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President’s Message

Where did you learn the basics of lighting?

This is a tough question for many of us including me. My family has been in the lighting or electrical distribution industry for three generations so I grew up knowing some of the basics. My lighting education started at age 12 drinking coffee (mostly sugar and creamer at that age) while putting light kits on fans – you can imagine how horribly wrong that went. First lesson: liquids and electricity do not mix. Second lesson: scrubbing the showroom carpet after getting shocked is not fun. Third lesson: repeating lesson one is not smart.

We now have a better source for learning the basics of lighting than trial and error.

NAILD is now the core fundamental organization of the rapidly changing and ever more technical lighting industry.

The cornerstone of this evolution is quickly becoming the NAILD Lighting Specialist training.

• To date more than 150 members, both the distributor and vendor have registered into the LS process.
• More than 75 applicants have completed the certification.
• More than $10,000.00 has been paid to NAILD to earn these designations and the list is growing weekly.
• A revised LS-I course will be available by the convention and the first version of LS-II will be rolled out in Hilton Head with a release celebration including a promotional discount offered only to convention attendees who register on the spot.
• The demand for the LS programs is growing, inside and outside current NAILD membership.

It is my intent, and the intent of the Executive Board of Directors, to have the value of the NAILD LS program certification be a baseline standard for anyone working in the lighting field. Here is how we envision the process moving forward to make this most advantageous to the organization and its membership:

• Every NAILD member will be encouraged and have ample opportunity to obtain and promote their LS-1 and LS-II before LS-I is made available outside current NAILD membership.
• LS-II will not be made available to non-NAILD members.
• When LS-I is opened to non-NAILD membership, there will be an appropriate cost differential to offset the investments made by NAILD members for development and intrinsic value.
• LS-I certifications of non-NAILD members will be maintained only with a re-certification process demonstrating continued education and participation in the industry comparable to the re-certification investment of NAILD member’s participation in the NAILD Annual Convention or NAILD-University continuing education requirements.

It is our goal to promote NAILD and to fulfill the mission of NAILD as the marketplace changes. Also incumbent on the leadership of NAILD is to insure that we remain strong, sound, growing, and relevant. By being the standard to which the lighting distribution industry is measured is how we will thrive.

When the LS-I program is known throughout the industry as the standard, NAILD will be the standard bearer. In that setting we will be positioned to bring the highest possible value to ALL of our membership, current and future.

Thank you for the opportunity to serve NAILD as your 2007/2008 President, I am excited about taking the point position in this incredible organization.

L. Gordon Hunt, LC
NAILD President 2007 – 2008

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Managing Editor • Cathy Heldt

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All That Brazzaz:
GE Helps Chicago Restaurant Set Mood for Diners

Voted as one of the top five new restaurants in America by Citysearch, Brazzaz has made quite a splash since entering the Chicago restaurant scene in 2005. This churrascaria (Brazilian steakhouse) offers a dynamic Brazilian dining experience on the ground floor of one of Chicago’s newest residential high-rise buildings in the growing River North area near downtown.

“Tales along a wall behind the bar. The lighting being served tableside, while providing a flexible design also had to provide enough illumination for different times of day. The elaborate display of wine bottles and liquor bottles, cast soft light over the dining room tables. An upbeat soundtrack of Brazilian rock and a parade of skewer-wielding carvers serving a variety of grilled meats add to the vibrant scene.”

A plan comes together
Brazzaz hired PARACHIN design studios ltd. as its architect and lighting design firm Schuler Shook to properly illuminate the dramatic space being created. For the lamps themselves, Schuler Shook turned to GE Consumer & Industrial. Zarza and his partners wanted to highlight a number of interesting features and finishes, such as textured and multi-colored wall panels, an elaborate display of wine bottles and liquor bottles along a wall behind the bar. The lighting design also had to provide enough illumination for diners to see the numerous skewers of meat being served tableside, while providing a flexible system for creating presets (or “lighting looks”) for different times of day.

Show time
Custom, glowing pendants in orange and blue shades are a design motif throughout the restaurant. Backlit resin wall panels randomly dim up and down, simulating “hot embers” — the meaning of “Brazzaz” in Portuguese. The orange pendants and the backlit resin wall panels use nearly 130 GE 18–watt Double Biax® 2700K dimmable compact fluorescent lamps. The consistency of lamp type for both fixtures meant the restaurant would have to stock fewer lamp types.

Adding to the challenge, Schuler Shook had to adhere to a stringent energy code. The Chicago Energy Code set limits on the wattage per square foot for specific spaces (i.e., restaurant, kitchen, etc.). Schuler Shook’s designers had to ensure the total lighting wattage didn’t exceed the limited allowances. The code also had specific requirements for controls.

New strategies, new tactics
“Incandescent and halogen sources are primarily used in restaurants because of their warmth, precise distributions and ability to be dimmed. With our energy constraints, we had to consider fluorescent, with its inherently high efficacies, for the bulk of the lighting design,” says Emily Klingensmith, IALD, LC, LEED AP, principal in Schuler Shook’s Chicago office.

One of the challenges Schuler Shook faced in using fluorescent was to “disguise” the lamps to appear warmer, more like an incandescent source. By hiding the fluorescent lamps inside warm-colored shades, they were able to make the lighting appear warmer.

Efficiency experts
Baney estimates the fluorescent scheme is approximately four times more efficient than incandescent sources. It meets the stringent energy code plus offers the added benefit of making maintenance easier with a lifespan of anywhere from four to 10 times longer than incandescent lamps.

“The lighting design creates a warm, contemporary atmosphere, while adhering to a stringent energy code. It’s also dynamic, flexible and unique,” says Klingensmith. And with its outstanding food and comfortable, elegant spaces, Brazzaz has quickly brought some added pizzazz to the Chicago restaurant scene.

For more information, consumers may visit www.ge.com.
As lighting professionals we are constantly reading about energy-efficient lighting projects. We hear about how much energy was saved, or how utility bills were lowered. These are important numbers, and the savings are necessary to support the initial investment. We will start with the basic methods of evaluating energy efficiency, but please remember that efficiency does not relate to quality.

**Efficacy**

Efficacy is the most common method of evaluating the performance of a lamp. In simple terms it tells us how much light a lamp source can deliver compared to another lamp. Efficacy is expressed in terms of Lumen per Watt (LPW). Since the light output of certain lamps decline over the life of the lamp, we measure LPW by the mean lumens divided by the wattage. Mean lumens and wattage are listed in most lamp manufacturer catalogs.

LPW allows us to compare one manufacturer’s lamp to another, one wattage lamp to another, or one lamp type to another. As an example, 250W Pulse Start metal halide clear lamps can vary by more than 10% by brand. Similarly, most 100 watt incandescent lamps (of the same shape) provide higher LPW than lower wattage lamps.

Another example is the efficacy of high performance T8 systems compared to standard T8s. Some lamp sources have higher efficacies than others. For example, fluorescent is higher than incandescent, and high pressure sodium is higher than fluorescent. This number now appears on all retail packaging to allow the consumer to select the lamp that provides the most amount of light for the wattage used. It is also a benchmark for some utility incentives. But efficacy is only part of the story because it doesn’t tell us how much of the available light gets out of the fixture.

**Efficiency**

Efficiency is a method of evaluating what percentage of light leaves the fixture.

Efficiency is listed on most cut-sheets and photometric reports and is expressed as a percentage. The efficiency will vary based on many factors including finish, style, lamp placement, and lens options. The percentage can range from below 50 percent to as high as 99 percent. A bare lamp in a socket would be 100 percent. A high-bay fixture might be 70 percent, while a linear fluorescent highbay fixture may be 95 percent. Some utilities offer product incentives based on the efficiency of the fixture. Combining efficacy and efficiency will lead to the greatest energy savings because you can reduce the wattage, or the number of fixtures, to provide the same amount of available light.

**Watts Per Square Foot**

The best way to judge the energy savings of a project is to determine the necessary light level, and then evaluate the wattage per square foot (W/sf) required by alternative systems. The efficacy and efficiency will determine how many fixtures are needed to do the job. Let’s say one system can light the space at 1.4W/sf, and another system can do it for 1.2W/sf. The difference on a 25,000 square foot project would be 5000 watts. This could mean as much as $4380 in energy savings per year.¹ ASHREA/IESNA 90.1 and many state energy codes are based on W/sf and different allowances are given depending on the type of building or space type.

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**Life Cycle Cost Tool**

More efficient systems do not necessarily cost more. When it does cost more, a life-cycle cost tool can be used to demonstrate how the project can pay for itself over time. Life cycle cost and savings includes the initial material and installation costs, lamp replacement costs, labor costs, and energy costs. In the example given above, over a five year period the client would save $21,900 in energy costs to offset the initial cost difference. A good life cycle cost tool will allow you to adjust the utility rate, hours of operation, and labor costs. It will show your client the annual savings, long-term savings, payback period, and internal rate of return. Tools like this may be available from manufacturers, utility companies, or governmental agencies. This method can be used for large projects, or even residential applications.

As NAILD members you can increase your sales and profits by selling more efficient lighting projects.

If all you are concerned with is energy savings, than the lamp with highest efficacy combined with the most efficient fixture would be your best choice. But that choice may contradict the client’s needs if we don’t consider other quality lighting issues like color rendering, glare, proper light levels, and uniformity.

¹ Based on 24 hours per day and $0.10 per kWh.
If your company is going to stay in business, it has to change, and that can be scary. For many people, change is more threatening than challenging. They see it as the destroyer of what is familiar and comfortable rather than the creator of what is new and exciting. Most people, and organizations, would rather be comfortable than excellent.

But these days, if you don’t change, you stagnate and die. We must implant change in the corporate culture.

As a businessman myself, and as an adviser to executives, I’ve encountered many examples of constructive change brilliantly executed. Let me share with you some of the things I’ve learned:

**People will change only if the alternative is worse than change.**
Sometimes it’s hard for people to internalize the need for change. A Naval aviator once made an interesting observation to me that illustrates the point.

He said many pilots have died because they stayed with their disabled aircraft too long. They preferred the familiarity of the cockpit to the unfamiliarity of the parachute, even though the cockpit had become a death trap.

Many businesses have died because their people preferred the familiar but deadly old ways to the risky but rewarding new ways. We must teach them that to stand pat is to perish.

**People hunger for stability amid change.**
The steady, reliable people in any organization are often fearful of change. We must keep them in mind. We must assure them that change doesn’t mean an end to their world; it means a continuation, but with improvements.

**Here are some things we can do:**
- Explain the reasons for the change. When people understand the logic behind change, it becomes more rational and more comfortable.
- Show how our plans keep risks to a minimum.
- Emphasize the things that will remain the same.
- Let them know what to expect, step by step.
- Let them know that top management is fully behind the change. Our confidence in the value of the changes will be reassuring to them.
- Commend them and recognize them for the constructive changes they make.

**For change to be successful, it must be planned.**
We must be in control of the changes instead of at their mercy. Successful changes are based on values.

As Levi Strauss CEO Robert Haas told Harvard Business Review, “Values provide a common language for aligning a company’s leadership and its people.”

Levi Strauss summarized its values in a document it calls its “Aspirations Statement.” Everyone in the company is familiar with it and is guided by it. Whenever a Levi Strauss team analyzes a new idea, among the first questions asked is “Is it aspirational?”

When Honeywell decided to change its orientation from national to global, it adopted a set of values that included integrity, quality, performance, mutual respect and diversity.

These values enabled it to steady its course through the sea of change.

**Planned change involves a three-step process: softening, reshaping and restabilizing.**

The softening stage is the most uncomfortable for employees. After years of doing things the same old way, they have been hardened into rigid habits. Now they have to unlearn them.

When you want to soften something, you usually apply heat. During the softening stage, we apply heat by attaching a stigma to the old behaviors we want to discontinue. We stop rewarding them.

This is the time when you’re likely to encounter the greatest resistance to change. Even your management people may dig in their heels. After all, you’re changing the system under which they rose to their present jobs.

Here’s where you need skillful communication. You must make clear the reasons for change and the consequences of not changing. The gain and the pain must be made clear to managers and employees alike.

John F. Welch Jr., the CEO who led General Electric through a highly successful change in corporate culture, identifies four types of management individuals with whom we must deal during the “softening” stage. Here’s how he classifies them:

1. **People who deliver on commitments and share the new values.** These are the people you want to retain and reward.
2. **People who don’t meet commitments and don’t share the new values.** These are the people who must go.
3. **People who sometimes fail to meet their commitments, but who share the values.** For such people, a change of environment may produce a change in behavior. Give them a second chance.
4. People who meet commitments but don’t share the values. In Welch’s words, this may be “the autocrat, the big shot, the tyrant” – people who try to force performance instead of inspire it. The results they get aren’t worth the price. They’ll have to change or go.

The reshaping phase calls for a positive approach. We’re now less concerned with rooting out old ways and more concerned with implanting new ways. Managers and employees must be convinced that the new way is the right way.

Your staff and employees now must learn a whole new attitude toward their work. Managers must see themselves as facilitators, not dictators. Employees must see themselves as value adders, not order-takers or machine operators. This calls for a well-thought-out educational program.

Finally comes the restabilizing stage. During this period, you want the new behaviors to become a natural part of the everyday routine in the work place.

Pilot projects can help managers and employees feel comfortable and natural with the new ways during this stage. Let them try out the new methods in “practice runs” to see how they work.

Another way to replace the discomfort of change with the comfort of familiarity is to provide suitable role models. Find people who are familiar with the new ways and let them model them for the rest of your managers and employees. When your people witness the success of the new methods, they’ll feel more comfortable about following them.

The system of compensation and rewards should be based on the new behaviors we want to encourage. If we’re asking people to value teamwork above individual effort, then the system must be set up to reward team efforts.

My friend Joe Jacobs, founder and CEO of Jacobs Engineering, used this principle to great advantage during the ’80s. Jacobs Engineering’s individual offices each operated as separate profit centers. When Joe took on a project that required the pooling of resources from several offices, he had difficulty getting the teamwork he needed.

Executives from each office looked at the project from the standpoint of its effect on the profits of their respective offices. Joe solved this by tying each executive’s compensation to the performance of the company as a whole. When he did that, he got genuine teamwork.

Throughout the change process, everyone from line workers to senior management must be convinced that the company is behind the change. CEOs themselves must take responsibility for encouraging the new behavior. They must model it as they deal with people on as many levels as possible in the organization.

It may take years to effect fundamental change, and you should never consider the job finished. Instead, you should look for ways to institutionalize change. When your people are oriented to change and educated in effective ways to bring about change, you’re geared up for the future.

Nido Qubein is chairman of an international consulting firm and recipient of the highest awards given for professional speakers including the Cavett (known as the Oscar of professional speaking), the Speakers Hall of Fame, and Sales and Marketing International’s Ambassador of Free Enterprise. Toastmasters International named him the Top Business and Commerce Speaker and awarded him the Golden Gavel Medal. He served as president of the National Speakers Association which has a membership of 4,000 professionals and is the founder of the National Speakers Association Foundation where the highest award for Philanthropy is named for him. Nido has been the recipient of many honors including the Ellis Island Medal of Honor, the Horatio Alger Award for Distinguished Americans, the Order of the Long Leaf Pine (North Carolina’s highest civic award), a Doctorate of Laws degree, and induction into Beta Gamma Sigma, the honor society for business leadership.

His business savvy led him to help start a bank in 1986 and today he serves on the board and executive committee of a Fortune 500 financial corporation with 110 billion-dollars in assets. He is also chairman of a national public relations company, chairman of Great Harvest Bread Company with 218 stores in 41 states, and chairman of Business Life, Inc. He serves on the boards of several national organizations including La-Z-Boy Corporation and the YMCA of the USA which oversees 2,600 YMCAs across the country.

Dr. Qubein is president of High Point University, an accredited undergraduate and graduate institution with 3,000 students from 33 countries. He has written numerous books and recorded scores of audio and video learning programs which are translated in many languages. He is an active speaker and consultant addressing more than 100 business and professional groups around the world each year. He doesn’t just talk business, he lives it. He is an entrepreneur with active interests in real estate, advertising, and banking.
Help Them Help You:
Setting Expectations with a Manufacturer
A Bi-Monthly Column By Jason Bader

Don’t you just hate it when a sales rep drops in when you are right in the middle of a project? Or better yet, you are trying to bail out early for a twilight tee time and you just have a few more things to clear off the desk. It always seems to happen. A rep from one of your middle of the road lines just wants to drop in to see how things are going. There doesn’t seem to be any substance to the sales call, just a friendly hello. Depending on how the day is going, we either accept or reject the intrusion. Unfortunately, if the day hasn’t been so rosy, somebody is going to get a double barreled verbal assault right between the ears. Great, now I have to buy something to make peace.

A couple of months ago, I wrote an article about creating a vendor report card. Ultimately, creating this type of reporting is all about setting expectations. In order to avoid the situation I described earlier, we need to establish a set of expectations with the representatives charged with maintaining our account.

Help them help you. We all know the positive effect that a good sales rep can have in our organization. They keep us up to date on new product offerings, they help us manage our dead inventory, they drive sales through our organization and they can even help us train our sales people to be more effective in the field. A good manufacturer’s rep drives profitability in our company. According to the distributors I have interviewed recently, the good reps seem to be in the minority. And, if they are really good, they tend to get promoted and replaced with an energetic young pup just waiting to chew up your slippers. With all the new reps and less than stellar performers out there, we need to develop a program for making the rep a contributor in our organization.

Wait a minute. Isn’t that the job of the manufacturer? Don’t they sign the paycheck? Yes they do, but who ultimately pays the price for poor representation. We do. Rather than wasting a bunch of time in the blame game, we need to be proactive in our approach with the rep. It is our responsibility to give them a set of ground rules. Show them how to do business with your company.

The first place to set expectations is with the sales call. Do you allow drop in calls with no appointment? If so, what is the best time to reach you? Many of the distributors suggest that they have a business lull between the hours of 10AM and 2PM. This would be good information for the sales rep.

If you do not appreciate a drop in, how should they set an appointment? Many of you are fine with a phone call. Others would like to have an email detailing the nature of the call and if there is any specific information the rep is looking for. When I sat on the other side of the desk, I was in the email camp. My generation, so notably termed Generation X, tends to prefer the email route. We want to get to the point and leave the idle chit chat aside. Regardless of your preferred method, clearly communicate this to any new manufacturer calling on your company. They will appreciate the heads up and ultimately help you manage your day.

Who does what in your organization? Over the years, many of our organizations have grown from one point of vendor contact to several different points of interaction. Responsibility has been delegated to many individuals depending upon the specific task at hand. I found it useful to draw a map for each new sales rep that enters the building. It was a simple 2 page letter titled How to do business with Acme Construction Supply (my former company). In the letter, I stated our preferred method of communication, the best hours for meetings and some other expectations regarding literature and showroom displays.

The most important part of the letter stated where to go for specific issues. Who handles new product introductions? Pricing updates? Co-op advertising? Accounts payable? By drawing a map for the rep, they were able to go directly to the source of their request without disturbing several people along the way. Our most effective reps embraced the information; the least effective folks disregarded it. Who do you think got to spend more time in front of our sales team?

Speaking of sales, the most successful relationship with a manufacturer begins with a solid marketing plan. Many of us avoid this step. If the price is good, and the quality is acceptable, revenue occurs. For many of our lines, we hope this is the case. What happens when we really plan to drive a line? The results can be astounding. At the beginning of the year, sit down with the manufacturer rep and create a plan of action. Plan out the use of marketing funds. Target campaigns around new product launches. Most importantly, define the
responsibilities of each party. If you agree to have four product knowledge meetings with a manufacturer, you must fulfill your obligation. Again, this exercise is all about setting expectations. I agree to do this and you agree to do that. Make sure that you have quarterly meetings to assess the progress. It is easier to make adjustments along the way. The last thing we want is to have a bunch of finger pointing at the end of the year.

A part of this marketing campaign generally involves interaction with your sales reps. Many of you have outside sales representation and joint sales calls, with the manufacturer rep, may be appropriate. Establish some ground rules ahead of time. Do we do full days together or half days? Many distributors suggest that half days are more effective. Can the manufacturer discuss your net cost with a sales rep? This is a really sticky situation. Some of us don’t make net cost available to our sales teams. We load the cost with a percentage for operating expenses and work from a standard cost. Rather than trying to shove the pin back in the grenade, just let the manufacturer know what you expect.

Who owns the end user? One of the more difficult situations with a joint sales call comes into play after the contact is made. Should the rep be allowed to call on the same end user with a competing distributor sales person? This becomes especially difficult with independent rep agents. Since they represent several lines of product, they may be calling on the same end user with a different line of product. There is no right answer here; but there are several strong opinions. Prior to setting up the joint sales calls, let the manufacturer know how you view this dilemma. Generally, a good compromise can be worked out.

How do we handle gifts? This is a very common practice in any sales relationship. Manufacturers have logo items they want to distribute. They may have special trips or outings they want to take you on. These are all designed to strengthen the bond between you and the manufacturer. How do you want to handle this practice? Make sure your employees understand your policy as well. I had a purchasing agent that felt entitled to a free lunch any time a rep wanted to make a sales call. This was not the intention of the company; but no one explained this to the purchasing agent.

If you really want to throw the rep a curve ball, take them out to lunch. Show your appreciation for a rep who goes above and beyond for your company. After I wrote the vendor report card article, I had a nice call from a gentleman who was very proactive in creating vendor rankings. His company actually named a vendor of the year and took several members of that organization on a trip. He understood that it was important to recognize those suppliers who made his company more profitable.

We have a natural tendency to think that our manufacturers should know how to meet our expectations. In fact, we often expect them to be a bit clairvoyant. If you want a rep to work for you, set your expectations down on paper. The results will be better than you expected. If you need help creating “how to do business with my company” letter, I am always available via email at Jason@Distributionteam.com. Good luck.
For Salespeople: How to Get Up When You’re Down

By David Kahle

I’ve been pondering an e-mail I recently received. In it, the young salesperson described his most pressing challenge: The sales roller coaster. When things go well, he’s up, emotionally, and when things don’t go well, he’s down. The swings from up to down were wearing on him. His real question is one every salesperson must confront and successfully resolve: How do I manage myself to keep my emotions up and my energy high?

I’ve often thought that this is a fundamental challenge for a salesperson. It’s one thing to focus on closing the sale, and presenting to a sufficient number of prospects, and other such tasks, but the real heart of the issue is managing yourself so that you can do these things.

If you are depressed and listless, it doesn’t matter how good you are at your selling skills. You won’t have the energy to apply yourself. Managing yourself is the first challenge.

The depth of this challenge is unique to the profession of sales. In most other jobs, you know what to do, where to go, and when to do it. Not so in sales, where all these decisions are yours to make. Thus, you have the option of not being at your first call at 8:00 if you choose not to. And you have the option of taking a two-hour lunch, and being done at 3 PM. At least for awhile, till someone catches up with you.

If you have a positive attitude, an optimistic mindset, and are “up” emotionally, all these decisions are a lot easier to make than if you are dragging around in a state of depression.

I know about this, because I am given to depression. I’m a type A, high energy guy. But, I have the tendency, when things aren’t going my way, to become depressed. Let me illustrate.

In one of my sales jobs, I encountered a slow down in the amount of projects I had going – just a lull in the usual fever level of activity to which I was accustomed. I became depressed.

You know, there is a cycle to depression. For me, it went like this. Since I didn’t have as much to do, I became depressed. Since I was depressed, I wasn’t nearly as active as I had been. Since I wasn’t as active, I didn’t create much new activity. Which meant I had even less to do. Which meant I became more depressed. Which lead me to even less activity. See the cycle?

It doesn’t take long to become almost paralyzed. That’s what happened to me. I became so depressed that I couldn’t leave the house.

In my case, it took the intervention of a wise sales manager to lift me out of my depression and get me back to work.

But not everyone has that option. And not everyone becomes that depressed. But, on a day-to-day basis, the impact of being “down” can be lethal to your success. So, every salesperson has to formulate an effective answer to the question, “How do you get yourself back up when you are down?” Let me propose two options.

Change your thinking.

Our thoughts lead to our attitudes. Our attitudes lead to our actions. Our actions lead to our results. It sounds so simple, and in one sense, it is. To manage ourselves effectively, all we have to do is control our thoughts. Probably the greatest principle of self-improvement is this: You can choose your thoughts.

There certainly is nothing new about that observation. Solomon, writing centuries before Christ, said “As a man thinks in heart so is he.” The Apostle Paul wrote, “Be transformed by the renewing of your mind.” The relationship between thoughts, actions and results has been recognized probably since the dawn of mankind. The problem is, of course, actually doing it.

One of the best business books of the 20th century was called “Learned Optimism” by Dr. Martin Seligman. In it, he describes his lifework. As a research psychologist, Dr. Seligman began by studying helplessness in dogs. In an early experiment, he put dogs into a cage from which they could not escape, and subjected them to mild shocks.

After some effort at escape, the dogs would give up trying and lay down. Later, he put them into a cage from which they could easily escape, and subjected them to the same mild shocks. The dogs would just lie down and give up. Surprisingly, they did not attempt to remove themselves from the irritant. They had learned helplessness and hopelessness.

In subsequent experiments, Dr. Seligman found a similar behavior in human beings. Put into a room and subjected to irritating noises from which they could not escape, they soon learned to give up. When put into a room with a mechanism that would turn off the noise, they still didn’t
try. They had learned helplessness and hopelessness.

From this beginning, Dr. Seligman continued to formulate a thesis he calls “learned optimism.” It says, basically, that human beings learn to have either a pessimistic or an optimistic outlook. Dr. Seligman’s book contains a self-assessment to measure the degree of pessimism or optimism of the reader.

Dr. Seligman’s thesis arises from the way people explain negative events to themselves. When something negative happens, as it eventually will, the way you explain it to yourself determines your pessimistic/optimistic attitude. There are three components of this “explanatory style.”

• The first component is the degree to which you believe the event will be permanent. Pessimists believe negative events will be permanent, while optimists believe that they will be temporary.

• The second component is perverseness. Pessimists believe the causes of negative events are universal, affecting everything they do. Optimists believe them to be specific, and limited to the individual circumstances.

• The third component is personal. Pessimists believe that negative events are caused by themselves. Optimists believe that the world is at fault. Here’s how this behavioral perspective works in the everyday life of a salesperson.

Let’s say you visit one of your large accounts, and your main contact announces that the vice-president for operations has signed a prime vendor agreement with your largest competitor, and that all of your business will be moved to that competitor within the next 30 days. That’s a negative event. As you drive away from the account, you think to yourself, “I blew it here. I should have seen it coming. I’m never going to learn this job. I’ll blow the next one too. I mismanage them all.” Now, that’s a pessimistic explanation of the event.

Notice that you have explained it in a way that is personal, “I blew it.” Your explanation is also permanent, “I’m never going to learn to do this job,” and pervasive, “I mismanage them all.”

Now stop a minute, and analyze how you feel as a result of this explanation. Probably defeated, dejected, depressed, and passive. These are not the kinds of feelings you need to energize you to make your next sales call.

Let’s revisit the situation, this time offering optimistic explanations. The same event occurs — you receive bad news from your best account. As you drive away, you think to yourself, “They really made a bad mistake this time. It’s a good thing the contract is only for a year. That gives me time to work to get it back. I’m glad it was only this account and no others.”

That’s an optimistic explanation because your explanations were not personal, permanent, or pervasive. How do you feel about your future as a result of this explanation? Probably energized and hopeful.

See the difference? The event was the same. The only difference was the way you explained it to yourself. One set of explanations was optimistic, leading to energy and hope, while the other was pessimistic, leading to dejection and passivity.

Dr. Seligman has isolated optimistic behavior as one of the characteristics of successful people. Using various techniques he’s developed, he predicted elections by analyzing each candidate’s explanatory style. The most optimistic candidates often win elections.

The implications for you are awesome. If you can improve your explanatory style, and make it more optimistic, you’ll create more positive energy and hope for yourself, no matter how difficult or negative the circumstances with which you must deal.

Learned optimism can be one of your most powerful self-management techniques. It’s based on this powerful principle: Your thoughts influence your feelings and your actions, and you can choose your thoughts.

Learning to control and choose your thoughts is a learned skill, just like listening and closing. Every salesperson needs to gain some mastery over this essential competency.

By all means, ACT!

Not only do our thoughts lead to our actions, but our actions can create emotions, and those emotions can lead to our thoughts. Try this. Start laughing. No particular reason, just start laughing. Force yourself to laugh. Force yourself to laugh uproariously. Force yourself to laugh for a few minutes. When you’re finally done, note how you feel. If you’re typical, you’ll feel pretty good. The laughter generated the feeling. And, since you feel good, you’re more likely to generate positive thoughts.

We can create feelings by acting, whether or not we feel like it. I’m told that marriage counselors will sometimes advise their patients to act like you are madly in love with your spouse for a few weeks. More often than not, they come back and report a deeper bond with their spouse. The action led to the feeling.

When it comes to sales, the same principle will work for us. By all means, act. Do something, anything, but get yourself out of your lethargy by acting. As you begin to do something, that action will stimulate you to feel better, which will stimulate you to think more positively, which will stimulate you to more positive action, which will stimulate you to more positive thoughts, etc. It’s a cycle. Exactly the opposite of the depression cycle. Use this cycle to your benefit.

Learning to manage yourself is one of the core competencies of an effective, professional salesperson. And, I suppose, of a mature human being in any realm. The sooner you gain this competency, the more successful you will be.
When it comes to the key to successful companies worldwide, look at who the leaders and managers are that manage them. Successful companies are led by leaders and managers with outstanding personal and entrepreneurial characteristics such as people skills, decision-making abilities and great personal qualities.

When it comes to leaders and “want-a-be” leaders during a management succession process, the leaders of tomorrow must have, or acquire, practice and sharpen their business and personal characteristics, or we find the succession process for them will be blocked. The reasons are obvious. To mention a few: the heavy investment the family normally has in its enterprise, responsibility of many families, including the owners counting on income from the business, and the customers relying upon the service or product.

Recently a company called Development Dimensions International, a global human resource consulting firm, conducted an extensive study of the best leadership practices of strong leaders worldwide. DDI polled more than 4,500 leaders and more than 900 human resource personnel in public and private organizations from 42 countries. Following are some of the results based upon their questions.

- 53% of internally selected leaders fail due to poor people or personal skills.
- 53% cited that failure was due to poor personal qualities such as style, attitude, or habits.
- 43% cited leaders who couldn’t get results.
- 36% cited failure from the lack of skills to do the job.
- 33% noted failure from poor strategic or visionary skills.

If these are the characteristics that cause failure when not developed, what are the most common successful practices and characteristics that help create success?

- 85% of the organizations use formal training and workshops to develop leaders.
- 77% cite the use of special projects or assignments within the candidate’s job responsibility as being “highly effective.”
- 46% cite special projects or assignments outside the candidate’s job responsibility were used and only 55% said they were highly effective.

Nearly all agreed that special projects and assignments were the most effective.

- 91% of those surveyed and who had mentors or personal coaches said the experience benefited their careers.
- 46% said the coaches and mentors had a “great impact” on their career success.
- 45% said the coaches and mentors had a “moderate amount of impact” on career success.
- Only 8% said coaches and mentors had little effect and 1% said it had no effect.
- Companies with high-quality leadership development programs and formal succession management programs have superior business performance. Examples: return on equity, profit margins, etc.

Our personal observation based upon working with over 300 business-owning families over 20 years is very similar to the findings of Development Dimensions International, that highly developed personal and business characteristics and practices must work hand-in-hand for leaders of companies to be successful long or short-term. Yet when it comes to using assessment tools to support leadership development from the various companies in the U.S., we find they stay away from the personal characteristic side of the equation because, as one representative told me, “we stay away from those soft issues so we don’t offend anyone on a personal level.” Yet this study, combined with our work and the work of many other family business advisors, points to the ability to work with, influence and lead people on a personal level as the number one characteristic or practice of current leaders, and a quality that the leaders of 2007 and beyond will need to be successful.
Congratulations!
NAILD Lighting Specialist-I Graduates
(As of June 2007)

The participants at right have completed the NAILD Lighting Specialist I On-line Courseware as well as the Hands-on requirement.

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

We are currently at 51 graduates. Congratulations to all.

Thank you for your continued support. If you have not yet participated in this program and wish to do so, please call Linda at (716) 875-3670 for all pertinent information.

Gary Bellos
Elite Lighting Company

Bob Berryhill
EiKO, Ltd.

Bill Hammond
Professional Lighting & Supply, Inc.

Mary Rees
LeVeck Lighting Products, Inc.

Brian Schmid
EiKO, Ltd.

Ruth Takacs
LeVeck Lighting Products, Inc.

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New Distributor Member
American Lighting & Electric Supply
Bruce Compton, President
E-mail: bruce@amlight.com
Jay Boyd, Vice President
E-mail: jay@amlight.com
3100 6th Avenue South
Birmingham AL 35233
(205) 322-0570
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Business by the Beach
38th Annual NAILD Convention, Tradehow & Expo
April 13-17, 2006
Myrtle Beach, South Carolina
If you’re looking for a good book to take on vacation this summer, consider David Nasaw’s biography Andrew Carnegie. This is the story of an impoverished immigrant kid from Scotland who transformed himself into an American steel tycoon, philanthropist and social philosopher. Once you read about Carnegie’s work habits, you may question your own.

Carnegie’s approach was to delegate the details, work less not more, and focus on creating a bigger future. When a businessman boasted to Carnegie that he was “always in his office by 7am,” Carnegie was unimpressed. “You must be a lazy man if it takes you 10 hours to do a day’s work,” he retorted. “What I do is hire good men and then never give them orders; my directions seldom go beyond suggestions. In the morning I get reports from them . . . within an hour I have disposed of everything, sent out all my suggestions, the day’s work is done and I am ready to go out and enjoy myself.”

In 1878 his companies were booming, yet Carnegie was already concerned about burnout. He had his brother step in to run things and he took a year off to explore Asia and the Mid East. “Your always busy man accomplishes little,” Carnegie wrote in one of his many essays, “the great doer is he who has plenty of leisure.”

Fast forward to summer 2007. What are the great doers doing? Working their tails off, it appears. In what journalist Thomas Friedman calls the Flat World, it’s the executive class that’s running flat out. Consider these random statistics from my recent reading:

- 31 percent of USA college-educated male workers are regularly logging 50 or more hours a week at work, up from 22% in 1980. In Europe, the number of French and German executives working longer hours is on the increase as well.

- Fully 25% of executives at large companies around the world say their communications – voice, email, meetings – are nearly or completely unmanageable, according to a McKinsey survey of more than 7,800 managers.

- About 40 percent of American adults get less than seven hours of sleep on weekdays, up from 34% in 2001.

- You might think that with all the long hours, executives would be anxious to delegate, disconnect, and disappear. But the growing trend is toward turning vacations into an extension of the regular grind. One in five executives will take along their laptops on vacation this summer, and eight of 10 their mobile phones. We connect because we can. But here’s the rub.

Whether you’re on safari in Botswana or day-hiking Italy’s Dolomites, if you’re connected electronically, you’re also connected mentally – you’re working problems. Your physical body may be with your family, but metabolically you’re back at the office. Once your mind re-enters the familiar realm of work, the competitive juices reign in your body and you crowd out the very dream space that leisure is supposed to produce.

For eight glorious days last summer, 23 companions and I rafted down the Colorado River through the Grand Canyon. Each day our eyes feasted on some of the most beautiful scenery on planet earth. That is, when we weren’t hanging on for dear life as we shot endless rapids, getting slammed by six foot high barrages of icy cold, chocolate-colored river water.

In the evenings, we enjoyed tasty meals prepared by our four professional guides and laughed about the events of the day. Thinking about business, for the first time in memory, began to recede from its usual dominant place at the center of my thoughts.

With a steady barrage of messages coming at us, we are susceptible to a state of mind that Babson College’s Tom Davenport calls “continuous partial attention.” We react and sometimes reply, to whatever questions are being posed by the sender, whatever breaking news comes at us. But unless we occasionally unplug, we never really pause to think about what it all means. This is what vacations are for; this is what can happen to your thinking when you tap the creative power of leisure.

Getting the Most from Your Vacation
Here are some suggestions for getting the most out of your summer vacation this year:

1) If you must connect with your office, do so only once a day. Have your assistant make a list of the things you need to be informed of, and be brief.

2) Start making a list of books you want to read on vacation well in advance. A good book, the right book, can transform a mediocre vacation into a great one.

3) Figure out whether your vacation should be active and adventuresome or more sedentary and calm based on the kind of schedule you’ve been keeping of late. Allow yourself to be lazy and directionless and spontaneous if you’ve had a tumultuous first half.

4) If you’ve been emotionally absent as a spouse and/or parent, expect some “dynamics” to come into play as your family spends time together at meals, etc.

5) Commit to being “in the moment.” Only you know your thoughts, so only you will know if you’re thinking about your business. As with meditation, when you realize you’re focusing on the chatter in your mind, you don’t give up, you just get back on track.

6) Think about your own creativity, and where you get ideas.

7) Take your “Doug Days.” If you’ve heard me speak, you’ve probably heard me tell the story of Doug Greene, CEO and founder of New Hope Communications, of Boulder, Colorado. When I asked Doug where he got most of his ideas, he credited the discipline of taking a full day each month to go offline, to leave meetings and “continuous partial attention” for an appointment with himself.

8) Fuel your creativity by getting plenty of exercise, having a massage, listening to music, developing a new hobby.

9) Start keeping a journal on your vacation. Record not only what you see, and what you experience, but how you feel.

10) Don’t skip taking a vacation this summer, even if you do have to break it up into chunks. Remember, if you’re burned out, you’re not productive no matter how many hours you put in and even if you arrive at work at 7am each day.
Lighting expertise is learned and earned. The LC credential tells it all.

Visit our website at www.ncqlp.org

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 2007 Lighting Certification Examination will be given November 3, 2007.
   Early Application Deadline -- August 10, 2007
   Final Application Deadline -- September 20, 2007

The National Council on Qualifications for the Lighting Professions is composed of 10 member organizations. It is a nonprofit, independent certifying body founded by a broad spectrum of organizations in the lighting industry as well as government agencies. NCQLP Certification is a voluntary, industry-led effort that recognizes professionals who have met specified basic standards as measured by the Lighting Certification Examination.

Please forward a copy of the 2007 LC Candidate Handbook when published and add me to the NCQLP mailing list. The address below is my ___ home ___ office

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Send completed form to NCQLP, PO Box 142729, Austin, TX 78714-2729 (Phone) 512-973-0042 (Fax) 512-973-0043 (E-mail) info@ncqlp.org
**New Product Updates**

**Speed for Need: Exclusive Tetra® PowerGrid LED Lighting System Quickens Installation**

Time and labor savings will add up quickly for sign contractors installing the new patent–pending Tetra® PowerGrid LED Lighting System from Lumination, LLC, instead of standard LED systems or fluorescent systems. The exclusive, new system, a GE ecomagination product, addresses needs that Lumination customers asked the company to consider, mainly a way to simplify and speed the installation of energy–efficient, high–brightness LEDs in large–scale back lighting applications such as cabinet and box signs.

In the eyes of retail and other commercial end–users of the Tetra® PowerGrid LED Lighting System, its advantages mirror other Lumination LED signage solutions:

- Significantly lower energy and maintenance costs.
- Robust operation in cold–weather to ensure consistent presentation of the brand image.
- Up to 11 years of consistent, brilliant light based on 12 hours of daily operation and 50,000–hour rated life.
- No lead, no mercury and no glass to break.
- Quicker installation that translates as less disruption to the business and its customers.

The Tetra® PowerGrid LED Lighting System features easy–to–handle interlinking modules—an industry–first design available exclusively from Lumination. The modular system shortens installation times and thereby cuts back on labor costs. In lasting up to 50,000 hours, it delivers unmatched reliability and four times the rated life of a standard T12 HO fluorescent system (12,000–hour median life rating).

Since the LED spread pattern of the Tetra® PowerGrid LED Lighting System is fixed, due to its modular design, the light it produces across the entire face of a sign will present more brilliantly and uniformly. The new system allows sign contractors to build lower profile 5–inch deep signs, and use less material in the process. Sign depths for fluorescent systems can be as high as ten inches.

Much easier to handle than standard fluorescent tubes, a particularly important factor when significant installation heights are involved, the Tetra® PowerGrid LED Lighting System comes pre–wired. It consists of fewer parts than standard fluorescent systems.

For more information, consumers may visit www.ge.com.

**Halco Introduces ProLume™ Ballast Line**

Halco Lighting Technologies™ has unveiled a comprehensive line of Linear Fluorescent, Compact Fluorescent, Plastic Sign, and H.I.D. ballasts. Known for their high quality ProLume® lamps, Halco has added ProLume™ ballast to their line, which is one of the most extensive offerings in the industry.

Halco’s ProLume™ ballasts offering includes a wide range of options for every lighting application, covering T5, T5/HO, T8, T12, T12/HO, Circline, CFL, and H.I.D. lamps. Halco’s commitment to today’s environmental needs is reflected in their emphasis on electronic ballasts for their performance qualities and the resulting ecological benefits.

The ProLume™ family of electronic ballasts, which boasts premium ProFormance™ high power factor ballasts, with low total harmonic distortion (THD) which provides quiet flicker–free operations, and offers significant energy savings compared to its magnetic counterparts. This line includes multi–volt ballasts utilizing a single power lead requiring no special wiring, ensuring the correct ballast is used for every application. These versatile multi–volt products simplify ordering and reduce inventory costs.

The entire ballast line is featured in a comprehensive, easy–to–use, 146–page catalog. This ProLume™ Ballast Catalog includes specification sheets, wiring and case diagrams, cross–referencing by ballast and lamp type, and easy to understand product codes that simplify finding the right ballast, among other user–friendly features.

For additional information about Halco Lighting Technologies and its products, or to request the new ProLume™ Ballast Catalog, visit www.halcolighting.com, call (800) 677–3334 or email info@halcolighting.com.

**Diffuse Light Evenly with FROST-PAR Halogen Lamps from LITETRONICS**

The FROST-PAR halogen lamp from Littronics International, Inc. is designed with art galleries, museums, and retail displays in mind. The FROST-PAR has a special frost coating that properly diffuses light, eliminating striations and hot spots associated with over–lighting. They provide a bright, glare–free light to properly display artwork, artifacts, and merchandise. In
addition, FROST-PAR halogen lamps are designed to spread out light evenly throughout the room, so fewer track heads are needed. This saves on fixture, lamp, labor, and energy costs.

FROST-PAR is manufactured with the same top-grade materials and intensive engineering as all Litetronics halogen lamps. With a 5,000-hour rated life, FROST-PAR lamps last twice as long as standard halogen lamps. This reduces replacement, maintenance, and labor costs. FROST-PAR halogen lamps are available in 50-watt MR-16; 50-watt PAR 20; 50- and 75-watt PAR 30; 75-watt PAR 30 long neck; and 85- and 120-watt PAR 38 lamps. All FROST-PAR lamps have a 40-degree flood.

Call LITETRONICS for additional information at 1-800-860-3392 or visit us at www.litetronics.com.

Litetronics Offers MR16 Lamps for Any Application

Litetronics International, Inc. offers several different assortments of MR16 lamps to fulfill a variety of lighting applications. With a 4,000 to 6,000-hour average life, these lamps offer a long-lasting lighting solution for any application, while reducing replacement, inventory, and maintenance costs.

The Xtreme White™ MR16 has a proprietary lens that reduces yellow light and provides a brighter, whiter 3500K light. The Frost PAR™ MR16 has a special frost coating that eliminates the hot spots associated with over-lighting. The Sure-Beam™ MR16 is designed to release 85% of the heat from the back of the lamp, reducing heat on display items. The Mirro™ Aluminum-Reflector MR16 lamp reflects light and heat downward, protecting the transformer and extending life. The Deco™ MR16 is perfect for decorative applications, such as exposed track lighting. The Spectrachrome™ colored MR16 lamp is available in red, blue, green, and amber. The Econo MR16 lamps are an affordable choice for superior light quality. All Litetronics MR16 lamps provide crisp, white light for an energy efficient lighting solution.

Call LITETRONICS for additional information at 1-800-860-3392 or visit us at www.litetronics.com.

TCP Expands Its Linear Line of Fixtures and Lamps

TCP, Inc. broadens its linear fluorescent line of energy efficient, linear fluorescent fixtures; these lamps complete a unique sole source solution for the Industrial, Commercial and Retail markets.

When used with TCP electronic ballasts in any of TCP’s growing line of energy efficient, linear fluorescent fixtures; these lamps provide ten percent more light than standard 800 series T8 lamps. TCP’s High Lumen T8s are available in 35K, 41K, and 50K offering an excellent range of color temperatures all with a CRI of 85.

As an added feature on select T8 lamps, TCP offers ArmRluxT, a shatter-resistant coating that contains glass shattering caused by impact, unusual stress, fragments and thermal shock. The ArmRlux coating only reduces lumen output by one percent. ArmRlux meets FDA and OSHA requirements, making it ideal for use in restaurants, kitchens, manufacturing facilities, hospitals, schools, and gymnasiums.

TCP has also added 54W T5HO lamps. With 5000 initial lumens and superior lumen maintenance, these lamps are ideal for higher ceiling applications. In addition, their slim profile and shorter length allow for many diverse new construction applications. TCP’s T5HO lamps are available in 35K, 41K, and 50K offering an excellent range of color temperatures all with a CRI of 85.

For more information, visit us at www.tcpi.com or call (800) 324-1496.
MaxLite Expanding West . . . with New Office and Warehouse

Because of tremendous growth and exciting opportunities in the Western and Central regions, MaxLite is opening a West Coast Headquarters. The facility will be in Rancho Cucamonga (Los Angeles) and will comprise a full service warehouse and a fully staffed office. The office will provide sales support, customer service, and full support for MaxLite representatives and their customers.

Brian Park, National Sales Manager for Consumer Sales, in his 12th year with MaxLite, from operations to developing and managing national and international accounts, and his considerable managerial skills and in-the-field sales experience will be very effective in developing MaxLite's new presence in the west.

For more information contact Tim Wyatt, MaxLite Marketing at 973.244.7300 or visit the web page at www.maxlite.com.

Leading Lamp Manufacturer Changes Name to Better Reflect Industry Position

Halco® Lighting Corporation announced today that the company has changed its name to Halco® Lighting Technologies. Headquartered in Norcross, GA with products produced in ten countries, the global manufacturer, which offers one of the most extensive lamp assortments available in the lighting industry under the well-known brand names of Halco®, ProLume® and Prism®, has recently introduced their new line of ProLume® ballasts.

"As we continue to address environmental concerns and the increased awareness and demand for more energy efficient solutions, changing our name to Halco Lighting Technologies better defines and identifies our company direction and focus, as well as our technological reach," said Halco Lighting Technologies President, Allan Nelkin. "For over 30 years, our dedication to meeting our customer needs has resulted in providing the highest standard of quality, service, value, and the most comprehensive product offering available."

Halco Lighting Technologies manufactures a complete line of ProLume® ballasts and lamp types designed for residential, industrial/commercial and special lighting applications. The ProLume® ballast line includes Electronic Fluorescent, Magnetic Fluorescent, Plastic Sign, Compact Fluorescent and H.I.D. ballasts. The broad lamp offering includes Compact Fluorescent, Linear Fluorescent, H.I.D., Halogen, Incandescent, Miniatures and Sealed Beam, and Photo/projection lamps.

For additional information about Halco Lighting Technologies and its products, please visit www.halcolighting.com; call (800) 677-3334 or email info@halcolighting.com.

TCP, Inc. Develops National CFL Recycling Program for Consumers

TCP, Inc., announces it is offering an unprecedented CFL recycling program to retailers, municipalities, and schools, that will make it easier for consumers to dispose of the energy efficient light bulbs. TCP manufactures nearly 70% of the CFLs on the U.S. market through a variety of name brand, private label and other lighting manufacturers, including n:vision at The Home Depot.

"All CFLs must contain small amounts of mercury in order to glow and give light. Even with the trace amounts of mercury, which is roughly equivalent to the tip of a ballpoint pen, they should be recycled," said Ellis Yan, President and CEO, TCP, Inc. "The recycling program we have developed makes it easy for consumers to drop off a CFL at a retailer, city hall, or even their children’s school, and feel confident that they have made the best possible choice for lighting their homes and helping the environment."

Consumers who want to recycle a CFL will be directed to a RECYCLEPAK® return box at a designated drop off location. The consumer will take an individual collection bag from the recycle display, put the CFL in the bag, and seal it. The bag will then be placed in the RECYCLEPAK return box and shipped to an environmental services company that recycles CFLs.

The CFL recycling program marks another industry milestone for TCP, which also developed the first low sodium, lead-free CFL with reduced mercury levels to provide a brighter, more energy efficient and environmentally-friendly light bulb. TCP's CFLs are responsible for less mercury in the air than standard incandescent light bulbs. A CFL uses 75% less energy than an incandescent light bulb and lasts at least six times longer. A power plant will emit 10 milligrams of mercury to produce the electricity to run an incandescent bulb compared to only 2.4 milligrams of mercury to run a CFL for the same time.

The company also was the first to introduce the use of the “SpringLamp Inside” rather than a straight tube in a compact fluorescent lamp, dramatically providing more lumens and making the twisted tube design the standard for energy efficient lighting.

Overtime, TCP has established the strongest technology base of any energy efficient light bulb manufacturer. Though only a fraction of the size of its competitors, TCP, headquartered outside Cleveland, Ohio, has increased sales more than fivefold since 2000, reaching $152 million in sales in 2006, and manufacturing more than 70% of the CFLs on the U.S. market. It manufactures 800,000 CFLs every day and anticipates it will produce one million CFLs per day by the end of 2007.

TCP, Inc. drives lighting innovation for commercial, industrial and residential applications. As the leader in energy efficient lighting, TCP manufactures the most compact fluorescent lamps in the industry, offers one of the largest number of ENERGY STAR approved products and distrib-
utes them throughout North America and abroad. The company’s extensive product line includes compact fluorescent lamps, cold cathode, linear and high bay systems, exit and emergency lighting, HIDs, energy efficient fixtures, and LED lighting products/solutions. For more information, visit us at www.tcpi.com or call (800) 324-1496.

**OSRAM Opto Semiconductors Wins 2007 Best Innovator Award**

OSRAM Opto Semiconductors has received the Best Innovator Award 2007 in all five categories of a competition, “Innovation management in the context of globalization,” sponsored by A.T. Kearney and leading German business magazine, WirtschaftsWoche. The award ceremony will be held as part of a festival event in Berlin on November 15, 2007.

Nominees for the competition were assessed on multiple levels including innovation strategy, organization and culture of innovation, the innovation process, supporting factors and innovation success.

“Today, light already makes many things possible, but in the future there will be applications that we can now only dream about,” Dr. Bernhard Stapp, vice president Technology and CTO of OSRAM Opto Semiconductors GmbH, said. “OSRAM is developing the technologies for this future in an extremely dynamic environment, and bringing customers, suppliers, science and engineering together so that we can pioneer new applications with high-performance opto semiconductors,” he added.

Two innovative products that OSRAM has recently brought to market include its 1000 lumen OSTAR® light-emitting diode (LED), and the world’s smallest surface mountable (SMT) high-power laser for continuous wave (cw) mode.

OSRAM Opto Semiconductors is a world leader in innovative technology with more than 3,000 patents in optoelectronic semiconductors for illumination, sensing and visualization. The company’s extensive product portfolio includes high-power LEDs in various white tones and a spectrum of brilliant colors, high-performance infrared LEDs, high-quality optoelectronic detectors and high-power semiconductor lasers. In addition, OSRAM Opto Semiconductors is focusing its research and development efforts on future technologies, such as lighting applications with organic light-emitting diodes (OLED).

OSRAM Opto Semiconductors GmbH of Regensburg is a wholly owned subsidiary of OSRAM. It offers its customers solutions based on semiconductor technology for lighting, sensor and visualization applications. The company employs more than 3,500 people worldwide and operates sites in Regensburg (Germany), San Jose (USA) and Penang (Malaysia). Sales for the fiscal year ending September 2006 totaled more than EUR 500 million. For more information, visit www.OSRAM-os.com.

**NyteWatch Website**

The website provides a visual explanation of NyteWatch’s benefits through the use of diagrams, photos and graphics. Everything a customer needs to know about NyteWatch is displayed on pages dedicated to NyteWatch cutoff technology, benefits, specifications, and contractor-friendly features. A downloadable brochure provides detailed information to aid customers in making informed decisions.

Throughout the website, Stonco has developed informative statistics on how NyteWatch can bring peace of mind to homeowners. NyteWatch is another example of Stonco’s commitment to electrical contractors. The company prides itself on the ability to build exclusive contractor friendly features into every lighting fixture designed. The Contractor-Friendly section of the website shows diagrams and photos to enhance the ease of the installation process.

For more information, please visit www.nytewatch.com or call (800) 334-2212.

**Stonco Introduces NyteWatch™ Product Website**

Stonco, a division of the Genlyte Group, Inc. recently announced the introduction of its NyteWatch™ low-glare, motion sensor luminaires. To provide in-depth information about the new product, Stonco has developed a comprehensive overview of NyteWatch’s technology, benefits, features and specifications, conveniently located at www.nytewatch.com.

**Next Generation Security Lighting Solutions**

As the next generation of motion sensor security lighting systems, NyteWatch twin 150 watt quartz illumination provides special computer designed cut-off optics that reduce glare, the most common annoyance with outdoor lighting. Ideal for commercial or residential applications, two models are offered in the NyteWatch product line, the NBA and the NBC. The NBA model is adjustable from 0-30 degrees and the NBC is fixed at 0 degrees to meet Dark Sky requirements. Both models come in either black or white finishes with two 150 watt quartz halogen lamps included.

Additionally, NyteWatch enhances safety by using Steinel® motion sensitivity technology. With two precision sensors each covering 120 degrees, its adjustable masks are designed to customize detection zones. The luminaire is also energy efficient, utilizing an exclusive Nyte-Glow™ dimming feature to offer an extra layer of safety and security for dusk-to-dawn operation. It provides constant 30% ambient lighting then switches to full power when motion is detected.
Calendar of Events

2007

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

2008

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

April 13 – 17
NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference
Hilton Head Marriott
Beach & Golf Resort
Hilton Head, SC

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

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

May 26 – 30
LIGHTFAIR International
Las Vegas Convention Center
Las Vegas, NV
www.lightfair.com

2009

April 19 – 23
NAILD 32nd Annual Convention, Trade Show & Organized Casual Conference (OCC)
Radisson Fort McDowell Resort & Casino
Scottsdale/Fountain Hills, AZ

April 22 – 24
Equity/EDN Annual Meeting
GA Hyatt Regency
Atlanta, GA
www.equity.org

May 4 – 7
LIGHTFAIR International
New York Javits Center
New York, NY
www.lightfair.com

May 16 – 20
NAED Annual Meeting
The Westin Diplomat Resort & Spa
Ft. Lauderdale, FL
www.naed.org

News You Can Use

IRS 2007 Mileage Rate Set

Effective January 1, 2007, the standard mileage rates for the use of a car (including vans pickups, or panel trucks) will be:

• 48.5 cents per mile for business miles driven
• 20 cents per mile driven for medical or moving purposes
• 14 cents per mile driven in service to a charitable organization.

Complicated Guidance Issued on Rollovers to Health Savings Accounts

The IRS recently issued Notice 2007-22 (the Notice), which provides guidance on new rollover rules applicable to Health Savings Accounts (HSAs) under the Tax Relief and Health Care Act of 2006. The Notice is complicated and full of traps for the unwary, and it offers the “reward” of double taxation for mistakes. The Notice also offers a transition rule for 2006 that expired on March 15, 2007 and is, for a number of reasons, of very limited use for employers and participants.

To view the full story go to:

Educational Training Opportunities

Advance University
(800) 322-2086

GE Lighting Institute
(800) 255-1200

NAILD University
Opening mid 2007

NAILD LS-I - www.naild.org
or (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 Mission Statement:

To enhance the value of the specialized lighting distributor by creating opportunities for business development and growth through education and member interaction.
One More Reason To
Make Us Your
One Source.

Our ProLume® Ballast line covers all the bases: Electronic Fluorescent, Magnetic Fluorescent, Plastic Sign, Compact Fluorescent, and High Intensity Discharge. It also delivers all the advantages: including Multi-Volt Options, Energy Efficiency and Quality Performance. The details come to light on our website.

Halco
LIGHTING TECHNOLOGIES
where there’s light, there’s halco
Toll Free: 800.677.3334
Fax: 800.880.0822
www.halcolighting.com
Big or small, modern or classic, today's commercial buildings incorporate a wide variety of lighting fixtures to create an inviting atmosphere that is energy efficient and environmentally friendly.

To meet these demands and be competitive, distributors need a supplier who can deliver. Eiko offers a wide selection of replacement lamps, many of which feature long life, are energy efficient and TCLP compliant. With two strategically located and well-stocked distribution centers – and a third location opening on the East Coast in the Fall of 2007 – our product gets to the distributor shelves or job site without delay.

Visit www.eiko.com to search our extensive line of lighting products.