What’s Inside . . .

NAILD News
NAILD University
NAILD Adds Value with Lighting Specialist I Program
Distributor Power Tools: The HITS Report
Imagination
You Break It – You Own It!
2007 NAILD Convention - Tentative Schedule
NEW FROM

USHIO

ULTRA 8™ T8
28W Energy Saving Fluorescent Lamp
- Energy saving
- 800 Series
- 3000K, 3500K & 4100K
- 4-foot linear design
- Tri-phosphor coating
- 86 CRI
- 30,000 hour commercial life

ULTRA 8™ T8
High Lumen Fluorescent Lamp
- 3,150 initial lumens
- 800 Series
- 4100K
- Tri-phosphor coating
- 86 CRI
- 30,000 hour commercial life

WFL 60° ULTRALINE™ MR-16
10,000 Hour Life
- Wide beam spread - 60 degree
- Long life
- 24° & 36° beam spreads
- Front glass
- Ideal for landscape applications

20W ULTRALINE™ MR-16
10,000 Hour Life
- Long life
- Low wattage
- 24° & 36° beam spreads
- Front glass
- Ideal for landscape applications

SOFTLINE™ PAR
Halogen PAR Lamp
- Glare-reducing, frosted lens
- Ultra wide beam angle
- Center support filament mount
- 2,500 hour average rated life
- Available in PAR 30 & PAR 38 sizes

COILIGHT™ 4-Pin
Compact Fluorescent Lamp
- Energy saving
- Compact design
- Dimmable
- Replaceable
- Long life

800.846.8209
www.ushio.com

Copyright 2006 USHIO America, Inc.
President’s Message, by Bill Hurd ........................................... 4
NAILD News ............................................................... 6
Member Updates .......................................................... 6
NAILD University, A Bi-Monthly Column by Paul Hafner, LC ................................. 8
C.N. Robinson Lighting Competes by Katrina Olson ............................................. 10
NAILD Adds Member Value by Becky Davis .................................................... 11
Distributor Power Tools, A Bi-Monthly Column by Jason Bader ............................. 12
Imagination, A Bi-Monthly Column by Russell J. White ...................................... 14
You Break It – You Own It! by Pat Seidel ......................................................... 16
2007 NAILD Convention Schedule ................................................................. 18
Take Flight . . . DESTIN-ation Education ....................................................... 19
Industry Updates ....................................................................................... 20
New Product Updates ............................................................................. 24
Calendar of Events ..................................................................................... 26

Adviser Index

Advance Transformer ................................................................. 17
EiKO Limited ................................................................. Back Cover
Halco Lighting Corporation ...................................................... Inside Back Cover
Osram Sylvania ........................................................................... 7
Philips Lighting Co. ........................................................................ 15
Premium Quality Lighting ........................................................... 5
Sensor Switch .................................................................................. 11
Shat-R-Shield .................................................................................. 23
Skyline Lighting Inc. ...................................................................... 13
Universal Lighting Technologies .................................................... 9
USHIO America, Inc. ................................................................. Inside Front Cover
Valued NAILD Member,

I hope you are enjoying your summer, and able to take some time out for the family. While we’re relaxing and have a few spare minutes on our hands, why don’t we set aside the dates of March 18 – 22 to attend the 2007 Convention at the Sandestin Golf & Beach Resort in Destin, FL? We have a goal of at least 60 distributor member companies to be in attendance. We want YOU there to help us soar to new heights! Make “DES-TIN-ation Education” a MUST in 2007! Come for the outstanding educational opportunities – bring the family for a great time. The agenda will be filled with enhanced sessions that will benefit you and your business. Find out how you can:

• Better train your employees
• More profitably run your business
• Fully take advantage of the many incentives (including rebates/EPACT 2000) that are in the market to encourage energy saving projects.
• Take on-the-spot tips back to your business to put into immediate action

There is a heightened awareness of the NEW NAILD – “Where Lighting Means Business.”* We are being watched by the likes of Equity and NAED. They see the excitement generated within our association, and are beginning to ask questions. Thank you for being a part of this excitement.

I trust YOU are one of the 18 companies taking full advantage of the LS-I training (78 participants currently enrolled). NAILD University will soon be open with additional tools that will help put YOU “Front & Center” as compared to your competitors.

Thank you for allowing me to serve as your President. The Officers, Board and Committees are working non-stop to bring even more value to your NAILD membership. Stay tuned for all the NEW opportunities coming your way.

Bill Hurd
NAILD President 2006 – 2007

** The new NAILD tagline!
Sky-Brite® FLUORESCENT LAMPS – BETTER COLOR, LONGER LIFE & GREATER ENERGY SAVINGS

Sky-Brite® lamps offer a bright, crisp white light with a superior life. This balanced white light provides more accurate color rendition, as well as reduced eyestrain and glare. Premium Quality design and construction using Extended Life Phosphors (ELP) keeps Sky-Brite® lamps brighter longer with superior color consistency throughout the life of the lamp.

PQL offers the largest selection of private label, full spectrum products in the industry with LOW MINIMUM ORDER requirements. Visit our website for a complete listing of Sky-Brite® products.

www.skybrite.com
NAILD Goes to LIGHTFAIR
By Linda M. Daniel, NAILD Administrator

LIGHTFAIR 2006 was a busy 3+ days!! I am optimistic that we peaked the interest of the many distributor companies we spoke with. We will continue to contact these companies offering more information on all the benefits of NAILD membership. We remain confident that distributor membership growth will result from our efforts at LIGHTFAIR. In our discussions with passers-by, we encouraged them to complete our “Test Your Lighting Knowledge” quiz. Upon completion, they were presented with a small gift of a NAILD paperclip dispenser. It was fun and a great lead in for initiating conversations.

The NAILD booth presentation was well received – we included pictures of our Best Idea Winners, our 2006/2007 Board of Directors, RUDY, and Sandestin Golf & Beach Resort, the 2007 Convention site. The Membership Benefits PowerPoint presentation with voice over played for the duration of the show, providing another great lead in for conversations. The presentation highlighted our six leading benefits:

1) The Lighting Specialist Program
2) The NAILD Membership Map
3) Our Annual Convention
4) NAILD University
5) The PAR
6) The ENERGY STAR Program.

NAILD sponsored a water break for the “Lamps & Ballast Technology Update Session” (presented by GE, Philips, & OSI) that was touted as the best-attended seminar with 500 people in attendance! Yet another outstanding opportunity for NAILD to reach out and impact people in the industry.

Each of our vendor members who exhibited at LIGHTFAIR proudly displayed the new NAILD placard in their respective booths. Many took the time to visit the NAILD booth, and to applaud NAILD’s efforts to grow membership by offering enhanced educational programs to our members. (We even had some former members come by just to say ‘Hello’!)

Many of our distributor members walking the show floor took time from their schedule to show their support by spending a bit of time at our booth, often sharing with prospective members the reasons why NAILD membership is important to them and valuable to the growth of their business.

Thank you’s to:
- The Marketing Committee for providing the theme and ideas for our booth.
- Steve Robinson, LC for lending the tradeshow pop-up. It offered a great backdrop for featuring our display.
- Paul Hafner, LC for building the PowerPoint slideshow.
- A special thank you to those members (distributor & vendor) who volunteered their time to help man the booth during the show.

LIGHTFAIR was an excellent vehicle for NAILD’s push to grow membership. Let’s all do our part to keep the ball rolling and make the NAILD family bigger and better than ever!

2 Day Inventory Management Seminar

St. Louis, MO  Sept 28-29
Atlanta, GA  Oct 26-27
Las Vegas, NV  Nov 9-10

Info at www.thedistributionteam.com

Special Discount for NAILD members. Just enter “NAILD” in the promotion code box during on-line checkout.

Member Updates

New Distributor Members
Allighting Products
John McLenaghan, President
Karyn Marche, Sales Manager
Email: karynmarche@lightland.ca
#5 – 1555 Bonhill Road
Mississauga, ON  L5T 1Y5 CANADA
(905) 564-8483
(905) 564-5488 fax
www.allighting.com

Bulbworks, Inc.
Dennis Barker, President
barkerd@bulbworks.com
PO Box 586
Succasunna, NJ 07876
(973) 584-7171
(973) 584-0300 fax
www.bulbworks.com

New Vendor Member
LSI Industries Inc.
Vince Santini, Vice President of Commercial/Industrial Lighting
E-mail: vince.santini@lsi-industries.com
Mike Boyd, National Sales Manager of Energy Products & Services
E-mail: mike.boyd@lsi-industries.com
Vicki Rea, Marketing Communications Specialist
E-mail: vicki.rea@lsi-industries.com
10000 Alliance Road
Cincinnati, OH 45242
(513) 793-3200
(513) 984-1335 fax
Web Address: www.lsi-industries.com
Energy-Efficient Outdoor & Indoor Lighting

USHIO America, Inc. is pleased to announce the appointment of Kevin Hughes to the position of Midwest Regional Sales Manager for the General Lighting Products. Hughes has over 24 years experience in the lighting industry and will be located at USHIO’s Midwest sales office in Dyer, Indiana. He’ll cover 13 states throughout the Midwest.

LIGHTFAIR continued to be a busy event and a fun way to introduce NAILD membership to many distributor companies who had never heard of NAILD before!

NAILD Goes to LIGHTFAIR
By Linda M. Daniel, NAILD Administrator

LIGHTFAIR 2006 was a busy 3+ days!! I am optimistic that we peaked the interest of the many distributor companies we spoke with. We will continue to contact these companies offering more information on all the benefits of NAILD membership. We remain confident that distributor membership growth will result from our efforts at LIGHTFAIR. In our discussions with passers-by, we encouraged them to complete our “Test Your Lighting Knowledge” quiz. Upon completion, they were presented with a small gift of a NAILD paperclip dispenser. It was fun and a great lead in for initiating conversations.

The NAILD booth presentation was well received – we included pictures of our Best Idea Winners, our 2006/2007 Board of Directors, RUDY, and Sandestin Golf & Beach Resort, the 2007 Convention site. The Membership Benefits PowerPoint presentation with voice over played for the duration of the show, providing another great lead in for conversations. The presentation highlighted our six leading benefits:

1) The Lighting Specialist Program
2) The NAILD Membership Map
3) Our Annual Convention
4) NAILD University
5) The PAR
6) The ENERGY STAR Program.

NAILD sponsored a water break for the “Lamps & Ballast Technology Update Session” (presented by GE, Philips, & OSI) that was touted as the best-attended seminar with 500 people in attendance! Yet another outstanding opportunity for NAILD to reach out and impact people in the industry.

Each of our vendor members who exhibited at LIGHTFAIR proudly displayed the new NAILD placard in their respective booths. Many took the time to visit the NAILD booth, and to applaud NAILD’s efforts to grow membership by offering enhanced educational programs to our members. (We even had some former members come by just to say ‘Hello’!)

Many of our distributor members walking the show floor took time from their schedule to show their support by spending a bit of time at our booth, often sharing with prospective members the reasons why NAILD membership is important to them and valuable to the growth of their business.

Thank you’s to:
- The Marketing Committee for providing the theme and ideas for our booth.
- Steve Robinson, LC for lending the tradeshow pop-up. It offered a great backdrop for featuring our display.
- Paul Hafner, LC for building the PowerPoint slideshow.
- A special thank you to those members (distributor & vendor) who volunteered their time to help man the booth during the show.

LIGHTFAIR was an excellent vehicle for NAILD’s push to grow membership. Let’s all do our part to keep the ball rolling and make the NAILD family bigger and better than ever!

2 Day Inventory Management Seminar

St. Louis, MO  Sept 28-29
Atlanta, GA  Oct 26-27
Las Vegas, NV  Nov 9-10

Info at www.thedistributionteam.com

Special Discount for NAILD members. Just enter “NAILD” in the promotion code box during on-line checkout.
At SYLVANIA, we focus on cost-effective ways to promote safety and productivity. Our products and systems provide optimum lighting on and beyond the assembly line. Of course our lighting is up to the task—any task at all. Beyond that, it creates a comfortable environment and supports your quality and productivity initiatives. For lasting savings and lower maintenance costs, switch to high-efficiency ECOLOGIC® products. They enhance your company’s environmental programs as well as the bottom line.

As the #1 lighting supplier for the electrical industry, we can make your business shine. See your world in a new light with SYLVANIA.

For more information, call 1/800-LIGHTBULB or visit www.sylvania.com.
NAILD University
A Bi-Monthly Column By Paul Hafner, LC

During the month of August, NAILD University will be opened to a select number of Distributor and Vendor members who volunteered, at this year’s Convention in San Diego, to conduct a “beta test.” Initially, the University will serve two purposes:

Provide a small number of fundamental lighting modules, available 24/7 to participating Vendor and Distributor members.

Provide a portal for the “Hands On” test portion of LS – I and LS – II.

By year’s end, we hope to have a complete Lighting Fundamentals course, similar to those offered by Lightolier and others. The current University design currently includes six tracks:

• Lighting and Human Factors – How light affects human beings.
• Lighting Science – What is light? Seeing, Lighting Language.
• Lighting Technology – Incandescent, Fluorescent, HID etc.
• Working in Lighting – Practical Skills – reading the catalog, doing an audit, etc.
• Applied Lighting – for Offices, Industrial, Retail, etc.
• Outside Influences – ASHRAE, EPACT, UWR, etc.

The Tracks are broken down into Modules, and the Modules into “bite-size” Chapters. These Chapters contain about 15 minutes of content. Each Chapter tries to answer these questions: What is It?, How Does It Work (Function)?, What does it mean to me and to my customer?

Most Chapters conclude with a “hands-on” exercise where the participants are encouraged to apply what they have learned. At the end of each module there is a quiz. Depending on the content, some Modules will have a more extensive test.

While the topics covered by the Tracks imply a lot of depth, in the beginning, we will focus mainly on Tracks 2, 3 & 4, and keep the content at the Fundamental level.

How will it work? Once you have been notified by NAILD that the University is open for general enrollment, Distributor and Vendor members will contact Linda Daniel and register their firm for NAILD University.

This will open a specific portal for your company. From there, each of your employees will be eligible to register to take courses. They will receive a unique user name and password to access the University. A nominal fee will be charged to defray development costs, and continue to grow the University.

This is an exciting step for NAILD. Think about what it could mean for your employees and for your business. Next Issue: LS – II “beta testing.”
Universal Lighting's new Mult-E Kit™ is the fast, easy solution for virtually every compact fluorescent replacement job. The Mult-E Kit installs faster than most replacement ballasts because its unique, snap-mount adapter plate requires no additional hardware. The kit offers the convenience of universal input voltage, plus multi-exit lead configurations (side exit, bottom exit and bottom exit with studs). Mult-E Kit means less CFL inventory and faster replacement!
Can a small East Coast distributor compete with the best distributors in the country and win? The answer, of course, is a resounding “yes.”

Just look at C.N. Robinson, a small (less than $20 million in sales) distributorship in Baltimore that brought home an award in the Events category from TED’s 2005 Best of the Best competition.

It all started about three years ago when Rob Mills, president, bought the company from his father and his father’s partner. Mills and his management team embarked on a comprehensive strategic planning process.

“As we came out of strategic planning, we decided to do more marketing, and to tie it into our business strategies – not just take out an ad in the newspaper, but to think about what we were doing,” said Mills, who describes his company’s marketing efforts as “more grassroots and direct than big ad campaigns.”

Mills incorporated the Best of the Best competition into the company’s strategies as a metric by which they would monitor and measure company performance. “One of our corporate metrics was to win an industry award,” said Mills. “It was up to Eileen Morrill, who was in charge of business development, to come up with one or two items to nominate.”

When Universal Lighting Technologies approached the distributorship about hosting a team-building event, Mills and Morrill saw the opportunity to achieve one of their strategic goals. “Universal was going to spend a significant amount to host a suite at a baseball game,” recalled Mills. “Instead, we got them to spend a day with our people and integrate a sales promotion plan.”

The result was “Set Sail for Universal Profits.” The company chartered a schooner and assigned two groups of “crew members” (i.e., employees) to learn the various aspects of sailing on the Chesapeake Bay.

They learned to hoist sails, chart a course, strategize, navigate, read the weather, and take commands. These skills and tactics were then related to the concept of “planned salesmanship.”

The day’s outcome was dependent on the crew members’ willingness to work together to achieve a victory at sea. The day culminated with a social event at the Annapolis Marriott, overlooking the harbor. Management then presented a sales incentive plan and “mission packet” designed to increase ballast sales.

“We won our national award, and Universal Lighting worked with us to make it happen,” said Mills. “We were featured in a major industry magazine, and recognized at NAED’s Annual Meeting. We brought that home and parlayed it into our newsletter, e-mails, and other marketing efforts.”

NAED exists to help members of all sizes increase in sales, size, and profitability. For more information about any of the benefits, programs, events, or resources, visit www.naed.org or www.tedmag.com, or call (888) 791-2512.

Olson is a strategic communications consultant and freelance writer. She can be reached at katrina@katrinaolson.com.
Gary Root, owner of Atlanta Light Bulbs in Atlanta GA and Marietta GA, and his recent acquisition, The Bulb Man Inc. in Buffalo New York, has his employees taking the Lighting Specialist I program.

Here’s why.

LS-I is the first level of NAILD’s new Lighting Specialist program. Since its inception this spring, many distributor members have enrolled their staff.

LS-I is a “basics of lighting” educational program that combines on-line learning with “hands-on” skills demonstration. Entry level employees, long timers without any special lighting education, or anyone new to the lighting industry are candidates for this program. The program can be taken at work or at home at their own pace. At times, the small to medium sized lighting distributor may not get the training and education from the manufacturers at a level they feel they need for their employees. While the owner might want to provide this training, they are generally too busy managing the business to provide it. Root says: “With the LS-I program, my employees gain entry level knowledge of the lighting industry and the products I sell, making them more valuable to me and my company sooner. The places I’d worked didn’t train me; it was sink or swim, learn what you can along the way.” LS-I changes that. And that’s good news for the lighting distributor.

Upon completion of the program, participants earn a certificate – but as Root says: “I’m more concerned about the knowledge my people have gained. It makes them feel more valuable and makes them more knowledgeable about what makes my business work.” Sounds like a “win-win” to me.

The LS I program is one of many benefits of membership. With tradeshows, networking, roundtable discussions, (PAR) Performance Analysis Report, Web-based networking, ENERGY STAR partnering and now LS-I, Lighting Specialist II, Senior Specialist programs, and NAILD University (set to launch later this summer) – NAILD continues to add value for members. Root concludes: “After 21 years of membership, (including a year as president) I feel especially good about these new educational programs.”

Have you enrolled your team in LS-I? Act now. LS-II (beta test) and NAILD University open shortly. Take advantage of these opportunities to grow your staff and strengthen your business.
Distributor Power Tools:
The HITS Report

A Bi-Monthly Column By Jason Bader

Have you ever wondered how to get more out of your distribution software? Most of us use less than 25% of the capability built into the package, yet we paid 100% of the cost. Now I’m not a math major, but that just doesn’t seem to fall into the category of “best practice”. Over years of working with distributors and software packages, I have come to realize that the best way to get your moneys worth is to master the art of extracting data into meaningful reports. Over the next few months, I will discuss the merits of three power reports that can help you maximize your investment in any distribution package. The first one we will tackle is the HITS report.

The HITS report is a little like an SKU popularity contest. We are trying to determine how many times a customer has ordered a specific SKU in a calendar year. In this report, I am not concerned with how many units they purchased when they placed the order. I simply want to know how popular an item is with our customer base. Each order is recorded as one hit.

Right about now, many of you may be asking, “How do we account for requests for items that we currently do not carry?” Or “How do we account for lost sales because we did not have the product in stock?” These types of situations are very hard to capture from a systems standpoint. Actually, the systems can capture the data, if someone is willing to record the event. I spent many hours taking customer orders over the phone and counter. The last thing I wanted to add to my workload was to create a non-transaction. Let’s be realistic here. If you are determined to account for these occurrences, give the customer service person an easy method of recording the data. Something as low-tech as keeping a lost sales notebook next to the order taker will help.

Once the report has been generated, we can use it for several different inventory management tasks. The most beneficial uses are: organizing the products in your vault for logistical efficiency, helping speed up the cycle counting process, sniffing out the nearly dead items in your product mix, and determining how much safety stock to apply to an item.

I grew up in a warehouse environment where we chose to keep all products from the same vendor grouped together. The products were arranged by manufacturer SKU number so that a picker could find something relatively quickly. This was before bin locations became integrated into our distribution software package. The problem with this arrangement is that order pickers found themselves traveling all over the warehouse each time they filled an order. If you have a small facility, this doesn’t really seem like too big a deal; but if you are working in a larger warehouse, these additional footsteps really add up.

One of the ways to improve the efficiency of your order pickers is to change your warehouse layout based on product velocity. Using the HITS report, put your most popular products closest to the shipping point. As you move further away from the shipping point, the products become less popular. When you arrange your facility by product movement, you will notice that most of the activity will be occurring in the first couple of rows. I was discussing this at a recent conference and one of the participants confirmed that most of the picking occurs in only the first row of his facility. Make sure that you give yourself some extra room in the first couple of rows.

You don’t have to set up the facility in the exact order from the report. I have seen several different adaptations on this theme. One client has created a small high pick zone located right next to the shipping dock. Another client has been experimenting with using a carousel conveyor system for their high pick items. I like using the zone approach because of the different shelving requirements needed. Remember the goal here. We are trying to increase the efficiency of our pickers by reducing additional footsteps.

If we set up velocity zones, we have automatically created an easy way to count our most popular items more often. One of the difficulties with cycle counting by velocity is that we usually have to move around the facility looking for our high pick items. This is especially true when the products are grouped by manufacturer. With a zoned facility, your counters can really focus their attention where you need it most. Most inventory discrepancies will occur in your highest velocity products. Obviously, we should count those most often. I recommend that you shoot for 8 full counts of your fastest moving products in one calendar year. How cool would it be if the top 10% of your SKUs were dead nuts on, no questions asked?

Most distributors struggle with dead inventory. This usually ranks really high on the list of management headaches. When the dead stock dollars rise too high, there is usually a concentrated effort on blowing out the material and cleaning up the shelves. Once the threshold of pain is met, dead stock management usually returns to its rightful place on the back burner. As items continue to lose favor with our customer base, the death toll rises...
and the whole cycle repeats itself. So how do we stay ahead of the game?

Our HITS report is an excellent tool in the battle against rising dead inventory. As a product begins to reach the end of its life cycle, it will fall lower on our report. An interesting bit of research, for those of us who like to explore this stuff, would be to track the hits on a product from introduction to demise. In order to get ahead of the dead stock game, we should establish a terminally ill point on our report. Over the years, we have seen that 4 hits is a good threshold for most hard goods distributors. When a product falls below this threshold, you should consider converting it to a non-stock status. Go ahead and take a look at your list. How many stocking items fall into this category? How many dollars are tied up in these items? How much shelf space are you allocating to items that your customers are clearly not interested in?

There are some exceptions to this 4 hit threshold. If you have an item that is part of a bigger item, you may wish to keep this as an active SKU. For example, you should keep a repair part for the fastest moving air conditioner unit in stock. It may fall below the 4 hit threshold, but when you customer calls, you better be able to say yes. Just manage the on hand quantity of these items. Sometimes we want to be able to fill out a display in our showroom. There will always be the odd-ball size or color that fits on the planogram. Don’t try to raise the non-stock threshold too high. It will begin to affect your service level and your phone may ring a little less often.

How much safety stock should a distributor carry? True to the consultant’s credo, I will say it depends. Safety stock is really there to cover us during times of uncertainty. If we knew exactly when every customer needed our product and exactly how much lead time it required to receive the product from our supplier, we probably wouldn’t need much in the way of safety. Thank God, we live in a world of erratic supply and demand or we couldn’t charge the prices we do.

I like to look at setting safety stock levels as a way to say yes to our customers as many times as possible. At the same time, we need to balance this concept with our financial responsibility to the company. In order to make the most customers happy, I should really concentrate on the items that they buy most often. Enter our HITS report. One of the most common consulting phone calls I receive goes something like this, “I keep running out of my fast moving items and I have a mountain of my slower moving stuff.” The solution to their dilemma usually resides in setting the safety stock.

Most distribution software comes out the box, metaphorically of course, with the safety stock set equally across the board. It is up to the user to determine which products should be set higher and which should be set lower. Do you remember the set up process of your software? What was top of mind on the go live date? I would hazard a guess that setting the safety stock properly didn’t even grace the top ten. By leaving in the factory defaults, our package treated all items the same. Thus, our fast movers sold out before they could be replenished and the slow movers kept piling up. Have I struck a cord with anyone?

Use the HITS report to set your safety stock percentages. Give the top 5% of your items, by popularity, a high percentage. A 100% safety stock percentage is not a bad place to start. As items go down the popularity continuum, drop the safety stock percentage. Once you reach the 50% mark on your entire inventory of active SKUs, ask yourself if safety stock is really necessary. Why invest a bunch of money in items that your customers are not that interested in.

Using this report and many others like it will help you increase the return on your technology investment. I will explore a couple more reports in future articles. If you need some help getting started, or a sample copy of a HITS report, send me an e-mail and I will be happy to point you in the right direction. Good luck.
Imagination

A Bi-Monthly Column By The BIG Guy

Can you imagine?
The American economy has relied on production from factories, mills and small businesses. Current economic indices are based on these production numbers, and the government, realizing we are losing these jobs overseas, has decided to add millions of dollars to give our children a firm foundation in math and science. But what if our country’s global competitive edge will never return to manufacturing? What if it will take on a completely different direction, not based in logic and linear thinking but in the nonlinear processes of creativity and imagination?

Are you preparing for such a shift?
Authors like Daniel Pink (A Whole New Mind), Richard Florida (The Rise of the Creative Class), and Virginia Postrel (The Substance of Style) see the value shift happening already and say the trend is just getting started. Think of the recently created organizations based in creativity. Google is pure innovation and creativity in action without a single factory-produced widget sitting on store shelves. Apple computers took existing MP3 technology that was having no significant impact in the marketplace and created a boom by coupling the technology with the iPod, acquiring 75 percent of the MP3 market share. To support this new idea, they became purveyors of music in an imaginative new way with iTunes. Now Apple is a computer manufacturer that sells music files they never manufactured or created.

How to grasp this shift in your organization.
I have attended and facilitated a number of strategic planning retreats and invariably there is a “brainstorming” session. The problem here is during the other 364 days of the year, those in attendance are not encouraged, or in some cases not even allowed, to think open. In the workplace. So how fruitful will this three-hour “open conversation” be if no one has been practicing or been trained for it? Get your staff thinking with creativity and imagination at the forefront of their ideas, and you will open up a potential revolution of thinking that could drive your organization to the front of the pack.

1. Stimulate their minds.
Almost all employees have e-mail addresses these days and eagerly check their mail like college kids used to go to the campus post office in my day. Frequently forward articles from news outlets that spur creative thinking and foster the growth of imagination. Then pose a question for them to answer at the end of the article. Get them thinking about creative solutions, working their imagination beyond problem-solving and industry focus.

2. Have them step into the customers shoes.
The most creative ideas come with a different perspective. Instead of trying to figuring the best way to sell to prospects, figure out how to get them to want to buy. As a speaker friend of mine says, “People hate to be sold to, but they love to buy.” Spend some time looking at your products from the prospects point of view. What are the problems they are facing your products can solve? Where is their emotional commitment going to come from? Logic dictates pricing, emotional investment dictates who to buy from. Act, feel and think like the prospect and your creativity will change how you current sell your products.

3. Puzzle them.
In a previous version of my newsletter I had a section called Desperately Seeking Solutions, where I posed a riddle, puzzle or brain bender quiz. Today those are so readily available on the Internet, I no longer felt it was needed in my publication. Post your own Desperately Seeking Solutions in your office or work area and see what kind of responses you receive. Every now and then post a specific problem you are working on and see what solutions are offered. By challenging your staff to think uniquely, creatively, and with their imagination you gain employee capabilities, not to mention, more involvement, more buy-in and more awareness of their contributions to the organization.

Instead of brainstorming once a year, make it a daily activity. As the military found decades ago, a muscle worked daily is better trained than one allowed to go unused. Instead of brainstorming once a year, make it a daily activity. As the military found decades ago, a muscle worked daily is better trained than one allowed to go unused.

Big Guy Bonus:
Let’s kickstart some creative brain activity. The first person to email us (mail@thinkbigguy.com) with all three correct answers to the following puzzles gets a signed copy of my latest book, Sunday Night Talks: Big Ideas for Family Success.

How can you add 2 to 11 and get 1 as the correct answer?
8549176320 — These numbers are in a particular order. What is it?
Mrs. Johnson has 5 children. Half are boys. What are the other half?
Grow your business with Philips Lighting web tools.

www.nam.lighting.philips.com/us/professional. The right partner can make all the difference. That’s the idea behind Philips Lighting web tools. An online site designed to help you reach more customers and leave them satisfied. With tools like Philips Lighting Solutions, you’ll find customized answers to individual customer needs, view and compare products and calculate energy savings. Just the click of a button, 24 hours a day, and you’ll find what you need to make your business grow. See what’s possible today with Philips Lighting web tools.

www.nam.lighting.philips.com/us/professional
The best market research you’ll ever get on your company is in the letter of complaint your customer just sent to you. Pay attention and read carefully. The holes in your process, from start to end, are clearly defined. The good news is, you didn’t need an outside consultant to identify them.

How you handle this customer service opportunity will make or break this relationship. But the worst thing you can do is ignore this letter. You are very close to losing this customer forever.

What follows is my story about a recent customer service issue I had and how the retailer blew it on all levels, especially when customer service issue I had and how the retailer ignored my letter of complaint. The time had come to try a more drastic approach. Threats to protest at next year’s boat show finally got attention from the manufacturer. The owner of the dealership tossed us over to him.

We wanted compensation and got it, finally. But what we didn’t get was customer service. In the end, the manufacturer sent us a check for $300.00. Sales was still passing us around like a hot potato. We just couldn’t stay in anyone’s hands long enough to get our problems fixed. Sales had forgotten us, but we will never forget them.

The Sale after the Sale
Most customers view sales as a simple process — what happens leading up to writing the check (Phase I) and what happens after (Phase II). Few people talk about Phase I for very long, but most people love to talk about Phase II. What happens after the check clears, good or bad, is what folks talk about with family and friends. Here’s where your customers brag, complain, recommend, or steer away. In fact, my customer service story fell on willing ears this past weekend when my nephew told me he was boat shopping. Can you guess if I bragged, complained, recommended or steered away? Pick two!

Your customers:
1. Don’t want to be caught between departments in your company.
2. Need an advocate. If you are willing to sell it, be willing to service the entire sale.
3. Expect responses to their letters.
4. Write letters to give you one more chance to prove they made the right choice to give you their business.
5. Talk to other customers and know how to spread the word. The internet makes this oh so much easier today.

Your Last Chance:
When you do respond (in writing please and follow with a call) here are a few tips that can help save the business and your good reputation. Answering professionally requires diplomacy and strategy. You can still save this relationship.

1. Validate the client’s feelings and thank them for taking time to inform you of the problem. Handle this like an opportunity to turn an unhappy customer into a happy one.
2. Downplay your company policies; customers don’t care.
3. Inform the customer of the status of his/her service issue. Make sure you have something to report.
4. Avoid inflammatory phrases and words. Language like “our policy” or “we trust you will be satisfied with this explanation” or “no one else has ever complained about this” only inflames the situation. These phrases smack of insincerity and customers can smell it a mile off.

5. Acknowledge your understanding of the issue by restating the key points and find a reason to apologize. Even if you apologize because your customer had to wait too long for a response — it’s something. Skip the “we apologize for any inconvenience you might have had.” I took time to write a letter, I’ve already been inconvenienced.

6. Leverage some type of compensation — and it doesn’t have to be only monetary.

7. End on a positive note.

Your customers don’t really expect you to be perfect, but they do expect you to fix things when they go wrong. Your best customers leave quite an impression. Do the same for them and they won’t leave at all.

For more information on writing customer response letters, check out Pat’s Pearls on her web site at www.patseidel.com. Pat Seidel Consulting helps companies improve business and image by improving communication and presentation skills. Learn more at: www.patseidel.com.

By Pat Seidel
Pat Seidel Consulting, LLC

The best market research you’ll ever get on your company is in the letter of complaint your customer just sent to you. Pay attention and read carefully. The holes in your process, from start to end, are clearly defined. The good news is, you didn’t need an outside consultant to identify them.

How you handle this customer service opportunity will make or break this relationship. But the worst thing you can do is ignore this letter. You are very close to losing this customer forever.

What follows is my story about a recent customer service issue I had and how the retailer blew it on all levels, especially when customer service issue I had and how the retailer ignored my letter of complaint. The time had come to try a more drastic approach. Threats to protest at next year’s boat show finally got attention from the manufacturer. The owner of the dealership tossed us over to him.

We wanted compensation and got it, finally. But what we didn’t get was customer service. In the end, the manufacturer sent us a check for $300.00. Sales was still passing us around like a hot potato. We just couldn’t stay in anyone’s hands long enough to get our problems fixed. Sales had forgotten us, but we will never forget them.

The Sale after the Sale
Most customers view sales as a simple process — what happens leading up to writing the check (Phase I) and what happens after (Phase II). Few people talk about Phase I for very long, but most people love to talk about Phase II. What happens after the check clears, good or bad, is what folks talk about with family and friends. Here’s where your customers brag, complain, recommend, or steer away. In fact, my customer service story fell on willing ears this past weekend when my nephew told me he was boat shopping. Can you guess if I bragged, complained, recommended or steered away? Pick two!

Your customers:
1. Don’t want to be caught between departments in your company.
2. Need an advocate. If you are willing to sell it, be willing to service the entire sale.
3. Expect responses to their letters.
4. Write letters to give you one more chance to prove they made the right choice to give you their business.
5. Talk to other customers and know how to spread the word. The internet makes this oh so much easier today.

Your Last Chance:
When you do respond (in writing please and follow with a call) here are a few tips that can help save the business and your good reputation. Answering professionally requires diplomacy and strategy. You can still save this relationship.

1. Validate the client’s feelings and thank them for taking time to inform you of the problem. Handle this like an opportunity to turn an unhappy customer into a happy one.
2. Downplay your company policies; customers don’t care.
3. Inform the customer of the status of his/her service issue. Make sure you have something to report.
4. Avoid inflammatory phrases and words. Language like “our policy” or “we trust you will be satisfied with this explanation” or “no one else has ever complained about this” only inflames the situation. These phrases smack of insincerity and customers can smell it a mile off.

5. Acknowledge your understanding of the issue by restating the key points and find a reason to apologize. Even if you apologize because your customer had to wait too long for a response — it’s something. Skip the “we apologize for any inconvenience you might have had.” I took time to write a letter, I’ve already been inconvenienced.

6. Leverage some type of compensation — and it doesn’t have to be only monetary.

7. End on a positive note.

Your customers don’t really expect you to be perfect, but they do expect you to fix things when they go wrong. Your best customers leave quite an impression. Do the same for them and they won’t leave at all.

For more information on writing customer response letters, check out Pat’s Pearls on her web site at www.patseidel.com. Pat Seidel Consulting helps companies improve business and image by improving communication and presentation skills. Learn more at: www.patseidel.com.
The heart of a great lighting system...

Through new tax deduction opportunities offered by the Energy Policy Act of 2005, the Federal government has recognized the importance of optimal ballast selection in the achievement of high-quality, energy-efficient lighting.

Offering the industry's most extensive line of energy-efficient ballasts and LED drivers for the market's broad range of applications, Advance's products optimize performance and enable lighting systems to reach their full potential.

Let Advance help you on your way to building a great lighting system from the ballast up.

www.energybillinfo.com
### 2007 NAILD Convention, Trade Show & ‘Organized Casual Conference’ (OCC)  
Sandestin Golf & Beach Resort – Destin, Florida

---

### Tentative Schedule of Events

#### Sunday, March 18
- **10:00am – 5:00pm**: Registration  
- **1:00 – 4:00pm**: Board Meeting  
- **5:00 – 6:00pm**: Past Presidents'/Executive Board Meeting  
- **6:00 – 7:30pm**: Open Evening  
- **7:30 – 8:00pm**: New Member Orientation  
- **8:00 – 10:00pm**: Open Hospitality/ Possibly Entertainment Night

#### Monday, March 19
- **7:00 – 8:00am**: Hot Buffet Breakfast  
- **7:30am – 1:00pm**: Registration  
- **8:00 – 8:50am**: Educational Workshops  
  - Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **8:50 – 9:00am**: Break  
- **9:00 – 9:50am**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **9:50 – 10:00am**: Break  
- **10:00 – 10:50am**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **10:50 – 11:00am**: Break  
- **11:00 – 11:50am**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **12:00 Noon**: Lunch on your own  
- **1:00pm**: Golf Tournament  
- **1:30pm**: Alternative Activity  
- **6:30pm**: NAILD 2007 Convention Kick-off  
  - Reception/Dinner  
- **7:45 – 9:15pm**: Keynote Speaker TBA  
- **9:15pm**: Open Hospitality

#### Tuesday, March 20
- **7:00am**: Hot Buffet Breakfast  
- **7:30am – 5:00pm**: Registration  
- **8:00 – 8:20am**: Candidate Speeches/New Member Introductions  
- **8:20 – 8:30am**: Break  
- **11:00am – 3:00pm**: Spouse Program  
- **8:30 – 9:20am**: Roundtable Session I – Best Sales Ideas  
- **9:20 – 10:00am**: Roundtable Session II – Best Marketing Ideas  
- **10:00 – 10:15am**: Break  
- **10:15 – 10:55am**: Roundtable Session III – Best Business Development Ideas  
- **10:55 – 11:35am**: Open Roundtable Discussion  
- **11:45am – 12:15pm**: New and Value Added Product Showcase  
- **12:15 – 1:15pm**: Buffet Luncheon  
- **1:15 – 5:00pm**: Educational Workshops (repeated)  
  - Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **1:15 – 2:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **2:05 – 2:15pm**: Break  
- **2:15 – 3:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **3:05 – 3:15pm**: Break  
- **3:15 – 4:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **4:05 – 4:15pm**: Break  
- **4:15 – 5:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **5:05 – 5:15pm**: Break  
- **5:15 – 6:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **6:05 – 6:15pm**: Break  
- **6:15 – 7:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **7:05 – 7:15pm**: Break  
- **7:15 – 8:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **8:05 – 8:15pm**: Break  
- **8:15 – 9:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **9:05 – 9:15pm**: Break  
- **9:15 – 10:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **10:05 – 10:15pm**: Break  
- **10:15 – 11:05pm**: Track I – Business Development  
  - Track II – Lighting Technology  
  - Track III – Tools for Success  
  - Track IV – Options
- **11:05 – 12 Noon**: Buffet Luncheon  
- **12:00 Noon – 3:00pm**: ‘OCC’ (20 Minute Appointments)
- **3:00pm**: Exhibit Teardown  
- **3:10 – 4:10pm**: Two Product Conferences for Distributors
- **4:10 – 4:20pm**: Break  
- **4:20 – 5:20pm**: Two Product Conferences for Distributors
- **5:00 – 6:00pm**: Open Hospitality
- **6:00 – 8:00pm**: Open Floor Trade Show Reception
- **8:00pm**: Open Hospitality – NAILD-Working  

#### Wednesday, March 21
- **7:00am**: Hot Buffet Breakfast  
- **7:30am – 12 Noon**: Registration  
- **8:00 – 11:40am**: ‘OCC’ (20 Minute Appointments)  
- **11:40am – 12:30pm**: Buffet Luncheon  
- **12:40 – 3:00pm**: ‘OCC’ (20 Minute Appointments)  
- **3:00pm**: Exhibit Teardown  
- **3:10 – 4:10pm**: Two Product Conferences for Distributors  
- **4:10 – 4:20pm**: Break  
- **4:30 – 5:30pm**: Two Product Conferences for Distributors  
- **6:00 – 8:00pm**: TCP hosted Dinner Party  
- **8:00pm**: Open Hospitality – NAILD-Working

#### Thursday, March 22
- **7:00am**: Hot Buffet Breakfast  
- **7:30am (SHARP)**: Board Elections  
- **8:00 – 8:45am**: General Business Meeting/Installation of Officers  
- **8:45 – 9:45am**: On-Line University  
  - Lighting Specialist Program
- **9:45 – 10:00am**: Break  
- **10:00 – 11am**: Distributor Meeting  
- **10:00 – 11am**: Vendor Meeting  
- **11:00am – 12 Noon**: Distributor/Vendor Joint Meeting
- **12 Noon – 1:15pm**: Awards Luncheon  
  - Best “New Product” Award  
  - “Best Idea” Awards Presentation  
  - Close “Convention 2006”  
  - Launch “Convention 2007”
- **1:15pm**: Committee Meetings  
- **7:00pm**: Farewell Dinner
Take Flight... DESTIN-ation Education...
It’s Never Been so Easy!

Average Fares From:

- Seattle = est. cost $530
- San Diego = est. cost $550
- Minneapolis = est. cost $380
- Chicago = est. cost $302
- St. Louis = est. cost $395
- Phoenix = est. cost $570
- Des Moines = est. cost $488
- Denver = est. cost $414
- Milwaukee = est. cost $358
- Tulsa = est. cost $358
- Irvine = est. cost $474
- Buffalo = est. cost $442

Rates from Expedia.com 7/14/06, based on 3/18/07 departure; returning 3/23/07; most flights are via Atlanta, Dallas & Memphis.

Mark Your Calendars!
March 18 - 22, 2007
NAILD Annual Convention, Trade Show & ‘OCC’
Sandestin Golf & Beach Resort
Destin, Florida
Halco Lighting Announces New Warehouse in Cleveland, OH

In order to provide our customers with even faster delivery, Halco has opened an additional warehouse in the heart of Cleveland. With the implementation of our fourth warehouse, we will be able to provide our growing customer base with the same exceptional service that Halco has come to be known for.

Our Cleveland warehouse is fully stocked with full lines of all Halco products. This fact will help us to reach our ultimate goal, a quality product, delivered at an expedited rate of speed and backed by exceptional customer service and guarantee. Following our Halco standard, in Cleveland, just as in our other distribution centers, all orders placed by 2:00pm will be shipped the same day. For even further convenience, our local customers can take advantage of our conveniently located Cleveland warehouse by picking up their order between the hours of 8:00am and 5:00pm.

For more information contact Halco at (800) 677-3334.

On-line Training from Universal Lighting

Three on-line training courses offered by Universal Lighting in its award-winning e-Learning Center are now NCQLP approved for LEU credit. The National Council on Qualifications for the Lighting Professions, or NCQLP, is a non-profit organization that evaluates the educational opportunities available to lighting professionals. NCQLP members are required to earn continuing education credits called LEUs (Lighting Education Units) in order to maintain their certification.

On-line courses available through Universal Lighting’s e-Learning Center include Fluorescent Ballast Basics I & II and Fundamentals of HID Lighting. All three of these courses have been approved by the NCQLP for education credits. Certified professionals who successfully complete one or more of these courses will receive a certificate that can be submitted to the NCQLP for LEUs.

The e-Learning Center is designed to educate lighting contractors, distributors and end users about the latest lighting technology for versatility, function, and energy savings. Enrollment in the program is free, and each course is divided into four user-friendly classes. Students simply click their way through the class and then take a quiz at the end to make sure they understand the material. Universal Lighting earned a 2006 “Best of the Best” Award from TED magazine for its e-Learning Center.

The NCQLP is a non-profit organization founded in 1991 to serve and protect the well-being of the public through effective and efficient lighting practice. Through a peer-review process, the NCQLP establishes the education, experience and examination requirements for baseline certification across the lighting professions.

For nearly six decades, Universal Lighting Technologies, Inc. has been bringing power and precision to the world’s most innovative lighting. Headquartered in Nashville, TN, with operations and distribution worldwide, Universal Lighting Technologies is focused on designing, manufacturing and distributing the industry’s finest lighting ballasts and controls. Universal Lighting Technologies – Energy Intelligence in Lighting.

TCP, Inc. Brings Lighting Innovations to New Website

TCP, Inc. announces the launch of its new website, www.tcpi.com, an interactive experience featuring the company’s lighting innovations and demonstrating the benefits of using its energy efficient lighting solutions in commercial, industrial and residential applications. The website gives visitors easy access to the latest product developments, industry news, and educational tools, including a customized online energy audit to instantly calculate the energy and cost savings associated with using energy efficient lamps in place of old-fashioned incandescent lighting products.

The website includes links to the many industries where TCP products are recommended. From hospitality to healthcare, industrial to institutional, the website provides information on the best products to suit each specific application. Users can also easily navigate through the company’s various product lines where they can quickly download product catalogs and spec sheets.

“The new website is a reflection of the exciting initiatives our company is continuously undertaking to improve energy efficient lighting,” said Ellis Yan, CEO, TCP, Inc. “As an extension of our commitment to lighting innovations, the website allows us to better communicate with our customers, provide up-to-date product and technology information, and educate end-users about all of the benefits of using our energy efficient products.”
In addition, the TCP website provides users with links to the lighting industry's major events and conferences, a press room for new product announcements and project case studies, and a list of the alliances and associations in which TCP is a respected partner.

For more information, visit us at www.tcpi.com or call (800) 324-1496.

Nonresidential Demand Causes Surge in Shipments of Lighting Products

Jan – Mar '06 Is Best First Quarter Since 2000

“A demonstration of impressive and probably sustained growth” is the National Lighting Bureau’s (NLB’s) characterization of first-quarter 2006 performance of the NEMA Lighting Systems Index. The Index is a composite measure of lighting products shipped from the U.S. by companies that are members of the National Electrical Manufacturers Association (NEMA).

National Lighting Bureau Communications Director John P. Bachner reported that “first-quarter 2006 performance outdistanced fourth-quarter ‘05 performance by 7.2%. It’s the second-best first quarter since NEMA started the index.” NEMA established the Index in 1998 and set that year’s industry performance to 100. The products tracked include, among others, lamps, luminaires, ballasts, emergency lighting, and exit signs. Strong gains in domestic shipments of nonresidential products – emergency lighting, fixtures, and fluorescent ballasts – fueled first-quarter 2006 growth.

According to Bachner, “It would be premature to say that first-quarter ‘06 performance heralds a return to the ‘boom’ that extended from the fourth quarter of 1999 to the second quarter of 2001, especially considering weakening residential demand. Still, it appears safe to say that the industry seems to have emerged from the trough that developed after 9/11. The Index peaked in the fourth quarter of 1999, when it hit 111. It achieved 107.5 during the first quarter of 2006; 110.5 during the first quarter of 2000, which was the second highest mark since 1998.

According to NEMA Director of Economic Analysis Brian Lego, “Evidence suggests shipments of lighting equipment will continue to expand. However, the underlying demand drivers for lighting equipment, namely residential and nonresidential construction, will begin to move in opposite directions going forward.”

Philips Acquires Bodine, a Leading Player in Emergency Lighting Sector

Royal Philips Electronics recently announced that it acquired The Bodine Company, a leading Collierville, Tennessee-based manufacturer of emergency ballasts with revenues of over $30 million in 2005. The transaction is completed. No further financial details were disclosed.

“This acquisition positions Philips very favorably in the niche emergency ballast market and enables us to broaden our product portfolio and enter strategic new market segments involving building networks,” says Brian Dundon, President & CEO of Philips Lighting Electronics North America. “Together with Bodine we will pursue new opportunities in emergency lighting and improve the system compatibility of lamp, ballast, and emergency lighting technology.”

“Through proximity to Philips’ high-quality product offering, outstanding operations, extensive global resources and broad technical expertise, we will be able to strengthen and further grow our business,” says David Crippen, CEO of Bodine. “We look forward to continuing to develop the field of emergency lighting in the areas of automation and control, LED, and electronic HID technology as well as enhancing our overall value proposition within the lighting industry.”

Bodine will be fully integrated as a business unit within Philips Lighting, while their commercial activities will continue to be operated under the Bodine structure. Founded in 1962, Bodine is a leading manufacturer of emergency ballasts and specialty lighting solutions and currently employs approximately 200 associates in its Collierville, Tennessee headquarters. The emergency ballast arena offers extensive opportunities for growth and development, particularly as it relates to the market’s emerging provision of integrated and controllable emergency lighting solutions for use with building management systems.
2006 Edition of LIGHTFAIR INTERNATIONAL Features Largest Las Vegas Showing and Conference to Date

Attendees Discovered a Bold New World in Lights

More than 16,500 attendees from around the world discovered a brand new world in lights as LIGHTFAIR INTERNATIONAL 2006 opened its doors to a LFI like never before. Celebrating its 17th year as the lighting industry’s premier North American event, LFI 2006 presented its boldest, most highly-stylized and energized Las Vegas showing ever – featuring a newly redesigned exhibit floor, spectacular décor with dramatic and innovative appointments, as well as enhanced networking opportunities and a conference larger in size and more refined in scope than ever before.

Attendees discovered more than 550 exhibiting manufacturers showcasing the latest product innovations and introductions, technological advances and design solutions. Twenty percent of these manufacturers represented countries including Argentina, Australia, Japan, Ireland, Turkey, Canada, China, Sweden and Poland. LFI 2006 also welcomed 138 first-time exhibiting companies, adding more lines and designs, in more variety and from more resources.

“Hubbell Building Automation enjoys the relationship we’ve forged with LIGHTFAIR over the years,” says Steve Ellsworth, Marketing Communication Manager of Hubbell Building Automation. “This year was no exception. LIGHTFAIR 2006 was illuminating in its continuing ability to give exhibitors a platform to present products and solutions to a broad spectrum of professionals in the lighting and building automation industries. LFI exceeded my expectations and will continue to be an integral part of our annual marketing program.”

The conference component also proved highly successful as LFI 2006 hosted its largest conference program ever in Las Vegas history with 237 hours of CEU-accredited courses, workshops and seminars. Conference curriculum included lighting software and applications, business and lighting fundamentals, design innovation and product updates, and project case studies. And programming such as the LIGHTFAIR Daylighting Institute and LIGHTFAIR Institute addressed the specialized needs and challenges facing the architectural, design and engineering communities.

Hani Rashid, principal and co-founder of the architecture and design firm Asymptote, New York, and David Suzuki, Ph.D., of The David Suzuki Foundation, Canada, were featured as keynote speakers and addressed capacity crowds during the Institutes’ luncheons.

2006 New Product Showcase Awards Recognize Best of the Best at Light air 2006

A feature component of LIGHTFAIR International is the New Product Showcase (NPS), an annual awards presentation celebrating the industry’s newest product introductions and emerging technologies. The 276 products submitted for the 2006 program—the most submissions ever—were judged by an independent panel of industry experts who brought decades of expertise and passion to the program. The winners of the 2006 New Product Showcase Awards are:

- **Parallels® from Peerless Lighting.** Winner of the Best New Product of the Year Award, the program’s highest honor recognizing the best of the best for 2006.
- **NALU from Dreamscape Lighting Mfg., Inc.** Winner of the Design Excellence Award, recognizing product excellence in design and application.
- **Equos from Philips.** Winner of the Technical Innovation Award, recognizing lighting technology excellence.

Additionally, LFI 2006 recognized and celebrated Best of Category Award Winners in the following categories:

- Conventional Lamps: The GE CMH20MR16 Lamp from GE Consumer & Industrial Lighting.
- Specialty Lamps: Luxeon K2 from Lumileds Lighting.
- Downlights, Wallwashers & Accent Lights: LumeLEX Series from Lighting Services, Inc.
- Track, Low-Voltage Cable & Rail Systems: Arca Twin from Luxo.
- Fluorescent-based Troffers, Suspended & Surface Luminaires: Parallels® from Peerless Lighting.
- Chandeliers, Pendants, Sconces, Task Lights & Decorative Luminaires: Mira from 3G Lighting, Inc.
• Landscape, Pool & Fountain: NALU from Dreamscape Lighting Mfg., Inc.

• Theatrical & Specialty Luminaires: Ultimate Architectural Floor Tiles from LightWild.

• Industrial, Vandal, Emergency, Exit & Emergency Lighting: SAF-T-RAY SAF Series from LIGHTALARMS.

• Controls & Daylighting Integration: Daylight Harvesting Control System from Encelium Technologies, Inc.

• Research, Publications, Software & Unique Applications: A History of Light & Lighting: In Celebration of the Centenary of IESNA by David DiLaura and from the IESNA.

• Specialty, Hardware, Lampholders & Components: Fixture Analyzer Kit from EYE Lighting International of North America.

• Ballasts & Transformers: Equos from Philips.

• Systems: The LEXEL® from TIR Systems, Ltd.

*Design Innovation Celebrated As LFI 2006 Announces Best Booth Awards Winners

Spectacular design and merchandising innovations define the LIGHTFAIR INTERNATIONAL (LFI) Best Booth Awards Program – a highly-acclaimed celebration of design excellence.

This May during LIGHTFAIR INTERNATIONAL in Las Vegas, Nevada, more than 550 companies were judged in four (4) categories: 100 to 200 square feet, 300 to 400 square feet, 400 to 600 square feet, and 600+ square feet and above. Various defining factors, including effective branding, product presentation, and unique use of design elements were utilized.

The winners were selected by an independent panel of judges who bring decades of visual display expertise to the program. The 2006 Best Booth Awards winners are:

- 100 – 200 Square Feet
  JOURNEÉ LIGHTING

- 300 – 400 Square Feet
  NIPPO ELECTRIC CO. LTD.

- 400 – 600 Square Feet
  WINONA LIGHTING

- 600+ Square Feet
  COOPER LIGHTING

“We were blown away by the energy on the floor, the look and feel of the show itself and certainly the feedback we’ve received,” says Libby Morley, vice president of tradeshows, LIGHTFAIR International. “We look forward with great anticipation to LFI 2007 in New York.”

---

Known For Safety Reliance
Around the Globe

The Teflon® Coating On a Shat-R-Shield® Globe is Clear, Tough, Smooth & Shatter-Resistant

Far superior to silicone-coated globes - our globes are designed for greater clarity and increased lumen output in work areas where there’s zero tolerance for unprotected glass. If accidentally broken, virtually all glass is safely contained within the smooth Teflon® coating. Risk to employees, customers and your business is reduced significantly.

- Easy to clean
- Resists thermal shock, liquid splatters, extreme heat or cold and UV light
- Teflon® will not yellow, crack or flake.

Don’t Risk Your Safety

Our Globes & Incandescents are CLEAR and SAFE

shat-r-shield®
PLASTIC-COATED, SHATTERPROOF LAMPS & LIGHTING PRODUCTS

116 Ryan Patrick Drive, Salisbury, NC 28147
Tel: (800) 223-0953 Fax: (704) 633-3420 www.shatrshield.com

NSF Certified, FDA Compliant

Today’s Lighting Distributor • NAILD • 23
Radiant Introduces Superior Alternative to Halogen Reflectors

CFL Reflectors Provide Energy Savings and Superior Light

Radiant Lamp Company introduces the first aluminum reflector CFL PAR which provides all the benefits of halogen lamps while saving up to 75% in energy costs, approximately $45 per lamp (based on a 23 Watt PAR38 CFL versus a 90 Watt PAR38 halogen operating 12 hours per day at $0.11 per KWH, labor, and approximate cost of lamps).

In addition, the lightweight aluminum reflector acts as a heat sink which helps keep the CFL ballast cool. This prolongs lamp life, reduces color shift, and improves lumen maintenance in open and recessed fixtures. Also, the glass stippled lens provides even light distribution which eliminates the “hot spots” and unsightly stray light lines that typically occur in halogen reflectors.

“The Radiant aluminum reflector CFL PAR lasts four times longer than standard halogen PAR lamps and uses 75% less energy. Making the switch to this aluminum CFL reflector will immediately impact the commercial end-user’s bottom line,” says George Mabin, Divisional General Manager of Lamps, “You get the light of halogen and the savings of a CFL.”

Radiant aluminum reflector CFLs are available in 15 watt PAR30 and 23 watt PAR38 lamp types and fit a wide variety of fixtures including gimble ring track lighting and recessed cans. They range in light output from 670-1200 lumens with a CRI of 82 and last up to 8,000 hours. The color temperatures are 3000 and 5000 Kelvin to match the color of halogen and fluorescent systems.

These lamps were available in June 2006. For more information, call 1-800-248-6900 or visit www.radiantlamp.com.

Advance’s Line of SmartMate® Electronic Ballasts With Quik-Start™ Now Available in Flexible New Versions

Advance announces the enhancement of its SmartMate® electronic ballasts for the operation of one or two 13-watt, 18-watt, or 26-watt compact fluorescent lamps (CFLs) or one 32-watt or 42-watt 4-pin CFL to include a variety of new chassis options.

Ideal for such applications as offices and hotel bathrooms and foyers, the ballasts are now available in three different housings – “Dual Entry,” “Bottom,” or “Side Lead” – for enhanced flexibility and ease of use, for a total of nine product options. Specially designed for applications requiring faster lamp ignition time, the SmartMate models feature Advance’s exclusive Quik-Start™ technology, which ignites CFLs in less than 1.0 seconds, compared to the 1.25 to 1.50-second starting ability offered by rapid-start CFL ballasts. The ballasts feature IntelliVolt® multiple voltage technology (enabling their operation at any input voltage from 120 to 277 volts, 50/60Hz) as well as Advance’s exclusive color-coded, poke-in connectors to insure wiring accuracy while minimizing fixture assembly and ballast installation time. The ballasts’ low-profile, lightweight enclosures provide maximum fixture design flexibility while facilitating shipping, handling, and installation. The ballasts also carry Advance’s standard 5-year warranty and qualify for Advance’s exclusive PLUS 90 Protection®, which matches any lamp manufacturer’s published lamp-ballast system warranty, plus adds 90 days of additional warranty protection – both lamp and ballast.

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

New Mule LED-ColorFLEX™ Stays Brilliant Day and Night

Mule Lighting has added a new line to their popular LED-FLEX™ lighting system. LED-ColorFLEX™ offers the same features that have made its LED-FLEX cousin such a successful neon replacement – flexibility, durability, and LED-based energy efficiency – and now provides color specificity as well. In addition to the color generated by the LEDs (light emitting diodes), LED-ColorFLEX tubes contain color specific dyes that enhance color brightness in daylight hours as well. LED-ColorFLEX tubes are available in Red, Blue, Green, Yellow, and Orange.

Mule’s LED-FLEX lighting system has gained popularity among architects, designers, builders and
facilities managers who like the look of neon, but want a more energy efficient and versatile alternative. Like LED-FLEX, LED-ColorFLEX 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-ColorFLEX is a system of durable UV protected tubes lined with LED lamps and color-specific dyes for illumination. The system is flexible enough to bend up to 180 degrees, offering a user-friendly alternative to delicate, glass-based neon bulbs. LED-ColorFLEX from Mule contains no harmful gases, making it safe to handle, and can be custom cut and shaped on-site, without the need for specially trained personnel.

“Our new LED-ColorFLEX lighting system looks exactly like traditional neon, and provides brilliant color day or night,” said Rob Cross, VP at Mule Lighting. “In addition to reducing energy and maintenance costs, LED-ColorFLEX is completely sealed and impervious to shock or vibration, making it suitable for outdoor use, for areas subject to vibration, and even wet applications.”

The LED lamps used for illumination in LED-ColorFLEX 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-ColorFLEX a cost-effective and environmentally sound alternative to neon lighting in many applications.

LED-ColorFLEX is 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-ColorFLEX uses a semi-conducting material that converts electricity directly into light, which is then enhanced by the color-specific dyes.

For additional product information, phone (800) 556-7690 or (401) 941-4446 or visit their web site at www.mulelighting.com.

Litetrionics’ PFT Line Has a Compact Fluorescent to Fit Any Need

Litetrionics International, Inc. introduces the PFT family of products. The PFT (Plug-in Compact Fluorescent Tube) lamps are pin-based compact fluorescent lamps. PFT lamps are available with a two-pin starter, integral to lamps with magnetic ballasts. Our other models have a four-pin starter for use with electronic ballasts. The two-pin PFT lamps have a long, 10,000 hour average rated life. Litetrionics is proud to be the first in the industry to introduce four-pin lamps with a 15,000 hour average rated life.

When compared to incandescent bulbs, PFT lamps can use 80% less energy and last 13 times as long. Compared to other compacts, the 4-pin PFT lamps offer a 33% longer life. All PFT lamps offer a 2700K correlated color temperature and a high CRI of 85. Lumens range from 230-3,200. Two-pin PFT lamps are available in 5, 7, 9, 13, 18 and 26 watts, and the four-pin lamps are available in 13, 18, 26, 32 and 42 watts.

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

Universal Lighting Introduces Two-Lamp High Lumen ULTim8® Ballast

Universal Lighting Technologies has expanded its high-efficiency line of ULTim8® ballasts for energy savings in retrofit and new construction. The new two-lamp High Lumen ULTim8 ballasts can cut power consumption by 40 percent compared to T12 ballasts, and they are even five percent more efficient than standard electronic T8 ballasts.

Universal Lighting’s new ULTim8™ high efficiency ballast family is the biggest energy-saving breakthrough in linear fluorescent lighting in a quarter century. High Lumen ULTim8 ballasts are designed to provide optimum lighting efficiency in applications where maximum light output is required with a minimum number of lamps. Even greater energy savings can be achieved with used with the new F32T8/ES (30 Watt) or F28T8 (28 Watt) lamps.

Our dedicated voltage ULTim8 ballasts (120-and 277-volt models) have a ballast factor of 1.18 and offer auto-restrike and anti-striation control. For simple installation, the ULTim8 has the same wiring and mounting footprint as conventional ballasts but is designed with a low-profile housing for versatility. These ballasts are ideal for replacing four-lamp T12 or two-lamp T8 systems and for high bay fixture applications.

For more information on Universal Lighting Technologies and the ULTim8 family of ballasts, call 1-800-BALLAST or visit the Web site at www.universalballast.com.
Calendar of Events

**2006**

**October 13 – 14**  
NAILD Fall Board Meeting  
Sandestin Golf & Beach Resort  
Destin, FL

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

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

**2007**

**March 18 – 22**  
NAILD’s 30th Annual Convention, Trade Show & Organized Casual Conference  
Sandestin Golf & Beach Resort  
Destin, FL

**2008**

**April 18 – 20**  
Equity/EDN Annual Meeting  
Schaumburg, IL  
www.equity.org

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

**May 6 – 10**  
LIGHTFAIR International  
New York Javits Center  
New York, NY  
www.lightfair.com

**October 12 – 13**  
NAILD Fall Board Meeting  
Hilton Head Marriott & Golf Resort  
Hilton Head, SC

**April 6 – 10**  
Light + Building  
Frankfurt, Germany  
www.light-building.messefrankfurt.com

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

**May 4 – 8**  
LIGHTFAIR International  
Las Vegas Convention Center  
Las Vegas, NV  
www.lightfair.com

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

**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.

**See Industry Updates Section of this issue for other educational opportunities.**

**Educational Training Opportunities**

- Advance University  
  (800) 322-2086
- GE Lighting Institute  
  (800) 255-1200
- NAILD University – www.naild.org or call (716) 875-3670
- Osram Sylvania  
  (978) 750-2464
- Universal Lighting e-Learning Center  
  www.universalballast.com
- The Philips Lighting Technology Center  
  (732) 563-3600

**NAILD is now accepting names of individuals to serve on its Board of Directors. Please send names to Linda Daniel at lmd@naild.org.**
Some people look better in the dark...

Isn't it time you woke up to a supplier who looks good in the light?

Call Halco today and get a great look at our vast product line, personal service and fast delivery. Visit us at halcolighting.com.

Light done right...day and night.

Atlanta  Cleveland  Houston  Phoenix

halcolighting.com
ArcMaster™ High Pressure Discharge Lamps

Eiko is proud to introduce the ArcMaster™ line of high pressure discharge lamps! Designed for the fast-paced and demanding entertainment lighting industry, ArcMaster™ is a brand of OEM quality lamps manufactured to the highest standards using the latest technology and quality materials.

ArcMaster™ lamps feature:

- Superior lumen maintenance
- Excellent color stability
- Durable and rugged construction
- 7200K and 8500K color temperature options
- Long life versions
- Extensive selection for various applications
- Hot restrike capabilities

The quality and performance you demand from Eiko, a trusted name in lighting solutions for over 25 years.

23220 W. 84th Street, Shawnee, KS 66227
Phone: 1.800.852.2217
Fax: 1.913.441.6679
Email: eiko@eiko-ltd.com

www.eiko-ltd.com