as City Electric Supply and CED significantly increased sales and decreased operating costs to achieve consistent year-over-year enhanced profitability and growth. His client-centric approach and amiable personality grew him an impressive and loyal customer following.

Please welcome Rob Adams in his new role as the head of Fulham’s exciting egress lines.

FULHAM CO., INC. WELCOMES MICHAEL BREMSER, PHD, VICE PRESIDENT, GLOBAL PRODUCT MANAGER OF LED PRODUCTS

Fulham Co., Inc. (www.fulham.com) recently announced Dr. Michael Bremsmer as the new Vice President, Global Product Manager of LED Products, including Fulham ThoroLED™ LED Drivers, LED Lamps and LED Lightbars.

Bremsmer is a seasoned LED Engineering Executive with a proven track record of innovation, as well as success in customer-facing roles. Bremsmer holds a Ph.D. in Materials Engineering from NC State University with 17 years of experience in blue/white LED

(Continued on page 13)
development in academic, commercial and international environments. His experience includes R&D, Manufacturing and Applications Engineering for companies including Aixtron and Permlight. Bremser also serves as a technical consultant to US Department of Energy (DOE).

As the individual in charge of Fulham’s LED program expansion, Bremser will leverage his expertise in white LED products, spanning LED chip development to end-user lighting applications. “Michael brings a unique combination of technical and business savvy to Fulham’s LED program,” states Brian Wald, Fulham CEO.

**FULHAM ANNOUNCES MARKETING DIRECTOR JAY MATSUEDA**

Fulham Co, Inc. (www.fulham.com) recently announced Jay Matsueda as Director of Marketing responsible for product launches, sales support, public relations, promotions, collateral development, packaging enhancements, research, and related marketing & advertising functions. Matsueda’s prior lighting experience includes strategic marketing for companies such as Greenlite Lighting, Feit and Energetic Lighting, and his prior agency experience includes account supervision with Miller Group, Dentsu and Cimarron Group. Matsueda holds a degree from University of Pennsylvania’s Wharton School.

**HALCO LIGHTING TECHNOLOGIES’ ANNOUNCE NEW HIRE**

Halco Lighting Technologies* announces the hire of Cindy Ayala to the position of Customer Service Manager. Ayala will be reporting to the VP of Sales and Marketing, Jim Coleman. She will assume overall responsibility for the activities of Account Representatives and our Customer Service Department to better optimize department efficiency and attainments. She holds a Bachelor of Arts in Business Management from the University of the U.S. Virgin Islands and brings over 11 years of experience as a customer service supervisor to the Halco team. Previously, Ayala managed customer accounts, trained staff and ensured sales productivity for several GA companies.

**ACTIVANT SOLUTIONS PROMOTES GETTY TO VICE PRESIDENT, PRODUCT DEVELOPMENT**

Activant Solutions Inc. recently announces that David Getty has been named vice president of product development for its Wholesale Distribution Division.

Since 2007, Getty has been Activant’s senior director of product engineering and development. He joined Activant in 1992 following graduation from college, and was an original member of the development team for Activant’s industry-leading Prophet 21® ERP platform.

Getty received his bachelor’s degree in computer science from Penn State University. He is a native of Abington, PA and currently resides in Jenkintown, PA.

**CONTEST WINNERS RECEIVE TWO PANASONIC FLAT-SCREEN TELEVISIONS AT NAILD CONFERENCE**

A few online classes can pay off big time for NAILD members, thanks to Universal Lighting Technologies and its award-winning e-Learning Center. Just ask Steve Mefford of First Light in Haywood, CA, and Robin Pittman with Pacific Lamp in Seattle, WA. They each won a brand new Panasonic flat-screen TV at the nonprofit organization’s 34th annual convention.

Every NAILD member was eligible to receive a $25 Best Buy gift card simply by completing the new DCL® and eHID courses (called modules) during the month of March at www.unvlt.com. Then, everyone who received a gift card was automatically entered into the grand prize drawing to win one of the two Panasonic televisions. The winners were announced at the NAILD Conference, which was held April 10-13, 2011, in Indian Wells, CA.

“At Universal Lighting Technologies, we’re committed to providing NAILD members with the educational opportunities they need to better serve their customers, which leads directly to improved sales within the distribution chain,” said Susan Phillips, marketing director for Universal Lighting Technologies.

NAILD is a non-profit organization that was formed with the mission 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, contact Linda Daniel, Administrator, NAILD, 2207 Elmwood Avenue, Buffalo, NY 14216-1009 or visit www.nайл.org.
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One of the distributors in my home town closed the doors and went out of business. His was an 80 year old, third generation distributor of building materials. At one time, they were very well respected, employed well over 100 people and about 30 salespeople, and were the leaders in their market. Today their building is empty, their employees no longer employed, their owner staring at the walls of an abandoned office.

While I am not privy to all the variables that came together to bring about their demise, I expect that one of the major contributing factors was the mindsets of the salespeople – too many salespeople, hindered by too much mental baggage, unaware of their own limitations, not knowing what to change into, nor how to do so.

If the salespeople are hindered by their mindsets, they are not nearly as effective as they could be. And, the cost to your business of these unseen, invisible lapses can be so great that it could topple 80 years of significant existence. I’m talking about the invisible costs to your company of opportunities not captured, customers not created, value not communicated, margin not gained – all the result of salespeople burdened by mindsets of the past.

The world of distribution sales is rife with salespeople whose mindsets – those mental images of what their job entails and how to do it – were appropriate a few years ago, but today are woefully inadequate. It’s not their fault. They don’t know. You’ve probably never clearly communicated the vision of what it means to be a professional distributor salesperson.

In our Top Gun Seminars, we identify one such defective mindset – the idea that a distributor salesperson is a “mobile customer service representative,” whose vision of a sales call goes like this:

“How are you?”
“How was the weekend?”
“How’s the family?”
“Need anything?”
“Here’s my price.”
“See you next time.”

While that was OK a few years ago, today that type of sales call, and others of similar superficiality, are more and more commonly an irritant to the customer and a cost to you. They are particularly costly in what does not happen rather than what does.

**What didn’t happen . . .**

1. There was no attempt to identify the customer’s needs and interests at a level deeper than just “Need anything?” No attempt to discover real problems or objectives that the customer may be working on, no attempt to uncover any significant pain or gain on which to build a proposed solution.

2. There was no presentation of anything of value to the customer. No product
information, no ideas about how to run a more effective business or do some aspect of his job a little differently, no discussion of the company’s capabilities, or what they have done for others.

3. There was no deepening of the relationship to a discussion of more important things, no broadening of the relationship to extend to others in your organization.

Now, I can go on and on with these litany of lapses, but you get the idea. Want to get a real good idea of the impact wrong sales mindsets can have on your business? Try to quantify the economic impact of these things:

- the opportunities that should have been uncovered but were not.
- the presentations that should have been made but were not.
- the relationships that should have been deepened and broadened but were not.
- the margin that should have been captured but was given away.
- the prospects that should have been called on, but were not.

The numbers, as subjective as they may be, become staggering: the impact of the exercise, disquieting. It doesn’t take much to realize that the economic impact of what the salespeople don’t do is one of the greatest economic factors in your business. It may be one of the big reasons that the 80 year old, third generation distributor closed its doors.

So, what to do?

I have spent the past three decades of my life, in part, training salespeople to be more effective in the new economy. Over the years, I’ve made some critical observations. One of them is this: The world is full of sales trainers who teach sales techniques, with some, but limited, effectiveness. The salespersons’ mindsets will always trump the new technique. In other words, you can have the local guy in to teach “sales techniques,” but that time and energy will be mostly wasted if you don’t change the mindsets of the people who are to use those techniques.

If you want to change the person’s behavior, change the person’s paradigms and mindsets – impact how they think about themselves and their jobs.

Transformation, real transformation, comes from the inside out.

Create and communicate a vision of what it means to be a professional distributor salesperson. Reinforce that vision with measurements and management practices. When you hire a new salesperson, hire those whose mindsets are closer to the vision. Make that vision an integral part of your organization, as specific, weighty and binding as your mission statement.

Then you will have given your organization a better shot at surviving and thriving in this economy.

About the Author
Dave Kahle has trained tens of thousands of distributor and B2B sales people and sales managers to be more effective in the 21st Century economy. He’s authored eight books, and presented in 47 states and seven countries. Sign up for his weekly Ezine , or visit his blog. For more information, or to contact the author, contact: The DaCo Corporation, 835 West River Center Drive, PO Box 523, Comstock Park, MI 49321; cheryl@davekahle.com; http://www.davekahle.com; Phone: 800.331.1287 or 616.451.9377; Fax: 616.451.9412.
Halco’s ProLED PAR38 Chosen as EC&M’s Lamp and Ballast Category Winner

Halco Lighting Technologies® takes great pride in announcing that our ProLED Par38/18NW/FL/LED lamp has been selected as the Lamp and Ballast Category Winner in the 2011 EC&M Product of the Year competition. The competition was established to recognize the most advanced and prevailing electrical products that were introduced within the previous calendar year. This year’s category winners were prominently displayed at the 2011 Electric West Show and will be featured in the magazine’s product supplement, which distinguishes new product developments in the industry.

ProLED PAR38 lamps produce 1,240 lumens, providing a true 90W Halogen PAR38 replacement. Engineered for full range dimming capabilities and a long life of 40,000 hours, this industry-best lamp provides up-to 69 lumens per watt for $316 in energy savings. Halco offers the PAR38 in 18W, Natural White with an unparalleled 5-year warranty to ensure optimum return on investment.

Halco Lighting Technologies’ Launches the Addition of Ceramic Discharge Metal Halide (CDM) Lamps to their ProLume® Product Line

Halco’s ProLume CDM lamps offer exceptional color rendering, energy efficiency and long life. With elevated CRI, high lumen maintenance and efficacy of up-to 93 lumens per watt, these lamps provide optimum light output, producing vibrant and precise colors that enhance product displays to their fullest. Halco’s ProLume CDM lamps have a long life of up-to 16,000 hours average rated life and maintain superior light quality throughout the life of the lamp. Plus, they are up-to five times more efficient than halogen lamps, creating savings in lamp replacement and operating expenses.

An exclusive feature of Halco’s ProLume CDM lamps is its single piece arc tube design, which provides a more defined, white light, even temperature distribution, improved lamp-to-lamp color consistency and allows single ended lamps to operate in universal burn positions. Halco ProLume CDM lamps are available in a variety of shapes, bases and beam angles to meet specific lighting needs for retail, display and hospitality applications.

Mark Your Calendar

2012 NAILD 35TH ANNUAL CONFERENCE
APRIL 22 – 25
PGA NATIONAL RESORT & SPA
PALM BEACH GARDENS, FL
WWW.NAILD.ORG
EYE LIGHTING INTRODUCES NEW FAMILY OFARCHITECTURAL LED LUMINAIRES

EYE Lighting International recently introduced a new line of outdoor, architectural-grade LED luminaires. Named kíaroLED™, the new EYE luminaires feature an exclusive optical design delivering superior performance in controlling backlight, uplight and glare, while increasing task efficacy and reducing energy consumption.

KíaroLED™ color correcting optics (patent pending) improves uniformity and reduces color shift by redirecting light. Superior light control delivers more light-on-task at a lower wattage than competitive LED luminaires and an increased number of street-side lumens results in better visibility and minimizes the number of required poles.

KíaroLED™ enhances system reliability with a variety of features and options. An exclusive printed circuit board transfers heat from the LED packages to the custom-designed, die-cast housing. The thermal protection control monitors the circuit board temperature, and the self-adjusting current control option only increases current as needed to compensate for lumen depreciation, enhancing the life of the LEDs while reducing energy consumption. The optical and electrical chambers are IP66 rated construction protecting against the intrusion of water, insects, and dust. The minimized number of critical components (maximum 9 LEDs) prevents premature failure. The versatile and stylish kíaroLED™ offers a variety of illumination levels, color temperatures, distribution types, and intelligent controls for all energy upgrade and dark sky applications.

TOSHIBA LED LIGHTING UNVEILS NEXT-GENERATION LED LAMPS

Toshiba International Corporation recently announced the release of its newest long-lasting, high quality, energy-efficient lamps primarily for commercial use. These newly updated LED lamps are designed to meet Energy Star® standards and are currently undergoing testing for final certification. The lamps include enhancements such as dimming capabilities and are now available for purchase.

Offering a broad range of color temperatures and beam angles, the new series includes a total of 45 products including MR16 GU5.3, MR16 GU10, PAR20, PAR30 Short Neck, PAR30 Long Neck, and PAR38 lamps. Most of the lamps in the series are available in 2700K, 3000K, and 4000K as well as 8°, 25°, and 35° beam angles. Key advancements within the new lineup include:

- All lamps in all color temperatures are designed to meet Energy Star® standards
- Five-year warranty provided on all lamp types
- All lamps are dimmable
- All lamps are UL-approved
- All lamp shapes comply with ANSI C78.24-2001 & ANSI C78.21.2003 standards
- Excellent lumen output for a 3000K PAR30 at 800 lumens
- Excellent lumen output for a 3000K PAR38 at 1000 lumens

Toshiba unveiled its first generation of LED lighting products for the U.S. market at LIGHTFAIR® International in May 2010. Toshiba will make additional announcements throughout 2011 about an ever-expanding selection of long-lasting LED lighting solutions that provide superior light intensity and color quality for both commercial and consumer applications.

SUSTAINABILITY ANALYST JED DORSHEIMER WITH INVESTMENT BANKING FIRM CANACCORD GENUITY, MAKES THE FOLLOWING PREDICTIONS AS CONSUMERS AND BUSINESSES ADOPT LED TECHNOLOGY IN HOMES, FACTORIES, OFFICES AND JUST ABOUT ANYWHERE LIGHT IS NEEDED:

- LED lighting will reach a cumulative penetration of between 32% and 60% of the global lighting market by 2020.
- LEDs will save a cumulative 5 trillion kWh of electricity in the next decade.
- The energy saved by the adoption of LED lighting will be enough to remove the need for 559 full sized power plants from the grid.
- The adoption of LED lighting will reduce CO2 emissions into the atmosphere by a cumulative by 8.4 billion tons, which is equivalent to the cumulative emissions from all of the passenger cars in the world.
- A 46% penetration rate for LED lighting, approximately the midpoint of Mr. Dorsheimer’s estimated range, will create 1.3 million jobs.
- At 46% penetration, cumulative energy savings over the next decade would be $489 billion.
- Cumulative revenues for businesses associated with LED lighting will be between $106.9 and $314 billion.

Mr. Dorsheimer’s findings can be found in his report titled The Third Cycle: Quantifying the Lighting Market & Implications for the LED Supply Chain. To receive the report, or speak with Mr. Dorsheimer, please contact David Evanson at devanson@comcast.net.
Universal Lighting Technologies has been named a Platinum Supplier by IMARK Group, a member-owned association of more than 1,100 independently owned electrical distributors throughout the United States.

In order to earn Platinum status, a manufacturing company must meet 11 out of 11 of IMARK’s annual goals for sales growth, member participation in exclusive marketing and promotion strategies, and an overall commitment to maximizing the success of its distribution partners. This is the second year in a row that IMARK has bestowed the distinction of Platinum Supplier on Universal Lighting Technologies.

This distinction demonstrates Universal Lighting Technologies’ commitment to building strong relationships within the IMARK membership and maximizing the sales potential of its IMARK member partners throughout the United States.

Universal Lighting Technologies is launching a new online eHID course at its award-winning e-Learning Center. Subjects covered include a history of eHID technology, an analysis of its performance and benefits, and a review of its most common applications, including a detailed replacement matrix for retrofitting magnetic HID systems.

The e-Learning Center is designed to educate lighting contractors, distributors and end users about the latest lighting technologies, and many courses qualify for continuing education credits through professional certification organizations.

The eHID module is now available online free of charge to anyone involved in the lighting industry. Other courses include Ballast Basics, DCL Technology, and Fundamentals of HID.

BlueVolt has partnered with Westinghouse Lighting to launch the new Westinghouse Lighting Academy.

This online training initiative supports Westinghouse Lighting employees, manufacturers’ representatives and distribution partners. Those who participate in the new Westinghouse Lighting Academy, powered by BlueVolt, benefit from the latest technologies proven to enhance learning and provide a competitive edge in the rapidly changing lighting industry.

The Westinghouse Lighting Academy offers the latest electrical product and safety training, including an upcoming extensive, interactive training course on lamps. Other courses in the Academy support the launch of the company’s latest cutting-edge products.

Westinghouse Lighting Academy, integrated with BlueVolt’s LMS, provides unsurpassed...
learning and marketing capabilities including powerful reporting available on demand and via email. These reporting tools allow Westinghouse to understand who in their organization and in their sales channel are engaged in the program and who may need extra support or encouragement.

In addition to EYE Lamps, the Guide also contains information on Urban Act™ Architectural Floodlights, for both indoor and outdoor applications requiring style, superior optical control, and energy-savings.


EYE Lighting International has published a new 12-page Guide on lamps for retail stores and similar applications. The Guide has information on how and when to apply a variety of lamps including ceramic metal halide, metal halide, and halogen. EYE Lamps offer superior quality, energy-savings, reliability, and long life. A wide range of color temperatures is available from 2800K to 6500K, and CRI’s up to 96 for applications requiring superior color delivery.

Designed for ease of use, the Westinghouse Lighting catalogs contain full color layouts, product specifications, and a summary of the government legislation impacting lamps. The catalogs also showcase over 140 new items and present the company’s complete commercial and residential product offering, including LEDs, Eco-Halogen lamps, mini pendants, fixture glass, ceiling fans, and remote controls.

EYE Lighting Publishes New Guide on Retail Lighting

Information on Lamp Selection for Retail Stores, Big Box, Restaurants, Groceries, Museums and Similar Applications.

EYE Lighting International has published a new 12-page Guide on lamps for retail stores and similar applications. The Guide has information on how and when to apply a variety of lamps including ceramic metal halide, metal halide, and halogen. EYE Lamps offer superior quality, energy-savings, reliability, and long life. A wide range of color temperatures is available from 2800K to 6500K, and CRI’s up to 96 for applications requiring superior color delivery.

Westinghouse Lighting Launches Online Product Catalogs

Company Introduces “Luminaire & Ceiling Fan,” “Lamp,” and “Repair, Install & Enhance” Catalogs

Westinghouse Lighting introduces its 2011 “Luminaire & Ceiling Fan,” “Lamp,” and “Repair, Install & Enhance” catalogs and launches online accessibility to the new literature.

Currently available at www.westinghouselighting.com, each electronic catalog features an easy-to-navigate Table of Contents as well as print, download, magnify, and search functionalities.

For more information on NAILD visit www.naild.org or call 716.875.3670.
2011

July 21 – 22  
*NAILD Board of Directors Meeting*
Location TBD

October or November TBD  
*NAILD Executive Committee Meeting*
Palm Beach Gardens, FL

October 16 – 19  
*NALMCO 58th Annual Convention & Trade Show*
The Rosen Center  
Orlando, FL  
www.nalmco.org

2012

February 15 – 20  
*NEMRA*
www.nemra.org

April 15 – 20  
*Light + Building*
Frankfurt, Germany  
www.light-building.messefrankfurt.com

April 22 – 25  
*NAILD 35th Annual Conference*
PGA National Resort & Spa  
Palm Beach Gardens, FL  
www.naild.org

April 25 – 28  
*NAED Leadership Summit*
Washington, DC  
www.naed.org

May 9 – 11  
*LightFair International*
Las Vegas, NV  
www.lightfair.com

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: 980 Lumens, >70 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.
**master** |ˈmæstər| (noun)

1. exhibiting exceptional skill or proficiency
2. surpassing all others in a given field
3. better than the other guys, and less expensive

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