What’s Happening at This Year’s Convention
NAILD 2004 NAILD Convention Sponsorships
NAILD 2004-05 Election Nominees
President’s Message

Hello everyone!!

Winter is in full swing and from what I hear; it’s cold and snowy in a lot of places. However, it’s not that way everywhere; in Rancho Mirage, CA they tell me it’s sunny, with highs up to 68 degrees and the pools are open. Speaking of great weather, the NAILD 2004 Annual Convention is only a few short months away. Are you ready for it?

Imagine your perfect convention program and place. Maybe it includes old and new industry friends, a fabulous hotel, a conducive learning environment, an information packed agenda, and an informing trade show. Throw in some great speakers, good food, fun filled evenings, relaxing pools, and it sounds like what we have planned for you at this year’s NAILD Convention at Rancho Las Palmas in Rancho Mirage, California.

Gary Rost, Convention Chair has a great lineup of events you will not want to miss and we hope to see you all there. The program is an exciting one and the area is rich in history and activities. You will be hearing more about this year’s convention inside this issue and believe us all, it’s one you have to attend.

The NAILD convention is our most important event of the year where we meet to learn and exchange valuable information that can help build your company. It’s the one time during the year all distributor and vendor members can get together to see and discuss the products, news, and ideas that will bring us all mutual benefit.

Mark your calendars for April 20th – 25th and come out and join your fellow members. You will be very glad you did. The board and I are very much looking forward to seeing you there in beautiful Rancho Las Palmas in April.

See you there,

Ralph Girondo

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.

Today’s Lighting Distributor
January • February 2004
Volume 12, No. 1
MANAGING EDITOR • Cathy Heldt

Today’s Lighting Distributor is published 6 times a year for eligible members of the National Association of Independent Lighting Distributors, Inc., 361 N.W. Rock Creek Circle, Ankeny, Iowa 50021; 515.964.9572 voice • 515.964.1399 fax • naild@mchsi.com (email). Members: Please include your label when submitting address changes. Postmasters: Send address changes to NAILD, 2207 Elmwood Avenue, Buffalo, New York 14216; 716.875.3670 voice • 716.875.8734 fax • www.naild.org (web site).

Today’s Lighting Distributor is produced by CRMA, Inc., 301 NW 1st Street, Oklahoma City, OK 73102; 405.235.7217 voice • 405.235.7218 fax • www.crma.com (web site).

NATIONAL ASSOCIATION OF INDEPENDENT LIGHTING DISTRIBUTORS, INC.

Executive Committee
Ralph Girondo, President
Lighting Systems – Warminster, PA
Gary Rost, President-Elect
Atlanta Light Bulbs, Inc. – Tucker, GA
John Derrico, Secretary/Treasurer
Northeastern Lighting & Supply – Elgin, IL
W. Clay Otto, Immediate Past President
Starbeam Supply – St. Louis, MO

Board of Directors
David Bailey
First Light, Inc. – Meridian, MS
Gordon Hunt
Illuminating Technologies, Inc. – Greensboro, NC
Bill Hurd
Nova Lighting – Charlotte, NC
Rob Mills, III
C.N. Robinson Lighting Supply – Baltimore, MD
Janet Sinclair
Allighting Products – Mississauga – Ontario, Canada
PAST PRESIDENT COUNCIL REPRESENTATIVE
Sidney A. Phillips, LLC
Professional Lighting & Supply, Inc. – Greensboro, NC
VENDOR MEMBER REPRESENTATIVES
Tom Czerwak
USHIO America, Inc. – Cypress, CA
John Randhawa
Com-Tech – Northbrook, IL

PQ L SUPERIOR LIFE™
LINEAR FLUORESCENT LAMPS

ENJOY TOP LAMP PERFORMANCE
WITH SUPERIOR LIFE™ FLUORESCENT LAMPS

Built Stronger to Last Longer™, these lamps outperform the competition, giving you the best overall value for a Superior product.

• ENERGY EFFICIENT — use about 1/5 as much electricity as an incandescent lamp to produce the same amount of light.
• BRASS PINS — for better contact with sockets.
• METAL ENDS — for increased durability.
• STRONGER LEAD-IN WIRES
• EXTENDED LIFE PHOSPHORS — blended scientifically to reduce color shift and provide consistent light over the life of the lamp.
• TRIPLE TUNGSTEN CATHODE — heavy duty, triple wound to improve electrode emissions and coated with rare earth oxides to lengthen the cathode life.
• CATHODE GUARD — special alloy to retard end blackening and improve lumen maintenance.

LOW MERCURY ENVIRO-LUME™ CERTIFIED

All of our Superior Life™ linear fluorescent lamps are Low Mercury Enviro-Lume™ Certified to protect the environment and allow for convenient domestic disposal.

• Passes EPA tests for substances that might dissolve into the ecosystem.
• 80% Less Mercury protects the environment from excess mercury in discarded lamps. Use a cleaner, low-mercury gas for a more crisp, clean light output.

APPROVED FOR DOMESTIC DISPOSAL

• Saves money on lamp disposal costs and offers you more disposal options.
• Krypton/Argon gas mixture for reduced energy consumption.
• No loss in performance — high efficiency offers the same color temperature as a standard fluorescent lamp.

THOUSANDS OF SATISFIED CUSTOMERS AGREE:
“Great products, top performance, professional packaging. I’m proud to inventory and sell PQL products to my customers.”—Chris from Illinois
“My salespeople love to sell your products. Your high quality, unique product line has increased my profits.”—Richard from Maryland
“Seems like the product shows up here by the time I get off the phone.”—Brett from California
“My customer loves your 90 Watt Halogen Sky-Brite™ Display lamps. The improvement it made in his jewelry store was the difference between night and day.”—Frank from North Carolina
“I am very impressed with your private label program. Excellent quality with great-looking etchings, labels and fast turn-around time.”—Danny from North Dakota

CALL US FOR ALL OF YOUR LIGHTING NEEDS!

(800) 323-8107
FAX: (877) 619-7053
e-mail: sales@pqlighting.com
www.pqlighting.com
Calendar of Events

2004

March 25 - 28
Prophet 21 Annual Summit
St. Louis, MO
Register at www.p21.com/summit or call 800-PROPHET ext. 7925 for more information

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

April 2 - 4
Kitchen/Bath Industry Show (KBIS)
Chicago McCormick Place
Chicago, IL

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

May 2 - 5
NALMCO
The Doral Princess Resort
Palm Springs, CA

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

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

October 22 (tentative)
NAILD Executive Committee Meeting
Delray Beach Marriott
Delray Beach, FL

October 23 (tentative)
NAILD Fall Board Meeting
Delray Beach Marriott
Delray Beach, FL

2005

March 15 – 19
NAILD Annual Convention, Trade Show & Organized Casual Conference (OCC)
Delray Beach Marriott
Delray Beach, FL

April 11 - 14
LIGHTFAIR International
New York Javits Center, New York, NY

April 29 - May 4
NALMCO
TBA

May 10 – 12
Kitchen/Bath Industry Show (KBIS)
Las Vegas Convention Center
Las Vegas, NV

May 14 - 18
NAED
Boston Marriott Longfellow Place, Boston, MA

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

October 21 (tentative)
NAILD Executive Committee Meeting
TBA

October 22 (tentative)
NAILD Fall Board Meeting
TBA

2006

April 5 – 8 (tentative)
NAILD’s 29th Annual Convention, Trade Show & Organized Casual Conference (OCC)
San Diego, CA property TBA

Educational Facilities

GE Lighting Institute – (800) 255-1200

Osram Sylvania – (978) 750-2464

The Philips Lighting Technology Center – (732) 563-3600

Member Updates

Corrected email addresses

Con-Tech Lighting
Michael Lehman, Director of Marketing
michael@con-techlighting.com
Jay Andrews, South Eastern Sales Manager
jandrews@con-techlighting.com
Mike Perry, Eastern Regional Manager
mperry@con-techlighting.com

New Vendor Members

Light Process Company
Brian Kantor, Western Regional Sales Manager
brian@lightprocess.com
13122 Mula Court
Stafford, TX 77477
(888) 530-3600
(888) 530-5195 fax

Energetic Lighting Inc.
Michael Chen, President
Tom Cavanagh, Sales Manager
tcavanagh@energeticlighting.com
David Liu, Marketing Director
(626) 912-5900
(626) 912-6500 fax
www.energeticlighting.com

Interlectric Corporation
is one of the largest independent fluorescent lamp manufacturers in the world, producing all its lamps in the U.S.A.
Currently we manufacture a full range of T8 and T12 fluorescent lamps. We also carry a full line of HID, incandescent, and ballast products. Our own fleet of trailers enhances our ability to serve our customers by virtually eliminating breakage and lost shipments.

In addition, Interlectric offers specialty lighting in the areas of actinic, aerospace, agricultural, aperture, appliance, entertainment, full spectrum, medical, merchandising, mining, reprographic, sign, tanning, and ultraviolet sources.

Complementing our standard lamps, Interlectric provides you with the opportunity to develop new products through our engineered lamp department.

Interlectric is dedicated to producing quality products to meet the needs of our customers in the marketplace.

What's Different About This Picture?

Interlectric Corporation offers Private Labeling as an alternative option for it’s customers who wish to have their company’s name and/or logo etched onto lamps. With a full range of T8 and T12 fluorescent lamps to choose from, you can increase your company’s name recognition with just about any customer.

1-800-722-2184
I have been asked to provide my interpretation on the value of the LC (Lighting Certified) designation. As a NAILD member since 1987, I have valued my participation in NAILD to help set my business apart from competitors in the marketplace. I have evaluated the LC designation and view that as a critical component to set us apart, as well.

Having worked for GE in the early 1980’s and owning US Lamp since 1986, I believed I had a good understanding of lighting technology and application expertise to provide lighting solutions to our marketplace. As I began to study for the LC exam in 2000, I found that there were many aspects of services that we provide that I did not have the in-depth knowledge that I believed I had. I studied diligently by reading the recommended texts and the additional supplemental texts prior to my LC exam. This study was concentrated heavily, four months prior to the exam. I also attended Paul Hafner’s LC prep course that was provided through NAILD prior to our convention in 2000.

This prep course and the study prior to the exam were critical for me to cover the level of detail needed to take the LC exam. I found the exam to be very challenging and very rewarding in the knowledge that was gained through this process.

We promote our NAILD membership and my LC designation to our marketplace, to reinforce higher levels of expertise, as part of our market offering. In the... also was LC’d and that we were subscribing to the methodology that he was looking for in project development. Upon our brief discussion of the LC designation, the interviewer commented that he was pleased with the information that I provided and we would be receiving a PO in the mail to start the project.

I do not believe the LC designation, by itself, allowed me to secure this piece of business. I do think the LC designation contributed, supporting the other expertise that we offer in comprehensive lighting solutions. This success story is one I am sure every LC can provide to attest that there is a value to subscribing to a higher level of professionalism than your competitor. I would certainly encourage anyone in the lighting design and technical area to explore and pursue the exam for the LC designation.

I certainly encourage anyone in the lighting design and technical area to explore and pursue the exam for the LC designation.

The Thomas Group Residential Lighting Division, and Lutron Electronics, Inc.

Chad received his B.S. in Marketing Management from Virginia Polytechnic Institute and State University. A further credit to his resume, he received the LiteTouch Presidents Club award for most new business development in 2002.
Steven Rothschild, a serial entrepreneur, is the CEO of bulbs.com. Founded in 1999, bulbs.com is an e-commerce leader and a fast growing specialized lighting distributor servicing over 14,000 businesses, organizations and government agencies in over 40,000 locations. Prior to founding bulbs.com he founded Furniture.com and as CEO set a strategy to make it the Internet’s premiere home furnishings E-commerce Company. He achieved positive cash flow and profitability; built sales to over $45MM, raised over $135MM in venture capital, and recruited a professional management team. Prior to Furniture.com, he founded Applied Interactive Communications, a web site design, development, business strategy and technology consulting firm. Steve purchased Empire Furniture Showrooms (Furniture.com’s predecessor) from shareholders and acquired the corporate debt from the bank’s asset recovery department. Under Steve’s leadership Empire re-established vendor relations, developed credit lines, increased sales and achieved profitability.

Steve is on the Board of Merchant Internet Group and is currently involved with two startups, Facente and Give-a-Dog-a-Bone. Facente creates Fine Custom Mosaics. Give-a-Dog-a-Bone creates and markets patent pending dog toys. Steve also has been on the non-profit boards of Beacon Brightly Community Development and Solomon Schechter Day School as VP Finance, and currently is on the non-profit boards of The CEO Place, the Better Business Bureau and Friends of Massachusetts Academy. Mr. Rothschild holds a BS in Economics, a BS in Business Administration from Norwich University, and frequently lectures MBA classes and business groups around the country.

When not working, Steve can be found with his wife Barbara and two teenage sons Joshua and Jeffrey. Together or in part they will be snow or water skiing, kayaking, or traveling. Steve, time permitting, is also a cyclist and Triathlete.

Mark Marchetti is Director/New Business Development for U.S. Miniature Lamps, Inc., an Indianapolis, IN based supplier of miniature, incandescent, and fluorescent lamps. He is a 1979 graduate of Purdue University and is the proud father of a 21 year old daughter, Amanda.

“After graduating from Purdue, I went on to a successful career as a Regional Sales Manager with Rared McNally, Corporate Sales Director with PenCorp Financial, and National Account Manager with America Online, spearheading each company’s distribution efforts on a national basis. I have served on various industry boards, in a variety of capacities, and would like to use my experience and creativity to assist in the growth of NAILD.”

Mark is active in a number of charities in the Indianapolis area including St. Mary’s Child Center, American Cancer Society, Cystic Fibrosis Foundation, and Make-A-Wish Foundation, of which he is a former Director. In addition to being his daughter’s “biggest fan,” Mark enjoys reading and “playing as much golf as time will allow.”

Wanda Barnett has more than 25 years in the commercial lighting industry. As the Senior Sales Account Manager for Topbulb, LLC, and LightingForTheHome, Mrs. Barnett is responsible for managing the company’s major accounts. In this role Mrs. Barnett provides her expertise in lighting design for offices, warehouses, museum exhibitors, surgical and health care centers, government buildings, and schools. Mrs. Barnett has developed a specialty in the area of medical lamp applications.

Before joining Topbulb, Mrs. Barnett owned and operated a True Value Hardware Store for 27 years. This gave her a great foundation in customer service, product knowledge and vendor management, each of which serve her well in her roles today.

Mrs. Barnett and her husband live in Indiana and have three children and seven grandchildren.

Mrs. Barnett has been a member of NAILD since 1992.

Jim Bracken is Manager, Strategic Distribution with GE Lighting in Cleveland, Ohio. He is responsible for sales and franchise programs for the independent distribution channel. Jim joined GE Lighting at the end of 2001. Prior to joining GE Lighting, Jim spent eighteen years with GE Supply. Over the years, Jim held numerous positions with GE Supply including sales engineer, branch manager, region manager and most recently was Vice President, Marketing. Jim has experience in the industrial, construction, OEM and commercial market segments.

Jim holds a Bachelor of Science in Engineering from Cooper Union in New York City. He also received an Executive M.B.A. from Claremont Graduate University in Claremont, CA. Jim is a registered Electrical Engineer in the State of California.

Jim admires NAILD members and the unique role they play in the lighting market. “As a group, NAILD members understand the value of lighting and they offer solutions that deliver that value to their customers.”

Jim and his wife Natalie live in Bainbridge, OH with their three children. In his spare time Jim enjoys golf and flying.

Mark Marchetti is Director/New Business Development for U.S. Miniature Lamps, Inc., an Indianapolis, IN based supplier of miniature, incandescent, and fluorescent lamps. He is a 1979 graduate of Purdue University and is the proud father of a 21 year old daughter, Amanda.

“After graduating from Purdue, I went on to a successful career as a Regional Sales Manager with Rared McNally, Corporate Sales Director with PenCorp Financial, and National Account Manager with America Online, spearheading each company’s distribution efforts on a national basis. I have served on various industry boards, in a variety of capacities, and would like to use my experience and creativity to assist in the growth of NAILD.”

Mark is active in a number of charities in the Indianapolis area including St. Mary’s Child Center, American Cancer Society, Cystic Fibrosis Foundation, and Make-A-Wish Foundation, of which he is a former Director. In addition to being his daughter’s “biggest fan,” Mark enjoys reading and “playing as much golf as time will allow.”

Wanda Barnett has more than 25 years in the commercial lighting industry. As the Senior Sales Account Manager for Topbulb, LLC, and LightingForTheHome, Mrs. Barnett is responsible for managing the company’s major accounts. In this role Mrs. Barnett provides her expertise in lighting design for offices, warehouses, museum exhibitors, surgical and health care centers, government buildings, and schools. Mrs. Barnett has developed a specialty in the area of medical lamp applications.

Before joining Topbulb, Mrs. Barnett owned and operated a True Value Hardware Store for 27 years. This gave her a great foundation in customer service, product knowledge and vendor management, each of which serve her well in her roles today.

Mrs. Barnett and her husband live in Indiana and have three children and seven grandchildren.

Mrs. Barnett has been a member of NAILD since 1992.

Jim Bracken is Manager, Strategic Distribution with GE Lighting in Cleveland, Ohio. He is responsible for sales and franchise programs for the independent distribution channel. Jim joined GE Lighting at the end of 2001. Prior to joining GE Lighting, Jim spent eighteen years with GE Supply. Over the years, Jim held numerous positions with GE Supply including sales engineer, branch manager, region manager and most recently was Vice President, Marketing. Jim has experience in the industrial, construction, OEM and commercial market segments.

Jim holds a Bachelor of Science in Engineering from Cooper Union in New York City. He also received an Executive M.B.A. from Claremont Graduate University in Claremont, CA. Jim is a registered Electrical Engineer in the State of California.

Jim admires NAILD members and the unique role they play in the lighting market. “As a group, NAILD members understand the value of lighting and they offer solutions that deliver that value to their customers.”

Jim and his wife Natalie live in Bainbridge, OH with their three children. In his spare time Jim enjoys golf and flying.

Mark Marchetti is Director/New Business Development for U.S. Miniature Lamps, Inc., an Indianapolis, IN based supplier of miniature, incandescent, and fluorescent lamps. He is a 1979 graduate of Purdue University and is the proud father of a 21 year old daughter, Amanda.

“After graduating from Purdue, I went on to a successful career as a Regional Sales Manager with Rared McNally, Corporate Sales Director with PenCorp Financial, and National Account Manager with America Online, spearheading each company’s distribution efforts on a national basis. I have served on various industry boards, in a variety of capacities, and would like to use my experience and creativity to assist in the growth of NAILD.”

Mark is active in a number of charities in the Indianapolis area including St. Mary’s Child Center, American Cancer Society, Cystic Fibrosis Foundation, and Make-A-Wish Foundation, of which he is a former Director. In addition to being his daughter’s “biggest fan,” Mark enjoys reading and “playing as much golf as time will allow.”
When contractors were asked which dimmer they preferred, the response was unanimous.

### Nominees for NAILD 2004 – 2005 Election

**Allan Nelkin**
Halco Lighting Corp

**Robert J. Black**
Light Bulbs Etc., Inc.

**Joe Colant**
Technical Consumer Products

**Bob Black**
Light Bulbs Etc., Inc.

Allan Nelkin, President of Halco Lighting Corporation, has been a NAILD member for eight years. Born in the heart of American manufacturing in Detroit, MI, it’s not surprising that today he finds himself leading a manufacturing and distribution business that is a significant privately-held player in an industry top-heavy with publicly-funded conglomerates.

Nelkin has a knack for building businesses. He has successfully built a few in the last 20 years, including Halco; a process he says will never be completed. “If you think you’ve finished, then you are,” Nelkin said. He took the helm at Halco in 1993 and has evolved it from a light bulb commodity business with an image problem to a strong lighting industry competitor, featuring a broad product line, coast to coast distribution, and “unmatched service.”

Nelkin earned a Bachelor’s Degree in Business Administration from Wayne State University in Detroit. He attributes much of his ability to the intensive training he received while working as a buyer and merchandising executive at publicly-traded Dayton Hudson Corporation, the Minneapolis-based retail giant.

“I recognize the value of NAILD, and my desire to help grow this organization aligns well with my experience in building businesses, both in and out of the lighting industry.”

---

Joe Colant has been with TCP for five years, serving as Eastern Regional Manager for three years and in his present position for the last two years. Prior to joining TCP, Joe spent six years as a high school business teacher and football coach.

Joe has a special appreciation for NAILD members because of their unique way of attacking the lighting market, and feels that NAILD members bring a true entrepreneurial spirit and thinking to the industry. In his opinion, one of the great things about NAILD is that members focus on the everyday customer, in an effort to build better relationships with them and serve more and more of their needs. This is the way TCP chooses to focus, as well, which leads to increased knowledge of customers concerns and issues, and allows both NAILD and TCP to serve their customers better.

Being a member of NAILD has been a rewarding experience for both TCP and for Joe personally, and has led to many opportunities with true lighting supporters. If given the opportunity to serve on NAILD’s Board of Directors, Joe would contribute new ideas on how to increase organization membership, build a better working relationship between manufacturers and members, and increase NAILD’s exposure throughout the lighting industry. He looks forward to the challenges and opportunities this position would provide.

Joe resides in Akron, OH with his wife Danielle and their three children Eliza, three, and twins Delaney and Caysey (18 months). Joe is an avid sports fan, and enjoys spending quality time with his family.

---

Robert J. Black has been the owner of Light Bulbs Etc., Inc. in Lenexa, Kansas since 1987. Bob worked part time in the business until 1999, and then went to work full time. They have tripled the business since 1999 and expect a continued growth pattern over the next few years.

After college at Texas Tech and graduate work at Old Dominion and Syracuse, Bob was a Captain in the Army from 1967 – 1970, with service in the Republic of Vietnam.

From 1970 – 1982 he worked for General Electric Lamp Division, Lutron Electronics, and Gulf Oil Chemicals. His last position with Gulf Oil was the manager of retail products.

In 1982, with the sale of Gulf Oil to Chevron, Bob received the patent on a product called ‘Press N Seal’ Tub N Shower Caulk, and marketed that along with ‘Press N Seal’ weather stripping to various other retail companies. At the same time he began a manufacturer’s Rep firm in the Kansas/Missouri market areas.

In 1987, he sold the patent, opened up Light Bulbs Etc., Inc. and continued the Rep business until 1999, when he assumed a full time position with the company.

Bob and his wife Colleen reside in Overland Park, Kansas. They have 5 children and four grandchildren.

Although Bob is a fairly new member to NAILD, he values the membership and the friends he has made in a very short time. He feels confident that his experience in manufacturing, as an independent sales representative, and as a distributor will bring a balanced approach to current and future opportunities.

---

Bob Black has been the owner of Light Bulbs Etc., Inc. in Lenexa, Kansas since 1987. Bob worked part time in the business until 1999, and then went to work full time. They have tripled the business since 1999 and expect a continued growth pattern over the next few years.

After college at Texas Tech and graduate work at Old Dominion and Syracuse, Bob was a Captain in the Army from 1967 – 1970, with service in the Republic of Vietnam.

From 1970 – 1982 he worked for General Electric Lamp Division, Lutron Electronics, and Gulf Oil Chemicals. His last position with Gulf Oil was the manager of retail products.

In 1982, with the sale of Gulf Oil to Chevron, Bob received the patent on a product called ‘Press N Seal’ Tub N Shower Caulk, and marketed that along with ‘Press N Seal’ weather stripping to various other retail companies. At the same time he began a manufacturer’s Rep firm in the Kansas/Missouri market areas.

In 1987, he sold the patent, opened up Light Bulbs Etc., Inc. and continued the Rep business until 1999, when he assumed a full time position with the company.

Bob and his wife Colleen reside in Overland Park, Kansas. They have 5 children and four grandchildren.

Although Bob is a fairly new member to NAILD, he values the membership and the friends he has made in a very short time. He feels confident that his experience in manufacturing, as an independent sales representative, and as a distributor will bring a balanced approach to current and future opportunities.

---

Joe has a special appreciation for NAILD members because of their unique way of attacking the lighting market, and feels that NAILD members bring a true entrepreneurial spirit and thinking to the industry. In his opinion, one of the great things about NAILD is that members focus on the everyday customer, in an effort to build better relationships with them and serve more and more of their needs. This is the way TCP chooses to focus, as well, which leads to increased knowledge of customers concerns and issues, and allows both NAILD and TCP to serve their customers better.

Being a member of NAILD has been a rewarding experience for both TCP and for Joe personally, and has led to many opportunities with true lighting supporters. If given the opportunity to serve on NAILD’s Board of Directors, Joe would contribute new ideas on how to increase organization membership, build a better working relationship between manufacturers and members, and increase NAILD’s exposure throughout the lighting industry. He looks forward to the challenges and opportunities this position would provide.

Joe resides in Akron, OH with his wife Danielle and their three children Eliza, three, and twins Delaney and Caysey (18 months). Joe is an avid sports fan, and enjoys spending quality time with his family.

---

We felt our Leviton IllumaTech™ line of slide dimmers had it all over the competitive brand, both in looks and function. But to get a more objective viewpoint, we asked a number of contractors to compare both brands up close and decide which one they liked best. It was no contest. Every contractor chose the IllumaTech as the one they would install. (It might be the first time a strong lighting industry competitor, featuring a broad product line, coast to coast distribution, and “unmatched service.”

---

A feature table is included which shows the features of Leviton and IllumaTech dimmers for residential and commercial applications. And you don't just have to take our word for it. For more information, go to www.leviton.com
Glass Diffuser helps prevent discoloration with age

Bulb Shape works with standard bulb changers

Decorative Styles a variety of pleasing shapes

Tri-Color Phosphor CRI 84 (2800K warm) or CRI 88 (5000K daylight)

Amalgam Technology steady output in any position

Phosphor Tube ensures high-grade illumination in a compact bulb

Durable Components instant on and flicker free

Base nickel-plated brass prevents corrosion

Operating Temperature indoor/outdoor use from –22ºF to 122ºF

Ballast Shielding prevents disruption of other equipment

It’s the quality inside that shines.

Homes and hospitals. Restaurants and railroad stations. Offices and arenas. Even the magical Walt Disney World Swan and Dolphin Hotel. People turn to Panasonic for long-term lighting solutions. Maybe it’s because of the wide range of ENERGY STAR® qualified, premium lamps. Or the high-quality components found throughout our lineup. Whatever the reason, it’s just good to know that they last and last. Which means you’ll save on purchasing, energy costs, and maintenance.

All good reasons to shine on. For more information: 1-866-292-7292 or www.panasonic.com/lighting

Please see a Panasonic Sales Representative for details on our Supercharged Rewards Program.

3 new ways to shine.

Introducing the new Screw-In 3U Performance Collection lamps. Ranging from 11 to 18 Watts, these CFLs are compact, ENERGY STAR® qualified and offer 8,000 hours of operation.

Next Generation

Panasonic lights the way for more than 1.4 million guests year-round.

For more information:

1-866-292-7292 or www.panasonic.com/lighting

Please see a Panasonic Sales Representative for details on our Supercharged Rewards Program.
Call 1/800-LIGHTBULB, your SYLVANIA representative, or register at www.mySYLVANIA.com/register.

These days, when you think “lighting systems,” you think about lamps and the ballasts that drive them. Because we manufacture both components to the highest standards our SYLVANIA system solution lamp and ballast combinations are optimized to deliver maximum energy efficiency and high light output.

February 2004
Robertson Launches an Easy to Navigate Website

Robertson Worldwide is proud to announce the launch of a new website on November 25, 2003. The new www.robertsonww.com assures visitors that they will have a productive and informative visit. Many of the improvements made to the website are based on feedback received from Robertson customers.

The new website features include:

- Easy Navigation – you are never more than a few clicks away from the information you need.
- Several ways to search for the exact ballast you need.
- Search results that provide you with ballasts specifications including wiring diagrams and case styles.
- The ability to request information from Warranty, Technical, Literature and Sales.
- The ability to cross reference other manufacturer’s ballast to Robertson ballast or find the replacement ballast for discontinued Robertson products.

Visit www.robertsonww.com and check out all the latest product information, including Energy Star products and Robertson’s World SeriesTM line of electronic, multi-volt (120-277) and designated 347Volt, programmed start ballasts for compact fluorescent and linear lamps. You can also contact Robertson Worldwide at 800-323-5633.

$200 Worth of NLB Publications Now Available Free

Eleven National Lighting Bureau publications are now available free of charge, as downloadable PDFs at its www.nlb.org website. The documents still are available as hard copies but for more than $200, including postage and handling. The eleven publications are:

- NLB Getting the Most from Your Lighting Dollar,
- NLB Performing a Lighting System Audit,
- NLB Guide to Industrial Lighting,
- NLB Guide to Retail Lighting Management,
- NLB Profiting from Lighting Modernization,
- NLB Guide to Office Lighting and Productivity,
- NLB Lighting for Safety and Security,
- NLB Lighting and Human Performance: A Review,
- NLB Guide to Energy-Efficient Lighting Systems,
- NEMA Guide to Lighting Controls, and
- NLB/NEMA Guide to Emergency Lighting.

“Shat-R-Shield delivers the best PERFORMANCE, VALUE and SERVICE in protective lighting.”

• Coating guaranteed for the life of the fluorescent lamp
• Virtually all glass and phosphors contained
• Less than 1% loss of luminos
• No premature burn out
• Easily installed by one person
• Fully staffed customer service department
• Orders shipped promptly

Call 800-223-0653 to find a distributor near you.
Adoption of T8 Energy Efficient Fluorescent Lamps and Low Wattage Electronic Ballasts Reduces Energy Consumption By 40 Percent – Many Commercial and Industrial Businesses May Save Thousands of Dollars Annually

With the need for greater energy conservation recently driven home by the massive blackout in August 2003, a growing number of commercial and industrial businesses are realizing the benefits of retrofitting old fluorescent lighting and magnetic ballasts with the latest energy-efficient T8 lamps and low wattage electronic ballasts.

According to Jim LaBonte, product manager marketing for OSRAM SYLVANIA's Electronic Control Systems Division, "It is estimated that about 40% of commercial buildings consume about 319 terawatt-hours (TWh) per year. By converting old fluorescent products and standard T8 lamp and ballast systems, Customers are embracing the message," said LaBonte. "In addition, users can also employ devices such as timers, sensors, dimming systems or building management systems to achieve greater reductions and lower energy bills. There are just so many simple steps beyond standard T8's that can result in huge savings [see sidebar for additional tips]."

For further information, please visit our web site at www.sylvania.com.
The 2004 event has many new and exciting surprises in store for Attendees—the least of which is over 100 new companies who are exhibiting for the very first time! In addition, the addition of the new Daylighting Institute and Pavilion of first time daylighting products adds a whole new aspect to the subject of how the field of architecture and lighting is being approached. Over 600 manufacturers, including a substantial number of new international companies will participate.

Are you aware that the Show is already 94% sold? Don’t let your company miss the exposure to over 17,500 lighting professionals. North America’s largest and most important annual architectural and commercial lighting industry Trade Show and Conference provides a not-to-be-missed opportunity to reach thousands of potential customers you might never encounter otherwise. Begin your serious marketing efforts for 2004 by participating in LIGHTFAIR INTERNATIONAL.

LIGHTFAIR is evolving and growing with the future as the needs of the lighting industry are changing. You’ll see many changes in the Pre-event Workshops and educational Institutes as it begins to incorporate a wider range of topics and products that are now a growing part of specification and design projects worldwide. We look forward to hearing back from you so that we can fax a floorplan and a FAQ document can all be found on our website: www.lightfair.com or by contacting us at the phone, fax or email address below.

**Book Reviews**

**It’s Going to be ‘That’ Kind of Day**  
By Ty Boyd

The speaker on this video had trouble holding my attention with his elaborate story-telling. His approach to conveying his ideas on what makes someone a winner or loser would have been beneficial if he chose the simple method of explanation. This tool would have made him a winner.

**Attitude Is Everything**  
By Tom Hopkins

This video left much to be desired. The upbeat attitude of the speaker did not help with the information he was conveying. It was nothing we haven’t heard before. His performance did not leave me wanting to hear more.

**Make Everyday a Good Day**  
By Ed Foreman

The initial approach to his presentation captured me as well as his audience. His exuberant energy and informative speech made me want to get up and start my next endeavor, however, after some time his overwhelming stage presence left me wanting him to slow it down.

Videos reviewed by Rob Mills, C.N. Robinson Lighting Supply

**Book Rating:**

- beneficial/pertinent information
- fair amount of beneficial information
- good amount of beneficial information
- very helpful and great information

**NAILD Offers the Lending Library to members FREE of charge.**

Simply call Linda in the Buffalo office to check them out.

**NAILD 2004 . . . “Challenging the Future” Speaker Highlights**

Tapping into the Competitive Advantages of the Independent Lighting Distributor

Hi there Sports Fans . . . hope your team will go to the Super Bowl this year and even win it. Both my Giants and Jets didn’t even make the playoffs but New Jersey is still the home of Lord Stanley’s Cup and my Yankees will be in the baseball classic in October, no matter what the Bosox do . . . You heard it here first, fuggeddaboutit!

But enough chit chat . . . We are excited about next year as our economy improves and Christine McMahon, Paul Hafner and yours truly are doubly excited about speaking at your 2004 Convention . . . even more fuggeddaboutit! Mark your calendar: Thursday, April 22 from 8:30 to 12:30. This is the Electronic Information Age and we will be talking about the need to marry upgrade / high margin products with value-added services to improve the business of your customers. The new lighting technologies, now and certainly in the future, work to the advantage of NAILD members but they have to be sold. The opportunity to create new business, not just satisfy existing business with commodity products. The opportunity to create demand, to create high margin sales, to create additional income, to create a future of growth and stability will be the message. This highly interactive, fast paced, reality driven workshop will re-enforce the competitive advantages developed over the years by the Independent Lighting Distributor.

Over many years and as always, I look forward to seeing my friends at NAILD. All the signs are good for a prosperous new year and my best wishes to you and yours in 2004. See you in April . . .

**The Future Belongs to Those Who Prepare For It!**

Out our closing speaker on Saturday, April 24th will be Gary Yamamoto. Graciously hosted by Osrum Sylvania, this educational event will provide tools to show attendees how to take responsibility for their careers, motivate themselves, tap their creativity, find innovative solutions, and master the process of change at work or in their personal lives. As a professional speaker and seminar leader for over 50 years, an author and consultant, Gary helps leaders realize their full potential and guide their people to become top performers. An inspirational ‘challenge for the future’ will be featured during this motivational presentation.
Donations – We Want You!

During the closing Pizza Party on Saturday night of the convention, the NAILD Board of Directors thought it would be fun to offer attending participants at the party some FREE giveaways. If you have something from your company or State that you could donate to the cause, please bring these items to the convention. Drawings will take place during the party. You must be present to win. What a great way to show your State pride and company presence. The Great State of Iowa will provide a surprise package— are you up to the challenge?

“NAILD 2004 ... Challenging the Future”
The following NAILD Vendor Members have committed to sponsoring events at the 2004 NAILD Convention & Trade Show

**Golf Holes**
- CRMA, Inc.
- EiKO, Ltd.
- Halco Lighting Corp.
- Lighting and Power Source
- Onyx Environmental Services
- Panasonic Lighting (2 holes)
- Satco Products
- Shat-R-Shield
- Trojan, Inc.
- U.S. Miniature Lamps, Inc.

**Events**
- Thursday Hot Buffet Breakfast – Con-Tech Lighting
- Thursday Family Program – Westinghouse Lighting Corp.
- Thursday AM Break – Greenlite Corporation
- Thursday Evening Open ‘Tool Time’ Trade Show Reception – Halco Lighting Corp.
- Friday Hot Buffet Breakfast – Advance Transformer
- Friday AM Break – EiKO, Ltd.
- Saturday Educational Session – Osram Sylvania

**Golf Tournament Events**
- Beverage Cart – SLi Lighting
- Shuttle Bus Transportation – Con-Tech Lighting

**T-Shirt Logos**
- Advance Transformer Co.
- Aero-Tech
- ALP Lighting Components
- American Light Bulbs
- Brownlee Lighting
- Con-Tech Lighting
- EiKO, Ltd.
- EYE Lighting International
- Fulham Co., Inc.
- Greenlite Corporation
- Halco Lighting Corp.
- Higuchi Inc., USA
- Lighting & Power Source
- Mule Lighting
- Onyx Environmental Services
- Osram Sylvania
- Panasonic Lighting
- Premium Quality Lighting (PQL)
- Satco Products, Inc.
- Shat-R-Shield
- Simkar Corp.
- SLi Lighting
- Stonco/Crescent
- Technical Consumer Products (TCP)
- Trojan, Inc.
- Ushio America, Inc.
- Westinghouse Lighting Corp.

**GE Lighting**
- Wednesday Night Theme Party

**Philips Lighting Company**
- Thursday Night Theme Party

**Technical Consumer Products (TCP)**
- Friday Night Theme Party

**Closing Pizza Party with Prize Give-Aways**
- Saturday Night

---

"A product’s value transcends its physical form and price to encompass the support that precedes and follows it."
— Allan Nelkin, President, Halco Lighting Corporation

ProLume® T8 Fluorescent Lamps are manufactured to meet the highest quality standards in the industry. Available in F17, F25, F32, and F38 with color temperatures ranging from 3000K to 5000K. All Halco ProLume T8 lamps feature a cathode guard to reduce end blackening and promote lumen maintenance throughout the life of the lamp. The Trichromatic phosphor coating further maximizes lumen output and achieves CRI’s of 78 and 86.

Every ProLume T8 is backed by our 2-Year Quality Assurance Guarantee.

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

1-800-677-3334
www.halocilighting.com

ProLume and Halco are registered trademarks of Halco Lighting Corporation.