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As I write this, the heat of the summer is in full swing, and what a summer it has been. With rapidly advancing LED technology, looming energy – efficiency mandates, a struggling economy, and of course the Rare Earth Oxide issue. To top it off, I just heard about solar flares and solar storms that could wreak havoc on our communication satellites and other electronic equipment over the coming weeks!

It just goes to show that you never know what is coming next. In our industry, change has become the norm. With change comes uncertainty. With uncertainty people start to question what they should do next. That is where NAILD comes in; NAILD is the constant. Our association is the resource we should look to for help with our questions.

As always, the annual conference is the big Kahuna of all NAILD resources. Right now, we are in the planning stages and as always we are planning for a great conference with plenty of education, networking and camaraderie. 2012 is our 35th Anniversary year so please plan to attend for this special occasion. More to come regarding the conference in the upcoming issues of TLD.

In this article I briefly listed some of the many resources NAILD has to offer but, by no means is it a complete list. The NAILD board is continually looking for ways to bring more value to all our members. Please see the committee articles in this issue of TLD for more details on what the committees are working on. If anyone has ideas or thoughts they would like to share or pass on, please contact a committee chairperson or myself and we will be sure to listen. In this time of change and uncertainty communication is critical to our success in our businesses and our association as well. You have resources in NAILD, please take advantage of them.

The Lighting Specialist program is now officially on BlueVolt. If you haven’t signed up for the Lighting Specialist I or II programs now is the time. The Blue Volt platform allows us to handle more participants with greater ease. LS I has been updated with a full LED module while LS II is seeing its first group proceed through the course on the Blue Volt platform. It’s never been easier to get quality lighting education from NAILD for you and your staff.

NAILD-working has always been an informal networking opportunity around the pool. Over the past two years we have tried to establish a more formal networking structure so that members can communicate throughout the year and not just at the annual conference. I encourage everyone to keep in contact with their colleagues throughout the year and take advantage of the networking opportunities.

This year we are offering the PAR, the Performance Analysis Report (PAR). It is a comprehensive benchmarking tool that is extremely beneficial to businesses of all sizes. Where else can you get valuable information about how your business stacks up to others in NAILD and the industry in general? The PAR is a free resource for our distributor members and if you ask some people it is the most important resource NAILD has to offer. The Performance Analysis Report is best when we have the most participation possible, so please participate. It is completely confidential and will prove to be very beneficial.

It seems as though many of us may have forgotten the resources we have in NAILD. The amount of collective experience and knowledge we have is staggering. We need to take advantage of the resources NAILD has to offer.

As always, the annual conference is the big Kahuna of all NAILD resources. Right now, we are in the planning stages and as always we are planning for a great conference with plenty of education, networking and camaraderie. 2012 is our 35th Anniversary year so please plan to attend for this special occasion. More to come regarding the conference in the upcoming issues of TLD.

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Building a sustainable future starts with innovation — finding new solutions that enhance the use of clean, renewable energy. At Philips Lighting, we’re developing the next generation of lamps, ballasts, and controls to reduce energy use, minimize waste, and eliminate hazardous compounds to help your customers build a brighter tomorrow. See what light can do… and watch your business grow!  www.philips.com | www.philips.com/advance
CONGRATULATIONS!
NAILD LIGHTING SPECIALIST I GRADUATES
(As of July 2011)

The following participants have completed the
NAILD Lighting Specialist I On-line Course-
ware as well as the Hands-on requirement.

Lighting Supply Co., Jarred Becker
Lighting Supply Co., Elke Morton
Lighting Supply Co., Collin Kravis
Lighting Supply Co., Eric Miller

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

NEW VENDOR MEMBERS

3M
Eileen Youngren, Business Development
E-mail: emyoungren@mmm.com
651.737.1582
Todd Mathisen, Business Development
E-mail: tmathisen@mmm.com
651.253.9200
3M Center Building 0220-07-W-07
St. Paul, MN 55144
651.733.4594 fax
Web Address: www.3m.com

LED lighting applications, large area lighting
applications, architectural and design lighting
applications.

Classic Lamp Posts LLC
Brad Goldring, Vice President
E-mail: brad@terracastproducts.com
12700 Biscayne Blvd., #206
North Miami, FL 33181
305.895.9525
305.400.0547 (fax)
Web Address: www.terracastproducts.com
Lamp posts, globes, luminaires, etc.

NEW DISTRIBUTOR MEMBER

Dauphin Electric/CED
Gene Grassel, Sales Manager
E-mail: ggrassel@dauphinelectric.com
717.986.9358
Dan Donahue, Profit Center Manager
E-mail: ddonahue@dauphinelectric.com
717.986.9357
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(Address change from November 1st – May 1st)
TO INCREASE YOUR PROFIT

Participate in the 2011 NAILD PROFIT Survey

What’s In It For You?
As a participant in the survey, you will receive a copy of the PROFIT Report and a personalized Performance Analysis Report. This 25 page report compares your firm with similar firms and provides suggestions for improving your firm’s profitability.

Along with the Performance Analysis Report you will receive access to Profit Toolkit Online, a Microsoft® Excel spreadsheet designed to help you plan critical financial improvements for your firm.

What Does It Cost?
Participation is FREE. It is a great bargain.

Will My Figures Be Confidential?
Absolutely! Profit Planning Group independently conducts this survey for NAILD. You send your questionnaire directly to Profit Planning Group and they return your Profit Improvement Profile directly to you. Profit Planning Group has conducted over 100 financial surveys annually for over twenty years with no breach of confidentiality.

"I personally guarantee that no individual firm’s operational or financial data will ever be revealed to any person outside the immediate and necessary staff of Profit Planning Group."

Dr. Albert D. Bates, President
Profit Planning Group

It’s Easy To Participate
Simply fill out the operational questions, attach a copy of your income statement and balance sheet and send it to Profit Planning Group for processing.

The Deadline Is August 30, 2011
If you do not have a copy of the questionnaire, open your browser and go to:

www.profitplanninggroup.com/surveys
or fax a request to 303.444.9245

NAILD
CONFERENCE COMMITTEE REPORT

By Blake Hunt, LC, Chair

Committee Members: Bill Goettsche, Fred Greenberg, Cathy Heldt

2012 NAILD Conference at a Glance

35 Years of NAILD – Join the Celebration!

Friday – Saturday, April 20 – 21
Lighting Certification (LC) Test Preparation Class
(Limited Number of Seats Available)

Sunday April 22
Board of Directors Meeting
Past Presidents’ Council Meeting
New Member Reception

Monday April 23
General Education Session
Educational Track Sessions
Optional Activity
Golf Tournament
35 Years of NAILD Celebration Dinner

Tuesday April 24
General Business meeting
New Member Introductions
New Candidates Introductions
General Education Session
Educational Track Sessions
Organized Casual Conference (OCC)
New & Value Added Product Showcase Sprint
New and Value Added Product Sprint Voting

Wednesday April 25
Vendor & Distributor Breakfast Meetings
Board Elections
Installation of Officers
Awards Luncheon
Organized Casual Conferences (OCC)
Networking by the Pool
Business Development Groups (BDG)
Closing NAILD Dinner

NAILD is proud to offer, once again, the LC Preparatory class. This two day class has been a proven winner for anyone that plans to sit for the Lighting Certified (LC) Exam in November. With limited seats available (24), this class fills up very fast and, as I can attest (having taken this class prior to taking the exam) it is worth its weight in gold and we have all seen what gold prices are doing. This class is open to ALL members (Distributor and Vendor), their employees and staff. This class will start two days prior to the Conference and will include breakfast and lunch both days in order to maximize the time you have in class. Paul Hafner, LC will teach the class and I can guarantee you will find it fun, engaging and you will LEARN in a way that you will retain the information.

In addition to the two day class there is:

- Pre-work for the class 30 days before.
- Follow-through includes one, one hour, webinar each month thereafter, (six) and Practice Exams (two times, same exam plus review), between the Conference in April and the Exam in November.

A record number of New LC’s entered the market in 2010. The drive to remain competitive in an ever increasingly competitive lighting industry means more and more people are adding the LC to their credentials. Don’t wait another year. Take advantage of this outstanding opportunity! Contact Linda (716.875.3670) at NAILD headquarters for more information.
BUSINESS DEVELOPMENT / MARKETING COMMITTEE REPORT

By Diane Shellenhamer, Chair

Committee Members: Kevin Eagan, Co-Chair, Jim Goodman, Tracy Dearning, Allan Nelkin

During the last couple months since our Conference in April, the Marketing team has been busy uncovering the common thread that makes NAILD the organization where lighting distributors come together to network, learn new technology and educate ourselves on all aspects of business in the lighting industry.

The common thread that draws us in – Education. What keeps us coming back is the network! The new branding that we have been working on has been developed based on this understanding of what NAILD has become. We realized the need to be consistent in our message to new member candidates, and the importance we make of training and technology in the lighting industry.

From this sole searching, came a new logo and tag line to help promote NAILD’s identity to prospective distributors. This new branding has prepared us to launch our LS I and LS II courses to other organizations. The marketing material will plainly explain the NAILD of today.

Look for the new branding launch at our 2012 Conference . . . we can’t wait to share it!

NAILD EDUCATION COMMITTEE REPORT

By Shannon Carr, Chair

Committee Members: Josh Brown, Greg Ehrich, Bill Jacobs, Kurt Nielsen, LC

With the help of Paul Hafner, the Education Committee has been diligently working on transitioning the LS programs onto Bluevolt. We are happy to report that LS I is loaded and fully functional on Bluevolt. We have had our first round of graduates complete and pass the final July 26th. NAILD LS I now consists of ten interactive modules which includes the LED module. The LED module has also been loaded and is being offered as a stand-alone module to all previous LS I graduates. Please contact the Buffalo office for access to this module on Bluevolt.

LS II has also been loaded on Bluevolt and has begun the “Team of 20” consisting of 18 participants, Paul Hafner and Linda Daniel. They are working on the modules simultaneously and reporting back their experiences via a conference call every three weeks as well as BLOG entries. This will enable us to put together a thorough coaches manual based on 18 participants feedback and experiences with the program for future LS II students.

NAILD has partnered with IMARK to offer their members access to LS I through Bluevolt. The goal of this endeavor is to offer those IMARK members with lighting departments, a comprehensive and interactive program which will improve their competence and confidence in light and lighting. IMARK will put 4 “test” people through the program starting in September. Myself and Diane Shellenhammer have been invited to partake in IMARK’s Energy Summit in November in order to promote LS I. This is a very exciting partnership for NAILD and the education committee. We are looking forward to big things in the next few months!

NAILD MEMBERSHIP COMMITTEE REPORT

By Michael Colligan, Chair

Committee Members: Megan Lambright, Coordinator, Monica Kristo, Co-Chair, Tracy Dearing, Clay Otto, Steve Robinson, LC, Gary Root, David Karpinski, Janet Wright, Robin Watt

Survey after survey confirm that the number one benefit of being a NAILD member is the annual conference, where attendees can learn about business and new technology, share strategic ideas in peer groups, and socialize in a fun environment with like-minded people in the same industry. In that spirit, the Membership Committee launched the NAILD Roadshow (see Megan Lambright’s article on page 10 for details of the two successful events thus far). The Roadshow is an event where local attendees are taught about new technologies, industry issues, NAILD’s educational programs and have the opportunity to network and engage with their industry peers. Look for the Roadshow coming to a town near you.

In the fall, the Membership Committee will be launching online business development groups. These forums will be themed and give NAILD members the opportunity to share ideas and work on business problems with peers – NAILD style!

Also, NAILD welcomes three new members. In the vendor category are 3M Display, Classic Lamp Posts LLC and Graphics and in the distributor category is Dauphin Electric. Be sure to welcome them to the Association when you get the chance.
NAILD TAKES EDUCATION ON THE ROAD!!

By Megan Lambright, NAILD Membership and Marketing Coordinator

NAILD hosted two events in the month of June, one at Halco Lighting Technologies, in Norcross, GA and the other at Howard Lighting in Laurel, MS. Both events boasted a good-sized audience. NAILD and its vendors delivered with excellent sessions on a variety of pertinent topics.

At Halco Lighting, David Nelkin opened up with the latest in lighting legislation, John Wilson from Veolia Environmental Services discussed lamp recycling, and I moderated a discussion on lighting education and LS1. As an additional treat, the attendees were wowed by Gary Root, a past president of NAILD and the current President of Atlanta Light Bulbs.

On June 29th the NAILD Roadshow hit the Howard Corporate Offices in Laurel, MS. The event was opened by none other than Mr. Howard himself, who discussed the company he founded, its roots in Mississippi, its growth to become a world-beater and his vision for its future. David Walker, Director of Sales asked the poignant question “Is Green Really Green?” in his 40-minute noteworthy presentation. John Wilson gave a repeat performance on lamp recycling, and I the afternoon by discussing the unique educational experience offered exclusively through the NAILD Lighting Specialist program. The presentations were followed by an exclusive tour of one of Howard’s many manufacturing plants --- an energy-packed day indeed!

NAILD has officially hit the road. If you’re a manufacturer member interested in participating in a Roadshow Event, please contact Megan Lambright, at megan@naild.org or by phone at 1.800.205.6210.

JEFF DIPAULO JOINS UNIVERSAL LIGHTING TECHNOLOGIES AS NATIONAL SALES MANAGER, SIGN CHANNEL

Universal Lighting Technologies is proud to name Jeff DiPaolo as the company’s new National Sales Manager, Sign Channel. With more than 24 years of experience in the sign and lighting industry, DiPaolo will be responsible for managing six sales agents across North America.

Before joining Universal, DiPaolo served as Director of Business Development for Luminous Corp., a manufacturer of LED lighting systems with a focus on sign lighting, where he was instrumental to bringing Starbucks and T-Mobile into the company’s customer base. He holds dual degrees in accounting and business administration, and he will continue to operate out of southern Maine, where he lives with his wife and two children.

Universal Lighting Technologies owns and operates Signa Sign Solutions, an innovation leader in the sign industry for nearly 100 years. Signa’s mission is to develop innovative and energy-saving lighting technologies that are designed to last for decades, including LED light engines with the tightest binning available for consistent color, brightness and long life.

Jeff DiPaolo can be reached at jdipaolo@unvlt.com, or you may visit www.unvlt.com.
ICETRON® reaches new heights in lighting: 10 years without having to change a ceiling lamp.

Overview:
- Waste Isolation Pilot Plant (WIPP), Carlsbad, New Mexico
- 10 years ago installed SYLVANIA ICETRON® induction system

Financial Benefits:
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- Estimated lifetime maintenance cost savings = 75%
- Estimated lifetime energy savings = 285,000kWh

Environmental Benefits:
- Reduction in annual CO₂ emissions by 38,323 lbs.
- Years of use generates smaller waste stream

To see how SYLVANIA can create a cost-effective solution for you, call 1-800-LIGHTBULB or visit www.sylvania.com.
Fulham Appoints Patrick O’Neal as Regional Sales Manager, Southeast Region

Fulham is pleased to announce the appointment of Patrick O’Neal as Regional Sales Manager for the southeast portion of the U.S. Pat comes to Fulham with over 25 years of electrical experience with extensive manufacturer’s representative, regional sales management, and electrical distribution experience. Pat will be responsible for all Fulham activities with full-line and specialty distributors in Maryland, DC, Virginia, North and South Carolina, Georgia, Tennessee, Kentucky, Alabama, Louisiana, Mississippi, Missouri, Texas, and Florida. He can be reached at poneal@fulham.com.

Westinghouse Lighting Promotes Sales Manager to Lead B2B Sales Strategy

Westinghouse Lighting promotes Northeast Regional Sales Manager, David Sargut, to lead the company’s business-to-business (B2B) sales strategy as the National Sales Manager for the B2B channel.

Mr. Sargut will build the company’s relationships with customers, manage day-to-day customer needs, create and maximize opportunities in the B2B market. His concentrated efforts will focus on developing channel-specific customer strategies and further expand the Westinghouse brand through programs, services, and lighting solutions designed for customers.

New National Product Marketing Manager for Maxlite’s Expanding Markets!

MaxLite’s recently announced the appointment of Pat Treadway as Product Marketing Manager for MaxLite. This new appointment further strengthens the company’s product marketing and development capability.

A thirty year veteran of product management, product design and product development, Treadway started his career in the Microelectronics Systems Division of Hughes Aircraft. For the last five years he has been in product management for outdoor lighting, ENERGY STAR, and residential lighting products. Previously, Treadway had been the principal at Design Point, a consultancy advising, various action sports and construction industries. Pat has also held a number of Product Design and Product Management positions in the recreation vehicle industry.
Utilities, Distributors and Energy Companies Benefit from Maxlite Appointment!

MaxLite has appointed Barry Young, LC, MIES, as Commercial Utility Program Coordinator. Barry is a second generation “electrical guy”. His father was in the business, and all through high school and college, Barry held a multitude of positions in electrical distributorship, and in electrical sales.

“Energy efficiency saves money,” said Young, “it doesn’t matter what the economic conditions are. If you can show that a fixture pays for itself, then you get a chance for change. Understanding energy efficiency leads to better lighting.”

Barry Young, as Commercial Utility Program Coordinator, now joins his colleague, Residential Utility Program Coordinator, Heather Vail.

Ms. Vail is working specifically with Retail Customers and Utility Energy Programs. Young will be working with all the Commercial Programs across the country. Especially with programs where rates are high; like the West Coast, the New York area and the North East.

Frontier Lighting Opens New Store

Frontier Lighting is pleased to announce the recent opening of our newly renovated Bradenton/Sarasota Lighting store. Our new 20,240 square foot facility includes a 2,000 square foot sales counter area and a 3,000 square foot office area, with the balance of the space to be used as warehouse space.

A few highlights of the energy saving features we incorporated into the new facility; in the sales office each 2×2 recessed indirect light fixture is outfitted with (3) 24 watt high output energy saving Osram Sylvania T5 linear Pentron fluorescent light bulbs. The sales counter area has 2×2 recessed lay-in light fixtures with open 9-cell deep parabolic lens with (2) Osram Sylvania 32 watt T8 Octron U-shaped fluorescent light bulbs per fixture. Frontier Lighting added many other energy saving features into the building, including multi zone air conditioning, energy saving LED exit signs, fluorescent exterior dock lights with 48” Sylvania energy efficient T8 Octron bulbs, and office lighting with dual switching. Wall mounted passive infrared motion sensors & 360-degree ceiling mounted motion sensors were used in the bathrooms, break room and the inner offices to save energy by turning lights off automatically when the rooms are not occupied.

Frontier Lighting’s goal with this new facility is to increase our service levels in the Sarasota and Bradenton area by adding staff and increasing our inventory levels at the new facility. Frontier Lighting also plans to use the new Bradenton branch location as a central distribution center for some lighting products to supply the Clearwater and Ft. Myers lighting store locations and also as a staging area for planned future expansion into the Sarasota metro area and other market areas within Florida. Please stop by for a first hand look at our new facility or visit our Florida Blog site at www.FrontierLighting.net to see pictures showing the buildings renovation and transformation process.

Mark Your Calendar

2012 NAILD 35th Annual Conference
April 22 – 25
PGA National Resort & Spa
Palm Beach Gardens, FL
WWW.NAILD.ORG
1. **They have a huge Rolodex.**
Selling is finding customers who need or want what you have to sell. Successful salespeople find their customers differently than less successful salespeople. I spoke with an analyst who researched the differences in salespeople’s effectiveness. She found that salespeople were more successful when they had more people resources to tap into. It didn’t matter if salespeople had much sales experience or came from a non-sales area. If they had maintained contact with their mentors, peers, and managers over the years they were able to use their contacts as a source of sales leads and information. They were also more successful.

2. **They read fast.**
Customers value salespeople who possess knowledge and offer unique insights. To get these insights, you have to be current on a variety of topics. Business and non-business reading is essential. How do you process all that you need to? You’ve got to read fast. Taking a speed-reading course can increase your reading from 250 words a minute to almost 1000 words a minute. You’ll be able to acquire much more information that can be of use to your customers.

3. **They apply technology.**
How do you use the information you acquire to serve your customers? Is it easy to access that information when you need it? Having the information and being unable to access it quickly is the same as not having it at all. Time spent looking for something is time that could be spent supporting your selling. The sales greats use technology to manage information. Their databases make it easy to retrieve information. With the data they can see where their sales are and what they need to do to meet their goals. They spend time selling with information, not looking for information.

4. **They’re naturally curious.**
When they talk with customers and prospects, they use the word ‘why’ a lot. They intuitively know when to ask why to get more information. They know that information is more powerful if the reason behind it is known. They don’t guess why a customer is doing something. They ask why and find out from the customer’s point of view. In addition to why, they also ask great questions learning far more about their customers than less successful salespeople.

5. **They love what they do.**
Ask a sales great what they love about selling and they say, “Everything.” Being around them is like being around an energy source. Their attitude of optimism and belief in the value of their work portrays this enthusiastic attitude to others. As Dr. Rohit Sachdeva, the founder and Chief Clinical Officer of OraMetrix says, “Passion is infectious. It’s more important than what you know. Maintaining the passion is the biggest challenge in business.” Great salespeople are able to maintain their passion.
Successful Salespeople

If you want to know what it takes to be successful in sales, here are some habits that other successful salespeople have.

It seems to work for them. Why not for you?

6. **They do the unexpected and more for their customers.**
Salespeople can go out of their way to do something special for their customers. Getting customers for your customers; making a personal delivery on a Saturday; and helping to fill your customer’s staffing needs are what some salespeople think is their job and not something extra. In fact, most salespeople don’t make the extra effort.

7. **They’re very creative.**
Being creative means the process of coming up with new ideas for business. Sales greats see possibilities where others give up. Getting told ‘no’ by a worthwhile prospect is not the end for great salespeople; it’s just the beginning. Using their creativity they find new ways to get to ‘yes’ with the prospects who are a challenge. Creativity is the foundation of selling. It’s useful for questioning, presenting, and strategizing. Believing in your creativity is the first step to being creative.

You may have noticed these habits in other successful salespeople. When you adopt these 7 habits, the success that others achieve can also be yours.

**About the Author**

Maura Schreier-Fleming is president of Best@Selling (www.BestatSelling.com). She works with experienced sales professionals who want to close business faster and sales professionals who want to be best at selling. She is the author of Real-World Selling for Out-of-this-World Results. She can be reached at 972 380 0200 or info@BestatSelling.com.
I recently returned from the SSL conference where I heard a presentation on the Energy Policy Act of 2005. EPACT, as it is commonly called has been around 5 years. It offers rebates; CASH rebates to companies, business owners, lighting designers, engineering firms and installers. In addition to EPACT, a project can also earn IRS credits on top of the rebates, PLUS state rebates on top of the EPACT rebates and tax credits.

Funny thing about our industry, we’re so inbred we refuse to listen to new ideas. The entry of those damn new companies: LED, Wind, Solar, Environmental controls, etc. just confuse the way things have always been. I imagine every electrical manufacturer and distributor and design firm read the same annoying ‘trends’: non-residential construction is predicted to be down in 2011; therefore we need to adjust our budget to reflect a modest increase in revenues. The recent TED Mag supplement that contained the summary of a roundtable of industry leaders spewed the same pabulum we’ve heard for years: residential is down but will come back a little, non-resi is down, industrial may see some growth, exports are up a little, metals prices may be a contributor to top line, etc.

The market for remodel (which includes energy remodeling) is estimated at 10 times the market potential for new construction. TEN TIMES the market potential. There is 71 BILLION square feet of privately held office/industrial space and nearly that same size in governmental space. So, who can figure out how to sell to that amount of potential? Let me give two quick examples: a company that has never been in commercial lighting just landed the contract to replace the majority of the light bulbs in Macy’s (we used to call them lamps, remember?). How big is that? Macy’s has 2 million sockets. One of my clients just landed a $30 million order to relight a large client of theirs. $30 million! Neither of these companies were reading about the ‘soft non-residential construction market’ or ‘depressed housing market’. They didn’t know they couldn’t write this amount of business in these ‘tough economic times’. They simply presented a solid, professional, cogent ROI model to the owner of those properties and walked away with multi-million dollar orders. In neither example, did the current value-stream (sic) channel work. In both examples, NO OTHER traditional channel member ever approached them about the opportunity to help them modernize their buildings AND make money in the process.

EPACT represents an opportunity to sell any equipment that reduces energy, to any existing building and earn up to $1.80/sq ft rebate, paid in cash from the US government. The State of GA will pay up to 45c/ sq ft in rebates on top of that same rebate. The IRS will allow that same building owner to recover the non-depreciated value of the equipment being removed as an expense deduction AND possibly allow the new equipment to receive a fast depreciation schedule of less than 7 years. This is money that literally can cover most of the cost of the actual remodel project; for FREE. Banks will actually lend against this financial structure and discount the loan based upon the size of the rebates; if you’ll agree to share some of that incentive with them. How many construction projects actually bother to apply for these credits? 3%.
Want to help your kids’ schools modernize their building? EPACT will send the CASH rebate to the installer and/or design firm that generates the project to reduce energy. Why? Because school districts can’t receive tax rebates, so the money goes to the people who create that demand. Private schools can receive the money. But it starts with someone actually saying: here’s a good idea, let’s CREATE demand rather than wait for our contractor to land a bid, at ridiculously low margins.

In an economy where writing business is at a premium, there are opportunities to create new business that are simply ignored. Call it arrogance, call it ignorance, but it’s literally ignored. Our current channel strategy is breaking down; new companies are seeing opportunities where existing companies refuse to look. The game isn’t the same; the ability to sell now requires the ability to ‘sell’! How many distributor or rep or manufacturer organizations have the financial selling skills to present a professional ROI proposal to an end-user CFO or CEO to prove that company they could remodel their building and be cash-positive from Day One? Not many. Why? Because we train our salespeople to not lose orders. We train our salespeople to maintain the business they have; our sales organizations are mired in the history of how we’ve always done it before.

It isn’t the same. Change or become irrelevant, it’s your choice.

About the Author

Ted Konnerth PhD, is President/CEO of Egret Consulting Group located in Mundelein, Ill. Prior to founding Egret Consulting in 1999, Konnerth was with Cooper Lighting for 16 years and served as global vice president of sales for 4.5 years for the $1 billion lighting division. Mr. Konnerth is a long-time member of IES.
Fulham Announces New Low Frequency EHID Ballasts

Fulham’s low frequency Electronic HID ballasts (22W – 175W) are up to 15% more energy-efficient than traditional magnetic ballasts. Improved lumen maintenance yields opportunities to either use fewer or lower wattage fixtures for additional cost savings. Longer effective lamp life results in maintenance savings, too, since lamps are changed less often. These ballasts have the ability to optimize the lamp as it ages. They also automatically shut down when they sense end of lamp life (EOL Protection). Finally, Fulham Electronic HID ballasts are compact in size, low noise, lighter weight and have faster strike and restrike times than traditional magnetic ballasts.

EYE Lighting introduces new bulb shape to the growing family of Cera Arc® Ceramic Metal Halide Lamps

EYE Lighting International is proud to announce the addition of the ED23.5 shape to the T shape, mogul base lamps in the growing family of Cera Arc™ Ceramic Metal Halide products.

EYE Cera Arc ED23.5 Mogul Base lamps are being designed in 70, 100, and 150 watt versions. They are universal burn so one lamp operates in all positions with excellent horizontal performance. All are environmentally friendly because the pass the EPA/TLCP test criteria for non-hazardous waste. They are a great energy saving alternative to replace up to 250W metal halide systems in street, landscape, parking lot, security, industrial, and warehouse applications.

EYE Cera Arc Tubular Mogul Base 150W is a universal burn Ceramic Metal Halide lamp that operates on a 150W Metal Halide ballast and is energy efficient providing up to 117 LPW. Another feature is the special coating that blocks 90% of UV radiation.

RAB Lighting Introduces “LPACK52” LED Replacement for 250W Metal Halide Wallpacks

RAB Lighting proudly announces the expansion of its popular family of LED Wallpacks with the introduction of its new LPACK52, a 52 Watt LED offering which replaces up to 250W Metal Halide systems used to light building perimeters. The sleek new LPACK52 enables building owners to dramatically reduce energy consumption, improve lighting quality, and minimize maintenance costs.

A purpose-built LED provides over 3400 lumens of light and delivers outstanding color stability and uniformity which exceed ENERGY STAR standards. Highly efficient, the LPACK52 drives energy savings of 80% relative to a 250 Watt metal halide fixture. The system is available in three cutoff options (full cutoff, cutoff, and standard) and is fully Dark-Sky certified to ensure that light is directed exactly where it’s needed.

Building owners will enjoy the LPACK52’s reliable operation and long, 50,000-hour lifespan, both of which combine to deliver a significant reduction in maintenance costs and concerns. UL-listed for wet locations, the LPACK52 has a minimum starting temperature of -40°C for colder climates or walk-in freezer applications and is suitable for operation in temperatures of up to 40°C.

Fully supported by IESNA LM-79 and LM-80 testing documentation, the LPACK52 is offered with RAB’s comprehensive, whole-system 5-year warranty and represents a high-quality, superior-efficiency solution for the market’s broad range of high-wattage outdoor and indoor lighting applications. Utility rebates and incentives are available on the system and the LPACK52 is protected by patents pending in the U.S. and Canada.
Know Before You Grow:
Key Resources for Learning about your Customers and Competitors
By Marcy Phelps

Whether you’re starting a business, introducing new products or services, or adding locations, it’s always a good idea to first do your research. Informed decisions make the best decisions, and – especially when credit is tight – we often need to show that we have a solid understanding of our target markets.

Unfortunately, neither your customers nor your competitors make up one homogeneous group. What motivates people and businesses can vary – depending on the places where they operate, live, or work. That’s why it’s a good idea to incorporate into your research some business and market information about places – including demographics and the economic, political, social, and other issues that make each market unique.

Several key resources will help you drill to the local level and learn about counties, cities, census blocks, and other sub-state areas:

U.S. Government resources
The federal government collects and analyzes massive amounts of data, much of it about local areas. Population and business statistics, economic indicators, regional profiles, and mapped data are made available for free through a variety of publications and databases. Most local-level business information comes from three U.S. government agencies: the Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics.

• Census Bureau
  One of the best sources for demographics is the American Community Survey (http://snipurl.com/temfx). This annual survey of three million households collects such information as age, race, income, commute time to work, home value, and veteran status.

If you’re looking for statistics on business and industry, try the County Business Patterns website (which actually offers employment and earnings down to the zip-code level) (http://www.census.gov/econ/cbp/index.html) and the Building Permits database of construction statistics (http://censtats.census.gov/bldg/bldgprmt.shtml).

• Bureau of Economic Analysis
  For insights into a local area’s economic health, head to the BEA’s Regional Economic Accounts web page (www.bea.gov/regional). Here you will find information about Gross Domestic Product (GDP) and local-area personal income and employment. The BEA Regional Fact Sheets (BEARFACTS), with data compiled into handy tables, graphs, charts, and bulleted lists, make it easy to compare an area’s economy to that of the U.S. as a whole.

• Bureau of Labor Statistics
  This agency is a great resource for data on hours, earnings, and type of employment for workers in a particular geographic area. Also of interest are the links to information about the demographic makeup of the workforce and regional mass layoffs. Discover which products from the Bureau of Labor Statistics drill to the
local level through the Overview of BLS Statistics by Geography page of this agency’s website (www.bls.gov/bls/geography.htm).

State and Local Governments
Regional, state, and local governments frequently provide more detailed geographic-based information than federal sources, but the data won't necessarily be uniform or consistent across locations – even for locations within the same state. More likely than not, you will have to visit the websites for each jurisdiction separately. What you lose in convenience though, you gain in in-depth and first-hand knowledge.

To find official government sites, try entering the keyword government with the name of your location in a general-purpose search engine. You can also link to official sites through these resources:

- State and Local Government on the Net (www.statelocalgov.net)
- Local Governments: USA.gov (www.usa.gov/Agencies/Local.shtml)

Local News
News reports, either from or about a particular location, are a rich source of local information about public and private companies, people, economics, and issues. Local media outlets go into far greater detail than their national counterparts when covering local events and stay with the story long after the national press has moved on. Local news sources also offer something the larger outlets can’t – a local perspective – and knowing what’s important to local residents is a valuable piece of business and market planning.

The Google News (news.google.com/news) advanced search page allows for location-based searching, as does Bing News (www.bing.com/news). Also try these resources for print, radio, and TV news stories:

- American City Business Journals (www.bizjournals.com)
- News and Newspapers Online (library.uncg.edu/news)
- Radio-Locator (www.radio-locator.com)

Local Experts
Even in the age of Google, you won't find everything on the web. Perhaps no one's collected or posted exactly what you're looking for, or it's not in plain sight and will take too long to uncover. Then there's the information you won't find in any data table or news headline. As competitive-intelligence researcher Ben Gilad puts it, “Only human sources can provide commentary, opinion, feelings, intuition, emotions, and commitment.” (“My Source is Better Than Your Source! – The Argument Over Primary and Secondary Sources,” by Ben Gilad, Competitive Intelligence Review, Vol. 6(3) 58-60, 1995).

Sometimes the best way to find the answers you need is to ask an expert. People in the following professions make good targets for your research, because they generally keep an eye on the community and will often have subject expertise as well:

- Journalists
- Government workers
- Librarians
- University professors
- Association members or leaders
- Economists and economic development executives

Experts are often willing to talk and want to be helpful, but it's important to respect their time. Keep interviews short, and do some background research on both your contact and topic to make sure you quickly ask the right questions.

Business growth will take you into new and uncharted territory. Minimize the risk by arming yourself with a thorough understanding of your customers and your competitors – and the day-to-day local issues that affect their decisions.
NEW EYE LIGHTING BROCHURE INTRODUCES ARCHITECTURAL LED LUMINAIREs

EYE Lighting International has published a new brochure on kiaroLED luminaires which are being specified for streets, roadways, office and college campuses, parks and recreational spaces, parking lots, and general area lighting.

The brochure highlights the product’s exclusive (patent pending) optical design that delivers superior performance in controlling backlight, uplight and glare, while delivering more light-on-task and reducing energy consumption.

The brochure covers options including self-adjusting current control, auto-shutoff, late night dimming and motion sensing, and thermal protection control. The stylish kiaroLED luminaire is IP66 rated, and is available in a variety of finishes with LED color temperatures of 4500K, 5700K, and 6500K.

USE LAMP INC. TOP PROVIDER OF FOCUS ON ENERGY PROJECTS

Focus on Energy has listed, on their website, the top 131 providers of energy saving lighting projects in Wisconsin. http://www.finditwithfocus.com/Providers/Results/Business/All/34,11.

US Lamp is proud to be listed as Focus Energy’s top provider with 351 high efficiency lighting projects delivered in the past 15 months. These projects have resulted in the following annual savings for schools, government, commercial, and industrial customers throughout the state of Wisconsin.

$597,322
6,760,110 kilowatt hours
1,367 kilowatts

US Lamp is a wholesale lighting distributor specializing in high efficiency lighting products and completer retrofit lighting solutions, serving Wisconsin and neighboring Midwestern states. For more information visit www.uslamp.com.

FOR MORE INFORMATION ON NAILD VISIT WWW.NAILD.ORG OR CALL 716.875.3670.

WE KNOW LIGHTING RETROFITS.

Use Keystone Ballasts and Occupancy Sensors for Your Lighting Retrofit Projects and Earn Cash Rebates.

Keystone Technologies offers a comprehensive line of high efficiency ballasts and occupancy sensors that qualify for many utility and municipality rebates. Specify Keystone ballasts and occupancy sensors on your next retrofit project to automatically qualify for lucrative incentives. Contact us to learn how easy it is to put some extra cash in your pocket… just by using Keystone, the right choice in ballasts!

Keystone Technologies, LLC • P.O. Box 246, Ambler PA 19002 • Phone (800) 464-2680 • Fax (215) 628-4412 • www.keystoneballast.com
Calendar of Events

2011

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

November 18 – 19
NAILD Executive Committee Meeting
Palm Beach Gardens, FL

2012

February 15 – 20
NEMRA
www.nemra.org

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

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

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

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

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

Educational Training Opportunities

Advance University
800.322.2086

NAILD Lighting Specialist Program
call 716.875.3670 or
e-mail info@naild.org

Osram Sylvania
978.750.2464

Universal Lighting
e-Learning Center
www.unvlt.com

The Philips Lighting Technology Center
732.563.3600

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.
RAISING THE BAR

All LED lamps are NOT created equal.

Halco’s ProLED® lamps raise the bar in performance and value – delivering both the quality and quantity of light your application requires.

We invite you to compare our 2nd Generation ProLED PAR30 to the competition:

- 14 Watts
- Warm White: 740 Lumens, >58 LPW
- Natural White: 980 Lumens, >70 LPW
- 85 CRI
- LM79 and LM80
- 40,000 Hours Life
- 5-Year Warranty

Try to find this kind of performance with other LED lamps and you’ll see there is no competition. Halco ProLED sets a higher standard.
Rooted in Quality.

You need high quality products.

Well, no one else in the industry offers the same level of product development and quality control that EiKO does. With ISO, TS and QS certified testing labs in Kansas City, Germany, Taiwan and Ningbo, China, you can rest assured that every one of our products is vigorously tested before ever reaching the field—guaranteed.

Don’t settle for anything less!

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