Captain Scott O’Grady was helping enforce the NATO no-fly zone policy in the skies over Bosnia when a Soviet-made anti-aircraft missile slammed into his F-16.

Captain O’Grady tells the incredible story of how he survived in hostile territory for six days before being rescued by the U.S. Marines.

His book, “Return With Honor,” spent six weeks on The New York Times bestseller list. His courageous story has also been documented in the Discovery Channel presentation, “Behind Enemy Lines.”

He will kick-off the 2007 NAILD Convention on Monday, March 19th.
NEW... 28W ULTRA8™ T8 Fluorescent Lamps
The Next Generation T8 Technology

No ballasts to replace.
No sockets to change.
No fixtures to rewire.

- Directly replaces F32T8 lamps on instant start electronic ballasts
- Energy efficient: Saves up to 15% on energy costs vs. F32T8 lamp
- Reduce operating costs and increase operating profit
- High color rendition with tri-phosphor coating: 86 CRI means more pleasing environment and true colors
- Long life: 30,000 hour commercial life**

To find out more, visit www.ushio.com/ad/ultra8 or call 800.846.8209.

* Lamps must be used on instant start electronic ballasts.
** Life rating based on estimated commercial operating standards of 12 hours per start on commercially compatible ballast.

© 2005 USHIO America, Inc. All rights reserved.
President’s Message

Holiday Message

Dear Friends of NAILD:

It is that time of the year again that Family comes to mind due to the Festive Holiday Season. When I think of family, I think of my immediate family, as well as my extended family which includes my friends at NAILD. I probably will not have the opportunity to say this to you as a group before 2007, so I would like to wish all of you a very Merry and Joyful Holiday Season and thank you for supporting me as your president with my endeavors to make NAILD a better place for all of us.

Our 2007 convention is fast approaching and the agenda/schedule has now been finalized. We have made time for everything . . . Great Speakers, Great Topics and plenty of open time for fellowship and networking, or as we say in NAILD – NAILD working.

Our vendor members have stepped it up, once again, to support our educational efforts, which, in the end, will benefit both of our vendor and distributor members, as well as the lighting community as a whole. Our goal is to raise the bar in order to remain on the leading edge of technology and therefore keeping NAILD on the “leaderboard” when it comes to differentiating ourselves from other lighting associations.

The 2007 Convention Registrations have been mailed. Register today, commit to your attendance and come early too. The value is, not only, in the agenda/schedule, but also in your attendance.

If you haven’t seen the movie “Behind Enemy Lines” please see it today. This true story is about Captain Scott O’Grady’s heroism in Bosnia, and his incredible return to safety. He will be our Keynote speaker at the convention, one you will not want to miss.

The entire board, Linda, Cathy, Becky, Gary, and Paul all have been working tirelessly to make your decision to attend the 2007 convention an easy one. Please encourage your peers to attend as well.

I have been blessed (personally and professionally) beyond measure because of my membership, my involvement and my friends in NAILD . . . Thank you!!!

“May the blessing of the holiday season bring you and yours joy, Peace and Happiness?”

Regards,

Bill Hurd
NAILD President 2006 – 2007
Customer Satisfaction
It is PQL's goal to always meet or exceed the expectations of our customers. This objective is achieved by consistently providing our customers with superior quality products and service.

Continual Improvements
PQL is dedicated to continual improvement in all of its business activities. This focus is achieved through a combination of rigorous process management, employee empowerment, accountability and reward for attaining personal and company goals and objectives.

• Incandescent
• Halogen
• Compact Fluorescent
• HID
• Fluorescent

Quality Made to Fit Every Budget

PQL's Good • Better • Best Philosophy:
By providing quality products that are unique and offer the best value to our customers, PQL, Inc. has set itself apart as a leader in the lighting industry. As a lighting manufacturer, PQL offers a complete selection of lighting products competitively priced to offer you the best value. While some customers require the best quality, other customers require the best possible price, PQL is able to satisfy the individual needs of both customer groups by offering full product lines in several different levels of lamp performance:

Incandescent Lamps
20,000 HR Super Life™; 10,000 HR Superior Life® and; 5,000 HR Industrial Grade.

Halogen PAR Lamps
5,660 HR Superior Life®; 4,000 HR Industrial and; 3,000 HR Value Brand.

T8, T10 and T12 Fluorescent Lamps
36,000 HR Superior Life® and; 20,000 HR Industrial.

Place Your Order Today!
(800) 323-8107
FAX: (877) 619-7053
e-mail: sales@pqlighting.com
www.pqlighting.com
New Distributor Member

Derick Associates, Inc.
Richard A. Sockol, President
E-mail: rsockol@dericklights.com
Mike Craig, Sr., Sales Associate
E-mail: mcrraig@dericklights.com
Judy King, Director of Operations
E-mail: jak@dericklights.com
8545 Atlas Drive
Gaithersburg, MD 20877
(301) 258-1019
(301) 330-1993 fax
Web Address: www.dericklights.com

New Vendor Member

Lightolier
William Schoetttler, Executive Vice President & General Manager
E-mail: bschoettler@lightolier.com
631 Airport Road
Fall River, MA 02720
(508) 646-3134
(508) 646-3204 fax
Web Address: www.lightolier.com

NAILD News

“Where Lighting Means Business”

Calling NAILD Vendor Members to Contribute to the NAILD/Lightfair Fundraising

NAILD vendor members once again in strong support of the direction NAILD is moving have stepped forward with financial contributions acknowledging the importance of NAILD exhibiting at Lightfair International 2007 in New York City.

As of time of print of the November/December issue of TLD – the following companies have committed to support this campaign:

- Diamond Level ($1500) Halco Lighting
- Platinum Level ($1250) EiKO Ltd.
- Bronze Level ($500) Higuchi USA Litetronics

The following level of support opportunities remain:
- Platinum Level – $1250 (one left)
- Gold Level – $1000 (three left)
- Silver Level – $750 (four left)
- Bronze Level – $500 (three left)

Call Linda at (716) 875-3670 to sign up for your level of participation in this campaign. Your company name will be added to the list in the January/February issue of TLD.

Thanking you in advance for your continued support and participation.

Gary Root, NAILD President 2004-2005
Lightfair 2007 Fundraiser Chair

NAILD’s Lighting Specialist-I Graduates
(as of November 2006)

The following participants have completed the NAILD Lighting Specialist I Online-Courseware as well as the Hands-on requirement.

Congratulations To:
Robert Leveck III
LeVeck Lighting
Mark Atkinson
Lighting Supply Company
Sarah Boyle
Lighting Supply Company
John Bullo
Lighting Supply Company
Rita Daniel
Lighting Supply Company
Michele Goecke
Lighting Supply Company
Monica Iaquinta
Lighting Supply Company
Rick Janka
Lighting Supply Company
Leigh Janssen
Lighting Supply Company
Andy Miller
Lighting Supply Company
Jonathan Wheatley
Lighting Supply Company
Dave Hein
Stitzell Electric
Mike Miner
Stitzell Electric

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

Public Congratulations will be made to all our NAILD LS-I graduates during the Awards Luncheon at Convention 2007 in Destin, FL.

We currently have another 65 students enrolled in NAILD LS-I and the list grows daily. Thank you for your continued support. If you have not yet participated in this program and wish to do so, please call Linda at (716) 875-3670 for all pertinent information.

Happy Holidays!

Wishing you all the best through the holidays and into the New Year!

— NAILD Board & Staff

Member Updates
NOW CFL REPLACEMENT IS A SNAP!

Universal Lighting's new Mult-E Kit™ is the fast, easy solution for virtually every compact fluorescent replacement job. The Mult-E Kit installs faster than most replacement ballasts because its unique, snap-mount adapter plate requires no additional hardware. The kit offers the convenience of universal input voltage, plus multi-exit lead configurations (side exit, bottom exit and bottom exit with studs). Mult-E Kit means less CFL inventory and faster replacement!

www.ultnews.info | Universal Lighting Technologies

Universal Lighting Technologies, Inc. • 26 Century Blvd., Suite 500 • Nashville, TN 37214-3683 • (615) 316-5100
Convention Committee Report
By Gordon Hunt, LC
2007 Convention Chair & President Elect

DESTIN-ation Education is Going to be Fantastic!

As NAILD raises the bar again this year, you are going to be amazed at the programs we have put together.

Hosting our convention at a dynamic resort that looks brand new and isn’t far from it, it is going to knock your flip flops off. We check in at The Grand Sandestin and from the time you drive under the portico and walk thru the doors to the marble foyer you understand why that name fits. It is one of the most enjoyable sites I have ever visited. The Village of Baytowne Wharf is a delight!

But as nice as the site is, the content of this conventions is even better. We have great speakers and valuable education tracks to more than return our investments in time and travel. Russell White is back by overwhelming request and will help you take your business to the next level; this is worth the price of admission by itself. Jason Bader (also back by overwhelming request) will talk bottom line issues and get your money working for you like you have been hoping it would. We have tapped into the vendor pool and we are bringing in their resources to speak to turning green into $Green$, turning safety into $Green$, turning regulation and energy codes into $Green$, and that’s just getting started! If you haven’t noticed, you are going to learn new ways, better ways, and additional ways to bring profits home.

We have extraordinary opportunities to do networking, or as we call it now, NAILD-WORKING. Tradeshows, OCC, available time at a wonderful site to enhance or make new relationships with our valuable vendor members and distributor members alike. And we are welcoming many new members, in each column, that you will want to get to know.

Make no mistake, this will be a full schedule, you will need your energy and motivation to keep up.

Our Keynote presentation will be there to help. Captain Scott O’Grady is an incredible man, patriot, and speaker. His story, ‘Return with Honor’ will reach in and grab you where you keep your core. The passionate and inspirational story of how he has learned to value the days on this planet will get you fired up and keep you thinking for a long time to come.

There is so much value here for you and your organization; I can’t wait to see each of you there, to welcome you, to join you in this experience, and to join you in building our businesses as we move forward.

Thank you for your time and see you (and at least 60 other distributors) soon in Destin, FL, March 18 – 22, 2007.

The PAR Report Update
By Steve Espinosa, CPA, NAILD Membership Chair

One huge advantage of being part of NAILD is the PAR report. For those of you not yet familiar with this awesome tool, I would like to point out a few things.

Industry Insights is an independent company that collects the financial information and creates a number for each company. Industry Insights is the only company that has access to each NAILD member that contributes financial data, nobody at NAILD has access to this information. Therefore the information provided by membership is completely secure.

In order to reduce the burden of completing the PAR application, Scott Hackworth, Industry Insights, offered NAILD members the opportunity to send in an annual financial statement and Scott would complete the application. Supplying the information is painless.

For those members who submitted their company’s financial information, they got a treasure trove of information to improve the profitability and the value of their business through benchmarking. The PAR report presents information in different groups. The group I like the best is the one called profit leaders that’s what we benchmark against.

In reviewing this data some common myths are broken. You do not need to be huge to be profitable and selling large lamps can be an extremely profitable business if the company is properly run. The most interesting stat is that the PL Company’s pay their employee’s less then AF but get more productivity, $14K in gross margin from each employee.

Count the number of employee’s in your company and imagine if you could generate $14K in additional gross margin on each associate, what would happen to your bottom line?

How did the PL Company have total sales similar to the AF Company, be in the large lamp business, and generate huge profits? Open those PAR reports and take a look at the breakdown.

For those of you who did not take advantage of the free PAR report, generating an additional $14K in gross margin on each employee is probably not a high priority. But if you are interested, maybe a friend will loan you their PAR report.

Stats from the current PAR report

<table>
<thead>
<tr>
<th></th>
<th>All Firms (AF)</th>
<th>Profit Leaders (PL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Annual Sales</td>
<td>$2.9 million</td>
<td>$2.4 million</td>
</tr>
<tr>
<td>Gross margin per employee</td>
<td>$84,000</td>
<td>$98,000</td>
</tr>
<tr>
<td>Average Payroll Expense</td>
<td>$48,500</td>
<td>$47,000</td>
</tr>
<tr>
<td>Large Lamp Sales</td>
<td>50.3%</td>
<td>59.7%</td>
</tr>
</tbody>
</table>
Captain Scott O’Grady was born in Brooklyn, New York on October 12, 1965. He moved with his family to Long Beach, California in 1970, then to Ridgewood, New Jersey in 1972, and finally to Spokane, Washington, in 1974. He graduated from Lewis and Clark High School in 1984 and attended the University of Washington for one year before transferring to Embry Riddle Aeronautical University, Prescott, Arizona. Captain O’Grady earned a Bachelor of Science degree (Aeronautical) in 1989 and was commissioned through the Air Force Reserve Officers Training Corps program, April 1989.

Following college, Captain O’Grady attended the Euro-NATO Joint Jet Pilot Training Program at Sheppard Air Force Base, Texas, from November 1989 to December 1990. He was then assigned to F-16 pilot training at Luke Air Force Base until December 1991 when he began his first operational assignment flying the F-16 at the 80th Fighter Squadron, Kunsan Air Base, Korea. In April 1993, Captain O’Grady was reassigned to the 526th Fighter Squadron, Ramstein AB, Germany, until assuming a position in May 1994 with the 555th Fighter Squadron in Aviano, Italy. In October 1995, he was assigned as an F-16 pilot with the 466th Fighter Squadron at Hill Air Force Base, Utah. In July 1998, he was assigned to a joint survival agency at Fairchild Air Force Base, Spokane, Washington. After 12 years of military service Captain O’Grady entered inactive reserve status in February 2001. He is currently pursuing a masters degree at Dallas Theological Seminary.

Captain O’Grady was helping enforce the NATO no-fly zone policy in the skies over Bosnia when a Soviet-made anti-aircraft missile slammed into his F-16. Capt. O’Grady tells his incredible story of how he survived in hostile territory for six days before being rescued by the U.S. Marines in his book, Return with Honor, which spent six weeks on The New York Times bestseller list. He has also published Basher Five-Two, a children’s edition of his original story. His courageous story has also been documented on the Discovery Channel presentation, Behind Enemy Lines. In addition, Scott O’Grady has been featured on CNN’s Voices of the Millennium, and Then and Now, series that focus on the most influential personalities of the past 25 years.

Captain O’Grady has accumulated more than 1,300 military flying hours including over 1,000 in the F-16.

2007 NAILD Convention, Trade Show & ‘Organized Casual Conference’ (OCC)
Sandestin Golf & Beach Resort – Destin, Florida • Tentative Schedule of Events

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

12:30 – 1:15pm Buffet Luncheon
1:30 – 4:00pm Exhibitor Set-Up
1:30 – 4:20pm Educational Workshops (repeated)
1:30 – 2:20pm Track I – Business Development
2:00 – 3:00pm Track II – Business Development
2:00 – 4:00pm Track III – Lighting Technology
2:00 – 5:00pm Track IV – Tools for Success
2:20 – 2:30pm Break
2:30 – 3:20pm Track I – Business Development
2:30 – 4:30pm Track II – Business Development
2:30 – 5:30pm Track III – Lighting Technology
2:30 – 6:30pm Track IV – Tools for Success

Monday, March 19
7:00 – 8:00am Hot Buffet Breakfast
7:30am – 1:00pm Registration
8:00 – 9:00am Spouse/Guest/Presentation or Function
8:00 – 11:00am Educational Workshops
8:10 – 9:00am Track I – Business Development
Track II – Business Development
Track III – Lighting Technology
Track IV – Tools for Success
9:00 – 9:10am Break
9:10 – 10:00am Track I – Business Development
Track II – Business Development
Track III – Lighting Technology
Track IV – Tools for Success

10:00 – 10:10am Break
10:10 – 11:00am Track I – Business Development
Track II – Business Development
Track III – Lighting Technology
Track IV – Tools for Success

11:00am – 12 Noon Break/Lunch on Your Own
12:00 Noon Golf Tournament (Box Lunch included)
12:00 Noon Alternative Activity
6:00 – 7:30pm NAILD 2007 Convention Kick-off Reception/Dinner
7:30 – 8:45pm Keynote Speaker: Captain Scott O’Grady
8:45 – 9:15pm Meet and Greet
9:30pm Open Hospitality

2:00 – 3:00pm Track I – Business Development
2:00 – 4:00pm Track II – Business Development
2:00 – 5:00pm Track III – Lighting Technology
2:00 – 6:00pm Track IV – Tools for Success
3:20 – 3:30pm Break
3:30 – 4:20pm Track I – Business Development
3:30 – 5:20pm Track II – Business Development
3:30 – 6:20pm Track III – Lighting Technology
3:30 – 7:20pm Track IV – Tools for Success
4:20 – 4:30pm Break
4:30 – 6:30pm Open Hospitality

Tuesday, March 20
7:00am Hot Buffet Breakfast
7:30am – 5:00pm Registration
8:00 – 8:30am Candidate Speeches/New Member Introductions
8:30 – 8:45am Break
8:45 – 9:30am Roundtable Session I – Best Sales Ideas
9:35 – 10:15am Roundtable Session II – Best Marketing Ideas
10:15 – 10:30am Break
10:30 – 11:00am Roundtable Session III – Best Business Development Ideas
11:00am – 12 Noon Open Roundtable Discussion – Best Ideas for Next Year
11:00am – 3:00pm Spouse Program
12 Noon – 12:30pm New and Value Added Product Showcase

7:00pm Farewell Dinner

Wednesday, March 21
7:00am Hot Buffet Breakfast
7:30am – 12 Noon Registration
8:00 – 11:40am ‘OCC’ (20 Minute Appointments)
11:40am – 12:30pm Buffet Luncheon
12:40 – 4:00pm ‘OCC’ (20 Minute Appointments)
4:00pm Exhibit Tear Down
7:00 – 10:00pm TCP Hosted Dinner Party
10:00pm Open Hospitality

Thursday, March 22
7:00am Hot Buffet Breakfast
7:30am (SHARP) Board Elections
8:00 – 8:45am General Business Meeting/Installation of Officers
8:45 – 9:45am On-Line University
9:45 – 10:00am Break
10:00 – 11:00am Distributor Meeting
10:00 – 11:00am Vendor Meeting
11:00 – 12:00 Noon Committee Meetings
12 Noon – 12:30pm Awards Luncheon
12:30 – 1:45pm Best “New Product” Award
“Best Idea” Awards Presentation
Close “Convention 2006”
Launch “Convention 2007”
7:00pm Farewell Dinner
Attention NAILD Spouses – Convention 2007 has special events just for you!

Monday, March 19

While the educational track sessions are in full swing, you are invited to attend a morning session that will be both informative and pampering. The informative portion commences with a short presentation by a Sandestin representative highlighting the many amenities of the property (of which there many).

You won’t want to miss this opportunity to become familiar with The Village of Baytowne Wharf. This unique setting features a distinct collection of more than 40 specialty merchants ranging from quaint boutique shops and charming eateries to lively nightclubs.

Immediately following that, the pampering begins. Maria Hurd (President Bill Hurd’s wife), Licensed Esthetician, will present a brief overview of skincare...from the importance of antioxidants as a preventative measure against aging skin, to the effects of sun exposure on the skin, and how to correct or reverse the signs of sun damage.

New and effective products to combat the signs of aging skin will be discussed. She will give tips to maximize one’s daily skincare regimen and discuss simple foods (macronutrients and vitamins (micronutrients) that can be included in the diet to promote healthy, younger looking skin.

Be sure to attend as a name will be drawn and the winner will receive a complimentary facial.

Tuesday, March 20

A full day (11am-3pm) spouse program is being planned...stay tuned for details in the coming months.

We look forward to seeing you in March at the Sandestin Golf & Beach Resort...An incredible property!
In the first part of this article, I covered the mechanics of creating a customer profitability ranking. If you missed part 1, send me an e-mail and I will gladly send a copy. I spent most of the article looking at strategies to deal with the lowest contributors on your list. Most of the suggestions dealt with taking away services and raising prices. In this part, I will talk about working with the other two customer groups. The name of the game is to recapture net profit by making better decisions.

The middle group, let's call them B customers, is a different animal. They do have a negative contribution to net profit, but I wouldn't want to lose them. As mentioned earlier, they provide us the volume to purchase more efficiently and allow us to enjoy certain economies of scale. Some slight adjustments to how we handle this customer group will allow many of them to rise up to positive contribution.

Most of these customers have a decent gross profit volume. The real trouble occurs in the frequency of order. We may find ourselves processing several low dollar orders in a single day. If we could get them to consolidate orders to once a day, they would slide up the profitability scale. This type of discussion will need to come from someone senior in the organization. They can speak in terms of reduction in the clerical costs of PO generation and payment processing.

Another strategy is to look at how we handle special orders and transfers for this customer group. I would ask this customer to bear the cost of expedited handling. In addition, I would be more apt to suggest the customer to accept a substitute rather than ordering in a special item. While we are talking about specials, make sure that we are getting a high margin on the product. We are spending company resources to bring this in. Be strict with your return policies and be mindful of internal costs.

Finally, I would look at modest price increases. This where a good pricing matrix guru can come in handy. Look for subtle increases to less popular items. You should be able to raise your overall margin by 1-2%.

Now we arrive at our best customers. To stay consistent, and a bit boring, let's call them A customers. These are the folks that make a positive contribution to our net profit. We love them. We need to tell them we love them. I'm serious here. If we lose one of these customers, it will often be the next most expensive sale we will ever make. We will throw all kinds of deals at them in order to woo them back. Unfortunately the cash impact of these deals will be felt for many years to come. Let's not lose them in the first place.

My brother and I discuss this all the time. Get close to the A customers. My brother is the heir apparent to my family business because yours truly has chosen to write articles and speak at trade shows. Note to self, ask mother if I was fond of paint chips as a child. The point is that I want the owners of companies to become close to this group of customers. Do not leave the relationship to your sales manager or salesperson. At least once a year, meet with the owner of each of these companies. Talk about what you are doing for them. They need to be reminded. Incidentally, this is an excellent utilization of sports tickets or that golf club membership. People still do business with people they know, like and trust.

Is it easier to go get new customers or sell deeper into your existing customer base? Nothing fancy here. We already have them on the books; let's sell them more product categories. It is always a blow to the ego when a long standing customer says, “I didn't know you carried that.” Most sales managers I know would love to be able to analyze each customer and figure out where we are not selling them. The problem is that the task is just too daunting. There are just too many customers to really look at. Why not use the ranking report to help us?

Why would we want to sell more into companies that produce a negative contribution to net profit? Doesn’t make a whole lot of sense to me. Let’s focus on selling deeper into group A. I was presenting this in a private seminar recently. Fortunately, the sales manager was in the room and a grin spread across his face. At the break, he shared with me that he had been told to create a sales opportunity analysis for all the customers in the company. He was really sweating this assignment. I just cut his work load dramatically. It’s better to work smarter than harder.

The customer profitability analysis is one of the most powerful tools in any distributor’s arsenal. From an inventory management perspective, you will find several wins. A big part of inventory management is the allocation of resources. We have a finite amount of cash to invest in inventory. As good asset managers, we are charged investing our resources where we will receive maximum customer benefit and a strong financial return. When we use this customer ranking, it is easy to see where we want to invest our money. We need to make sure that our A customers are satisfied. One of the scariest outcomes of this analysis is realizing how much inventory dollars we are wasting on group C. Sometimes we carry entire lines of product for C customers. If I aim really hard, I can probably just shoot off my middle toe. After all is said and done, the biggest win comes from educating the front

### Jason Bader

Jason Bader is the newest member of The Distribution Team, Inc. The Distribution Team specializes in providing inventory management training, business operations consulting and technology utilization to the wholesale distribution industry. Jason brings over 20 years of experience working in the distribution field. He can be reached at 503-282-2333, jason@distributionteam.com, or at his web site www.thedistributionteam.com.
line decision makers. At a customer service level, they have ability to make a tremendous impact on our bottom line. One of the final challenges is to make sure that everyone knows who the A, B, and C customers are. This is where our software can help us. Some of the more sophisticated pieces can actually have the customer code appear in a different color during the order entry process. Some user defined fields in the customer record can help; but they are not always seen. I ran across one distributor who came up with a simple code. He just added asterisks to the end of the customer name in the database. This worked well because the codes also appeared on the pick tickets. Because he chose to include the material handling team into the process, they understood the significance of the star codes. Customers with 3 stars were given special treatment. The key is to find a communication vehicle that works for you.

Understanding customer profitability will go a long way toward improving your bottom line. As you can see, this simple data extraction will provide several avenues to look for cash. Don’t be afraid to lose some of your C customers. You have already given them enough of your money. I will explore additional power reports in the coming months. As always, I am here to help you get started. Good luck.

Jason, by overwhelming request from last year, will be presenting one of the workshops at the 2007 NAILD convention.

Testimonial as presented by:
Tod Rovie, Atlanta Light Bulbs

Seminar: Inventory Management by Jason Bader of The Distribution Team

I’m a skeptic when it comes to Seminars and Classes for many reasons. They tend to bore, and rarely do you come back with any new/exciting/challenging ideas for implementation.

That being said, this two-day seminar was exactly the opposite. The instructors were knowledgeable, informative, and I brought back many new ideas to incorporate with our business, along with others that we will try to include in the future.

We all know that inventory is CASH, but getting warehouse employees to treat it as such is a difficult process. We named our warehouse the VAULT, per the suggestions in the class, and it has made a marked difference in how the employees (VAULT PERSONNEL) treat the warehouse and the product.

I also implemented Cycle counting, and reorganized the Shipping and Receiving departments to make the VAULT more efficient. Although we may have changed these things in the future, taking this class made it pretty clear that we needed to make the changes right now.

The seminar highlighted many other processes that were covered in depth. The manual I received during the class has never been out of my reach, and is referred to often.

This was definitely worth the time and investment. The results of the changes we have already made have paid for the tuition many times over.
Future Looks Bright for Budget Lighting

Late night grocery shopping can be troublesome when loading groceries into your car, but the lamp lighting the otherwise darkened lot can be money for you and Budget Lighting Inc.

Budget Lighting joins the Minneapolis/St. Paul Business Journal’s Fast 50 group this year with its 2003 and 2005 revenue growth rate of 72.1 percent.

Founded in 1985, Budget Lighting works to save energy costs for companies through its lighting fixtures and bulbs. The business concentrates on five areas: long-life lighting products; replacement lighting products; energy-efficient products; lighting maintenance; and large, energy-efficient lighting projects and retrofits.

The company is owned by Mike Tompkins, Jim Coykendall, and Brad Ellerbroek.

“Our growth can be attributed to staying out front with up-to-date lighting technologies, a professional sales staff and purchasing department, hands-on management and, as a whole, the best staff in the business,” CEO Tompkins said.

In 2000, the company more than doubled with the addition of the energy-efficiency division, which now accounts for a fair share of the overall earnings. Service personnel go to client sites to audit existing energy use, and then determine how much money that company can save by switching to Budget Lighting products.

“Since 2000, our growth has averaged about 24 percent per year,” Tompkins said.

The company’s growth further accelerated in 2002 with the development of the lighting-maintenance division. Along with that service addition the company took on a $100,000 project with Gannett Publishing, in which Budget Lighting cut the company’s energy costs by $4,000 to $5,000 a month.

The company also does work for Rainbow Foods, Gander Mountain, Denny Hecker car dealerships and other businesses and schools. It also works closely with Xcel Energy Inc. and the Center for Energy and Environment in Minneapolis, helping businesses out with rebates.

“Every single thing they did for us was as promised,” said Greg Bloom, of the The Protomold Co., Inc. Protomold is a rapid injection molding company based in Maple Plain, and another Fast 50 honoree.

The future also looks bright for Budget Lighting. This summer, the company began work on 185 schools, a contract that garnered it $2.5 million.

The company has other facilities in the country, one in Iowa and the other in Arizona.

Budget Lighting plans to expand further through acquisition and additional organic growth.

Facility Solutions Group Acquires O.K. Electric Supply Company

Facility Solutions Group (FSG) announced an agreement today to acquire O.K. Electric Supply Company, Perth Amboy, New Jersey. Founded in 1919, O.K. Electric Supply serves industrial and commercial customers in the New York and New Jersey metropolitan areas. OK is an industry leader in promoting energy saving projects through their Energy Solutions division. Their success stories have landed them acclaim in publications such as Electrical Wholesaling and TED Magazine.

According to O.K. president Bernie Erickson, “Facility Solutions Group now provides our company with a variety of resources to assist us in continuing to grow in the Northeast US market. With the growing energy opportunities and a national reach, FSG now gives us the ability to concentrate on delivering quality projects across the United States.”

Facility Solutions Group, founded in 1982, is a family of companies which includes American Light, a wholesale lighting and electrical distributor, and Design Electric, a full service electrical contractor. FSG does business in all 50 states, Canada and Puerto Rico and the acquisition of O.K. Electric establishes the 22nd branch location.

Both American Light and Design Electric are ranked in the top 2% of their respective industries, and have been recently featured in American Executive, Texas Construction Magazine and Construction Today. Employing over 1,000 employees across the nation, Facility Solutions Group has been voted a Best Place to Work in multiple markets.

Bill Graham, CEO of Facility Solutions Group, says “The acquisition of O.K. Electric Supply gives us an East Coast distribution center, which is great news for our customers. The leadership team is sales driven and very well respected in the marketplace. Both companies are stronger and better positioned to succeed with this move.”

SLi Lighting Announces Fred Engel as New President

SLi Lighting proudly welcomes Frederik (Fred) Engel as the new President of U.S. Distribution. In his new role, Engel will lead the company’s North American initiatives, based out of its United States office in Mullins, South Carolina.

“I am truly honored to join SLi as the new President of United States Distribution. SLi Lighting has achieved a great reputation and I plan to continue this growing momentum, taking full advantage of the short lines with the European factories and sister companies. Through our background as a global manufacturer, combined with the flexibility and customer orientation with which we operate in the American market, we are able to occupy a unique position combining the best of both worlds. I am looking forward to leading the company in what is a very exciting time for the industry,” said Engel.
Engel joins SLi US after spending the past eight years heading up his own consulting firm, Fred Engel International Consultancy, with consulting projects in Holland and Belgium, the United States, Germany, Sweden, Great Britain and Australia with many of these projects for European SLi companies. Engel’s impressive career has spanned many areas such as trade marketing, sales, distribution and general management in Eastern and Western Europe as well as in South America which have helped extend his international expertise.

A native of Holland, Engel attended both Technical University, in Eindhoven, Netherlands and the Netherlands Institute of Marketing (NIMA). After later finishing a tour of duty with the military, Fred furthered his education by completing various management training programs at universities in Europe (London UK) and the US (Duke). Engel has given guest lectures in universities in Holland and the United Kingdom and co-presented a series of television programs on change management on Australian business television. He is a member of the Academy of Management, MENSA, and senior advisor to TPS International Inc, USA. He is married to his American wife, Sherry, and together they have six children.

For further information, contact Marianne McCrackin at 800.922.6693, Ext. 3061 or e-mail at marketinginfo@sliusd.

### New Business Development for MaxLite

MaxLite announces the addition of David Shiller to their sales management team. David has joined MaxLite as Vice President of Sales, New Business Development. For the past 4 years David was with the EPA as ENERGY STAR Marketing and Product Manager, and was instrumental in promoting ENERGY STAR residential lighting fixtures. With his efforts, ENERGY STAR residential lighting fixture sales grew 21% between 2004 and 2005. David was also a principal in the development and introduction of the new GU24 base for fixtures. In 2006 one in every three ENERGY STAR qualified fixtures will be a GU24 base fixture.

David’s initial focus will be promoting MaxLite’s large line of ENERGY STAR qualified products (both fixtures and CFLs) and in expanding MaxLite’s participation in the residential and commercial rebate programs nationwide. His primary contacts will be with the various utility program providers, OEM fixture manufacturers, other ENERGY STAR Partners, (OLMs), and new residential construction market participants.

David Shiller can be contacted at dshiller@maxlite.com.
Success is a Matter of Congruency
A Bi-Monthly Column By Russell J. White

Athletes call it being in the zone. Mike Tyson had it early in his professional career. Tiger Woods demonstrated it in 2000 with unprecedented golf success. Actors talk of actually becoming the role they are playing, and they earn Oscars for those performances.

One business executive described it to me as being monomaniacal: When your entire focus remains on perfecting one thing. It is the pursuit of great performers looking to reach the next level.

What is “It”? It is clarity of thought paired with seamless action, and it is a recipe for unparalleled success. Imagine during your workday you are totally focused on being successful. No needless meetings, no non-work-related distractions, no interruptions — just pure focus. How much more could you get done? How much more successful would you be in your job? What if everyone in your department operated in the same way? Sound like science fiction? It doesn’t have to be.

Congruency in motion and emotion is the purest cause of great success.

How many of us are even capable of this?

Watch children play. Take away the video games, turn off the television, let them have boundless play, and watch congruency in action. My nephew is able to turn most anything in his hands into the controls of heavy machinery and the rest of the world is lost to where he is and what he has created. His mental focus and his physical actions are completely in sync. In fact, most children are capable of this kind of congruency when not cluttered with external stimuli that block this type of thinking or provide the thinking for you.

As adults, we need to understand that our energy flows where our attention goes. If financial concerns, health issues, and negative information received through such channels as televised news or reports from the head office distract us, we are taken out of our congruency and we become scattered in our thinking and our efforts.

Am I saying to ignore these other issues? No. I am saying you must get these other things in order so that you can focus on the important. If you don’t take care of your health, for example, you will have reduced concentration, higher stress and less endurance. So taking care of your health becomes a prerequisite for creating an environment that facilitates congruency.

What environment can I create that will help me be more congruent?

Enjoy what you do. If you aren’t tremendously happy at what you do, it is impossible to be resoundingly successful at it. Sometimes that means you must change jobs; other times it means you must keep in mind the deeper meaning of your job. For example, let’s say you’re a sales representative. If you get focused on the paperwork and the inevitable rejections and frustrations of the sales process, it is harder to enjoy what you do. If you keep your eye on the main goal of your job — making sure your customers have the proper materials to do their important tasks and to provide for your family — then you can find deep satisfaction.

Create opportunity for uninterrupted focus. Ignore the newspaper and the television. Only talk about what your focus is. You may not be in the position of a freelance artist who can eat, breathe and sleep his art — yet. Start with small steps. Block out a time each day to focus on The Main Thing.

If your most productive, most creative time is first thing in the morning, spend your first two hours of the day on The Main Thing that will help you achieve your most important goal. No checking email or phone messages first. You’d be surprised how many things can wait two hours — but would consume those two hours if you acknowledged them first. Don’t let the urgent push the important to the back burner.

Work hard for refinement. The iPod was a wonderful invention and breakthrough for listening to music like never before. It is a social phenomenon, yet its creators still are constantly refining and in search of the perfect product. When you work hard to refine, not only do you improve whatever it is you are working on, but you also improve the thought process that will take you to a higher level of success. What was “good enough” last year that you no longer see as “good enough”? If you are congruent in your thinking and focus, you will constantly be seeking and finding refinement and improvement.

Great successes are constantly looking to maintain congruency of thought and action to the point they can turn it on when they need to. Warren Buffett doesn’t just happen to be one of the luckiest business leaders in the world. His success is predicated on his clarity of thought and purpose of action that in congruency delivers unprecedented success, which is what makes him the Oracle of Omaha.

What is your Main Thing? What is the one thing that you need to focus all your efforts in pursuit of? Let today be the day you find your clarity of thought and start aligning all your thoughts and actions to achieve a higher level of success.

Russell, by overwhelming request from last year, will be presenting one of the workshops at the 2007 NAILD convention.
Who are Randy Johnson, Bill Hurd and Joe Daniels? They were last year’s winners in the Roundtable “Best Ideas” Competition. The voting, as you may remember, was very close. Any of the ideas presented by Andy Poorman, Wendell Strong, Becky Phillips, Sid Phillips, Jim Coykendall, and Mark Hayes could have won if they had two or three additional votes. Hopefully you have taken advantage of one or more of these ideas published this year in the TLD and on the NAILD Website.

This year, there are two major changes in the Roundtable “Best Idea” program. The first, involves the preparation and presentation of the ideas. Last year several members (Distributor and Vendor) were reticent to participate because they were uncomfortable making a presentation in front of a large audience. This year, the Board has decided to respond to this by trying a new approach. You will have help in preparing your idea and a professional presenter will present your idea.

The second change came from the evaluations of last year’s Roundtable. While the response to last year’s program was overwhelmingly positive, many of you asked for a General Session where the Members could generate new ideas. The sentiment in the evaluations indicated that after hearing all of these “Best Ideas,” the room was buzzing with both extensions of these ideas and other new ideas. Why not have a session to capture these ideas and perhaps use them as seeds for next year’s competition? In a word, DONE! This year, after the “Best Idea” Presentations in Sales, Marketing and Business Development, there will be a fourth General Session.

Forms and procedures will be published on the new Website when it opens December 15th. If you would like to get a head start, contact Linda in the NAILD office and she will e-mail the 2007 “Best Idea” Guidelines and submission forms.

New NAILD Website New site is under construction and it looks great. It was presented at this Fall’s Board Meeting and was very well received. Currently, Linda and I are modifying existing content and creating new content for the site. It will launch December 15th. Access instruction will be in the next issue of the TLD.
Advance University Accredited by NAILD

Advance announces that its industry-renowned Advance University interactive ballast training website has been officially approved by the National Association of Independent Lighting Distributors for the “NAILD Lighting Specialist” (LS) certification program.

In order to achieve successive levels of certification within the Lighting Specialist program, NAILD members are required to successfully complete and demonstrate their knowledge of a range of lighting courses and skills. Completion of Advance University’s first-level course, “Ballast Basics 101,” which covers basic information about ballast technology, is now a mandatory requirement towards NAILD certification as a Lighting Specialist I (LS-I).

According to NAILD President Bill Hurd, “we are delighted to recognize and promote the high-quality ballast training offered by Advance University. A key element within the NAILD Lighting Specialist certification program, mastery of Advance University modules will help enhance the effectiveness and success of our specialized lighting distributor members, support the promulgation of good lighting practices, and continue to maintain the NAILD’s position as a leading industry association in the lighting arena.”

Advance University is an on-line ballast training program currently offered in four course levels. The first level, “Ballast Basics 101,” covers ballast basics. The second level, “Ballast Basics 201,” covers more basics and also features ballast troubleshooting techniques as well as an introduction to many newer lighting technologies. Level 3 provides an overview of the Digital Addressable Lighting Interface (DALI) lighting standard and its use in creating new and powerful lighting designs. The new, fourth-level course, “The ABC’s of High Intensity Discharge (HID) Ballasts,” is designed to help students understand, evaluate, and specify HID ballasts, both magnetic and electronic. Consisting of five tutorials, the course covers HID lamp and ballast basics and concludes with an explanation of the operating details and benefits of increasingly popular electronic HID technology.

The fourth course to be included within Advance University, “The ABC’s of High Intensity Discharge (HID) Ballasts” joins the previous three: “Ballast Basics 101,” which covers ballast basics, “Ballast Basics 201,” which covers more basics and also features ballast troubleshooting techniques as well as an introduction to many newer lighting technologies, and “Digital Addressable Lighting Interface (DALI),” which discusses this revolutionary lighting standard and its use in creating new and powerful lighting designs. Each of the four levels consists of numerous lessons and is followed by a short quiz. Students who successfully complete each level can print out a personalized Certificate of Completion.

Providing premium ballast-related training in a convenient, on-line format, Advance University provides essential training for individuals new to the lighting industry as well as those who seek a comprehensive review of their ballast knowledge. Advance University is accessible at www.advanceuniversity.com and is open for enrollment to anyone at no charge. Currently, over 10,000 students of all types have registered for Advance University and benefited from their access to this invaluable industry site.

Cold Cathode Lamps Withstand the Devastating Effects of Hurricane Katrina

Hurricane Katrina and its aftermath left tens of thousands of homes and businesses in ruins in September 2005. The storm also caused many businesses, even casinos, to re-evaluate their products.

One business hit hard by the surging storm was Harrah’s New Orleans Casino, nestled on the banks of the Mississippi River at the foot of Canal Street, directly across the street from the French Quarter. Covering more than 115,000 square feet, the casino features more than 2,100 slot machines and more than 100 action-packed table games, including blackjack, craps, roulette, baccarat and poker.

To attract guests, Harrah’s erected four 60 feet long electric signs that stand 10 feet high around the entrances of the casino, each displaying 2,500 lamps. When Harrah’s planned to relamp the signs in the Spring of 2005, Patrick Meyer, facilities manager at the casino, contacted Ken Troncoso, president of Crescent Sales Associates Inc., a manufacturer rep for TCP based in Mandeville, Louisiana, since 1989.

Prior to the relamping, the signs contained 15-watt
incandescent lamps.

Troncoso’s task was to improve the overall lighting system on each of the signs. Harrah’s wanted the lighting system to reduce energy consumption; create a brighter appearance; perform longer; and be available in a variety of colors. As part of the criteria, the lamps also had to perform in moist conditions prevalent in the Gulf Coast region.

**Cold Solution**

While reviewing several light sources, Troncoso and Meyer investigated cold cathode lamps from TCP, Inc., based in Aurora, Ohio. Cold cathode lamps are recommended for rapid cycle applications such as signage, rooflines, theaters and amusement parks. They found that 3-watt cold cathode lamps matched the light levels of the current 15-watt incandescent lamps, while dramatically reducing energy consumption by 30,000 watts per sign or 120,000 watts for the four signs. In addition, cold cathode lamps have a brighter appearance by producing 120 lumens per lamp. They even perform longer than incandescent bulbs. While commercial incandescent bulbs will only perform for approximately 1,000 hours, cold cathode lamps have a performance life of 25,000 hours, dramatically saving maintenance time and costs for Harrah’s.

Furthermore, TCP’s cold cathode lamps feature a special phosphor coating non-leaded glass. The special phosphor coating offers excellent color consistency and is resistant to fading and the effects of ultra violent radiation. The non-leaded glass provides better lumen maintenance over the life of the lamp, while all cold cathode lamps are UL listed for indoor and outdoor use. The cold cathode lamps are resistant to vibration, which turned out to be an important characteristic for surviving high winds.

To ensure the lamp’s performance in wet conditions, Troncoso worked with Donna Bard, product manager at TCP, to develop a tight seal on each of the lamps to prevent moisture from affecting their lighting performance.

Satisfied with its findings, Harrah’s ordered 10,000 3-watt cold cathode lamps in a variety of colors including red, amber, green and blue, as well as clear and frosted. The installation was completed in April 2005.

“The cold cathode lamps were a major upgrade over our previous system,” said Meyer. “They have a longer performance life and have a dramatic impact on our operations in terms of both reducing energy consumption and maintenance costs for the signs.”

**Katrina Tested**

Five months after the cold cathode lamps were installed, Hurricane Katrina made its way to New Orleans and the Gulf Coast as a category 4 hurricane with sustained winds estimated at 145 mph. The casino and its signs were hit with a horrific combination of high-energy winds and intense rain, which caused devastation and flooding. Hurricane Katrina even overwhelmed the city’s levee system, knocking out power and ripping holes in the Superdome roof.

Days after the storm, Gerald Fromeyer, electrical superintendent at Harrah’s, began inspecting the property for damage. As part of his inspection, Fromeyer examined the signs and to his amazement found that the cold cathode lamps were still intact and ready to perform.
Activant Releases Trading PARTNER CONNECT Version 11.0

Activant Solutions Inc. announced the availability of Trading Partner Connect version 11.0. The newest version of Activant’s Internet trading network allows for membership by distributors not using an Activant® solution.

“Distributors not running an Activant solution will now be able to leverage value added features currently available in Trading Partner Connect, including rationalizing items files, posting dead stock and AMU data, creating relationships, and generating valuable Buy/Sell reports,” announced Steve McLaughlin, senior vice president and general manager of Activant’s wholesale distribution group. “Activant works closely with our customers when developing new product releases,” continued McLaughlin. “The enhanced functionality in Trading Partner Connect version 11.0 illustrates our commitment to helping our customers expedite sourcing, expand geographic reach, and streamline transactions with their trading partners.”

New Features Include:

- Enhanced Testing Capabilities for EDI Mapper: Enhanced EDI mapping functionality allows you to test your EDI maps. In addition, if a map fails testing, Trading Partner Connect will provide you with information about why the map may have failed.
- Human Readable Transaction Reports/E-Mails: Trading Partner Connect now allows the translation of all existing and future inbound, hub-supported EDI documents into human readable form. Once an inbound, hub-supported EDI document is received, the solution will generate an e-mail alert indicating the trading partners involved, the document being translated, and an embedded hyperlink to the document on the Trading Partner Connect Web site.
- Disable Automatic Rationalization: Trading partners now have access to a screen that displays their rationalized manufacturers and choose whether or not they want newly added items to be automatically rationalized.
- Remove Dead Stock: Trading Partner Connect version 11.0 provides an interface and mechanism that gives trading partners the flexibility to remove the dead stock designation from items of their choice.
- Web Site Redesign: The Trading Partner Connect Web site has been redesigned to improve navigation and enhance the overall experience for manufacturers, distributors, and their trading partners.
- And much more

Pricing and Availability

For additional information, please visit http://distribution.activant.com or call 1-800-776-7438, press 1.

Activant to Hold Distribution Technology Demonstrations in 20 Cities

See Latest the Functionality Available in Activant Prophet 21 version 11.0

With the recent release of Activant Prophet 21™ version 11.0, distributors eager to see the new functionality included in one of the leading enterprise software solutions for distributors will have the opportunity as Activant hosts a series of FREE Distribution Technology Demonstrations this winter.

“Activant is very excited about giving distributors the opportunity to take a look at Activant Prophet 21 version 11.0,” said Steve McLaughlin, senior vice president and general manager of Activant’s solutions for wholesale distributors. “Of special note is added functionality to our already robust customer relationship management and inventory management functionality.”

Built from the ground-up just for distributors, Activant Prophet 21 combines the familiarity of Windows with the power of SQL Server to provide organizations with a highly customizable solution that helps distributors increase sales, improve customer service, and reduce operating costs. Features include order management, inventory management, warehouse management, purchasing, financial management, customer relationship management, business reporting and analysis, PDA integration, and e-business. Continually working to meet distributors’ changing needs, Activant has established customer advisory committees to help determine what functionality to incorporate in future product releases.

Distribution Technology Demonstrations will take place:

January 9, 2007  
Birmingham, AL
January 10, 2007  
San Antonio, TX
January 11, 2007  
Cherry Hill, NJ
January 23, 2007  
Greensboro, NC
January 25, 2007  
Portland, OR
January 25, 2007  
Anaheim, CA
February 6, 2007  
Sacramento, CA
February 6, 2007  
Pittsburgh, PA
February 7, 2007  
Louisville, KY
February 8, 2007  
Richmond, VA
February 13, 2007  
Des Moines, IA
February 14, 2007  
Woburn, MA
February 15, 2007  
Orlando, FL

Register at http://distribution.activant.com/demo.  
For more information, please visit www.activant.com.
TCP, Inc. Boosts Energy Efficiency of Standard Flat PAR Lamps

TCP, Inc. offers an energy saving solution for hard to reach light fixtures with its line of flat PAR lamps, an alternative to standard halogen PAR lamps. Available in 14-, 16-, and 23-watts, this series features the same size, shape, look and feel of traditional PAR Lamps with 75 percent energy savings and three times the lamp life.

TCP’s PAR lamps, which are equivalent to 30-watt to 90-watt halogen lamps, are recommended for a variety of applications where cost savings and longer lamp life are important, including track lights, recessed cans, outdoor fixtures and in endless retail applications. In a standard retail application, replacing a 90-watt halogen PAR with a 23-watt TCP Flat Par will save as much as $54 per lamp over the life of the lamp.

Each Flat PAR lamp lasts an average 8,000 hours, while providing a cooler operating temperature for more consistent performance in any position. Plus, lead-free glass helps to boost lumen maintenance over the life of the bulb.

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

Universal Lighting Technologies Introduces 875-Watt Pulse Start Metal Halide Ballast

Universal Lighting Technologies introduces the latest addition to its Pulse Start Metal Halide family of ballasts with the B260IUNVHP for use with F96T12 and energy-saving F96T12ES lamps. This new Basic-12™ ballast is designed to replace traditional magnetic T12 ballasts in existing or new fixtures while reducing energy consumption by more than 15 percent.

Basic-12 ballasts provide the same amount of light as magnetic T12 ballasts with reduced operating costs and improved lamp performance. Plus, electronic ballasts are significantly quieter than their magnetic counterparts. Basic-12 ballasts fully comply with today’s new federal ballast efficiency requirements for installation into new fixtures as well as with the 2010 requirements for replacement ballasts.

The universal input voltage (120 to 277 volts) B260IUNVHP provides a 21-watt savings when replacing a magnetic ballast operating the 60-watt F96T12ES lamp. The slimline Basic-12 ballast also features parallel lamp operation so that when one
lamp fails, the other lamp remains lit. Additionally, the Basic-12 ballast is lighter, making it easier to handle and install in a fixture’s ballast channel. Basic-12 ballasts are ideal for replacement of failed magnetic ballasts during fixture maintenance or as part of an energy-saving retrofit.

For more information on Universal Lighting Technologies and the Basic-12 family of ballasts, call 1-800-BALLAST or visit the Web site at www.universalballast.com.

Universal Lighting Technologies Offers the “ULTim8” 3-Lamp High Light Output Solution

Universal Lighting Technologies introduces the latest addition to its ULTim8 family of ballasts with its new high ballast factor ballast for 3-lamp applications. The B332IUNVHEH-A ballast is specifically designed for high lumen fluorescent applications using today’s new high bay fluorescent fixtures.

With two 3-lamp high ballast factor (1.18) ballasts in one 6-lamp F32T8 fixture, the delivered system lumens is equivalent to that of a standard 400-watt metal halide system but at almost half the input power. The universal voltage feature, 120- to 277-volts, reduces inventory and ensures that the right voltage product is ready for installation. The B332IUNVHEH-A incorporates ULTim8 high-efficiency technology that saves an additional 5% in energy savings over standard electronic ballasts and is compatible with standard F32T8 lamps as well as the 30-, 28-, and 25-Watt energy-saving T8 lamps.

In addition to the significant energy savings, other benefits of replacing HID with T8 lighting are the quiet operation, elimination of warm-up and re-strike requirements, and improved and consistent lamp color.

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

AEI’s Coldmax Promises a Savings in Labor and Maximum Return on Investment With Its New “Tool-Free” and “Labor-Saving” Features

Imagine…sliding on your gloves, zipping your jacket up tight below the chin and stretching your wool cap down over your ears as you prepare to step into below zero conditions.

You likely face the inconvenience of climbing up and down a ladder, juggling lamps and hardware as you dismantle a fixture. Or, you’re 45 feet in the air, noticeably fighting for each breath in the cold as you work on a lift. Whether you’re there for maintenance or installation they can be miserable conditions.

If we said that you could save up to 50% of your time during maintenance applications, increase your light levels and energy savings over existing fixtures, and allow you to work more efficient-
ly...would you be interested? Of course, who wouldn’t? That is precisely what AEI had in mind when they designed their new ColdMax series for cold storage applications. The new design still features a housing that maximizes ballast and lamp performance in temperatures down to negative 20 degrees, but now includes solutions that gives the ColdMax a unique competitive advantage.

A durable aluminum housing with a water tight seal, high quality lens materials, and dozens of options are just the tip of the iceberg with this cold storage fixture. It is the exclusive Patented Push Button Access that sets this fixture apart from the competition. The addition of this “Tool-Free Access” feature allows you to gain access to the ballast and wireway without ever removing a lamp or using a tool.

To put this into perspective, let’s assume that it takes experienced electricians and maintenance personnel 10 minutes to remove the lens and lamps, unscrew fasteners, and pull the reflectors out to gain access to a competitor’s fixture. In a 500,000 square foot facility you have 20 out of 250 fixtures that require your attention. This means that you are spending a little over 3 hours to dismantle and another 3 to put the fixtures back together; and all the while working awkwardly overhead in the freezing cold.

Now compare the exact same conditions, but with AEI’s ColdMax installed. You twist two Stainless steel latches to open the lens assembly to rest at 90 degrees, place your thumbs on the push buttons and press. The center assembly releases as easily as the lens and you’re done. In less than 15 seconds you have complete access to the ColdMax ballasts and wireway without ever removing a lamp or using a tool (5 minutes for all 20 fixtures).

Which situation would you rather be in...over 6 hours as a human popsicle or just 10 minutes to accomplish the exact same thing? With the addition of the new ColdMax to AEI’s line, distributors now have a fixture that provides a unique competitive advantage that will increase their sales while providing the customer unparalleled savings in cold storage applications. For more information on the T5HO and T8 ColdMax line and other “Labor-Saving” features go to www.aeilighting.com or call 1-877-AEI-LITE.
Electrical Distributors’ Sales Growth Slows in Third Quarter, NAED Survey Reports

Sales growth for electrical distributors slowed in the third quarter of 2006, according to the National Association of Electrical Distributors’ (NAED) most recent Quarterly Sales Change Expectation Survey (QSCE).

Of distributors surveyed, 80.6% estimated sales growth for the third quarter ended Sept. 30, a drop from the last four quarters in which 85.5% to 89.9% reported sales increases. Third quarter sales increases of 10% or more were reported by 48.0% of those surveyed, a decline from the second quarter’s record 59.4%. The number of distributors seeing sales declines grew to 12.8% from 8.8% in the second quarter.

Further Slowdown Expected for Fourth Quarter

Distributors predict the slowdown in growth to continue in the winter months, as 70.0% forecast sales growth in the fourth quarter now under way. Distributors are split between optimism and pessimism: 26.4% look forward to sales growth above 10% and 26.4% expect flat or declining sales.

**West Impacted Most**

The number of distributors in the West showing sales growth in the third quarter was 76.9%, lowest among the four regions. The largest percentage reporting sales growth was in the Northeast (83.3%), followed closely by the South (82.4%) and the Midwest (80.0%).

Looking ahead to the fourth quarter, only 64.1% of West distributors forecast sales growth, compared to 74.4% in the Midwest. Between them are the South at 69.1% and the Northeast at 66.7%. All represent sizable declines from the predictions distributors made in the July 2006 survey.

**Largest Distributors Show Most Growth**

Faring best in the third quarter were distributors with 50 or more employees, with 88.7% estimating sales growth. Also doing well were distributors with 5-9 employees (82.5%) and those with 10-19 employees (80.4%). The lowest expectations were reported by distributors with 1-4 employees, with only 50.0% seeing sales growth and 25.0% showing sales declines.

For the fourth quarter, predictions varied. Those with 30-49 employees had the most positive outlook, with 80.0% forecasting growth. Those expectations were followed by distributors with 5-9 employees (71.9%); 50 or more employees (69.8%); and 10-19 employees (68.6%). The least optimistic view came from companies with 20-29 employees, where 56.5% predicted sales gains.

**About the Survey**

The survey was distributed in early October and e-mailed or faxed to approximately 3,800 distributor locations. The questionnaire is administered quarterly and focuses on sales expectations for the previous and upcoming quarters. The report breaks down statistics by geographic region and number of employees.

For more information, contact Branton White, NAED senior director of technology and associate editor of research for TED Magazine, at (888) 791-2512 or bwhite@naed.org.
Calendar of Events

2007

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

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

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

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

July 20 – 21
NAILD Executive Board Meeting
Bent Creek Lodge
Asheville, NC

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

2008

April 12 – 20
NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference
Hilton Head Marriott
Beach & Golf Resort
Hilton Head, SC

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

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

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

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

Educational Training Opportunities

Advance University
(800) 322-2086

GE Lighting Institute
(800) 255-1200

NAILD University – www.naild.org
or call (716) 875-3670

Osram Sylvania
(978) 750-2464

Universal Lighting e-Learning Center
www.universalballast.com

The Philips Lighting Technology Center
(732) 563-3600

WANTED:
NAILD Board of Director candidates for openings starting in 2007.
Please contact Linda Daniel (716) 875-3670 ν (716) 875-0734 f
lmd@naild.org with questions or submit a letter of interest within
30 days (January 1) for consideration.

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.
Do you still light up?

Don’t settle for less with your supplier!

ProLume
F28T8 Energy Saver

Call Halco and get lit up about our vast product line, personal service and fast delivery. Visit us online at halcolighting.com.

ProLume ECO-SHIELD
F28T8/33 Energy Saver

Light done right...nothing less.

Halco Lighting
(800) 677-3334
halcolighting.com

Atlanta | Cleveland | Houston | Phoenix

© 2006 Halco Lighting Corporation. All rights reserved. "Light done right..." is a trademark of Halco.
Let your light shine bright with ArcMaster™, our OEM quality line of high pressure discharge lamps for entertainment lighting. Our broad selection of ArcMaster™ lamps, used in a wide range of applications, feature superior lumen maintenance, excellent color stability and durable construction.

Contact us today for more information on all 27 of our ArcMaster™ high pressure discharge lamps.

EiKO Ltd. • 23220 W. 84th Street • Shawnee, KS 66227
1.800.852.2217 • FAX: 1.913.441.6679 • eiko@eiko.com

www.eiko.com