What’s Inside . . .

LightFair 2005

Top 10 Best Ideas

The Top 10 Most Common Damaging Mistakes Managers Make
The right light can make all the difference between browsing and buying.

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# Today’s Lighting Distributor

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May/June 2005
President’s Message

NAILD . . .
Behind the Scenes

It is now two months after the convention and I wanted to let everyone know that we are hard at work behind the scenes. Linda just returned from LightFair, where she had some great conversations with prospective members. Paul Hafner is continuing the work on the Strategic Plan and the certification programs. Jim Coykendall is starting to put some education programs together for us. Gordon Hunt is looking at marketing ideas to help get our programs across. Bob Black is making his list of targeted prospects to go after. Bill Hurd is looking at next year’s convention in San Diego and planning on doing an even better job than we did this year to make the convention a real value to all who attend. It is amazing to me the work that people do behind the scenes to make NAILD the great success it is. We should all stop these people when we see them and thank them for the job they do.

Mark your calendars now for next year’s convention. It will be the best yet. We are putting together new educational programs and round table discussions that will benefit everyone. Remember, one good idea you take home and put into action can pay for your attending the convention. How do you get one good idea? You listen, learn, and talk to other lighting distributors to see how they go about doing things. Don’t be afraid to go up to someone and talk about your business. Almost everyone in the NAILD organization could talk all day about their business. You cannot help but learn something you can put to use at your business that will make you more money and end up paying for your trip to San Diego. Hopefully we will see you all there.

Good Luck and sell those bulbs.

Sincerely,

John Devereux
NAILD President 2005 – 2006
LOOKS JUST LIKE NEON... EXCEPT YOU CAN TIE IT IN KNOTS.

Introducing LED-FLEX™ — the Efficient, Flexible Alternative.

The ideal lighting solution for any architectural, decorative or signage application, LED-FLEX incorporates light emitting diode (LED) technology in a flexible, durable tube that uses a proprietary maximization technique to achieve the appearance and brightness of traditional neon. Completely sealed and impervious to shock and vibration, LED-FLEX can be used indoors or out, in wet and extreme conditions. Best yet, LED-FLEX is up to 70% more efficient than neon, provides long years of continuous use, yet is cool enough for contact with people and delicate materials. Call Mule today at 800-556-7690 or visit www.mulelighting.com
NAILD Membership Directory Wins Design Award

Bijou Grafix, the design firm that handles the NAILD Annual Membership Directory (and TLD), received a Silver Award for design of the 2004-2005 Directory. This prestigious honor adds to the organization in the value and quality that NAILD brings to the membership.

NAILD Recognized by ENERGY STAR

NAILD was recently recognized and praised at the Annual ENERGY STAR Lighting Partner Meeting in Las Vegas April 4-7, 2005.

The ENERGY STAR Program is funded by the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE).

Over 200 attendees, including Utility, Government, and Manufacturing Partners were informed of NAILD’s ENERGY STAR Partnership Agreement and their support of the ENERGY STAR Lighting Program. Peter Banwell, EPA’s ENERGY STAR Team Marketing Manager, David Shiller, EPA’s ENERGY STAR Marketing Manager, and Jeff Schwartz, responsible for ENERGY STAR Lighting Fixture outreach to lighting distributors, acknowledged NAILD’s contribution to the program.

Utility and Manufacturing Partners were informed of the importance of teaming with Distributor Partners and one entire workshop was devoted to working with ENERGY STAR Distributor Partners on new construction efforts.

Manufacturer and Utility Partners were also informed about the Distributor Partner list that is now available on the Partner Resource page on the ENERGY STAR web site. NAILD members can also be located through the traditional engine searches on the ENERGY STAR web site.

To date, over forty NAILD Distributor Members have joined as ENERGY STAR Partners. One Utility Partner recently used the Distributor Partner List to determine which distributors they would invite to their builder training program. Only ENERGY STAR Distributor Partners were invited. If your company has not already signed on as a Partner, contact Linda Daniel at the NAILD Office. There is no fee for becoming a Partner, and Partnership allows you to use the ENERGY STAR Partner mark on your advertising and marketing materials.

For more information on the benefits of ENERGY STAR Partnership contact Jeff Schwartz, ICF Consulting, at 518-452-5986 or jschwartz@icfconsulting.com.

Learn How to Increase Sales & Profits with ENERGY STAR

NAILD and the US Environmental Protection Agency (EPA) are pleased to announce that ENERGY STAR training is now available on the NAILD web site (www.naild.org).

This free training, designed specifically for NAILD Distributor Members, will help you on your way to higher sales and profits with ENERGY STAR.

The easy to follow PowerPoint presentation is divided into seven short modules, each designed to help NAILD Distributor Members better understand ENERGY STAR. The modules explain what ENERGY STAR is, the features and benefits of ENERGY STAR qualified products, how to sell and promote the products, the Advanced Lighting Package, and NAILD’s ENERGY STAR Partnership. The information is beneficial if you are already joined as an ENERGY STAR Partner, want to join, or you just want to learn more about ENERGY STAR products.

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.
## 2005

**June 24 – 25**  
NAILD Executive Committee Meeting  
Indian Lakes Resort  
Bloomingdale, IL

**September 7 – 10**  
Affiliated Distributors’ North American Meeting. For more information call Karen Lindley, (610) 278-6421

**October 7 – 12**  
IMARK Annual Meeting  
Hyatt Regency Grand Cypress  
Orlando, FL

**October 8 – 11**  
NALMCO 52nd Annual Convention & Trade Show  
Sheraton Norfolk Waterside Hotel  
Norfolk, VA  
For more information call (515) 243-2360

**September 23**  
NAILD Fall Board Meeting  
Paradise Point Resort  
San Diego, CA

## 2006

**March 26 – 30**  
(note new start day pattern)  
NAILD’s 29th Annual Convention, Trade Show & Organized Casual Conference (OCC)  
Paradise Point Resort • San Diego, CA

**April 22 – 26**  
NAED Annual Meeting  
Orlando, FL  
For more information call (888) 791-2512

**May 29 – June 2**  
LIGHTFAIR International  
Las Vegas Convention Center

**October 13 – 18**  
IMARK Annual Meeting  
LaQuinta Resort & Club  
LaQuinta, CA

**October 15 – 18**  
NALMCO 53rd Annual Convention & Trade Show  
Loews Coronodo Bay Resort  
Coronado, CA

## 2007

**March 21 – 24**  
NAILD’s 30th Annual Convention, Trade Show & Organized Casual Conference  
Sandestin Golf & Beach Resort  
Destin, FL

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

**May 8 – 10**  
LIGHTFAIR International  
New York Javits Center  
New York, NY

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See Industry Updates Section of this issue for other educational opportunities.
NAILD recently exhibited in LightFair 2005 at the Jacob Javits Center in New York City. It was a most impressive show! The importance of maintaining our presence at this show was evident as many visitors who stopped by the booth indicated they were glad to see NAILD in attendance.

Our booth this year featured the theme of creating opportunities for business development and growth through Education, Industry Benchmarking and Member Networking. We featured pictures depicting many educational sessions at this year’s convention in Delray Beach, Florida. In our informal discussions with visitors, we conveyed that NAILD is in the process of not only developing Lighting Specialist programs - Levels 1 & 2 (we’re hoping to launch the first one this summer), but also offering educational webinars for both upper management and sales forces of our distributor membership.

There was great interest in both of these venues. The tentative program for Convention 2006 was highlighted as presenting even more educational opportunities through extended roundtable sessions and feature presentations.

This year NAILD sponsored a speaker, James R. Benya, FIESNA, IALD, LC, PE, and his presentation entitled “Benya on Maintaining Sustainability.” Both sessions were well attended. Special thank you to Paul Hafner, LC for welcoming and introducing James on our behalf.

Without the success of this year’s fundraiser, NAILD’s attendance at LightFair would not have been possible. We would like to extend a huge thank you to long-time member Con-Tech for providing the tabletop display for our information.

Many of our distributor members stopped by to offer their positive input on the benefits of belonging to NAILD. Jim Lucy, editor of Electrical Wholesale Magazine, stopped by to introduce himself and peruse our magazine, Today’s Lighting Distributor. Retired members, as well as non-members, made a point of visiting our booth just to say “hi” and catch up on the goings on of the association.

Our thanks also go out to the generous financial contributions made by many of our members (another long-time member – EiKO, was our top contributor). Thank you to the members who volunteered to work the booth. Your help was very much needed and appreciated. There were 38 of our vendor members exhibiting at LightFair, and each of them made a point of coming by the booth confirming the importance of NAILD’s attendance.

Many quality contacts were made at the show. The information from these contacts was added to our database, and they will be contacted regarding interest in membership.

Plans are tentatively in the works for NAILD to exhibit at LightFair 2006 to be held in Las Vegas, NV. We are looking to repeat our sponsorship of a presentation or other opportunity. Please join those who contributed this year in supporting NAILD in its efforts to grow and improve.

Thank You to our 2005 LightFair Contributors

We would like to sincerely thank the following members who have generously contributed to the 2005 NAILD at LightFair Fundraiser totaling $7,800.00. Thank you very much!

**Diamond Sponsor ($1000)**
EiKO Ltd.

**Gold Sponsor ($500)**
Atlanta Light Bulbs, Inc.
Budget Lighting
Con-Tech Lighting
Halco Lighting
Illuminating Technologies
Northwestern Lighting
Technical Consumer Products

**Grand Slam Sponsor ($400 & Under)**
Adventure Lighting
Pacific Coast Industrial Lighting
Panasonic Lighting Products

**Home Run Sponsor ($240)**
All Lighting, Inc.
A-M Electric Co. Inc.
Conserve-A-Watt Lighting
Mecor Inc.

**Silver Sponsor ($200 & Under)**
Higuchi Inc. USA
Nova Lighting
Satco Lighting Products

LightFair 2005
It has always been important to PQL to add value to your business — we have improved our product brochures to enable you to build YOUR brand name and increase YOUR profits. Each brochure can be completely customized with your company’s name and information. With these full color marketing materials you can provide impactful product presentations that build memorable brand recognition and enhance your corporate image.

To View These Brochures in Full Color go to: www.pqlighting.com/resources/
Following up from the convention roundtables discussions (last issue of TLD); the Board has asked the individuals who were listed in the Top 10 Best Ideas to expand on these ideas. These ideas should give members valuable tools in running their everyday business. We will continue to expand on these ideas in future TLD issues.

Best Business Development Idea

Web-based bulletin board . . . survey sales reps . . . communications was one set up of a website bulletin board . . . any sales rep can access.

(Jim Coykendall, Budget Lighting)

Twice a year, for many years, we have polled our employees and field reps with a “how are we doing” type of survey. We ask their opinions on our shipping efficiencies, purchasing, sales training, communications, management and several other areas. Without exception we received our worst grades on communication. With reps spread out over 13 states, keeping everyone in the loop has always been a challenge. How does one determine who needs what information? The web based bulletin board has been a panacea.

Here is how it works. First you set up an internal web site. In our case it’s MYBLIHOME.com. Once you have supplied the correct password you have access to many options. One of these options is our bulletin board. If any employee has acquired information that fellow employees should know, they can access the web site, click on the bulletin board and post their thoughts. Typical uses are: purchasing wants to make everyone aware of an availability issue on a given sku, A sales rep wants to share a sales technique that works well, HR wants to release our holiday schedule, etc., etc.

We all check the bulletin board first thing every morning to see what’s new around the company. Communication problem . . . solved. The annual cost of the bulletin board is roughly $100.00.

We have since set up several more password protected bulletin boards for internal groups such as customer service and maintenance. If you would like to know how to set up a BB for your business you may call John Rowe at (952) 933-4146. We here at Budget Lighting don’t know how we got along without one. Good selling.

Best Marketing Idea

Making Professional Presentation Sheets

(John Devereux, Northwestern Lighting & Supply)

Today’s digital world makes it easy. You need a color printer and scanner. In today’s market you can pick up a combination printer, fax, scanner for less than $250.00.

The first piece you need is a brochure you want to talk about. We will get this from a brochure in the office or pick it up on line. It can come from a catalog page or a piece of literature, or you could make it up with your own pictures. If it is on line from a manufacturer, you save it to a jpg or tiff file if you can, otherwise print it and then scan it into your computer as a jpg or tiff file. If it were from a catalog page in your office you would then scan it and save it as the jpg or tiff file. You now have a digital image, which is the same as any photograph you take with a digital camera. You then go into any one of the thousand photo editing programs and change anything on that file. Some photo programs are better than others. We use Scan Soft Paper Port but there are many out there. You might want to take out their address and put yours into it. You might want to add a price to the customer, or put in energy saving information? The web based bulletin board has been a panacea.

The last part is printing it out. You now have created the brochure and you can print it on glossy paper that will make it look like a slick professional piece of work. You can buy the glossy 8-1/2 x 11 paper at any office supply store in their photo paper section.

If you have any questions, send me an email at john@nwestlighting.com.
<table>
<thead>
<tr>
<th><strong>AILD 2005-2006 Committee Assignments</strong></th>
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**Convention**
- Bill Hurd, Chair
- Joe Colant, Trade Show Chair
- Louise Goldasic
- Wanda Barnett
- Gary Bellos
- Cathy Heldt

**Education**
- Jim Coykendall, Chair
- Wendell Strong, Co-Chair
- Paul Hafner
- Sid Phillips, LC
- Linda Daniel
- Rick Janka

**Marketing**
- Gordon Hunt, LC, Chair
- Jared Villella, Co-Chair
- Gene Siepka
- Kip Sherwood
- Don Pezzuto
- Steve Robinson

**Membership**
- Bob Black, Chair
- Derral Ward, Co-Chair
- Kevin Youngquist
- Sam Warta
- Andy Poorman
- Steven Espinosa
- Becky Davis
The Top 10 Most Common Damaging Mistakes Managers Make

By Russell J. White

1. Cutting back the workforce
Whenever there is trouble on the horizon, many managers shift into panic mode and downsize the workforce. When the practice of mass temporary layoffs began as a nationwide solution to a tough economy, there was plenty of fat and top-heaviness in large companies. Many layers of management were no longer necessary, and cutting overhead that truly was non-productive was a good way to become leaner. Tough economy or not, it was a smart thing to do in order to make the company healthy.

In most organizations today, however, the fat has been gone for years (other than the sacred cow of executive salaries and perks), and to trim the workforce any more is actually cutting away useful and necessary components to success. Leaders know that when a workforce is made unstable or is convinced they no longer have security, the good workers — your best workers — can and will find employment elsewhere. The ones you wish would move on can’t find work elsewhere and will hang on. So when you cut your workforce to save money, are you really costing yourself dearly in the long run?

2. Incomplete communication
The number one problem in business is incomplete, poor or nonexistent communication. It all starts with the top. If good communication systems are not in place, or if there is a lack of trust in the organization, which prevents honest communication, there is no cohesiveness in the workforce. What are five ways you can improve your communications within your organization? Hint: Look at your managerial meetings, your passive communication tools such as email, voice mail and memo, and your frequency of management-employee discussions.

3. Short-sighted vision
Televangelist Jim Bakker of PTL fame needed money for current construction projects, so he sold lifetime memberships for future projects to have the much-needed capital today. He then had to create more future projects to pay for the second round of projects, and so on, until his fraudulent ways came crashing down on him. Bakker’s investors felt cheated and lost their investment because they believed in a man who preached a long-term vision but lived a short-term reality.

Mortgaging the future for the payoff today is the same shell game he played; yet corporations are living the same lie to satisfy short-term expectations and the human resources department might as well be fit with a revolving door.

4. Eliminating training
Once upon a time business had apprenticeships, where a newcomer spent time learning from the experienced worker the ins and outs of the job. In highly skilled labor jobs this apprenticeship sometimes lasted months. In the managerial ranks a person could be in a “training position,” with such common titles as assistant plant manager, or assistant department head, or vice president to a president, for years to smoothe the transition and support promoting from within. Most of this type of training is anecdotal history with the slash and dash recession in the late 1980s.

But what happened to new employee orientation that was more than filling out medical forms and watching safety videos? What happened to cross-training, where you invested in good employees to teach them many different skills? What happened to skill development? A common managerial justification for not training is either “times are tough and we don’t have the money” or “we are swamped and don’t have the time.”

Training is an investment in your future, a commitment to your customers and your employees. It doesn’t take long for a workforce to realize when the training commitment isn’t there, the management is looking only in the short term, and the human resources department might as well be fit with a revolving door.

5. Minimal, if any, R&D, especially in service organizations
Leading edge high-tech and manufacturing companies still understand the benefits of product research and development, even if the current R&D departments are a mere shadow of their former selves. But what about sales departments? What about service organizations? Where is your R&D?

Managers making the mistake of no R&D have likely fallen into a reactionary position in their approach to business. They are scrambling to save the customers they have, trying to figure out how to compete in a global economy, and fighting the internal alligators of running behind in a business model that most likely has one or more of the aforementioned mistakes.

You may be asking, “What does a service organization’s R&D look like?” The research can be as simple as the profile of the demographics of your customer base. With technology you can
see when are the peak demands on your staff, what products and services are selling, and what are not. In development, what is the cutting edge of your industry and how can you be on that cutting edge? Where are opportunities to quicken service while maintaining quality, and how can you make that happen in your organization?

As a manager, do you find more often you are asking yourself “What if?” or “You’ve got to be kidding?”

6. Being satisfied with good

I’ve heard it said that good is the enemy of great. Most companies don’t try to rebuild or take drastic measures until they have just about run out of rope, and then it might still be too late. Ford didn’t try to reinvent the car until it was losing a billion dollars a quarter and it came up with the company-saving vehicle: the Taurus. Westinghouse missed the opportunity to save itself because until it was too late because its leaders were still convincing each other that it was a good company.

If your company is good (and you are satisfied with that), then you are a company that is coasting, and if you are coasting, then you must be going down hill. In our eagerness to feel good about ourselves in a society built on instant gratification, we look for the positives and in some cases are blind to pitfalls we are plunging into.

Some of us just choose to follow the path of least resistance. Our public schools want everyone to pass so we lower the bar so everyone can be good. In the world’s education, we aren’t even average.

Great leaders are never satisfied. Leaders are not interested in the path of least resistance; they are interested in maximizing potential. The next time you hear someone say, “I’m giving 110 percent,” “I gave it my best shot,” “I’m laying everything on the line,” ask them point blank: “Do you have another breath?” If they do, they haven’t maximized their effort and probably don’t understand the meaning of the word great and are quite satisfied with good.

7. Losing touch with the workforce

Every executive has a full schedule. Every manager is putting in more hours than they wish they had to. But how many hours are spent staying in touch with the workforce? I worked for a plant manager who didn’t know any of the blue-collar workers’ names, rarely went out in the work area, and was only occasionally outside of his office or the conference room. This was a person who had lost touch with the workforce. If you are not a visible leader to your workforce other than the weekly video updates in the cafeterias, or the grip and grin pictures in the company newsletter, then you are not “real” to your workers. Earn the trust of your employees long before you need to call on that trusting relationship for a favor.

8. Allowing little problems to develop into big problems

So many major labor issues could have been dealt with long before they became huge issue. Customer complaints are an indication of something wrong; are you the manager who is more concerned with dealing with the customer to save their business or finding out how to prevent the cause of the complaint? Look at small concerns while they are small, and it will save you time from having to spend way too much time on them later.

9. Poor follow-up

Delegation can be a great thing as long as the follow-up is there. Making commitments is important, but not as important as keeping those commitments. The best boss I had on follow-up had a wonderful system he taught me. A simple legal pad page separated into six equal sections each with a heading. With that system he never forgot a thing. He had a handle on everything that was going on in his plant. He convinced us that when he asked up to handle something, we knew he was going to ask us again how we handled it. If you don’t have a good follow-up system, things can slip, and once things slip, you play catch up the rest of the week.

10. Constantly changing the top three priorities

Have you ever felt as if your boss had a dartboard that came up with the priority of the day? And each day you were afraid to start on something until you got his or her new priority? Paralyzing, wasn’t it?

I believe great leaders never vary from three basic priorities that are never to be compromised. They should be easy to understand, easily repeatable and easily measured. Want to know how well your top three priorities stay consistent? Ask your direct reports to individually submit a piece of paper listing your top three priorities. If they flinch, you have a message right there. If they stare off blankly, you have another message. If they don’t get them 100 percent correct, look in the mirror for who is responsible for the error — and who is responsible for the solution.

Russell J. White is a professional speaker, consultant and author of Debunking the Designated Decoy: Get to the truth in your organization! and Little White Truths: Lessons for Leadership. He can be reached at (803) 831-7600 or at www.thinkBIGguy.com.
Advance Establishes “Beyond Illumination” Scholarships Through IALD

In commemoration of its milestone 60th Anniversary in 2005, Advance announces its contribution of $60,000 to the highly-regarded International Association of Lighting Designers (IALD) Education Trust, to be administered in the form of two $5,000 student scholarships annually for each of the next 6 years. Established to recognize outstanding North American-based students and help support pursuit of their on-going interest and specialized education in the field of lighting, the first two of Advance’s “Beyond Illumination” scholarships were presented to deserving students at the annual IALD Awards Presentation and IALD Education Trust Benefit Dinner in New York City on April 13th.

“Advance views its 60th anniversary as an opportunity to both look back on our extraordinary history and achievements to-date as well as to embrace a bright future of growth, evolution, and exciting new possibilities,” said Dave Levinson, Vice President of Marketing and Product Management for Advance. “In that capacity, we couldn't think of a better way to honor the spirit upon which Advance was founded than to positively recognize and support exceptional young talent in the field of lighting and help drive the next generation of lighting innovation.”

Student recipients of the “Beyond Illumination” scholarships will represent the “best of the best” in the field of lighting, reflecting the outstanding intellect, innovation, creativity, entrepreneurialism, and integrity that have helped both Advance and the lighting industry evolve so successfully over the years. “We are thrilled to have been selected by Advance as the organization through whom these significant “Beyond Illumination” scholarships could be offered and are equally delighted about the creation of this wonderful new opportunity for our student community to be recognized and rewarded for outstanding achievement,” said IALD Executive Vice President and IALD Education Trust Executive Director Marsha Turner.

The two recipients of Advance’s 2005 “Beyond Illumination” Scholarships – Kotone Frankowski and Yeune Kyue Kim – are both outstanding students at the Parsons School of Design in New York City.

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

Candela Corporation Acquires Sunray Lighting, Inc.

Bill and Terri Baas, owners of Candela Corp., announce the acquisition of Sunray Lighting, Inc. In a move to better serve the electrical wholesale customers of both companies, Sunray Lighting, Inc. will be merged into Candela Corp, and the name Sunray Lighting, Inc. will be retired from the lighting business. The official cutover took place May 2, 2005.

The newly combined companies will operate out of Candela’s Irvine, CA headquarters, Norcross, GA and Bethlehem, PA branches. Three stocking locations will speed delivery times to Sunray customers. Call centers on the East and West coasts give customers a 12 hour live ordering window.

Bill Baas comments, “Changes in the marketplace caused us to take a look at the effectiveness of keeping two business structures going when one could do the job. Our customers will appreciate the availability of a full line of lighting products with one call, fax or email.”

Sunray Lighting was founded in 1948 by John Tison. It operated as a full line lighting distribution company until 1986 when the large and photo lamps, and ballast product lines were spun off to form Candela Corp. After the spin off, Sunray specialized exclusively in miniatures and sealed beam lamps, and sockets. Both companies distributed nationwide, primarily serving the electrical wholesale market.

This acquisition marks an important and positive shift in the family business legacy. Putting the two companies back together allows the second generation to carry on the family business ideal of great customer service while incorporating high tech business practices that will take Candela into the future.

Candela’s operating philosophy keeps the company on the cutting edge of technology. “Our computer and phone systems are state of the art. Sunray customers can now enjoy the fastest service technology can offer combined with friendly, highly trained customer service reps. Our electrical wholesalers, OEMs and lamp resellers have a wide range of electronic options to place and track orders,” says Terri Baas.

Key Sunray employee Jack Pakeltis will move to Candela as Miniature Lamp Group Manager joined by Ted Ridens who will serve as Miniature Lamp Purchasing Agent. Many Sunray customer service reps, warehouse and accounting staff will join the Candela staff to maintain the high level of technical expertise required to serve customers.

To avoid customer inconvenience, phone and fax numbers will remain in place for both companies. Now, orders for all lamp types can be placed on one purchase order. Miniature lamp inventory will be expanded to all three Candela locations by the end of June 2005. For the most part, Candela will maintain the same competitive pricing structures for both companies while adding a wider spectrum of products and manufactures.

Candela Corp. is a wholesale distributor of lamps, ballasts and sockets, representing over 100 manufacturers. Founded in 1986, Candela specializes with supplying electrical wholesalers and OEMs across the United States from three stocking locations and two call centers.

For more information about Candela Corp., visit www.candelacorp.com or call (800) 722-6068, dial 1 for customer service.
EiKO Ltd. to Open West Coast Distribution Center

Customer Relations Support Extended

EiKO Ltd. will open a new Distributor Center (DC) in Reno, NV and extends customer support hours. To reduce standard shipping time, EiKO will begin shipping product out of the Reno DC to nine West Coast states. EiKO hours of operation are extended from 8:30 AM – 5:00 PM CST to 7:00 AM – 7:00 PM CST.

“The past three years have brought tremendous growth to EiKO. By adding the Reno DC and extended hours, we are able to offer an increased level of service to our distributors and pave the way for continued growth,” said Rick Roberts, EiKO VP of Operations.

Opening a new Reno DC, in addition to the DC located at EiKO headquarters in Shawnee, KS, reduces standard ground shipping time to Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah and Washington, depending on location, to one or two days.

Customer relations support at EiKO headquarters in Shawnee, KS has been extended to 7:00 AM to 7:00 PM so that EiKO customers in the continental United States reach a live person when they call during their normal business hours.

EiKO Ltd. headquartered in Shawnee, KS is a leading manufacturer and importer of lamps. EiKO’s reputation for quality lighting is rooted in the AV/Photo and automotive markets. Since our beginnings, EiKO has grown into a diversified lighting company offering a wide range of lighting products, such as linear and self-ballasted fluorescents, high intensity discharge (HID) and halogen. For more information, visit www.eiko-ltd.com.

General Electric’s Renowned Lighting Institute Announces Conference Schedule for Rest of 2005

MUSEUM LIGHTING – June 15-16, 2005

This conference provides practical lighting recommendations for professionals who are responsible for the lighting in museums and art galleries. Through lectures and workshops, lighting techniques and guidelines are presented for the most common museum lighting applications, with special emphasis on conservation issues. Topics include: light and color, a review of the latest lighting technologies, and lighting system selection criteria. Cost: $350 / 1.2 CEU Credits

ADVANCED LIGHTING CONCEPTS – July 13-15, 2005

Intended for those who want to take their lighting knowledge to the next level and ideal for prior attendees of the Fundamentals of Commercial and Industrial Lighting program–this session takes a detailed look at advanced concepts such as luminaries and light distribution, lighting layouts, lighting controls, lighting economics, day lighting and photopic/scotopic viewpoints. Attendees will gain new perspectives on trends in lighting through participation in workshops and discussions. Cost: $500

For additional information, visit www.GELighting.com or contact the Lighting Institute at (800) 255-1200.

FUNDAMENTALS OF COMMERCIAL AND INDUSTRIAL LIGHTING – September 21-23, 2005 / November 16-18, 2005

Designed for newcomers to the lighting industry, this conference provides basic product and application training for commercial and industrial lighting. Using lectures and full-scale lighting demonstrations, Lighting Institute experts cover a lot of ground through this interesting, fast-paced, comprehensive lighting conference. Topics include: lighting terminology, lighting measurements and color, an overview of major light source families and systems, and application modules for retail, office, industrial and outdoor lighting. Cost: $500 / 2.0 CEU Credits

RETAIL LIGHTING – October 11-12, 2005

This conference caters to professionals who specify retail lighting and others who supervise the design or maintenance of lighting in department, grocery, specialty and mass merchandise stores. With presentations in full-scale settings and through interactive sessions, attendees experience first-hand demonstrations of state of the art lighting alternatives. Topics include: energy efficient light sources, lighting equipment, light and color, design strategies and detailing. A portion of this conference will be held off-site as Lighting Institute experts and attendees visit some of Cleveland’s newest shopping venues to discuss and evaluate actual retail lighting applications. Cost: $350 / 1.1 CEU Credits
TCP’s Expanded Line of Cold Cathode Lighting Products Provides Long Lasting, Cost Saving Options

Looking for an even longer-lasting, energy efficient alternative to incandescent bulbs and compact fluorescent lamps (CFLs)? Technical Consumer Products, Inc. (TCP) offers a full line of cold cathode lamps, including decorative and flame tip models. The cold cathode lamps, available in three- and five-watts, last an average 25,000 hours and are recommended for rapid cycle applications.

TCP’s decorative and flame tip cold cathode lamps replace 15 to 20-watt incandescent lamps, saving up to 17 watts per bulb. They are used in chandeliers, accent lighting, sanctuaries and theaters. Available colors include clear, frosted, warm white, and white.

All of TCP’s cold cathode lamps have a unique soft strike, low volt starting method that extends bulb life by 25 percent. A special phosphor coating provides excellent color consistency and is resistant to fading and the effects of ultraviolet radiation. Non-leaded glass provides better lumen maintenance over the life of the bulb.

Technical Consumer Products, Inc. has been an ENERGY STAR partner since 2001. For more information on Technical Consumer Products, visit http://www.tcpi.com, email info@springlamp.com or call 1-800-324-1496.

Advance Enhances Family of Centium® Instant Start Electronic Ballasts with IntelliVolt®

Advance announces the enhancement of its popular line of Centium® Instant Start Electronic Ballasts with IntelliVolt® to include new energy-saving Low-Watt models for the operation of one-four T8 fluorescent lamps. Designed to operate from one to four 32-Watt, 25-Watt, and 17-Watt standard T8 lamps as well as one to four 30-Watt, 28-Watt, and 25-Watt Energy-Saving T8 lamps, the ballasts are ideal for general office lighting as well as both new construction and retrofit applications. Sporting a ballast factor of .77 to support maximum energy savings and offering users an additional option to meet their specific lighting needs, the new products compliment Advance’s previously-existing line of Centium Instant Start Normal Light Output Electronic Ballasts With IntelliVolt, which feature a .88 Ballast Factor.

Inherent within the entire family’s design is Advance’s exclusive IntelliVolt multiple-voltage technology, which enables the ballasts’ operation at any input voltage from 120 to 277 volts, 50/60Hz, as well as its Centium technology, which delivers less than 10% THD. As with all of the Centium small electronic ballasts within the line, their instant start circuitry optimizes energy efficiency and their light-weight, low-profile enclosure promotes flexibility and design versatility.

Catalog numbers for the new Centium Instant Start Electronic Ballasts with IntelliVolt are ICN-1P32-LW-SC (one-lamp), ICN-2P32-LW-SC (two-lamp), ICN-3P32-LW-SC (three-lamp), and ICN-4P32-LW-SC (four-lamp).

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

ULT Expands Fluorescent Applications with Micro-sized Technology

Universal Lighting Technologies is expanding the range of fluorescent applications with the Microstar™ family of lighting solutions.

Exclusive micro-sized technology makes it practical to use electronic ballasts in applications where magnetic ballasts are traditionally installed.

Universal designed the Microstar to deliver maximum energy savings and efficiency, easy installation, and quiet operation. The Microstar product line features micro-sized T5 and compact fluorescent lighting ballasts specially engineered for versatility. They are well suited for residential use or professional applications, such as in an office or lobby. Microstar ballasts are ideal for wall sconces, compact fluorescent downlighting, undercabinet areas, task lighting fixtures, and more.

Microstar technology can replace a wide variety of magnetic ballasts or incandescent lamps. Since electronic ballasts operate at higher frequencies and efficiencies than magnetic ballasts, upgrading to Microstar can reduce energy consumption by 30 percent or more. Electronic ballasts also offer reduced flickering and less noise compared to their magnetic counterparts. Plus, they are lighter weight and have a longer life.

Microstar technology is designed for use in Energy Star-compliant fixtures. The Microstar family includes ballasts for 7 to 26 Watt CFL lamps and 8 to 28 Watt linear T5 lamps. Metal can construction allows for cool operation and for case temperatures up to 85°C. Rapid Start technology provides long lamp life, and end-of-lamp-life shutdown circuitry.
RADIANT BRINGS NEW IDEAS TO LIGHTING

CALL 800-248-6900 TODAY FOR THE NEW RADIANT LAMP CATALOG FEATURING

• Long Life LED Lamps
• High Performance Krypton Halogen Lamps
• Energy Efficient Compact Fluorescent Lamps
ensures safe operation when the lamp fails.

For more information on Universal Lighting Technologies and the Microstar family of ballasts, call 1-800-BALLAST, fax your request to (615) 316-5146, or visit the Web site at www.universalballast.com.

* * *

High Lumen Compact Fluorescent Systems Provide Efficient Downlighting and High Bay Lighting Alternatives

Universal Lighting Technologies offers a high-efficiency alternative for downlighting and high bay applications incorporating compact fluorescent lamps. Universal’s new Triad high wattage CFL ballast is designed for operating two 57 or 70-watt lamps which are rapidly gaining popularity in commercial and retail locations for high bay and downlighting applications.

The Triad C270UVN ballast is available in versions with lead exit terminals from the side (SE) from the bottom (BE). It also incorporates programmes starting for long lamp life, low THD (<10%), and universal input voltage, 120 to 277-volts for installation flexibility and inventory simplicity. Designed with a metal enclosure, the C270UVN ballast can operate with a case hot spot temperature of up to 85 C, allowing for use in tough fixture environments.

For more information on Universal Lighting Technologies and its high lumen fluorescent systems, call 1-800-BALLAST, fax your request to (615) 316-5146, or visit the Web site at www.universalballast.com.

* * *

“E-Tensity” Electronic HID

Universal Lighting Technologies offers the ultimate in energy savings and HID lamp performance with E-Tensity™ electronic HID ballasts. The E-Tensity family of ballasts offers dramatic improvements over traditional magnetic HID lighting for a variety of HID lighting lamp applications ranging from the 20-watt ceramic lamps up to the 400-watt pulse start lamps.

Electronic HID lighting is a revolutionary step forward. Lamps operated with E-Tensity ballasts from Universal maintain at least 86% of their original lumens over the same time period that a standard HID system will be at 64% of its initial lumens. This improved lamp lumen maintenance allows for fewer fixtures to maintain designed light levels and extends the effective life of the lamp, reducing lamp replacement costs. And with electronic operation, E-Tensity provides for the most energy efficient technology for operating HID lamps.

E-Tensity is also available with SuperDim technology that is compatible with industry standard 0–10-volt dimming controls. Combining dimming E-Tensity ballasts with photocells allows for substantial energy savings in applications where daylight is present and can be utilized.

Control with occupancy sensors for bi-level switching in warehousing applications is another energy saving technique utilizing E-Tensity with SuperDim.

E-Tensity electronic HID ballasts are a perfect fit for high-ceilings retail environments, warehousing, industrial facilities and other similar high bay applications. With a sound rating of “A”, the E-Tensity is ideal for applications where standard HID ballasts were too noisy to be considered.

For more information, call 1-800-BALLAST, or visit the Web site at www.universalballast.com.

* * *

Universal Lighting Technologies Offers a Full Line of ULTim5™

Universal Lighting Technologies offers a full line of ULTim5™ T5HO instant start ballasts in universal (120–277 volt) and high range (347–480 volt) input voltages - designed to provide maximum energy-saving solution for high bay fluorescent lighting applications.

These ULTim5™ ballasts feature instant start technology, providing maximum energy savings in long cycle applications. They are lightweight and feature a small cross section that allows the ballasts to be incorporated easily into almost every fixture.

ULTim5 ballasts are available in 1/2- and 3/4-lamp versions and provide end-of-lamp-life shutdown circuitry for safe operation. All ULTim5 ballasts also feature low THD (<10%), A sound rating for quiet operation, and metal can construction that allows up to a 90 C case temperature for tough applications.

The ULTim5™ T5HO ballasts are ideal for new construction and retrofits in gymnasiaums, high bay retail stores, warehouses and other high bay fluorescent applications. For maximum energy savings with T5HO lighting, ULTim5 provides the solution.

For more information, call 1-800-BALLAST, fax your request to (615) 316-5146, or visit the Web site at www.universalballast.com.

* * *

Mule Introduces LED Alternative for Neon Lighting

- Energy-efficient LED-FLEX™ lighting reduces operating costs by up to 90%
- More flexible and durable design promotes versatility
- Solid state technology ideal for demanding applications
- To download electronic copy or HI-RES 300 dpi PDF, go to:
  http://www.trankin.com/releases/mule/mule7717.htm
Architects, designers, builders and facilities managers who like the look of neon now have a more energy efficient and versatile alternative. New LED-FLEX™ LED (light emitting diode) lighting from Mule Lighting, Inc., has the same appearance as traditional neon lighting, but requires less energy, is more flexible and durable, and can be used in many applications where neon is not appropriate.

LED-FLEX lights are durable UV protected tubes lined with LED lamps for illumination. These lights are flexible enough to bend up to 180 degrees, offering a user-friendly alternative to delicate, glass-based neon bulbs. LED-FLEX lights from Mule contain no harmful gases, making them safe to handle, and can be custom cut and shaped on-site, without the need for specially trained personnel.

“Our new LED-FLEX lighting looks exactly like traditional neon, but it is so versatile, the applications are virtually limitless,” said Rob Cross, VP at Mule Lighting. “In addition to reducing energy and maintenance costs, LED-FLEX lights are completely sealed and impervious to shock or vibration, making them suitable for outdoor use, for areas subject to vibration, and even wet applications.”

The LED lamps used for illumination in LED-FLEX lights require as little as 1.92 watts of energy per foot, making them 10 to 50% more energy efficient than traditional lighting, including neon. This reduction in energy consumption makes LED-FLEX a cost-effective and environmentally sound alternative to neon lighting in many applications.

LED-FLEX lights are also more stable than neon. While neon, incandescent and fluorescent lighting sources rely on a combination of filaments and/or gases, which fail after a limited number of hours, LED-FLEX lights use a semi-conducting material that converts electricity directly into light. This solid state design enables the lights to withstand shock, vibration, frequent switching, and temperature and environmental extremes without compromising performance.

The LED technology allows LED-FLEX lighting to last up to 100,000 hours, which translates into more than 10 years if run continuously. This drastically reduces maintenance time and cost.

“LED-FLEX lights will save all users on maintenance costs when compared to neon,” said Cross. “But these savings become more significant in settings like casinos that have constant traffic, or the exterior of high-rises or bridges, where routine maintenance requires extraordinary, and expensive, safety precautions be taken.”

LED-FLEX give off minimal levels of heat and can be used in areas that may come in contact with people, products or decorative materials. Appropriate for both interior and exterior applications, LED-FLEX lighting is ideal for: architectural borders on high-rise buildings, casinos, signage, step and path lighting, bridges, cruise ships, amusement park rides, hotels, cove lighting, retail stores, display cases and shelves, freezers and refrigerators, to name a few.

LED-FLEX lights are available in red, green, blue and yellow base colors. They can be ordered in 30’ (24 volt) and 150’ (120 volt) lengths.

For additional product information, contact: Mule Lighting, Inc., 46 Baker Street, Providence, RI 02905; Tel: 800-556-7690 or 401-941-4446; Fax: 401-941-2929; http://mulelighting.com; Email: rob@mulelighting.com.
The LC is a professional credential and may only be used by individuals who have successfully met the eligibility and examination requirements established by the National Council on Qualifications for the Lighting Professions (NCQLP). LCs have a broad knowledge base in an increasingly specialized practice. The certification demonstrates value throughout the industry and to the public at-large.

The 2005 Lighting Certification Examination will be given November 5, 2005.

Early Application Deadline -- August 12, 2005
Final Application Deadline -- September 23, 2005

Please forward a copy of the 2005 LC Candidate Handbook when published and add me to the NCQLP mailing list. The address below is my __ home __ office

NAME
TITLE
COMPANY
ADDRESS
CITY/STATE/ZIP
PHONE    FAX
E-MAIL

Send completed form to NCQLP, 526 King Street, Suite 405, Alexandria, Virginia 22314
(Phone) 703-518-4370 (Fax) 703-706-9583 (E-mail) info@ncqlp.org
The National Council on Qualifications for the Lighting Professions (NCQLP) has set its annual exam date for Saturday, November 5, 2005.

The NCQLP has established a certification process by which practitioners in lighting and related fields, through testing, demonstrate their knowledge and experience across the lighting professions.

The four-hour test is based on six content areas:
- Survey/Audit - Existing
- Lighting Design
- Financial Analysis
- Installation & Commissioning
- Operations & Maintenance
- Regulatory Compliance

By attaining the L.C. credential, candidates demonstrate that they have acquired the necessary knowledge, understanding, and ability to apply lighting principles and techniques successfully. They also show a high level of commitment to their ongoing education and professionalism.

To be eligible to take the exam, you must:
- Have a bachelor’s degree from an accredited college or university and three years of lighting-related work experience
- OR
- Have six years of lighting-related work experience.

The exam fee is $525 if applicants register by August 12. After that, the fee increases to $625. The final application must be submitted no later than September 23.

The NCQLP Web site contains more information about this year’s certification exam. Check out the 2005 LC Candidate Handbook for more specifics about how to register and prepare for the exam, and the nearest test center.

Professionals who have earned L.C. (Lighting Certified) status must recertify every three years by either:
- Accumulating the appropriate number of lighting education units through professional development opportunities within that time,
- OR
- Re-taking the L.C. test.

Learn more about recertification at the NCQLP web site www.ncqlp.org.
Want more value for your membership dollar? Have you taken advantage of the NAILD Lending Library lately, or ever? Do your employees need positive motivation? Do you want tips on how to manage your stress, your boss, your time, your finances? All of this and more is available to you in audio, video and print by calling Linda Daniel at (716) 875-3670. You can access the extensive selection of books, cassettes and videos in your annual membership directory or visiting the NAILD website at www.naild.org.

Here’s an idea . . . Ask each of your employees to select a piece that pertains to their employment responsibilities. They then could offer a summary report that could be shared with the entire NAILD membership in future issues of TLD.

Don’t overlook this valuable resource. The wealth of information available in your NAILD Lending Library will put more dollars to your bottom line but only, if you use it! Start a program today. Call the library . . . and “check it out.”

Jim Coykendall, Education Chair

Love
by Leo Buscaglia (book)

Why I chose this item:
We all need something positive & good in our lives.

Comments & Summary:
The author, Dr. Leo Buscaglia lectures and appears to various audiences, shares his experiences and awareness of life on a personal level. He tells us through countless analogies how one comes into love and gives it onto others. Each of us is the best we are in of ourselves and how not allowing others to try to change us into being something other than who we are. This is a feel good about yourself novel that helps one to understand and how to share the best learned experience life has to offer.

Sue Palo, Budget Lighting

The Success System that Never Fails
by W. C. Stone (book)

Why I chose this item:
I want to succeed in life, no more struggling to make ends meet.

Comments & Summary:
Inspiration to action: That which motivates you or anyone else, to act because you want to.

Know How: The particular techniques and skills that consistently get results for you. Know how is the proper application of knowledge. Know how becomes habit through actual repetitive experience.

Activity knowledge: Knowledge of the activity, service, product, methods, techniques and skills with which you are particularly concerned.

I think this is a great book for anyone who needs a boost in attitude or inspiration. It was a good story how anyone can succeed.

Reviewed by Heidi Hohertz, Budget Lighting

Who Moved My Cheese
by S. Johnson, MD (book)

Reviewed by John Rowe, Budget Lighting

It’s Going To be that Kind of Day
by Ty Boyd (video)

Comments & Summary (very simple & very elementary):
I believe that this video would be good for people who get up in the morning and decided they are going to have a bad day. Or for people who are always trying to find the negative in things. This video was very short; I did not get a whole lot of information out of it. It looked like a cheesy game show. It was very dated and I believe the future generation will get nothing out of it. The future generation of kids who will be running companies in just a few short years are a “have it now” type of technology. They probably will not relate to a 20-minute video dated back to 1985. If it can’t be downloaded from their cell phone or burned on a disc I believe they will not take the time to rent a book or video from a library.

I think NAILD needs to go one step further in regards to copying library materials…and think about the future generation. I am only 34 and feel old and behind in this new technology. I think we need to prepare for this “now” generation.

Reviewed by Monica Peterson, Budget Lighting

Book Rating:
- = beneficial/pertinent information
= fair amount of beneficial information
= good amount of beneficial information
= very helpful and great information

NAILD offers the Lending Library to members FREE of charge.
Simply call Linda in the Buffalo office to check them out.
"A product's value transcends its physical form and price to encompass the support that precedes and follows it."

— Allan Nelkin, President, Halco Lighting Corporation

ProLume® T5 Ultra Efficient fluorescent lamps are manufactured to meet the highest quality standards in the industry.

Available in F14, F21, F28, F35, F24/HO, F39/HO and F54/HO with color temperatures ranging from 3500K to 5000K and 85 CRI. ProLume® T5 lamps provide higher efficiencies in energy, lumen maintenance and color rendition with an average life rating of 20,000 hours.

Every ProLume® T5 lamp is backed by our 2-Year Quality Assurance Guarantee.

You will always receive fast, friendly and reliable service each and every time you order from Halco Lighting. All products ship same-day from either of our Atlanta, Houston, Kansas City or Arizona warehouses.

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Making your business shine