TODAY’S LIGHTING DISTRIBUTOR
Spring 2014 and Volume 22, No. 1

SPECIAL PRE-CONFERENCE ISSUE
SHINING A NEW LIGHT ON NAILD

NAILD
3685 Harlem Road, Suite 102
Buffalo, NY 14215

Change Service Requested
USHIO’s Energy Star rated, dimmable LED PAR lamps combine the classic styling of traditional PAR lamps with the advanced technology of Chip-On-Board LEDs, a unique heat sink design and a custom optic.

The Uphoria LED PAR Features:

- Unique Optical Design for Improved Beam Photometry and Reduced Glare
- Special Air Cooling Design for Premium Thermal Management
- Sleek Lightweight Design
- Wet Location Rated
# Table of Contents

**4** President's Message  
by Shannon Carr

**6** Member News

**7** New Member Profile

**8** 2014 NAILD Conference  
by Kevin Eagan

**14** How Do We Compete in Today's Marketplace?  
by Randy Johnson, LC

**16** How to Attract Top Talent  
by Roberta Matuson

**17** Who contributes and how much to health accounts?  
by Paul Fronstin, EBRI

**18** Help Your Customers Get Comfortable with a New Kind of Light  
by Brian Donlon

**20** New Products

**21** Industry Updates

**22** Calendar of Events/  
Educational Training Opportunities

---

**For Today's Lighting Distributor**  
information (article submissions, advertising, etc.) contact:  
Cathy Heldt, CRMA, Inc.  
(NAILD Conference Planning & Publishing Headquarters)  
19745 Keystone Road, Garnavillo, Iowa 52049  
(515) 250-9221  •  cathyheldt@gmail.com

**For General (and/or conference) information contact:**  
Linda Daniel, NAILD Administrator  
3685 Harlem Road, Suite 102  
Buffalo, New York 14215  
716.875.3670  •  716.875.0734 fax  
lmd@naild.org  •  www.naild.org
SHINING
A NEW LIGHTING
ON NAILD

I would like wish everyone who receives this TLD edition a Happy NAILD New Year! 2014 promises to be a successful and profitable year for all NAILD members. With our rapidly changing industry, this is THE year to attend the 37th annual conference at Hyatt Pier Sixty-Six in Fort Lauderdale, FL on April 6 – 9.

I would like to personally thank Kevin Eagan, our conference chair, for his diligent efforts to bring in top notch speakers that will offer a blend of lighting specific track sessions as well as general business topics. The topics will be educational and interesting for all attendees.

With the help of Carroll Reuben, CMP, CMM, Cathy Heldt, CRMA, Inc. and Linda Daniel, NAILD Administrator, Kevin has transformed the schedule to include opportunities for each and every attendee. The opening night reception will overlook the Atlantic Ocean with floor to ceiling windows and a 360-degree view of Fort Lauderdale. A day and a half for the product sprint and open trade show has been dedicated in the schedule for our valued vendors to exhibit and educate distributor members on their cutting edge products. OCC meetings will be scheduled for one-on-one time with the vendors to discuss new products and business growth opportunities. In the mix, will be an exciting off-site tour to Marlins Stadium. Distributor and Vendors alike will enjoy the “back of the house” tour with the emphasis on lighting technology used in the design. Don’t miss it!

I also would like to thank NAILD’s Board of Directors for their efforts throughout 2013/2014. A lot of focus has been placed on NAILD’s by-law revisions and the changes will be sent out to membership for a vote in April. In addition, Paul Hafner and the education team has been refining our LS programs to stay current with the ever-changing technology. LS I and LS II continue to enhance the lighting industry and increase the vendors/distributors confidence and competence in lighting.

I and the Board of Directors appreciate your trust and belief in NAILD. As a leader in lighting education, NAILD will continue to be a value for your business. I look forward to seeing everyone in Fort Lauderdale, Florida this April! NAILD is sure to SHINE!

Take Care,

Shannon Carr
NAILD President 2013-2014

---

Today's Lighting Distributor

SPRING 2014
Volume 22, No. 1

Managing Editor
Cathy Heldt

TODAY'S LIGHTING DISTRIBUTOR is published 4 times a year for eligible members of the NAILD.

Publisher
CRMA, Inc.,
19745 Keystone Road, Garnavillo, Iowa 52049
(515) 250-9221 • cathyheldt@gmail.com

Members
Please include your label when submitting address changes.

Postmaster
Send address changes to NAILD, 3685 Harlem Road, Suite 102
Buffalo, New York 14215
716.875.3670 voice • 716.875.0734 fax
www.naild.org (web site)

NAILD
Executive Committee
Shannon Carr, President
Pacific Lamp & Supply Co.
Seattle, WA

Kevin Eagan, President-Elect
Northwest Lighting Systems Co.
Amherst, NH

Greg Ehrich, LC, Secretary/Treasurer
Premier Lighting, Inc.
St Paul, MN

Blake Hunt, LC, Immediate Past President
Illuminating Technologies Inc.
Greensboro, NC

Board of Directors
Gene Grassel
CED/Dauphin – Harrisburg, PA

Bill Jacobs
Alloway Commercial Lighting – Boise, ID

Becky Phillips
Professional Lighting – Greensboro, NC

Cory Schneider
Lighting Unlimited, Inc. – Scottsdale, AZ

Robin Watt
C.N. Robinson Lighting Supply – Baltimore, MD

Past President Council Representative
Steve Robinson, LC
Wattsaver Lighting Products, Inc. – East Hartford, CT

Vendor Member Representatives
Tony Collins
Hatch Lighting – Phoenixville, PA

David Walker
Howard Industries, Inc. – Laurel, MS

---

Take Care,

Shannon Carr
NAILD President 2013-2014
Lighting the future.

The lighting industry has seen more change in the past decade than during the previous century. As one of the world’s largest and most advanced lighting providers, Philips delivers a leading-edge portfolio of LED and traditional lighting solutions.

We’re not just keeping up with the changes — we’re leading the way.

Come see how at www.philips.com/LED.
NEW VENDOR MEMBERS
American Green Technology, Inc.
Danny Bogar, CEO
E-mail: danny@agtus.org
52129 State Route 933
South Bend, IN 46637
305.632.4454
www.agtus.org
Product line: Arcalux HRMS, AGT Induction Industrial

Clear-Vu Lighting
Michael Lax, CEO
E-mail: mlax@clear-vu.com
Daniel Lax, VP – Business development
E-mail: dlax@clear-vu.com
George Ryder, VP – Marketing
Email: gryder@clear-vu.com
29 New York Avenue
Westbury, NY 11590
516.941.3737
516.333.7695 fax
www.cleavulighting.com
Product line: LED fixtures for transit, construction, cold storage

CHANGE OF ADDRESS
Universal Lighting Technologies
51 Century Blvd, Suite 230
Nashville, TN 37214-3683
1.800.BALLAST

NAILD Announces Conference Registration is Now Open to Non Members
In an unprecedented move to share NAILD’s incredible educational program at the NAILD 2014 Conference, April 6 – 9, in Fort Lauderdale, Florida, the association has agreed to open up conference registration to non-members.

This is the first time NAILD has offered this outstanding opportunity for lighting industry professionals to gain first-hand experience of the exceptional program and resources that NAILD offers. Registration is now open on a per day basis to non-members and those attending all three days will receive a $500 credit toward their annual membership if joining NAILD within 90 days of the conference.

The Hyatt Regency, Pier Sixty Six is the headquarters hotel for the conference and non-members may make take advantage of the preferred room rates by registering on the NAILD website www.naild.org.

Congratulations to our Recent Lighting Specialist Graduates
Don Fehlman of Sommer Electric Corp has successfully completed NAILD Lighting Specialist II on-line courseware. Don has received his NAILD Lighting Specialist II Certificate and pin and is invited to use NAILD LS II appellation on his business cards.

The following participants have successfully completed the NAILD Lighting Specialist I on-line courseware as well as the hands-on requirements. Each graduate has received their NAILD Lighting Specialist I Certificate and pin. They are invited to use NAILD LS I appellation on their business cards.

Big A Wholesale Electric – Levi Worrell
Bulbs.com – Erika Toledo
City Lighting Products – Jake Furl
Colonial Electric Supply – Gary Koch
Customer Service Electric Supply, Inc. – Mike Lazzaro
DNV GL – Charity Wood
Facility Solutions Group – Rachel Booth
Great Lakes Electrical Equipment Co. – Eric Orr
J.H. Larsen Company – Corporate – Lindsey Sammon
Lighting Supply Co.
Brittney Cardone
Adrienne Greenslade
Brittney Koenig
Dori McBride
Steve McCardell
Matt Spradling
Martin Tallman
Lighting Supply, Inc. – Kai Wan
Nu-Lite Electrical Wholesalers Inc.
Rene Alonzo
Matt Gaudet
Premier Lighting – Nicole Grossman
Sommer Electric Corp. – Doug Kehr
Thayer Lighting, Inc. – Karl Arvidson

The 3rd class of NAILD LS II has recently begun facilitated by Paul Hafner, LC. We have 21 enrollees from both NAILD and IMARK participating in this opportunity. We thank their respective companies for their continued support of the NAILD Lighting Specialist program.
American Green Technology® (AGT)

American Green Technology® (AGT) is more than a leader in the manufacturing of energy efficient induction lighting solutions. Our customers consider American Green Technology, Inc. a true business partner dedicated to providing support throughout every aspect of the sale; from lead generation, to customized marketing materials, to product design, to financing, to energy audits, and finally customized solutions. Simply put – AGT will help you get and close a sale. AGT sees its role as adding value to your business by helping you make money.

AGT will provide lead generation specifically tailored to a city, state, region or industry to help get you started. Our marketing team can use your logo to create customized flyers and presentations to brand your business. The AGT product team will work with you to ensure that any retrofit kits are specified to order, while our financing team makes a quick one-day decision on any order under $100,000 to seal the deal! We also offer financing up to $5 million with as little as 3 day turn around. It’s that easy doing business with AGT! Boasting a rated life span of 100,000 hours, AGT induction lights reduce energy costs an average of 50-70% and virtually eliminate maintenance. AGT’s primary markets include municipal, industrial and commercial applications including parking lots and garages, street lights, warehouses, food manufacturing, steel mills and dairy farms, just to name a few.

On our induction product line, AGT has custom designed and manufactured 400 and 500 watt high bay fixtures and coming soon, a 600 watt high bay, to meet specifications outlined by existing industrial clients, with a view to replacing 875 and 1000 watt HID luminaires. Another addition to the product line is the GL01, a modular garage light customized with controls that include a photocell for “daylight harvesting”, as well as dimming and occupancy sensors to meet new energy code standards being established across the country. AGT has added hazardous fixtures to the line, with the HZ01, HZ02 and HZ03. These explosion proof fixtures are class 1, div. 2 and round out a versatile induction line of lighting products. Another specialized product in the AGT line is the Arcalux® Health Risk Management System (HRMS). The HRMS is a patented lighting product that combats airborne pathogens which cause Healthcare-Acquired Infections (HAIs). HAIs are the 4th leading cause of death in the U.S., more than breast cancer, AIDS and auto accidents combined. This revolutionary product is housed in a lighting fixture and works 24/7 to eliminate deadly bacteria like MRSA which are being found in increasing numbers in schools, locker rooms; basically across communities everywhere. Using tried and true UV technology, the HRMS effectively kills 99.85% of pathogens at the source.

The Arcalux® HRMS is available exclusively through American Green Technology. For more, log onto www.arcaluxhrms.com. AGT wants to partner with the NAILD members to be leaders in the energy efficient lighting space. We are here to listen and help you achieve your goals. Our goal at AGT is to help your company make money. We only win if you win! For more information about AGT, visit www.agtus.org or call 269-340-9975.
On April 6, 2014 NAILD returns to the beautiful Hyatt Pier Sixty-Six in Fort Lauderdale, FL for our 37th Annual Conference. It is the perfect spot to bring our membership together for three days of Education, Networking and Recreation. The property is an inexpensive cab ride from the airport and is conveniently located near restaurants and beaches. After a challenging winter in most parts of the country, a few days in Fort Lauderdale is just what the doctor ordered.

The Conference Committee as well as the NAILD staff and consultants have gone the extra mile this year to put together a program that is well worth the trip. That program begins with a keynote address that I am really looking forward to. Rogier Van der Heide is a Vice President and Chief Designer for Philips NV. His topic is a new role for the Lighting Distributor in an environment where manufacturers are increasingly reaching out to the end user directly. I think it is a topic of critical importance to our industry. Our other five speakers are all experts in their field and were selected from a terrific pool of applicants who answered our call for speakers. I am especially anxious to hear from our own Randy Johnson, LC, who is going to show us how to charge customers for services that our competitors give away for free. I wish I could bring my entire staff for that one.

This year we are introducing a group field trip to the schedule. We will be taking a brief bus ride to Marlins Park in Miami, the newest Major League Baseball facility. This is a beautiful facility that is more than just a baseball field. It is a showcase for energy efficient lighting and the artwork throughout the facility will take your breath away. We will have an exclusive “back of the house” tour of the entire facility.

For my company, the most valuable parts of our conference are the many opportunities for distributors and vendors to meet, exchange ideas and forge partnerships. Since my first NAILD Conference in 2009, three of the five largest vendors to my company have been suppliers that were introduced to us through NAILD. Once again, the Product Sprint, Open Trade Show and OCCs will facilitate this interaction between distributors and vendors that is so critical to the future of our industry.

Join us as we ‘shine a new light’ on NAILD!
2014 NAILD Conference Schedule of Events

SATURDAY, APRIL 5
1:00 – 5:00 PM  Board of Directors Meeting

SUNDAY, APRIL 6
8:00 AM  Registration
8:00 AM – 1:00 PM  Jacaranda Golf Club
2:30 – 6:00 PM  Vendor Booth Setup
3:30 – 5:00 PM  Past Presidents’ Council & Executive Board Meeting
6:30 – 8:00 PM  Welcome Reception
Following Hospitality (all welcome)

MONDAY, APRIL 7
7:30 AM  Registration
7:30 – 8:30 AM  Buffet Breakfast
8:30 – 9:45 AM  Rogier Van der Heide / The New Role of the Distributor in the Future
9:45 – 10:00 AM  Product Sprint Instructions
10:00 – 10:30 AM  Beverage Break
10:30 AM – 12:00 Noon  Product Sprint
12:00 Noon  Bag Lunch in Exhibit Hall
12:30 – 1:20 PM  Open Floor Trade Show
1:20 – 5:00 PM  OCCs
8:00 – 11:00 PM  Hospitality (all welcome)

TUESDAY, APRIL 8
7:30 AM  Registration
7:30 – 8:30 AM  Buffet Breakfast
8:30 – 10:00 AM  Jack Curran / LED Lighting has Arrived – Now What?
10:00 – 10:20 AM  Beverage Break
10:20 AM – 11:40 AM  OCCs
11:45 AM – 12:30 PM  Buffet Luncheon
12:40 – 1:40 PM  Exhibitor Teardown
2:45 – 7:00 PM  Florida Marlins Stadium Lighting Tour & Ballpark Dinner
8:00 – 11:00 PM  Hospitality (all welcome)

WEDNESDAY, APRIL 9
7:30 – 8:15 AM  Buffet Breakfast & Distributor Meeting
7:30 – 8:15 AM  Buffet Breakfast & Vendor Meeting
8:15 – 9:00 AM  Joint Vendor / Distributor Meeting
9:00 – 9:15 AM  Beverage Break
9:15 – 10:30 AM  Educational Track Sessions
10:30 – 10:45 AM  Beverage Break
10:45 AM – 12 Noon  Educational Track Sessions
Noon – 1:30 PM  Closing Buffet Luncheon
General Business Meeting
New Membership Plaque Presentation
Board Elections
Installation of Officers
Passing of Gavel

2014 NAILD CONFERENCE SPONSORSHIPS

Thank you to our current sponsors for their continued generous support and active participation.
(As of 2/14/2014)

Platinum:
EiKO Ltd.

Gold:
Universal Lighting Technologies, Inc.

Silver:
Fulham Co., Inc.
Halco Lighting Technologies
Leviton Manufacturing, Inc.
Philips Lighting North America

Bronze:
GE Lighting

Copper:
Epicor Software Corporation
Gripple, Inc.
Hatch Lighting
Keystone Technologies, LLC
RAB Lighting
Satco Products, Inc.
Simkar Corporation
Technical Consumer Products
Topaz Lighting
Veolia Environmental Services

In-Kind
Ushio AMERICA, Inc.
(Amenity Basket)
Philips Lighting
North America
(1st Place Golf Trophies)

Contact the Buffalo Office at 800.205.6210 or info@naild.org to commit to one of the many sponsorship levels. You can also access this info at www.naild.org and click on Conference 2014.
We’re picking up the pace to bring you a great conference in Fort Lauderdale April 6 – 9 and we’re reaching out to all our lighting associates and vendors to register early for this exciting event.

This isn’t just another NAILD conference; it is the NAILD conference that will be remembered for the great speakers and educational program, the quality vendors at the trade show and the opportunity to take a field trip to Marlins Park Stadium.

The location is stunning. This is the second time we’ve been to the Hyatt Regency in Fort Lauderdale; we were there back in 2003. Everyone liked the location so much we decided to make a return trip. The hotel is renowned for dazzling views, resort-style amenities and numerous on-site activities. Set amid 22 acres of mature landscaping and royal palms at a world-class marina, this landmark hotel provides the ideal getaway in the yachting capital of the world. Enjoy five fantastic on-site restaurants, from fine dining to poolside cocktails to waterfront burgers at Pelican Landing.

Our two keynote speakers – Monday and Tuesday mornings – are also world class. Rogier van der Heide, Vice President and Chief Lighting Designer for Phillips Lighting in Amsterdam will open the conference. He has presented at TED conferences in several countries and he will be sharing his vision for the new and re-invented role of the distributor in the future. Jack Curran will kick off day two with a look at the likely future of LED lighting, in residential and commercial / industrial market segments. He will discuss new skills and capabilities that NAILD members must master to succeed in this future LED world.

The keynote sessions will be followed by an opportunity to spend quality time with our vendors. They will have the latest products and services in the lighting industry and will devote their attention to your needs and interests.

Tuesday afternoon is truly the once in a lifetime experience with the offsite trip to the Marlins Park Stadium. This is the newest baseball stadium in the US and one of only six in the nation that has a retracting roof. It was also LEED certified as the greenest MLB park in 2012. Through the thoughtful design of the building envelope as well as the mechanical, electrical, lighting, heating and cooling systems, the Miami Ballpark District achieved a 22.4% (by cost) energy use reduction when compared against a similar project.

The interior thermal and lighting systems were designed to allow adjustment to suit individual or space needs and the state of the art LED’s, controls and computerized applications are very impressive.

The plan is that when we arrive, we will have a brief presentation by a senior facilities engineer. He will explain how they made the choices they did for the lighting requirements. Then we will break into small groups with each group having their own tour guide. The tour guides will be ready for all your questions and the tour through the facility should take about 45 minutes. The tour will end by returning to the food concession area and we will enjoy the best of hamburgers, hot dogs and ballpark food and beer.

But wait – there’s more! Wednesday will offer some really great educational sessions both in lighting technology and business operations. Doug Avery who initiated and managed the California Advanced Lighting Controls Training Program (CALCTP); Valerie Bastien of the Lighting Science Group in Florida; Randy Johnson, LC, a past president of NAILD and President of US Lamp Company and finally, Roberta Matuson President of Matuson Consulting. (See the educational presenters’ overview in this issue).

Of course there will be lots of opportunities to network with your associates at the hospitality events sponsored by some of the biggest names in lighting.

Mark your calendars for April 6 – 9, 2014, book your flights and go online to www.naild.org to register for this outstanding program and to join us in the spotlight for NAILD 2014 as we “Shine a New Light on NAILD”.

SHINING A NEW LIGHT ON NAILD

By Carroll Reuben, CMP, CMM
2014 Conference Director
Universal Sensors

Complete New Line
Great New Look!

Saving energy has never been simpler or more stylish! Our versatile universal sensors control new lighting sources with a discreet profile appropriate for any room. Energy savings is as simple as replacing a standard switch with a Leviton motion sensor; our dimming sensor even offers ambiance control. For more information on these and other smart choices, visit leviton.com/sensors

Our new Universal Sensors seamlessly control all types of light sources.
EDUCATIONAL PRESENTERS WILL SHINE ON AT THE NAILD 2014 ANNUAL CONFERENCE

General Session Presenters:
Monday, April 7
Rogier Van der Heide – The New Role of the Distributor in the Future
Our profession is in big change so that means that I would like to speak about the disruptive transformation and the new and re-invented role of the distributor in the future. The way I would approach the topic is optimistic but with a great awareness of the need to challenge the distributors on their current role and their future business model: how will they create value in a market where manufacturers increasingly reach out to the end user themselves?

Tuesday, April 8
Jack Curran – LED Lighting has Arrived – Now What?
Everyone involved in the lighting industry would agree that solid-state lighting is here to stay having seen a number of product generations already come and gone in the marketplace. Now that it has finally arrived, what do we do with it? How will designs evolve? What new applications will LEDs enable? What are the new “rules of thumb” and installation tricks that LED technology will require and what issues remain to be solved? Jack will look at the likely future of LED lighting, in residential and commercial / industrial market segments. He will discuss new skills and capabilities that NAILD members must master to succeed in this future LED world. Topics to be covered will include a vastly expanded lighting controls landscape; color and human factors; the concept of Personal Lighting; and the sensors that, by necessity, become an integral part of the future lighting marketplace.
Educational Track Session Presenters:
Wednesday, April 9

Doug Avery – Lighting Controls: The New Frontier
Lamps and fixtures are about as efficient as they can be, so how do you assist your clients to maximize the energy efficiency of their lighting system? Lighting controls offer the only real opportunity to achieve significant and sustainable energy savings for installed lighting systems. This dynamic presentation will review the utility funded research that supports this concept and will offer ideas on how your company can profit by selling and installing advanced lighting controls.

Roberta Matuson – Creating your Solar System of Talent
Acquiring and retaining out of this world talent is achievable when you know how to create an organization that pulls people into your field of gravity, while creating a force field that prevents others from pulling superstars out of your company. Maximizing talent is the difference between mere survival and phenomenal success. When it comes to talent maximization, how is your company doing? Quickly identify peak performers that will elevate your organization and enhance your ability to create an exceptional workplace, increasing long-term retention and boost productivity and profitability.

Randy Johnson, LC – Establish Value & Charge for Services your Competition Offers for Free!
Current legislative changes, evolution of LED lighting, and other lighting technology improvements, encourage new competitors to enter the market daily. This presentation will discuss how to evaluate your business’s strengths and weaknesses, identify market segments that will appeal to your strengths, and structure an offering that will deliver higher value to your customers vs. your competitors. As a professional, selling your services qualifies your customer, reduces wasted time on quoting prices, and allows you to work “as a consultant” for your customer, at higher margins! Group participation to discuss best practices, credentials that set your business apart in our industry, and how to charge for lighting services typically given away by competition, will be explored. Examples of successes and failures will be covered. Proper structuring of your business model, including credentials and capabilities will allow you to deliver solutions to customers, charge for your professional services, and write profitable business!

Valerie Bastian – Re-thinking the Standards
In recent years, lighting has been changing from analog to digital. However, many of these upgrades are continuing to be guided by old standards & measurements that hinder a complete rethinking of lighting and how we use it. This presentation will focus on the question, “Why, with all of the new technology that lighting is capable of, do we still measure the quality of light using outdated standards?” Considering alternatives to standard color metrics such as CRI, CCT, etc., as well as new form factors allow lighting specialists to focus on the utilization of light.
How Do We Compete in Today’s Marketplace?

The start of our business year is usually slower than the spring, summer, and fall months. I think with people coming into a new calendar year, many businesses are trying to evaluate where they want to spend approved budget monies and are somewhat conservative, this early into the year. We often see a flurry of activity in the fall months when businesses see they still have budget money available that they have conservatively held on to. Being in the Upper Midwest, I also think that this winter has had some affect on the start of upgrade projects. The Midwest and Northeast have been hit significantly hard with long bouts of below zero temperatures and heavy snowfall. This tends to slow down any type of exterior construction or retrofit project work that could normally occur if the weather was better.

I’m also seeing, as I suspect most of you are, a significant increase in pressure to sell lighting products. From D-I-Y companies, fastener companies, battery companies, electrical contractors, full line electrical distributors, and a host of new players that pop up weekly, all are selling LED. I’m waiting to hear McDonald’s announce that they will be giving away LED bulbs with their Happy Meals any day? While they know hamburgers, they don’t know lighting! With all of this going on, how do we compete? Here are some ideas we are trying.

1. We are evaluating the markets that we want to solicit, based on past successes, best opportunities, and what services we offer that will appeal to those markets. We are then developing a set of tools to reach out and appeal to those market segments. As business owners and managers, we all know how to work hard. As time goes on, hopefully, we have learned how to work smart. I think there are points in time that you need to do both. Today’s marketplace may be one of those points in time.

2. Our people have recently reviewed selling strategies that we have utilized in the past, that have worked well. We continue to make face to face contact with customers. I and my salespeople are all doing more traveling to get out in front of the customer. Last fall, we tried two offsite technical training “Lunch and Learn” programs. They were well received and one of those trainings qualified for continuing education credits. That session drew some customers that we would not normally see attend this type of training. For 2014, we are planning on utilizing offsite trainings like this, on a quarterly basis.

3. We are rekindling relationships with partners that we have previously provided lighting subcontract work for.

4. Something new for 2014, we have just released our first YouTube video on our website home page at www.uslamp.com. My goal is to produce one of these on a monthly basis and have them be short 3 – 4 minute videos. These videos are designed to be technical in nature and provide our customers with a source of accurate information on lighting technologies. With
the number of vendors in the marketplace telling customers all types of information – which is often inaccurate, these videos are designed to sift through that blur. We have asked customers for input on these and are generating some great dialogue because of this video training. Initial feedback from customers that have viewed this has been very positive. Some have encouraged us to continue to provide these so that they can use them for in-house training of their people. This, hopefully, keeps our company in the mind of our customer when they need lighting products and solutions.

5. I spent several evenings in the past month, photographing before and after pictures of exterior lighting projects we have been implementing. Our people are creating some flyers as marketing pieces, including customer letters of recommendation that we can give to potential customers in these same market segments. These sales packets open the door for us because we are providing quantitative information, with testimonials, to visually show the significant improvement with the LED lighting we have installed.

6. As a business owner for a small company, I struggle with spreading my time among the variety of tasks that I am involved in, within my business. I am our company’s most influential salesperson because I have the most experience, education, and the strongest vested interest, as the owner. I believe this is very common among NAILD members. I’m restructuring the variety of activities that I need to be directly involved in to spend more time on the street, working with new and existing customers. We are also evaluating bringing an individual into our company to oversee a variety of these non-selling related tasks.

Do I know that all these efforts will be successful? No. I do believe that we will see various levels of success with these marketing efforts. We will then evaluate these activities and keep those that work well and develop some new activities to replace those that don’t.

In the early 1990’s a lighting retrofit company entered our geography and conducted a presentation on lighting retrofitting for school buildings, at a regional school district conference. They signed up six schools out from underneath all of the vendors in our local market. These schools told us they believed that this lighting provider was the only company that could provide this retrofitting, since they conducted the meeting with the local utility and were offering something new, a "rebate program". The next day I sat down with our sales team and challenged everyone to book appointments with 10 schools to present what we could offer them. Within 2 weeks we had each made 10 appointments and started soliciting projects. That retrofit company has long since gone out business because of poor product offering and workmanship. Now, 20 + years later we are still in that industry and it is one of our strongest market segments. NAILD members can be very agile and change direction almost instantly. This is one of our biggest strengths, compared to large national distributor chains that take months to change their marketing focus. We are very much like a speedboat, being able to turn on a dime, compared to a lake freighter that takes miles to turn around.

Being a NAILD member affords me the tools to adapt and succeed in this ever-changing marketplace.

Do I know that all these efforts will be successful? No. I do believe that we will see various levels of success with these marketing efforts. We will then evaluate these activities and keep those that work well and develop some new activities to replace those that don’t.

In the early 1990’s a lighting retrofit company entered our geography and conducted a presentation on lighting retrofitting for school buildings, at a regional school district conference. They signed up six schools out from underneath all of the vendors in our local market. These schools told us they believed that this lighting provider was the only company that could provide this retrofitting, since they conducted the meeting with the local utility and were offering something new, a “rebate program”. The next day I sat down with our sales team and challenged everyone to book appointments with 10 schools to present what we could offer them. Within 2 weeks we had each made 10 appointments and started soliciting projects. That retrofit company has long since gone out business because of poor product offering and workmanship. Now, 20 + years later we are still in that industry and it is one of our strongest market segments. NAILD members can be very agile and change direction almost instantly. This is one of our biggest strengths, compared to large national distributor chains that take months to change their marketing focus. We are very much like a speedboat, being able to turn on a dime, compared to a lake freighter that takes miles to turn around.

Being a NAILD member affords me the tools to adapt and succeed in this ever-changing marketplace. Today’s Lighting Distributor (TLD) magazine provides technical, management, and marketing articles to help our businesses prosper. NAILD sponsored Dr. Jack Curran, who provided an excellent webinar this week to share a better understanding of how LED technologies are evolving and what to anticipate in the near future. Attending the NAILD National Conference this April in Fort Lauderdale, provides an in-depth learning experience. The tradeshow and our manufacturing members offer us a first look at the latest products being released to the marketplace. Another invaluable conference benefit is the ability to interact with our peers and share best practices. The session I will speak on at this year’s annual conference will share detail on some of our best practices to secure business and charge for our services. I am also inviting you to share your best practices and encourage a lively discussion on how we can all shape our business for the coming year. I highly encourage you to attend the NAILD National Conference April 6th - 9th in Fort Lauderdale, FL and join me at my session on Wednesday of that week. Please participate, share your ideas, and pick up some new ones, so we all leave the conference more nimble and better able to successfully compete in this dynamic lighting industry!
How to Attract Top Talent That Will Stick Around

Bersin by Deloitte recently predicted that organizations will be challenged to attract, retain and develop people in 2014 as they strive to keep pace with a global economic recovery. I’d say there predictions are already coming true. It wasn’t even 24 hours after the ball fell in Times Square that my phone began to ring off the hook. Yes, New Year’s Day I was receiving S.O.S. texts from business owners begging me to take their calls.

It’s official, the tides have changed and so must you if you hope to make it to shore with a full team in your boat. Here are some tips on how to attract top talent that will stick around from my latest book, Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best.

You can’t have a magnetic organization without magnetic leaders. There are lots of companies that have the potential to be magnetic if they would just pay attention to the people they are putting in charge. To be fair, lots of people are tossed into management with little more than a prayer, which I’ve written about in my bestselling book, Suddenly in Charge, and are expected to be at the top of their game without any support, so it’s hard to actually ask these people to take on all the blame. It’s time to reinvest in developing your management team. Encourage members to take classes on leadership development and/or to work with a coach or a mentor.

Give people a reason to stay. It’s hard enough to get out of bed on days like today where the temperature here in the Northeast will not rise above 10 degrees. Now imagine having to do so when you are working in an environment where you feel that if you didn’t show up today, no one would notice. Today’s workers want to do interesting work. They want to feel valued and know that at the end of the day, they’ve made a difference. They also want to be treated with respect, which includes being paid based on the value they bring to the organization.

When is the last time you told one of your people that you are really glad they are part of the team? Are you helping your people understand how their work connects to the bigger picture of the firm? Have you given someone a raise on the spot because they deserve it, rather than waiting until their annual review comes around? Most people want to stay with their employers. Make it easy for them to remain by your side and they will.

You don’t need a lot of people when you have a lot of talent. I hear companies all the time say that they can’t afford to hire the best. What if instead of hiring a bunch of mediocre people for low wages you instead paid a bit more and got a better qualified workforce? Think about it. The people in your organization who you consider tops are the ones that are doing the work of at least one or more people in your firm. Wouldn’t it be great to have a few more workers like that?

Attraction trumps recruitment time and time again. It takes a lot of effort to recruit people to your company, not to mention the cost that is usually associated with staffing (e.g., postings, recruitment fees, travel expenses for candidates, etc.). Now imagine how great life would be if top people were flocking to you for work? You don’t have to be a company like Google to make this happen. You just have to create a workplace that people would enjoy working in and have a magnetic employment brand.

If you don’t know what an employment brand is, chances are you don’t have a very compelling employment brand! An employment brand is the way you are perceived by prospective candidates and current and former employees. In this day and age, you cannot afford to be a best kept secret. I’ve helped companies of all different shapes and sizes with their employment brands and can attest to the power of pulling people into your organization the moment they first engage with your firm. Capturing their hearts and minds and having them yearn to be a part of what you are doing is priceless.

By Roberta Matuson

Roberta Matuson, THE TALENT MAXIMIZATION EXPERT®, is the President of Matuson Consulting (www.matusonconsulting.com) and author of the newly released Talent Magnetism (Nicholas Brealey, 2013) and bestselling book Suddenly in Charge: Managing Up, Managing Down, Succeeding All Around, a Washington Post Top-5 Leadership pick. She is the person that Monster.com turns to for advice on talent. Roberta will be presenting at the NAILD Annual Conference in Fort Lauderdale, FL in April.
Nearly three-quarters of workers (71 percent) with a health reimbursement arrangement (HRA) or health savings account (HSA) reported that their employers contributed to the account in 2013, according to a new report by the nonpartisan Employee Benefit Research Institute (EBRI).

According to the 2013 EBRI/Greenwald & Associates Consumer Engagement in Health Care Survey (CEHCS), the percentage of employers contributing to their workers’ health account, which has been steadily increasing since 2009, last year reached its highest level since the inception of the survey in 2005. While the study found that more employers were contributing, among workers with employee-only coverage and an employer contribution, the percentage reporting that their employers contributed $1,000 or more slipped from 28 percent to 23 percent in 2013. However, among workers with family coverage, employer contribution levels were mostly unchanged.

EBRI also found divergent trends among HSA contributions by workers themselves: On average, workers with employee-only coverage dropped their HSA contribution levels last year, but those with family coverage kept contribution levels relatively steady. While both lower- and higher-income individuals lowered their contributions in 2013, lower-income individuals were less likely to contribute than higher-income individuals.

These findings come from the 2008–2013 EBRI/Greenwald & Associates Consumer Engagement in Health Care Surveys (CEHCS), and earlier EBRI surveys, that have tracked the growth of so-called “consumer-driven” health plans (CDHPs) since 2007. CDHPs consist of HSAs, health reimbursement arrangements (HRAs), and high-deductible health plans designed to bring aspects of consumerism to health insurance plans.

According to the 2013 CEHCS, 11.8 million adults ages 21–64 (or 9.7 percent of the U.S. population) were enrolled in a plan with an HRA or HSA. An additional 9.3 million reported that they were covered by an HSA-eligible plan but had not yet opened the account. Thus, overall, about 21 million adults ages 21–64 with private insurance, representing 17.3 percent of that market, were either already in a CDHP or covered by an HSA-eligible plan. When their children were included, 26.1 million individuals with private insurance representing 15 percent of the market were either in a CDHP or an HSA-eligible plan.


The Employee Benefit Research Institute is a private, nonpartisan, nonprofit research institute based in Washington, DC, that focuses on health, savings, retirement, and economic security issues. EBRI does not lobby and does not take policy positions. The work of EBRI is made possible by funding from its members and sponsors, which include a broad range of public, private, for-profit and nonprofit organizations. For more information go to www.ebri.org or www.asec.org.
As of January 1, 2014, traditional 60W and 40W incandescent bulbs can no longer be manufactured or imported into the United States. This follows the 100W and 75W bulbs, which were eliminated on January 1 of 2012 and 2013, respectively, as part of the Energy Independence and Security Act (EISA) of 2007.

How does this affect your customers? A recent survey* shows that only about 30 percent of all Americans know about the phase out, and only 1 in 10 people surveyed say they feel very knowledgeable about their bulb options, which include LED and CFL lamps. You can help them understand their options, and make sure they have the right lamp/control combination.

**Light Emitting Diode (LED) Lamps:** LED lamps can provide superb color quality, excellent energy savings (16% or less of an incandescent source for the same light output), and very long life—sometimes measured in decades! Furthermore, most LED lamps are dimmable – just make sure the package clearly indicates “dimmable” or “works with dimmers.” Although most LED lamps are more expensive than other available bulb types, with lamps usually costing between $10 and $50 each, some local utilities offer instant rebates that lower these prices, and continuing innovation is expected to drive them even lower in coming years. Typically, the energy savings makes up for the higher initial cost, allowing the lamps to pay for themselves after only a year or two.

**Compact Fluorescent Lamps (CFL):** By now, your customers are almost certainly familiar with these “curly” lamps. While early versions were often plagued by poor light quality, long warm-up times (until they reached full brightness), and premature failures, most major manufacturers have overcome these initial challenges. However, many CFL lamps don’t produce the true color consumers are used to. Furthermore, CFLs may still...
suffer from long warm-up times when used in cold environments, such as in unheated spaces (or outdoors) in the winter. Finally, most CFL lamps are not dimmable, and those that can be dimmed cost much more, and don’t necessarily dim well. Despite these drawbacks, CFLs are much more energy efficient than incandescent lamps, using only about 25% of the power of an incandescent for the same light output.

**Choosing the Best Dimming Controls:**

Seventy-five percent of people surveyed indicated that being able to dim their lights is important, and many consumers are showing increased interest in dimming and lighting controls. In some parts of the country, California, for example, demand is driven by building-code requirements. However, in many cases, customers are most interested in the other advantages afforded by dimmers – saving more energy (no matter which light source is used) and improving the ambiance of their homes. Most dimmers installed today were designed and manufactured years, if not decades, ago—long before the invention of CFL and LED lamps. Existing dimmers are not likely to perform well when paired with modern lamps. To help, most major dimmer manufacturers, such as Lutron, have come out with new dimmers designed specifically for use with LED and CFL lamps.

Furthermore, dimmer manufacturers provide guidance online to help consumers understand which lamps have been tested and confirmed to work with the desired control. Help your customers choose a dimmer manufacturer that provides easy-to-access information on compatible lamps and dimmers. One such source is the LED Center of Excellence (www.lutron.com/dimcflleds).

While the old and familiar bulbs are going the way of the VHS tape, new options are responding to a national need for greater energy efficiency, and are improving rapidly to provide the type of light and performance consumers expect from their traditional Edison bulb. When you help your customers pair modern light sources with modern dimmers, they will get the same light quality they expect, while saving money in the process.

* Source: Lutron Electronics, “Don’t Be Left in the Dark” Infographic (2013). Based on results of a survey conducted by The Futures Company on behalf of Lutron Electronics.
Lutron Strengthens LED Control Leadership Position with the Addition of Four New Products

Lutron Electronics, is strengthening its leadership position in the LED controls arena with the addition of four new products designed to simplify the use of LEDs and ensure a high-quality dimming experience.

**Nova T 0-10 V Dimmer** – a contractor favorite, this dimmer is now available with direct control of 0-10 V ballasts and drivers without a separate power pack, saving time and money on every project. A “no visible heat sink” design offers improved product performance.

**Maestro Wireless® C•L® Dimmer** – controls nearly any lamp, including dimmable, screw-in LEDs, dimmable CFLs, incandescents, halogens and MLV lamps. The C.L. dimmer also controls mixed loads on the same circuit. Maestro Wireless is a simple and convenient way to wirelessly control lights from anywhere in the room with the touch of a button.

**PowPak® 0-10V Dimming Module for the Energi TriPak® control system** – a junction-box mounted option for controlling 0-10V drivers, ballasts, or fixtures. Works seamlessly with the Lutron Radio Powr Savr™ sensor for daylight harvesting and occupancy/vacancy sensor control.

**Hi-lume® A-series UL-listed Driver** – an ideal solution for 1% dimming of under-cabinet and cove lighting, this driver is provided on a junction box for easy installation and wire termination. It works with 3-wire fluorescent controls, Lutron EcoSystem™ digital and forward phase controls (neutral wire required), and features a universal input voltage (120-277 V, 50/60 Hz). Its innovative technology delivers energy-savings and an extended product life of 50,000 hours.

To help customer make a smooth transition to LEDs, Lutron has created the LED Control Center of Excellence which provides homeowners, specifiers, building owners, contractors, and the like with the information they need to correctly specify, install, and use LEDs in both residential and commercial spaces. Designed to provide the industry with a positive experience during this fast-moving light bulb transition, the LED Center of Excellence should be the first-stop for all LED-related questions. Specialists are available to answer questions ranging from making the transition from incandescent lights to top LEDs in the home, to correctly pairing LEDs with a building’s dimming system.

Halco Lighting Technologies® Announces New ProLED® Smooth Sided PAR Series lamps.

Halco Lighting Technologies introduces the all-new ProLED Smooth Sided PAR Series to replace the previous PAR Series lamps.

The new ProLED Smooth Sided PAR Series lamps feature re-designed PAR20, PAR30S, PAR30L and PAR38 housings with smooth sided, lighter weight construction. With high power chip-on-board LEDs and high 82 CRI, the ProLED Smooth Sided PAR Series lamps provide an efficient, high quality light source and include UL Wet Location (IP65) rated and ENERGY STAR qualified options.

The new ProLED Smooth Sided PAR Series lamps are available in 2700K, 3000K, 4000K and 5000K, and offer both Flood and Narrow Flood beam angles. Dimmable to 5% for design flexibility and backed by a 5-Year Limited Warranty, the new ProLED Smooth Sided PAR Series lamps are an ideal replacement for standard Halogen lamps.

Universal Lighting Technologies Launches the Next Generation of High Efficiency LED Products

**New EVERLINE LED Drivers and Modules Come in Range of Sizes to Fit More Application Systems**

Universal Lighting Technologies, Inc. recently announced the launch of its latest generation of high efficiency LED drivers and linear modules as an expansion of the EVERLINE family of lighting products. The new Zhaga and Zhaga-Hybrid LED modules and drivers will allow for easier installation of full featured, high-efficiency linear LED lighting systems with flexibility in multiple applications.

From 1x2 troffers to highbay lighting fixtures, the EVERLINE driver and module(s) configurations produce outputs from 1,000 to 10,000 lumens at efficacies far superior to any fluorescent systems. The LED modules are available in 11”, 22” and 23” overall lengths with different LED counts to provide additional lumen and efficiency options. The LED drivers, with tunable constant currents, are available with 30W, 55W, 80W and 90W power outputs.

Additional benefits of the new products include high quality color and an exceedingly long rated life. Outfitted with a tuning feature,
the EVERLINE LED driver allows fixture manufacturers to design to specific target lumen levels by programming the driver’s output current. Analog dimming affords the end-user with controllable options to manage energy and lighting levels.

In fact, at the start of the year, Universal Lighting Technologies, Inc. relocated corporate office facilities and utilized these new LED technologies in troffer luminaires as well as downlights that incorporate EVERLINE LED Drivers and Chip on Board LED Modules with dimming controls.

Universal Lighting Technologies Achieves Platinum Status in Idea’s “Bands of Excellence” Program for Second Consecutive Year
Ballast & Systems Manufacturer Reaches Highest Level for Exceptional Marketing Support

Universal Lighting Technologies has achieved IDEA’s Platinum level status, the most prestigious level of IDEA’s Bands of Excellence program. Owned by the National Electrical Manufacturers Association (NEMA) and the National Association of Electrical Distributors (NAED), IDEA established this program to recognize manufacturers for providing exceptional marketing content for 85-100 percent of their stock products.

In order to more closely align with NAED Supplier Scorecards, the criteria to receive a 2013 Band of Excellence was made significantly more difficult. The Platinum banding level now indicates that 100 percent of Universal Lighting Technologies stock items in the Industry Data Warehouse (IDW) include product specs, attributes, images, and descriptions within the online system. Launched in April 2012, the IDW allows distributors to download information and share it with their customers via the web, print catalogs, and other materials.
CALENDAR of EVENTS

NAILD MISSION STATEMENT:
Providing the opportunity to grow your business profitably. Through education, networking and technology, NAILD continues to be extraordinary in the lighting industry.

EDUCATIONAL TRAINING OPPORTUNITIES

Advance University
800.322.2086

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

2014
MARCH 25–28
IMARK
www.imarkgroup.com

APRIL 6 – 9
NAILD 37th Annual Conference
Hyatt Pier Sixty-Six
Fort Lauderdale, FL
www.naild.org

APRIL 16 – 17
NCEL (North Central Electrical League)
Upper Midwest Electrical Expo
Minneapolis Convention Center & Hilton Hotel
Minneapolis, MN

APRIL 26 – 29
NAED
San Francisco Marriott Marquis
San Francisco, CA
www.naed.org

JUNE 3 – 5
Lightfair International
Las Vegas Convention Center
Las Vegas, NV

OCTOBER 11 – 14
NECA
Chicago, IL

2015
APRIL 26 – 29
NAILD 38th Annual Conference
Marriott Denver Tech Center
Denver, CO

For more information on NAILD visit www.naild.org or call 716.875.3670.
Where there’s light, there’s Halco…is more than our tagline.
It is Halco’s core service and product strategy. Six strategically located regional distribution centers provide local will-call service and deliver next day or second day to over 90% of the United States’ population. Stocked with our full line of commercial, industrial, residential and specialty lamps and ballasts, our facilities ship orders placed by 2:00 PM local warehouse time the same day.

After 40 years, you choose Halco because we are there when you need us.
The light you want, the efficiency you need.

With a variety of “phase out proof” wattages to choose from, EiKON™ Energy Efficient Halogen Silver PAR and IR PAR lamps from EiKO provide an easy and appealing upgrade from traditional PARs to leaner, greener, reduced-wattage halogens.

EiKO CERTIFIED GREEN
23220 W. 84th St, Shawnee, KS 66227 • 1.800.852.2217 • Fax: 1.800.492.8975
eiko.com