Special Pre-Convention Issue

26th Annual Convention
InsPIERation 2003
Hyatt Regency
Pier Sixty-Six
Fort Lauderdale, Florida

What’s Inside . . .
26th Annual Convention
InsPIERation 2003
• Events
• Speakers
• Opportunities

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Systematically Positioning Your Business

Official Publication of the National Association of Independent Lighting Distributors
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NAILD Membership Drive Continues
How’d you like to have over $100 taken off your dues this year? It’s easy, referrals.
Congratulations and thanks to:

Don Coy
West Lite
Sam Warta
Higuchi USA
Gary Root
Atlanta Light Bulbs
Sid Phillips
Professional Lighting

The above members have all received over $100 for their efforts in making referrals to the membership office.
Distributors who join: pays $100 each
Vendors who join: pays $50 each
Easy money, make a call or send an email.

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In Search of the Guru . . .?

I would like to share the following letter I recently received.

Dear Mr. Otto,

I am writing you because I am in search of answers. I own a lighting distribution company and, in my quest for substantive information, I came across the NAILD Organization. I see that you are the current President. I can only surmise that, because of your status within such an organization as NAILD., you must be some sort of lighting guru. You must be the person who can answer my list of questions. I realize that nothing in life is free so if you can provide the answers I seek I will join your organization. I have a long list of questions but have narrowed my list down to my top ten, in no particular order. Now, let’s get to the meat of my quest.

1. How do I compete in this over saturated market dominated by large national chains?
2. What is the best way to stay current in our industry?
3. How do I price my customers to maximize profit?
4. Which is the best way to market my products and company, mass marketing, direct marketing, or target marketing?
5. I need to expand my product lines so how do I gain access to, and the attention of, new manufacturers?
6. I need some benchmarking data to make sure that I am properly managing the financial end of my business. Can you provide any information concerning benchmarking?
7. What products will be the “hot” products in the near future? I want to be the first in my market with the hot items.
8. Are most of your members more successful by selling price, product availability, or technical expertise?
9. There seems to be some significant changes in the technical aspects of lighting. How do I stay current with the changes and how do I keep up with the different products from the different manufacturers?
10. I struggle with staffing issues. What is the best way to maximize your staff given limited resources?

Thank you for taking the time to assist me with my quest. Your effort is greatly appreciated.

Sincerely,
John T., President

My response is as follows:

Dear John,

I have good news and bad news for you. First, the bad news. I regret to inform you that I am not “The Lighting Guru.” Your questions are certainly valid but my responses would be limited to my singular opinion and experiences.

Now, for the good news. I know where you can find the answers you seek. I know of a place where you can find more information, more lighting experience, more lighting knowledge, concentrated in a single confined square block, than anywhere else on earth. If you truly seek the solution(s) for success in the lighting business there is only one place for you to go. This year that place is Ft. Lauderdale, Florida. You need to attend our annual convention April 2nd to the 5th. You, just as everyone else in the lighting business, can’t afford not attending. Go for the knowledge you seek. Go for the knowledge you don’t seek. Go for knowledge you don’t know you should seek. Go because it will make your business better. Go because your competition will be there, making their business better. Go because you can’t afford not going.

Best wishes in your quest,
Choose from our COMPLETE SELECTION of quality lighting products and INCREASE your PROFITABILITY. Call us today for a free catalog.

TRY OUR NEWEST SELECTION OF P.Q.L. PREMIUM LIFE™ LAMPS

BR38 AND BR30 SKY-BRITE™ PREMIUM DISPLAY LAMPS
Revolutionize your display lighting!
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### 2003

**April 1-5**
*NAILD Annual Convention, Trade Show & Organized Casual Conference (OCC) “NAILD – InsPIERation 2003”*
Hyatt Pier Sixty-Six, Ft. Lauderdale, FL

**April 3 – 6**
Prophet 21’s Annual Summit for Customers
Renaissance Orlando Resort
Orlando, FL

**April 10 – 13**
Kitchen/Bath Industry Show (K/BIS)
Orange County Convention Center
Orlando, FL
For more information call Pamela Wadler or Walter Sperr at (212) 966-0024

**April 11 - 13**
Equity Annual Meeting
Hyatt Regency O’Hare Hotel
Chicago, IL

**May 5 - 8**
LIGHTFAIR International
New York

**May 17 - 21**
NAED
Atlanta Marriott Marquis, Atlanta, GA

**May 18 - 21**
NALMCO
Fort Meyers, FL

**September 10 - 13**
Affiliated Distributors’ North American Meeting. For more information call Karen Lindley, (610) 278-6421

**October 24**
NAILD Executive Committee Meeting
Rancho Las Palmas Marriott Resort & Spa
Rancho Mirage, CA

**October 25**
NAILD Fall Board Meeting
Rancho Las Palmas Marriott Resort & Spa
Rancho Mirage, CA

### 2004

**March 30 - April 2**
LIGHTFAIR International
Las Vegas Convention Center, Las Vegas

**April 15-18**
Equity Annual Meeting
Chicago, IL

**April 21 - 24**
*NAILD Annual Convention, Trade Show & Organized Casual Conference (OCC) Rancho Las Palmas Marriott Resort & Spa, Rancho Mirage, CA*

### 2005

**May 15-19**
NAED
San Francisco Marriott, San Francisco, CA

**May 16 - 19**
NALMCO
Palm Springs, CA

**September 8 -11**
Affiliated Distributors’ North American Meeting. For more information call Karen Lindley, (610) 278-6421

### Member Updates

#### New Distributor Members

**Independent Lighting**
Chris Carpenter, President
873 Seahawk Circle
Virginia Beach, VA 23452
(757) 468-5448 (757) 468-1514 fax
chris@independentlighting.com

**Light Distribution**
Jami Wilson, President
510 Cave Road
Nashville, TN 37210
(615) 889-6344 (615) 883-0988 fax
Deeter Lighting
Mark Deeter, Owner
52 Hardy Drive
Sparks, NV 89431
(775) 356-2852 (775) 356-5495 fax
dl@deeterlighting.com

**Aery Lighting Supply Inc.**
Greg J. Aery, President
540 Nepperhan Avenue, Suite 200
Yonkers, NY 10701
(914) 966-3267 (914) 966-3268 fax
greg@aerylighting.com

**National Lighting, Inc. dba Nova Lighting**
Rick Harmon, President
723 Seaboard Street
Myrtle Beach, SC 29577
(843) 445-2727 (843) 445-7744 fax
novalightingsc.rr.com

**New Vendor Member**
A.C.E. Ballasts
Dwayne S. Hillman, CEO
2506 Tillar Street
Ft. Worth, TX 76107
(817) 624-8915 fax
dhillman@ace-ballast.com
The all-new T-Bay fluorescent fixture from Stonco is designed to replace conventional H.I.D. lighting in industrial applications. It’s an ingenious blend of technologies as it combines the advantages of T5 linear fluorescent lamps with the mounting flexibility of high bays. The T-Bay is an environmentally friendly lighting solution because it exceeds the demands of today’s growing energy requirements.

- **Up to 50% Less Energy Consumed**
- **More Lumens Per Watt than Traditional High-Bays**
- **98.7% Fixture Efficiency**
- **Instant Start**
Member News

EiKO Announces New Regional Sales Manager

EiKO is pleased to announce the promotion of Stephanie Weaver to the Western Regional Sales Manager. Stephanie has been with EiKO for 5 years and has held positions in Customer Service, Inside Sales and most recently Outside Sales. She will now be overseeing all sales related tasks in the Western region. Stephanie will work in conjunction with the inside sales staff and manufacturers representatives. Please join us in congratulating her on the promotion.

New NAILD Member Benefit

Payment Processing Consultants, Inc. is a Rochester, NY based processor of credit card, debit card, gift/loyalty cards, and check guarantee services. PPC specializes in providing regional and national trade associations with a discounted member benefit program. PPC’s has been chosen to provide their program to NAILD. Members will receive discounts on services and credit card processing equipment.

In order for a business to accept credit cards a percentage of the sale is paid to a processing company such as PPC. This percentage varies based upon how the business accepts the card. A lower percentage is charged when a credit card is "swiped" through the credit machine versus "hand-keyed" when a card is accepted over the phone or via the Internet. PPC charges 1.65% plus $.20 per transaction for swiped cards and 2.38% plus $.20 per transaction for non-swiped cards. The only other fee charged by PPC is a $9.95 monthly fee. This fee provides each participating NAILD member with a monthly statement, 24-hour customer service, unlimited printer paper and ribbons, and loaner equipment if your equipment breaks.

PPC offers sells and leases state of the art credit card equipment and software. A lifetime warranty comes standard on all equipment that PPC offers. If a NAILD member already owns equipment PPC will reprogram it at no charge.

In addition to the lower percentage, a significant amount of the savings you will experience with PPC will come from the unnecessary fees that other company’s charge. With this member benefit there is no contract term for service, no monthly minimum amount of sales, and no annual fee.

If you call PPC at (888) 282-5384 they will perform a cost comparison with your current processor.

This Terminal/Printer Combination is very fast and comes with a lifetime warranty.

Susan Dusseault Appointed OSRAM SYLVANIA Plant Manager in Exeter

Effective Jan. 13, Susan Dusseault has been appointed plant manager for the OSRAM SYLVANIA Precision Materials & Components (PM&C) facility in Exeter, NH, reporting directly to Chris Coliandris, vice president of PM&C’s materials operations. Dusseault succeeds Graham Wark who recently was named SBU general manager for the company’s high-intensity discharge (HID) lighting products in Manchester, NH.

Dusseault has worked for OSRAM GmbH in Berlin, Germany, since 1994, most recently as the manufacturing manager for General Lighting’s HCI/HQI-T lamp product line. From 1992 to 1994, she served as quality engineer for OSRAM SYLVANIA’s Automotive Lighting business in Hillsboro, NH. Dusseault joined GTE in 1991 as an engineering associate in GTE’s Engineering Management Development Program.

Members on the Move

EiKO

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Scene Builder™ system design. Another reason Mural® Digital Dimmer System is light years ahead of the competition.

Now it's easier than ever to set the perfect scene in a commercial or residential application. With our convenient on-line Scene Builder software, designing an ideal lighting control system is now as simple as answering a few questions on our web site. Scene Builder does all the work, figuring out your entire control scheme for you. Scene Builder is just one of the many unique features that you get only with Leviton's Mural Digital Dimmer System. Known for its stylish Decora® rocker-style controls, the system offers a wide range of integrated lighting control options that provide a sophisticated, family look with pre-set dimming and Soft-ON/Fade-OFF switching. In addition, a Scene Controller is capable of directing seven distinct scenes at a time, with the advantage of each device having a single-pole and three-way and the availability of time-saving color change kits.

So for your next big scene – choose Leviton’s Mural digital dimmers with on-line system design. For more information, or to access our Scene Builder Wizard, go to www.leviton.com/scenebuilder

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Nominees for NAILD 2003-2004 Election

Phil Henry has more than 20 years of experience in the lighting industry and is director of marketing and product development for Crescent/Stonco, a division of Genlyte-Thomas Group LLC. In this capacity, Mr. Henry is responsible for managing and directing HID and Fluorescent lighting product development including marketing Crescent fluorescent, Eclipse Exit and Emergency package, StarLyte downlighting, Stonco HID, and Supply products.

Mr. Henry joined the Crescent/Stonco organization in 1979 as an inside sales manager and has steadily risen through the ranks of the organization. Throughout his more than 20 years with Crescent/Stonco, Mr. Henry has held a number of sales and marketing positions including his most recent position as product manager before being promoted. Additionally, Mr. Henry was western regional sales manager, and prior to that, was responsible for sales in the central and southern regions. In 1998, Mr. Henry was named Sales Manager of the Year by Crescent/Stonco parent company, Genlyte-Thomas Group LLC. Mr. Henry is a graduate of Ursinus College in Collegeville, Pennsylvania.

He resides in Lakewood, New Jersey with his wife, Janice and two daughters, Ashley and Allison. He is a member of the Magic Castle, a private club for magicians and is also a member of the Society of American Magicians (SAM).

John Ranshaw is President/ CEO of CON-TECH Lighting, Northbrook, IL. CON-TECH is a rapidly growing supplier of track, recessed and low voltage lighting systems. Celebrating its 23rd year in the lighting business, CON-TECH has been a longtime supporter of NAILD and NAILD members. John joined the company in 1998 when founders Al and Sandy Grossman sold a majority interest to E&A Industries. John served as Vice-President, Sales and Marketing for two years and was named President in 2001. Prior to joining CON-TECH, John served in various Sales and Marketing positions with the parent company, E&A Industries since 1988.

John has special respect for NAILD members because of their unique position in the lighting industry. He believes NAILD members typify the true independent businessman which is consistent with CON-TECH’s same work ethic of incredible customer service, entrepreneurship and “out hustling” the bigger, less flexible competition. If given the opportunity to become part of NAILD’s Board of Directors, John would look forward to increasing the organization’s membership and furthering ideas to improve the efficiency and growth of the organization’s members.

John has been married to Kate for 25 years and has two daughters, Emily (17) and Elizabeth (11- going on 15). In addition to enjoying his daughters’ participation in youth soccer, John enjoys woodworking and furniture refinishing in his spare time.

William D. Kirkland has more than fifteen years experience in the lighting industry. As the senior vice president of sales and marketing, he is responsible for the both the OEM and distribution sales channels, market specification organization, value-creative selling and customer service.

Before his career at Universal Lighting Technologies, Mr. Kirkland spent more than five years in the lighting industry in technical engineering, design and national account sales positions. Mr. Kirkland received a Bachelors degree in Electrical Engineering from Valparaiso University, Valparaiso, IN.

“My primary interest in serving on the Board for NAILD, is to utilize my lighting and business experience to advance the charter of the organization. Keeping in mind, that the organization is made up of many different interests and that representation requires a broad base of experience and intuition.”
From gymnasiums to industrial applications, we offer one-stop shopping for HID ballasts.

It’s A Slam Dunk.

You can find all your HID solutions in one handy spot when you visit your authorized Universal Lighting distributor.

Universal pulse start ballasts offer high efficiency, energy savings and outstanding reliability. Our industry first F-Can pulse start models operate either 120 or 277 volts and are ideal for high recessed fixtures like those in airports and atriums. And our Multi-5™ is the first HID ballast that incorporates five taps in one (120, 208, 240, 277, 480 volt) ensuring that you always have the right ballast for every application.

To learn more about why Universal’s HID line is a slam dunk, visit our Web site or call us today.

Gordon Hunt has been a member of NAILD for about six years. “I have enjoyed meeting other members of our profession and having the opportunity to engage in conversation and discussions about the many areas of lighting that other distributor companies pursue. I have also enjoyed these same interactions with many of our very supportive vendor members.

“I hope to serve on the board of NAILD to bring new ideas and perspectives to this organization as repayment for the many that been shared with me since joining. My education and experience have given me what I feel to be a unique perspective to problem solving and to market development. As what must have seemed a profession of ‘Student Dom’ to my parents, I studied psychology, business, accounting, government, and international studies. My professional life has been a bit diverse as well. I started working in a lighting showroom when I was 14 to have some spending money. I worked in electrical supply houses and warehouses on and off through high school and college. I have worked at defense contractor facilities for the DOD as an auditor. I was an assistant purchasing director at an electrical supply house while finishing college, and now I am the operations director at Illuminating Technologies, Inc., my family’s business of 10 years.”

David Bailey is chief operating officer for the First Light Lighting Stores in Tulsa, Memphis, and Charlotte. “My wife, Julie and I have three teenage boys.

“After completing college in 1981, I went into public accounting becoming a CPA. In 1993, I became an equity owner/manager of a lighting company and started my career. After selling my interest in 1996, I joined Bud Robinson in growing the First Light business by opening three locations and managing the daily operations of such.

“I have served on different boards in various capacities such as the Meridian Sertoma Club as President and District Governor, LeFlore County Club, Wesley House Community Charity, and am presently on the board of Northwood Country Club as finance chairman.

“My membership in NAILD has been very rewarding from both a business and personal standpoint. I would like the opportunity to contribute to the continued growth of NAILD and its most enjoyable members.”

Nominees for NAILD 2003-2004 Election
Now that all the bubbles have burst, isn’t it time you revved up your innovation processes? Because, let’s face it, most of the growth options available to you during the dot-com boom are suspect today.

Take, for example, acquisition, that popular strategic ploy of the late ’90s. It turns out that the staggering prices paid to capture other firms often lower growth rates rather than increase them. Just 23% of acquisitions earn back their cost of capital, concludes a TK McKinsey study, which looked at deals made by 116 companies over the 11-year period from TK to TK.

Suggestion systems that promote cost-saving ideas and continuous-improvement task forces that look to make processes more efficient can certainly improve your bottom line. But they don’t bring you top-line growth, so just paring back isn’t enough. And smoke-and-mirrors tactics that give the semblance of growth will only fool the market for so long.

So what’s the solution? Innovation. That means providing customers with exciting products that solve their problem in a unique or superior way, as Gillette did with its Mach3 shaving system. Or entering new markets, as Hughes did with the creation of its DirecTV unit, which now accounts for 77% of the company’s profits.

With all the hype about innovation during the bubble years, you’d think that companies were doing a lot of it. But don’t be deceived by the billions they poured into new technology. Most firms have been focused almost exclusively on incremental improvements and line extensions: putting blue flakes in laundry detergent and calling it “new and improved,” or updating the design for a minivan by adding cupholders for rear-seat passengers.

Admittedly, such efforts do have their value, but the benefits rarely go beyond the intermediate term. The long-term benefits that come from game-changing breakthroughs, however, require more work: unconventional methods of seeking out the unmet and unarticulated needs of customers, faster prototyping of ideas, new ways of funding ventures, and compensation systems that provide incentives to increase the revenue from new products and services.

With top-line growth opportunities ever harder to find and sustain, companies can no longer get by with a partial or episodic commitment to innovation. In a three-year study, my associates and I were allowed behind the scenes in companies like EDS, Citibank, Borg-Warner, Royal Dutch/Shell, BMW, and others for a look at what amounts to a fundamental redesign of the innovation process.

Although each company’s innovation overhaul has its distinctive features, they all encourage ideas from everywhere in the organization, not just the new-product development or strategic-planning departments. Moreover, to ensure that high-potential notions don’t get lost, these initiatives take a systemic approach to idea management. Let’s look at three of them.

The top-line, all-enterprise approach. Appleton Papers of Wisconsin found itself in the unenviable position of being the world’s leading producer of a product fewer and fewer customers want: carbonless paper, the kind used in forms that need to be filled out in triplicate. The company already had a suggestion program for cost-savings ideas, but it desperately needed ideas that would replace revenue. So it created the GO Process (short for “growth opportunities”), which regularly solicits new-product ideas from everybody in the company.

Suggestions are fed into nine cross-functional teams led by a senior manager “spoke owner,” who is in charge of championing the best ideas to make sure they become out-the-door new products. The teams meet several times a month to brainstorm, and share insights gleaned from investigative visits to other companies. The team meets several times a month to brainstorm, and share insights gleaned from investigative visits to other companies.

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company’s objectives or available resources. Among the ideas that have successfully made it to market: a new digital paper product.

In one year alone, the company received more than 700 ideas from its 2,500 employees. “What we’ve learned is that it’s important to bring everybody in on the search,” says Dennis Hultgren, Appleton’s vice president.

The innovation team model. The downside of the all-enterprise system is that, if implemented without sufficient training, it can lead to a bottleneck in sifting, sorting, and reaching consensus on which of the myriad ideas suggested to pursue. The innovation team model attempts to solve this problem by creating a companywide network of people with demonstrated skills in innovation and assigning them the responsibility not only of finding new ideas but of choosing the best ones and bringing them to market as well.

At Whirlpool (Benton Harbor, Mich.), growth had come to a standstill by 2000. Profits were falling, the stock price was at an all-time low, and another cyclical downturn was on the horizon. Management had already tried the usual cost-cutting measures, including the decision to trim 10% of the company’s 60,000 workers. But it was a breakthrough washing machine from arch-competitor Maytag that caused executives at Whirlpool to act.

The company formed a 75-person, cross-functional team and charged it with scouring every region and functional area of the firm for ideas that could jumpstart new revenue growth. Out of an initial 1,100 ideas, the team identified 11 to investigate further and finally decided on six to actively pursue. One of the six involved the development of a new channel to sell new-to-the-world kitchen appliances, which need to be demonstrated to be appreciated, to time-starved Baby Boomers. Taking a cue from Tupperware’s “party” distribution system, Whirlpool contracts with chefs and culinary-school grads to host cooking-class dinner parties in customers’ homes. The chef brings all the food and uses Whirlpool’s latest cooking appliances to prepare the meal, and takes product orders at the end of the event.

The innovation team approach gives Whirlpool a continuous, sustainable vehicle for innovation. It invigorates the company’s existing methods of discovery and idea development.

The innovation catalyst model. In this model, ideas don’t leave the division or business unit to be developed elsewhere—at headquarters, say, or in a skunkworks or incubator. Citigroup’s Citibank division uses the innovation catalyst model to drive organic growth and capitalize on synergies created by a string of acquisitions. The effort is led by the chief country officer, working with a full-time “innovation catalyst,” who expedites the process.

Many of the ideas come from structured ideation sessions with clients. Members of a Citibank senior team spend a day with a particular client brainstorming about present and emerging needs, marketplace changes, and customer service issues. To ensure the flow of new-product ideas, the innovation catalysts work closely with so-called magnet teams—locally empowered, cross-functional groups of senior executives that regularly meet to review ideas. The catalysts don’t propose new ideas; instead they help the local managers prepare a case for their ideas. In Citibank’s Trinidad bank, for example, this model was responsible for 30% of the total revenues during a recent year.

Idea management systems don’t replace traditional departments and processes involved in new services, products, or strategies—they serve as an adjunct to them. Not only do they create broader participation by making the hunt for new growth opportunities every department’s business, they also provide a framework that can help your firm turn innovation into a discipline—a process that can be sustained in good times and bad.

Robert B. Tucker is the author of Driving Growth Through Innovation: How Leading Firms Are Transforming Their Futures (Berrett-Koehler, 2002). A frequent keynote speaker, he is also president of The Innovation Resource, a consulting firm based in Santa Barbara, California. He can be reached at rtucker@innovationresource.com.

Innovation. That means providing customers with exciting products that solve their problem in a unique or superior way.
Golf – a game played with a small resilient ball and long-handled clubs over a course, won by the player taking the fewest strokes to put the ball into a series of widely spaced holes.

Sounds pretty simple, eh? Kicking things off on Wednesday will be the annual golf tournament to be played at the Jacaranda Golf Club. We have scheduled the tournament on the first day allowing members to ‘break the ice’ and renew friendships in the great South Florida outdoors.

Reception – a formal entertainment with many guests.

Trade – to engage in the business of buying and selling or exchanging of goods.

Show – a public exhibition.

Party – a social gathering.

Add them all together and you get the Open Trade Show Reception and New Product Showcase. This open time allows distributors and vendors to gather in a relaxed environment, meet new members and view the latest new product lines. Ballots will be cast for distributors to vote on new products during this time. You can also make unscheduled appointments for Friday with companies you may not have been able to meet with during the OCC scheduled times.

Closing out the first day’s activities will be a theme party hosted by Philips Lighting Company. “Let’s make things better.”

Breakfast – the first meal of the day, breaking the night’s fast.

Organize – to get together for action.

Casual – happening by chance.

Conference – a meeting for discussion.

Start the day out right with a hot buffet breakfast as President Clay Otto reviews with you the state of the organization, gives member introductions and announces candidates for board elections. The scheduled organized casual conference (OCC) time has proven to be invaluable meeting time year after year. We have set 20-minute time slots for these one-on-one

Are you inspired yet? This is just the beginning . . . read on for all the insPIERation going on in April at the 26th annual NAILD convention, trade show and ‘OCC’.
meetings. Again, if additional time is needed, you can set your own appointments on Friday.

What a day but what an evening is planned . . . Osram Sylvania will host the evening theme party. A don’t miss event!

**Breakfast** – the first meal of the day, breaking the night’s fast.

**Announcements** – a notice either of something about to happen or of something that has happened.

**Education** – moral and mental discipline gained by study and instruction.

Yes, another meal another day. But the race is on – the new product showcase winner will be announced at 7:55 AM (SHARP). Who has the most innovative product on the market? At 8:00 AM (SHARP) the elections will take place. Who will be your NAILD governing body?

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**The convention committee has a great line-up of industry professionals as educators this year.**

- **Max Pieper**
  - Ushio America – “Designing With Color”
  - This presentation will take a look at the various aspects of designing with colored light, the mediums available to achieve the required effect as well as give an insight into what is already being done worldwide.

- **Forrest Tabor**
  - Greenlite Corporation – “CFL’s – Past, Present & Future”
  - The biggest benefit that any NAILD member will get out of this session would be to develop their own insight as how to market to many of the particular niches.

- **Tim Lamberth/AEI** – “Energy Saving and Space Enhancing Solutions”
  - All NAILD members can benefit from attending this technology and application update. They will learn about current integration practices using the latest in energy saving lighting technology.

- **Doug Stoneman**
  - How can ballast technology enable new lamp designs to reach their full potential?

Explore that question and others as we discuss advances in T5HO, Dimming, Pulse-Start, Electronic HID, and T8 Systems.

These sessions will be repeated allowing attendee’s a preference in topic content that may relate to their specific business.

We will hold separate vendor and distributor lunches again this year. This format has been well received in the past; a great opportunity to ‘air’ problems, concerns and create valuable input from members. Following these meetings we will join forces in an open cracker-barrel session to discuss the how’s and why’s of making NAILD the top industry related association to belong to.

The afternoon is set aside for vendors and distributors to meet for their self-scheduled

*Continued on page 23*
Philips Lighting Honored for Brightening Bryant College With QL Induction Lighting

Plant Services Names Philips Lighting a Silver Winner in its 2002 Problem Solver Awards

Royal Philips Electronics (NYSE: PHG) announced that its U.S.-based Philips Lighting Company has been named a Silver Winner in the Plant Services’ 2002 Problem Solver Awards. This award recognizes Philips Lighting’s high-quality, maintenance-free QL induction lighting, which was used to modernize Providence, RI-based Bryant College’s campus. “Philips’ QL lighting system, with its long life and high-quality light, is proving to be a popular, economic lighting solution among diverse market segments,” said Steve Goldmacher, Director of Corporate Communications, Philips Lighting North America. “In the case of Bryant College, the school used QL to increase security in pedestrian areas, enhance its indoor light and eliminate maintenance costs.” Plant Services’ Problem Solver Awards are presented to companies whose products have been judged by the magazine’s readership of facility owners and operators to be of high value in solving their manufacturing/plant maintenance problems. QL induction lighting systems offer astonishing value – up to 100,000 hours of life with an 80+ CRI for high-quality light – and can be used over a broad range of settings, from outdoor applications to indoor (e.g. industrial plants, retailers). In fact, in most applications, a QL lamp will outlast the maintenance crew hired to replace it.

Royal Philips Electronics (NYSE: PHG) announced that its U.S.-based Philips Lighting Company has received Hughes Supply’s Sales and Marketing Access Award for “Best New Vendor of 2002.”

Hughes Supply, Inc., one of the nation’s largest diversified wholesale distributors, selected Philips from a pool of candidates representing manufacturers across many of its product lines, including: electrical; plumbing; water and sewer; building materials; and pipe valves and fittings. “Needless to say, we at Philips Lighting are proud to have been selected from such a diverse pool of suppliers,” said Steve Goldmacher, Director of Corporate Communications, Philips Lighting North America. “Receiving Hughes’ ‘Best New Vendor of 2002’ award is a testament to Philips’ commitment to building strategic partnerships and providing exceptional marketing support.”

Earlier this year, Philips Lighting was named Hughes Supply’s primary lighting supplier. The partnership cemented a mutual growth-oriented strategy, strengthening Philips’ presence in the southeastern United States and Florida and helping Hughes diversify product sales across market segments. Both companies share a commitment to reliable customer service. “At Hughes Supply, we place our customers at the forefront of everything we do,” said Tom Starnes, Senior Vice President of Sales and Marketing, Hughes Supply, Inc. “We’re honoring Philips Lighting for upholding the same level of dedication—maintaining outstanding personal and professional relationships, providing unparalleled marketing support and delivering high-quality products.”
If you’re tired of changing lamps, maybe it’s time to change your lamps.

Philips lamps last longer so you change them less frequently. Which means you not only save on energy and disposal costs, but labor and maintenance costs as well. Philips ALTO® lamps and PL compact fluorescent lamps are only a few in a complete line of lamps that can help you save money. Our ALTO lamps are also safer for the environment. They’re the only fluorescents to pass the EPA’s test and meet California’s stringent regulations.* So why not put them to work for you?

ALTO® Universal T8 Fluorescent Lamps:
• Save up to 42% more energy than standard T12 systems.
• HI-VISION Phosphor increases color rendering to 86.
• 20% longer life than standard T8 systems under instant-start operation.
• Safer for the environment. The only fluorescent lamp to pass the EPA’s test and meet California’s stringent regulations.*

Philips has been named the Energy Star 2002 Partner of the Year. The EPA and the DOE have recognized us for our environmental responsibility and for promoting energy efficiency.

ALTO® Universal T8 Fluorescent Lamps:
• Save up to 42% more energy than standard T12 systems.
• HI-VISION Phosphor increases color rendering to 86.
• 20% longer life than standard T8 systems under instant-start operation.
• Safer for the environment. The only fluorescent lamp to pass the EPA’s test and meet California’s stringent regulations.*

Philips lamps last longer so you change them less frequently. Which means you not only save on energy and disposal costs, but labor and maintenance costs as well. Philips ALTO® lamps and PL compact fluorescent lamps are only a few in a complete line of lamps that can help you save money. Our ALTO lamps are also safer for the environment. They’re the only fluorescents to pass the EPA’s test and meet California’s toughest regulations.* So why not put them to work for you?

Philips. Light bulbs that last.

To find out more call 1-800-945-9071 ext. 131. www.lighting.philips.com/nam

© 2002 Philips Electronics North America Corporation
Introducing Xenonix. The white-vision head lamps.

Welcome the next millennium technology in car head lamps. With a light beam more white, bright, penetrating and accurate than the most modern halogen lamp you’ve seen. Not to mention long lasting less power consuming and more economical than ordinary lamps as well amazing but true.

To shed more light on the matter let us explain. The Xenon gas inside Xenonix is mixed with certain other inert gases, which enable the filament inside to burn at higher and higher temperatures. At is hottest brightest and whitest. Yet, thanks to the simultaneous colling influence the Xenon gas exerts. The filament doesn’t burn out. Its special design minimizes scattering and throws light with optimum efficiency.

This causes the lamp to emit a sharper, more focussed sword of white light with up to 40% more penetration and increased driving safety this greatly reduces eye-fatigue and driving strain while significantly increasing your road concentration. Simple, isn’t it?

In summary, Xenon lamps are fast replacing Halogens across the world. With Xenonix, it’s your car’s turn next.

To learn more about the Xenon lamps and other lighting products contact Greenlite Corporation at 800-657-0509 or visit their web site at www.greenlite.ca.

Ultra 8™ Linear and U-Bend T8 Fluorescent, Ultra 5000™ T10 Fluorescent, MR-8, Popstar MR-16s, HPL+, 400W Colorlite Metal Halides, Eurospot™ Compact Metal Halide

USHIO’s Ultra 8™ T8 linear and U-Bend fluorescent series provides an economical as well as environmentally responsible alternative to standard T12 fluorescent lamps. The Ultra8™ lamps utilize protective coatings, effectively reducing the phosphor degradation while increasing lumen output. Advanced halophosphor and triphosphor coatings have also been added to increase the lumen stability and allow higher loading. USHIO Ultra 8™ lamps employ a precision engineered cathode guard, which prevents end darkening to insure maximum light output throughout the life of the lamp.

USHIO’s Ultra 8 U-Bend lamps are a match for 2’x 2’ fixtures offering better optical efficiency than standard T12 lamp configurations.
Positioning Your Business

By Ed Rigsbee, CSP

Vendors are a dime a dozen but partners are hard to find. This statement is continually in the minds of your customers. If you would like to develop a business strategy based on quality relationships, take a look at how your customers currently perceive your business. Ask your customers what they think of you through surveys or simply by word-of-mouth. The conversation they have with themselves about you is their reality.

You can greatly influence your chances of success in an uncertain economy if you position yourself as a partner to your customers. Learn to get on their side of the table. Learn what they perceive as valuable to them and what is not. When you are clear about how you want the market to perceive you, you can then drive this positioning strategy throughout the many silos of your business. As all the areas of your business drive the same consistent message in both word and deed, you will own that position in your marketplace.

Before I consult with an organization, I generally ask the management team to answer the following positioning questions. Answer them for yourself. Do this and your chances for success will dramatically increase.

1. **Who are my customers?** This question sounds quite simple but this is a critical first step. To better understand the question, explore these sub-questions:
   a. Who do I want them to be?
   b. What must I do to get them?
   c. Who has chosen me?
   d. What are their demographics?
2. **Where are my customers?**
   a. Geographically?
   b. Industry segments?
   c. Social/economically?
   d. What publications do my target customers read?
   e. What media format are they likely to frequent?
3. **How do my customers find me?**
   a. Word-of-mouth, drive by or walk by traffic, snail mailings, e-mailings, phone solicitations, yellow pages advertising, local cable station/national networks, radio, newspapers, specialty magazines and cross promotions are possibilities.
   b. Maybe they've heard of you through a media interview or article?
   c. How about the Internet? By now, your organization should be somewhat web-centric.
4. **How do my customers perceive value (benefits) when selecting a supplier/vendor with which to partner?** Technological capability, knowledge, overall service/unbundling of services, integrity, selection, price, geography and a cadre of other factors will affect their selection process. Additionally, there are the supply/procurement considerations:
   a. Traditional brick and mortar.
   b. Mail order/catalog.
   c. Click and brick.
5. **How do my customers prefer to do business?**
   a. Do they walk the partnering talk or just talk it?
   b. Can I live with their reputation?
   c. Can my company survive the potential pitfalls?
   d. Ethics is a big consideration. Additionally, ethnic and cultural concerns are critical factors in today's diverse society. Are you willing to "walk the extra mile" to understand and fulfill your diverse customers' desires and needs?
6. **Who is my competition?** Generally, any business that can pluck dollars from the pockets of your potential customers is absolutely your competition! Specific to your situation, who has similar products and/or service capabilities? Who is willing to make a stronger commitment to offering the greatest total value package?
   a. Explore your direct competition.
   b. Explore your indirect competition.
7. **What are the benefits that my competitors' customers believe they are receiving from my competition?** Spending time thinking about solutions to customers' problems and challenges from your competitors' point of view will serve you well. Know how your competition thinks and acts. You can learn from them! To win customers, you must know your competition better than they know themselves. That is how Pepsi gained shelf space from Coke in grocery stores in the 1960s. Pepsi changed the rules by offering 8-packs and one-liter bottles. Be careful not to select copycat

Continued on page 22
As a valued member of the National Association of Independent Lighting Distributors, Inc., receive extremely competitive rates and dedicated customer support when you choose Broadwing as your communications provider.

**You receive great rates** – We make it easy for you to keep in touch with our Anytime Long Distance Plans that include all in-state and out-of-state calls*

- 6.9 cents per minute for $6.95/month
- 300 minutes for $19.95/month**
- 500 minutes for $29.95/month**

Other programs available for customers using more than 1,000 minutes a month. Rates as low as .056 cents per minute inter-state.

**We make doing business easy** – To learn more about Broadwing and how our communications solutions will benefit you, visit us on the Web at broadwing.com, call 866.JOIN BRW (564 6279) or email us at AssociationMembers@broadwing.com and specify that you are a member of the National Association of Independent Lighting Distributors, Inc.

Focused on our customers and our community, Broadwing is a nationally recognized provider of integrated communications services. Broadwing offers a full suite of data, Internet and voice solutions. Contact us today.

* Rates subject to change.
** Additional minutes charged at 6.9 cents per minute.
Remember when this was all you had to know about energy efficiency?

These days, energy efficiency is a critical consideration in any lighting installation. SYLVANIA has products that can help you squeeze every possible lumen out of every energy dollar. With high efficacy METALARC® metal halide lamps, energy saving DULUX® compact fluorescents and OCTRON® T8 fluorescents, and high performance CAPSYLITE IR® halogen PAR lamps, SYLVANIA offers more energy saving options than anybody.

Call 1/800-LIGHTBULB, your SYLVANIA representative, or visit www.sylvania.com.
This book is a very good book to read if you are serious about becoming a good manager. It is a study type book as it asks you to not only read it but also gives you work sheets to think about your situations and how it pertains to that chapter.

This book gives you some good down to earth instructions on things to avoid and things to do to be a good manager that is able to motivate his people and get the most out of them.

I would rate this book a three plus on a 4 scale of books to read for both a new manager and a season manager who wants to review where he is in his managing skills. Review submitted by John Devereux

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**Positioning Your Business**

Continued from page 19

positioning—rarely is it successful. Adapt rather than adopt.

8. **What is it about my company that really gets me excited?** Find your company’s uniqueness and passionately sell through that window with all your energy. Can’t find it? Either you’re not looking hard enough or you’re in the wrong place! Those with purchasing power will seek out specialists who can solve their customers’ problems by truly fulfilling their customers’ needs, wants and desires—physically and mentally. Decide to position your company in this select group and then make the necessary commitment to get there.

9. **What is my personal uniqueness?**
   a. What is it that you bring to the table?
   b. Is it your personality traits, the area in which you excel or the one thing about the way you do business for which customers are always complimenting you? Find this and you’ve struck gold!
   c. People prefer an original whenever possible—can it be you?

The answers to the above nine questions will assist you in defining a positioning strategy upon which you can successfully increase sales and build your business. This may well be a new strategic direction or simply an adjustment to your current sales and marketing strategy.

Entire industries are giving way to new technologies resulting in a new or dramatically changed paradigm for their industry. Where fragmented industries once existed in comfort, consolidators and roll-ups are devastating the playing field. As an example, you will not find the number of local independent stationary stores, bookstores and drug stores that once spotted your city streets—just big boxes that look, smell and feel all the same.

Regardless of your specific industry, it’s changing whether you like it or not. It is happening before your own eyes. Can you see it?

If you have a successful positioning story, please share it with me. Your business could be the subject of a future article.

Ed Rigsbee, CSP is the author of PartnerShift, Developing Strategic Alliances and The Art of Partnering. Rigsbee has over 600 published articles to his credit and is a regular keynote presenter at corporate and trade association conferences across North America. He can be reached at 800-839-1520 or EdRigsbee@aol.com. Visit his Partnering University Web Site at www.rigsbee.com.

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NAILD offers the Lending Library to members FREE of charge. Simply call Linda in the Buffalo office to check them out.
appointments. A separate meeting room has been assigned.

With two full days of activities, a relaxing afternoon at the pool is in store. Lighting and Power Source LP is graciously hosting a casual reception to quench those thirsts.

The final theme party will be hosted by GE Lighting. Will Star Search be here?

Breakfast – the first meal of the day, breaking the night’s fast.

Committee – a group of persons appointed to attend to some particular activity of an organization.

Business – something to be transacted.

Meeting – an assembly of people for a definite purpose.

Speak – to deliver an address.

Farewell – an expression of wishes for another’s welfare at parting; good bye.

Well, this is it. The final day of NAILD InsPIERation 2003. If you would like to be on any of the committee’s for 2003-2004, please attend this breakfast meeting. We can use your professional input as we continue to grow the association.

Our featured guest/closing speaker will be Christine McMahon. Christine is the owner of Christine McMahon and Associates, a firm specializing in performance training and consulting. With a proven track record for helping companies increase their revenue at higher profit margins – companies like Northwestern Mutual, GE Medical Systems, and Hunzinger Construction Company – Christine will enhance how you prepare for negotiations, give and get concessions and avoid sabotaging yourself when negotiating. You won’t want to miss either of these sessions!

- “Reconnaissance Selling in a Fiercely Competitive Environment” This session will shorten your sales cycle and position you not as a player but as THE PLAYER in the selling arena. When well done, Reconnaissance provides you with the “insider’s information” that becomes your blueprint for strategizing the sale.

- “Secrets of Successful Negotiating” The secrets of successful negotiating will help attendee’s apply the critical steps and strategies of successful negotiating, gain advantage and create viable options that result in mutually acceptable solutions. The unique program offers success tools that will empower you to enter future negotiations with greater self-confidence and strategic advantage.

Enjoy the final day by the pool or hop on the water taxi for site-seeing tours. Visit the shops of Las Olas, Galleria Mall, the New River Village and much more.

For those adventurous individuals – does deep sea fishing interest you? They offer daily (1:00 – 5:00 PM) trips for $25 a person. You can make your own arrangements with the concierge or call (954) 462-9194.

Another experience available is the riverfront cruises. The cost is $14 a person for a 1-hour tour that leaves on the half-hour all day long. You will see stately mansions, mega yachts, homes of the rich and famous and Port Everglades. Make your own arrangements with the concierge or call (954) 267-3699.

To put the final into farewell, NAILD will host a barbecue dinner Saturday evening. Stick around for an enjoyable evening and give your special insPIERation to others!

Our insPIERing challenge to you is to see 100% member turnout in Fort Lauderdale, Florida. If you need more information or have questions please call Linda or Cathy or visit the NAILD web site at www.naild.org. Convention registration forms may be downloaded.

Don’t delay, register today!

Your 2003 NAILD Convention Committee,
Ralph Girondo, Chair
Bill Cooley
Rob Mills
Lief Thorsen
Wanda Barnett
Cathy Heldt

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<th>Event Description</th>
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<td>Tuesday, April 1</td>
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<td><strong>Board Meeting</strong> 8:00 AM – 12 Noon</td>
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<td>2:00 – 5:00 PM</td>
<td><strong>Registration</strong> 4:30 – 5:30 PM</td>
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<td>6:00 – 8:00 PM</td>
<td><strong>Past President’s Council &amp; Executive Board Meeting</strong> 6:00 – 8:00 PM</td>
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<td>8:30 – 9:00 PM</td>
<td><strong>New Member Reception</strong> 8:30 – 9:00 PM</td>
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<td><strong>Open Hospitality</strong> 9:15 PM</td>
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<td>Wednesday, April 2</td>
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<td><strong>Golf Tournament</strong> 8:00 AM – 2:00 PM</td>
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<td><strong>Beverage Cart sponsored by Universal Lighting Technologies, Inc.</strong></td>
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<td><strong>Continental Breakfast sponsored by Fulham Co., Inc.</strong></td>
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<td>12:00 Noon – 4:00 PM</td>
<td><strong>Exhibitor Setup</strong> 12:00 Noon – 4:00 PM</td>
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<td>1:00 – 5:00 PM</td>
<td><strong>Registration</strong> 1:00 – 5:00 PM</td>
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<td>4:30 – 6:30 PM</td>
<td><strong>Open Trade Show Reception &amp; New Product Showcase</strong> 4:30 – 6:30 PM</td>
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<td>7:00 – 10:00 PM</td>
<td><strong>Theme Party</strong> 7:00 – 10:00 PM</td>
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<td><strong>Open Hospitality</strong> 10:00 PM</td>
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<td>Thursday, April 3</td>
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<td><strong>Hot Buffet Breakfast</strong> 7:30 – 9:00 AM</td>
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<td><strong>Sponsored by Con-Tech, Ltd.</strong></td>
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<td>8:00 AM (Sharp)</td>
<td><strong>State of the Organization</strong> 8:00 AM</td>
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<td>9:00 AM – 12:15 PM</td>
<td><strong>‘OCC’ (20 minute appointments at booth)</strong> 9:00 AM – 12:15 PM</td>
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<td><strong>Break Sponsored by Greenlite Corp.</strong> 12:30 – 1:30 PM</td>
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<td>12:30 – 1:30 PM</td>
<td><strong>Family Luncheon</strong> 12:30 – 1:30 PM</td>
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<td><strong>Hosted by Westinghouse Lighting Corporation</strong> 1:45 – 3:30 PM</td>
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<td>1:45 – 3:30 PM</td>
<td><strong>‘OCC’ (20 minute appointments at booth)</strong> 1:45 – 3:30 PM</td>
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<td><strong>Break Sponsored by Simkar Corporation</strong> 7:00 – 10:00 PM</td>
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<td>7:00 – 10:00 PM</td>
<td><strong>Theme Party</strong> 7:00 – 10:00 PM</td>
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<td><strong>Open Hospitality</strong> 10:00 PM</td>
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<td>Friday, April 4</td>
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<td><strong>Hot Buffet Breakfast</strong> 7:30 – 8:30 AM</td>
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<td><strong>Sponsored by Advance Transformer Co.</strong></td>
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<td>7:55 (Sharp)</td>
<td><strong>Winner Award</strong> 7:55 (Sharp)</td>
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<td>8:00 AM (Sharp)</td>
<td><strong>Board Elections</strong> 8:00 AM (Sharp)</td>
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<td><strong>Forrest Tabor/Greenlite Corporation • “CFL’s - Past, Present &amp; Future”</strong></td>
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<td><strong>Tim Lamberth/AEI • “Energy Saving and Space Enhancing Solutions</strong></td>
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<td><strong>Doug Stoneman/Advance Transformer • “The Power Behind the Light - Emerging Ballast Technologies”</strong></td>
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<td>10:00 – 10:15 AM</td>
<td><strong>Break</strong> 10:00 – 10:15 AM</td>
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<td><strong>Breakout Educational Sessions</strong> 10:15 AM – 12 Noon</td>
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<td>12 Noon – 1:00 PM</td>
<td><strong>Working Vendor Buffet Luncheon</strong> 12 Noon – 1:00 PM</td>
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<td><strong>Working Distributor Buffet Luncheon</strong> 12 Noon – 1:00 PM</td>
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<td><strong>Cracker Barrel Session</strong> 1:00 – 2:00 PM</td>
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<td>2:00 – 3:30 PM</td>
<td><strong>‘OCC’ Vendor/Distributor self-scheduled appointments</strong> 2:00 – 3:30 PM</td>
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<td>2:30 – 4:00 PM</td>
<td><strong>Casual Poolside Reception</strong> 2:30 – 4:00 PM</td>
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<td><strong>Hosted by Lighting &amp; Power Source LP</strong></td>
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<td><strong>Theme Party</strong> 7:00 – 10:00 PM</td>
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<td><strong>Open Hospitality</strong> 10:00 PM</td>
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<td>Saturday, April 5</td>
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<td><strong>Committee Meetings/Breakfast</strong> 7:30 – 8:30 AM</td>
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<td>8:30 – 10:00 AM</td>
<td><strong>General Business Meeting</strong> 8:30 – 10:00 AM</td>
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<td>10:00 – 10:15 AM</td>
<td><strong>Break</strong> 10:00 – 10:15 AM</td>
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<td><strong>Sponsored by Universal Lighting Technologies, Inc.</strong></td>
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<td>10:15 AM – 12 Noon</td>
<td><strong>Closing Guest Speaker - Christine McMahon • “Reconnaissance Selling in a Fiercely Competitive Environment”</strong></td>
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<td><strong>Secrets of Successful Negotiating”</strong></td>
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<td>12 Noon – 5:00 PM</td>
<td><strong>Poolside Networking</strong> 12 Noon – 5:00 PM</td>
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<td>1:00 PM</td>
<td><strong>Optional Tours</strong> 1:00 PM</td>
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<td>7:00 PM</td>
<td><strong>Farewell Barbeque</strong> 7:00 PM</td>
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<td><strong>Hosted by NAILD</strong></td>
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Tentative Schedule of Events (12/05/02)
The following NAILD Vendor Members have committed to sponsoring events at the 2003 NAILD Convention & Trade Show:

Golf Holes
1. Panasonic Lighting Products
2. Satco Products, Inc.
3. EIKO Ltd.
4. Halco Lighting Corporation
5. Trojan, Inc.
6. Universal Lighting Technologies, Inc.
7. Technical Consumer Products
8. Simkar Corporation
9. CRMA, Inc.
11. Radiant Lamp

Special Amenities provided by USHIO America, Inc.

Events:
1. Wednesday Tradeshow Open
   Halco Lighting
   Con-Tech, Ltd.
2. Thursday Hot Breakfast
   Greenlite Corp.
3. Thursday AM Break
   Westinghouse
4. Thursday Family Lunch
   Lighting Corporation
5. Thursday PM Break
   Simkar Corporation
6. Friday Hot Buffet
   Advance
   Transformer Co.
7. Friday AM Break
   EIKO Ltd.
8. Friday Casual Reception
   Lighting & Power
   Source
9. Saturday AM Break
   Universal Lighting
   Technologies, Inc.

Golf Tournament Events:
1. Beverage Cart
   Universal Lighting
   Technologies, Inc.
2. Continental Breakfast
   Fulham Co., Inc.

T-Shirt Logos:
1. Satco Products, Inc.
2. EIKO Ltd.
3. Simkar Corporation
4. Panasonic Lighting Products
5. EYE Lighting International
6. Halco Lighting Corporation
7. Trojan, Inc.
8. Universal Lighting Technologies, Inc.
9. Technical Consumer Products
10. Maxlite S.K. America, Inc.
11. Con-Tech, Ltd.
12. Westinghouse Lighting Corporation
13. Fulham Co., Inc.
15. Mule Lighting Co.
16. Shat-R-Shield
17. Payment Processing Consultants
18. Advance Transformer Co.
19. Greenlite Corporation
20. Osram Sylvania
21. Lighting & Power Source
22. Ushio America
23. Brownlee Lighting
24. Crescent/Stonco
25. Diamond Management

Philips Lighting
Wednesday Evening Theme Party

Osram Sylvania
Thursday Evening Theme Party

GE Lighting
Friday Evening Theme Party
Happy New Year to Everyone! Hopefully, you have all received and reviewed your 2003 NAILD convention package. Please note all the highlights of the program including an informing educational program, trade show, theme nights, golf, and much more.

Come listen to the thoughts of our speaker, Christine McMahon as she tells us about “Reconnaissance Selling in a Fiercely Competitive Environment.” Christine has vast experience with major corporations and has some keen insights and strategies to help us get the winning edge. You will not want to miss it!

By popular demand, as in “you asked for it,” we are bringing back the Organized Casual Conference (OCC) format this year. Your registration packet contains a simple meeting request form so you can easily arrange a 20-minute appointment with the vendors you want to see. Also, new this year is additional meeting time on Friday so you can schedule your own appointments with vendors you were unable to meet with during the OCC time. And finally, for those that need even more time, the opportunity to contact vendors and arrange a private meeting is always there. Please call Linda Daniel or myself if you have any questions about the OCC format or scheduling.

Valuable airline discount, car rental, and other information is all enclosed. We are looking forward to another great event at this 26th Annual InsPIERation 2003 NAILD convention. Forms can be downloaded from the NAILD web site at www.naild.org. Please send in your paperwork today and see you there soon!

Ralph Girondo
2003 Convention Chair

2003 Pre-Convention Event Sponsorship Opportunities Are Still Available

Hyatt Regency Pier Sixty-Six • April 1-5 • Fort Lauderdale, Florida

There is still time to sponsor an event at the April show in Fort Lauderdale. Contact Linda in the Buffalo office for your recognition opportunity at our insPIERational meeting.

- Golf Tournament Box Lunch $1000
- Golf Hole Sponsors $150
- Wednesday Exhibit Setup $2000
- Thursday ‘OCC’ Luncheon $3000
- Friday Working Luncheon $3000
- Saturday Hot Buffet Breakfast $3000
- T-Shirt Logo $100

T-Shirt Logo: Get recognized at the 2003 NAILD Convention by adding your company’s logo to the back of the NAILD shirt EACH attendee will receive. These will be processed in black & white and will have the NAILD Convention logo on the front. You may send camera-ready artwork or you may e-mail your logo directly to the printer at (please put 2003 NAILD Convention on the ‘subject’ line of your email): noelle@jthomasrecognition.com – specifics are: EPS format for a PC, all text to outline (if questions e-mail Noelle).
Think All Protective Lighting’s The Same?
If so, then we challenge you to think about what is on the outside of the bulb. Using DuPont plastics and our technology, Shat-R-Shield developed the first plastic-coated, shatterproof fluorescent lamps and the first Teflon®-coated, shatterproof incandescent bulbs on the market. Our plastic coatings out perform all other methods. Shat-R-Shield products are certified by both UL and NSF. All Protective lighting is NOT the same. Before you buy,

“Think Outside The Bulb. Think Shat-R-Shield”

800-223-0853
www.shat-r-shield.com

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