Special Pre-Convention Issue

‘Business by the Beach’ – Educational Presentations
Pages 10-11

Dr. Nido Qubein
Paul Hainer, LC
Russell White, CSP
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Articles

President’s Message, by L. Gordon Hunt, LC ....................... 4
2008 NAILD Convention Tentative Schedule ..................... 6
2008 NAILD Convention Sponsors ................................. 8
Member News .................................................. 9
‘Business by the Beach’ Educational Presentations ........... 10
Investing In Your Future, by Dr. Nido Qubein ................. 12
Grow or Die, by Russell J. White, CSP ......................... 14
Are You Ready to Learn? by Paul Hafner, LC .................. 15
All Sales Volume Is Not Created Equal, by Dr. Albert D. Bates .. 16
NAILD Membership News, by Steve Espinosa, CPA ............ 18
Distributor Membership Application ............................ 19
Members in the News .......................................... 22
Industry Updates ............................................... 23
New Product Updates .......................................... 24
Calendar of Events ........................................... 26

Advertiser Index

Advance .............................................................. 21
ConTech Lighting .................................................. 13
EiKO Limited ........................................................ Back Cover
Halco Lighting Technologies ................................. Inside Back Cover
Premium Quality Lighting ..................................... 5
USHIO America, Inc. ............................................ Inside Front Cover

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January/February 2008 • Today’s Lighting Distributor • NAILD
President’s Message

Have you heard the big news? The news about what is going on in Hilton Head in April? Yes there is sunny warm weather, Yes the large pool patio of the Hilton Head Golf and Beach Resort steps directly onto the soft beach sand, and Yes, the beautiful places and smiling face of South Carolina are waiting for you to arrive – but the REALLY BIG NEWS is that there is money buried all over the island! For years pirates hid along the shores of the island of Hilton Head and would hide their chests of booty under memorable trees and oddly shaped rocks. Now, the convention committee has figured out how to find it – it’s in the convention hall and breakout rooms at the 2008 NAILD convention.

Save the corn for the muffins right? I am just trying anything I can to get catch your attention to remind you that the true value and payoff of your NAILD membership is captured in the hard work and great product, better known as our Annual Convention . . . a direct result of many people.

For the past few years the bar has been rising at a very quick rate. Membership feedback forms confirm it. Increased repeat attendance confirms it. And gone are the days of pure vacation-based convention with a little work, a little news, and a whole bunch of social time. Now we are blending the many parts of the goals expressed by our members for the need to capture true takeaways into one very tall glass of excitement.

Thankfully, the rim is still coated in sugar and salt of great ‘NAILD-Working’ and the cherry on top is that we come together as a family to once again learn, laugh and launch ourselves to another great year in the lighting industry.

As you read thru this edition of the TLD, you will gain a grasp of all the wonderful presentations from top notch presenters and educators, motivators and business leaders. Your competitors and friends will be there – you need to be there too. Here are just a few of the great things I want to point out:

• The buzz about NAILD is growing – we are on track to have signed on more new members before this year’s convention than in any year since I have been a part of the NAILD board.
• Vendor members are submitting PAGE long lists of potential new members.
• The LS-I program is up and running as we always intended it to be (The New & Improved LS-I was just released). In reviewing the modules I took away things I was using the next day and as an LC, I pride myself in my lighting knowledge – the LS-I program helped me communicate a core item in lighting in a way I had been searching for. Now is the last window to get all of your people into the program before the price goes up and the competition gets a jump on you.
• LS-II is launching in Hilton Head. There will be an introductory offer to convention attendees that you won’t want to miss out on but you must be there to benefit.
• Rooms are filling up and last minute reservations will be next to impossible so I hope you have booked your stay – This isn’t about the rates or wanting your commitment – it’s about getting a room on HH at all!

Thank you for the opportunity to serve NAILD as your 2007/2008 President; I couldn’t be more excited about being at the helm of, or the direction and growth of, this incredible organization.

L. Gordon Hunt, LC
NAILD President 2007 – 2008
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<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday 4/13/08</th>
<th>Monday 4/14/08</th>
<th>Tuesday 4/15/08</th>
</tr>
</thead>
<tbody>
<tr>
<td>7-8 AM</td>
<td>Breakfast</td>
<td>7 AM-1 PM Registration</td>
<td>7 AM-5 PM Registration</td>
</tr>
<tr>
<td>8-9 AM</td>
<td>General Business Session</td>
<td>8-9 AM Spouse/Guest Presentation</td>
<td>8-9:15 AM General Business Session - “If I wanted to Buy What You Sell, Would I Buy It From You?” Nido Qubein, Presenter</td>
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<td>10-5 PM</td>
<td>Registration</td>
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<td>Open Hospitality</td>
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<td>1-4 PM</td>
<td>Board Meeting</td>
<td>9:45-11:15 AM Educational Tracks (90 minutes each)</td>
<td>9:30-3 PM Spouse/Guest Program Cooking Class/Luncheon with Chef Cody Foote</td>
</tr>
<tr>
<td>6-8 PM</td>
<td>Open Dinner</td>
<td>11:30-12 PM Travel to Golf Course &amp; Savannah Trip Golf Outing &amp; Savannah Trip</td>
<td>12:30-3:30 PM Exhibitor Set Up Time</td>
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<td>7-8 PM</td>
<td>New Member Orientation</td>
<td>12-1 PM Buffet Luncheon</td>
<td>12:15-2 PM Roundtable Session Best Ideas</td>
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<td>7-8 PM</td>
<td>New Member Orientation</td>
<td>2-3:45 PM Open Roundtable Discussion - Best Ideas for Next Year</td>
<td>3:45-4 PM Break</td>
</tr>
<tr>
<td>8-10 PM</td>
<td>Entertainment</td>
<td>7:30-8:45 PM Keynote “From Success to Significance” Nido Qubein, Presenter</td>
<td>4-5 PM OCCs (20 Minute Periods)</td>
</tr>
<tr>
<td>10 PM</td>
<td>Open Hospitality</td>
<td>8:45-9:15 PM Meet &amp; Greet Nido Qubein</td>
<td>5-5:15 PM Break</td>
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<td>9:30 PM Open Hospitality</td>
<td>5:15-6:45 PM Open Trade Show</td>
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<td>9:30 PM Open Hospitality</td>
<td>6:45-9:30 PM Open Evening NAILD-Working</td>
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<td>7:7:50 AM</td>
<td>Breakfast Announcements New Candidate Introductions</td>
<td>7-10 AM</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8-11:40 AM</td>
<td>OCCs (20 Minute Periods)</td>
<td>7:30-9 AM</td>
<td>Board Elections General Business Meeting Installation of Officers Committee “Working Sessions”</td>
</tr>
<tr>
<td>11:40 AM-12:50PM</td>
<td>Awards Luncheon</td>
<td>9-9:45 AM</td>
<td>NAILD On-Line University Lighting Specialist Program</td>
</tr>
<tr>
<td>1-4:20 PM</td>
<td>OCCs (20 Minute Periods)</td>
<td>9:45-10 AM</td>
<td>Break</td>
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<tr>
<td>4:20-7 PM</td>
<td>Open Time NAILD-Working</td>
<td>10-11:15 AM</td>
<td>Vendor Meeting Distributor Meeting</td>
</tr>
<tr>
<td>7-10 PM</td>
<td>TCP Hosted Dinner Party</td>
<td>11:15 AM-12:30 PM</td>
<td>Joint Vendor/Distributor Meeting</td>
</tr>
<tr>
<td>10 PM</td>
<td>Open Hospitality</td>
<td>12:30-1:30 PM</td>
<td>Open Lunch NAILD-Working</td>
</tr>
<tr>
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<td>For more information on convention, visit <a href="http://www.naild.org">www.naild.org</a> or call 716.875.3670</td>
<td>1:30-6 PM</td>
<td>Optional Vendor/Distributor Activity (TBA) NAILD-Working</td>
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<td>6 PM</td>
<td>Open Time NAILD-Working</td>
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<td>7 PM</td>
<td>Farewell Dinner Open Evening Open Hospitality</td>
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</tbody>
</table>
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The following NAILD vendor members will generously sponsor events at the 2008
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* The generous financial contributions from Philips, GE, OSI will enable NAILD to continue developing educational programs including but not limited to the well received Lighting Specialist Course.

For more information on educational sponsorship opportunities visit www.naild.org or call 716.875.3670.

Opportunities are being sold daily, don’t delay call (716) 875-3670 or click 2008 Sponsorship Form on the NAILD website (www.naild.org) to commit to a Level and reap many benefits.
Congratulations! NAILD Lighting Specialist-I Graduates
(As of January 2008)

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

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

We are currently at 92 Graduates.

Congratulations to All.

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

Marvin Falish
US Lamp, Inc.

Jeremy Bellile
US Lamp, Inc.

Mickey Neal
Wattsaaver

Duncan Schmitz
EiKO Ltd.

Sherry Sherman
Lighting Supply

Monte Elias
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Jack Geer
Lighting Supply

Diane Reese
Lighting Supply

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LeVeck Lighting Products

Jim Rebol
Technical Consumer Products

Dustin Bennett
Technical Consumer Products

Kim Coontz
Technical Consumer Products

Christina Nair
Technical Consumer Products

Brenda Malloy
Technical Consumer Products

Deidre Watt
Technical Consumer Products

Jose Ortiz
Technical Consumer Products

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(651) 490-0963 fax
Web site: www.premierltg.com

Pace Lighting, Inc.
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E-mail: johnd@pacelighting.com
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(912) 544-1081 fax
Web site: www.pacelighting.com

David Tyson Lighting
David Tyson, President
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(904) 730-5105 fax
Web site: www.davidthyson.com

Schaedler Yesco is Recognized as One of the Best Places to Work in Pennsylvania

For the 4th consecutive year, Schaedler Yesco Distribution, Inc. (SYD) has been named as one of the Best Places to Work in PA, an annual award program designed to identify, recognize, and honor the best places of employment in Pennsylvania, benefiting the state's economy, its workforce, and businesses. SYD also won the award in 2004, 2005, and 2006.

The program is made up of the top 100 companies split and ranked into two groups: 50 medium-sized (25-250 employees) and 50 large-sized companies (251+). In 2006, SYD was ranked 14th out of the 50 medium-sized companies.

In determining the winners there was a two-part evaluation process including an assessment of each nominated company’s workplace policies, practices, philosophy, systems, and demographics. The second part consisted of an employee survey to measure the employee experience. Nearly 20,000 Pennsylvania employees completed the survey.

Schaedler Yesco Distribution, a leading electrical, lighting, datacomm, and industrial supplies distributor with locations in Harrisburg, York, Lancaster, Lebanon, Williamsport, State College, and Chambersburg, has provided service to Central PA for over 80 years.

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

For more information on the Best Places to Work in PA program, visit http://www.bestplacestoworkinpa.com.

Address change

The Root Lighting Companies corporate offices for: Atlanta Light Bulbs, Inc., Bulb Man, Inc., Northwestern Lighting & Supply and Root Foster Lighting, Inc. will be moving to a new and larger facility on February 1, 2008.

New address is:
2109 Mountain Industrial Blvd
Tucker, GA 30084
Phone and fax information to remain the same

For more information, visit www.naild.org or call 716.875.3670.
Following is a list of presenters and their topics at the 2008 NAILD Annual Convention. A short overview of each presentation is outlined. Mark the dates on these powerful sessions – a must attend for all business people!

**Monday, April 14**

**General Business Session: Grow or Die, Russell White, presenter**

This high-energy, no-holds barred workshop will provide attendees with practical applications of how to develop growth strategies to increase revenue, market share and recognition in their communities as the preferred provider.

Each attendee will be guided and given time to begin the process of developing fresh ideas they can begin using the minute they return home from the conference. They will learn, without breaking the budget, how to:

- Create “Brand-traction,” for their business
- Deliver “WOW” service that creates viral marketing
- Establish new measurements of success for internal and external use
- Develop renegade ideas into record growth

If you are timid or coasting-into-retirement, you don’t belong in this program. If you are afraid to take measured risk to be the competitive leader, you don’t belong in this program. If you are the executive who wants to make a bottom line difference, then you have to be here! Employees and customers want to deal with a winner. Be that winner.

**Educational Tracks (90 minutes each)**

**Value Added Selling: The Key to Increasing Profitability and Retention, Paul Hafner, LC, presenter**

Do you find that you have to replace more salespeople than you care to? Do you find that a group of your salespeople are simply treading water? Did the ratio of customers gained to customer lost for last year upset you?

Did you miss your margin goals for 2007? If you answered “YES” to even one of these, you should take this Workshop.

Expect thirty minutes of content on how to mine your customer for what they value, how to use that knowledge and align it with the products and services you have to offer. Then spend forty minutes leveraging this knowledge by applying, practicing and processing these techniques. Conclude with a twenty minutes session to help you build a plan to implement these techniques with your team.

Bring the challenges your team faces when trying to sell on value instead of price. Bring your solutions. But be ready for a collaborative learning experience that you can use to help your team increase their income and strengthen their customer relationships.

**Demystifying Fixture Selection, Ric Barton, LC, presenter**

This session will explore the features and benefits of commercially available fixtures and put a “layman’s spin” on simplifying all the mumbo jumbo in a fixture cutsheet. Of particular interest these days is the “friendliness” of fixtures to people and animals – characteristics like CP curves, available ratings of fixtures to avoid Light Trespass, Light Pollution, and Glare, and trends in lighting legislation. Expect to learn what’s really important now and in the future for outdoor lighting and how to sell these through to end users.

**Creating Stronger Families and More Successful Businesses, Stan Mandel, presenter**

Family businesses impact all our lives. Over 70% of all US businesses are family owned; they contribute over 50% of GDP, and account for all net new job creation. Interestingly, less than 20% of them survive to the second generation. WHY?

During this session we will explore the factors that contribute to success and failure in family businesses. Learn from the experiences of others. We will also provide a guideline for helping you initiate a program within your family business that is designed to create a stronger and more successful family businesses. It is worth the journey.

**Healthcare Lighting: A Profitable Market Niche, Rob Celic, LC, presenter**

Want to sell more in the healthcare market segment? Successful target market selling starts by knowing the segment and the issues of concern to it. Knowing the market means knowing the customer and which of your lighting product offerings will best suit the needs of the healthcare buyer. From high-performance buildings to spectrally tuned lighting systems, there are a multitude of lighting solutions that you can offer your healthcare customers. Come and learn how to make the most of the opportunity
Tuesday, April 15

Keynote: From Success to Significance, Nido Qubein, presenter

A powerful and inspiring presentation on focus, balance, and meaning, both in business and in life. Nido Qubein cites major differences between creativity (how can we do this differently) and innovation (how can we do this better). He distinguishes among tasks, goals and purpose persuasively with thoughtful impact. Your audience learns that the 21st Century rewards extraordinary people whose competence and commitment directly affect their beliefs, behaviors and results.

General Business Session: If I Wanted to Buy What You Sell, Would I Buy It From You?, Nido Qubein, presenter

Why should people do business with you? How easily can someone else imitate what you do? Do your customers think of you first? Nido Qubein shares dynamic principles for personal and corporate achievement. It doesn’t matter how much you know or what you can do. What matters is what your customers and colleagues believe and perceive you can do for them. Do they understand and value what you are offering? Your positioning reflects other people’s confidence in your ability to do whatever you do with professional competence and expertise-how much they trust you to meet their needs. Your positioning is the way people feel about you and your work; it’s about the way you make them feel when doing business with you. Nido Qubein shows your audience how to “position” for maximum results using a practical approach and a professional strategy.

Educational Tracks (90 minutes each)

Value Added Selling: The Key to Increasing Profitability and Retention, Paul Hafner, LC, presenter

Session Repeated

Demystifying Fixture Selection, Ric Barton, LC, presenter

Session Repeated

Health Care Lighting: Case Studies of Interest, Jill Klores, presenter

As designers of lighting for health care facilities, we are responsible not only for the needs of the patient, but for the functional and environmental needs of the health care professional. A careful balance is required as patient and professional requirements for lighting vary throughout the day and according to the type of care provided. Some solutions can be a part of the installed design, others require input and effort on the part of the professional.

Patients can choose which facilities they will use. Health care professionals are in short supply. How can we use lighting to attract and retain both patients and professionals? Join us as we discuss trends, solutions and a couple of case studies to illustrate these issues.

PAR: How’s your Business’s Overall Health?, Al Bates, presenter

Like to double your profits and lower your investment by one-third? How about at the same time? Take part in the How’s Business? Seminar and the Profit Planning Group will show you how.

The How’s Business? seminar will demonstrate how to improve your financial results – not just a little, but a lot. The program will walk you through every financial aspect of your business, including sales, gross margin, expenses, inventory and accounts receivable. In each area you will be given specific targets and a roadmap for reaching those targets.

The program emphasizes two essential concepts: “Planning Profits First” and “Setting Profit Priorities.” The first of these topics will focus on treating profit as the first element of the plan that should be developed each year. In most cases profits are simply viewed as what is left over after everything else has been covered. As a result, profits are never adequate. With a profit first approach, all of the other elements of the planning process will revolve around reaching that profit goal.

The second topic relates to putting effort where there is the greatest potential pay-off. Too many firms waste their time and energy in areas that do not dramatically improve results. For example, this program will help you understand whether it is better to raise margins or raise sales and by how much. As a result, you will be able to focus your efforts in proportion to the potential return.

At the end of the session you will know exactly where you need to be during each of the next five years. You will also know how you are going to get there. It could be the most valuable time you will ever spend.

NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference

For more information on the 2008 NAILD convention visit www.naild.org or call 716.875.3670.
Investing In Your Future

By Dr. Nido Qubein

I’ve counseled a lot of professionals over the years on the need to market consistently. The excuse I frequently hear is, “I can’t afford it.”

I’ve never quite understood that mindset. It’s a little like a farmer who buys a helicopter to cruise around his holdings, but never has enough money for fertilizer.

In business, marketing is the way you make things happen. Marketing takes money. Since it does eat up a lot of cash, it’s crucial that you put your money where it will do the most good. Here are two strategies:

Strategy One

Take a systematic approach to building your marketing budget. In any successful business, marketing is not optional. You must budget for it just as you budget for labor, equipment, facilities, and supplies.

Here are three good reasons:

• An effective marketing plan can provide the best return on investment of any expenditure you can make. You are investing your life in your profession because you believe in it. So why not invest your money in it?

• A good marketing strategy gives you more control over the overall shape and growth pattern of your business. You can make good things happen, instead of just reacting to whatever happens.

• A percentage of annual sales.

You can’t budget for marketing just by saying, “I’m going to spend X dollars on marketing during the next year.” You must take complete charge of the way every dollar of your advertising budget is spent. This means devising a complete marketing plan, allocating the funds to implement it, then supervising the execution of every detail.

How much should you spend on marketing? That question brings up the next strategy for budgeting for maximum return.

Strategy Two

Create a sound marketing budget formula, and stick with it. Every business is unique, and each has its own most productive budgeting formula. You may budget on the basis of:

• A projected sales approach: Project the sales you want to generate, and estimate how much it will take to generate that much volume. Then allocate the funds needed.

• A percentage of your gross or net profits.

• A combination of all three of those factors.

It doesn’t matter whether you use one of these specific formulas, but it is vital to have one that works well for you – and that you use it consistently.

Dr. Qubein will be the keynote speaker as well as one of the presenters at the 2008 NAILD Annual Convention at Hilton Head Marriott Beach & Golf Resort, South Carolina, the week of April 14th.
ADJUSTABLE BEAM, MEET SUSTAINABLE ENERGY.

INTRODUCING THE ALL-IN-ONE, SPOT TO FLOOD, ECO-TECHNOLOGY CERAMIC METAL HALIDE FIXTURE. ONLY FROM CON-TECH.

INSTANTLY CHANGE THE BEAM DISTRIBUTION FROM SPOT TO NARROW FLOOD TO FLOOD WITH ITS COOL-TO-THE-TOUCH ADJUSTMENT KNOB. HIGH PERFORMANCE OPTICS PROVIDE MAXIMUM PERFORMANCE AT EACH BEAM DISTRIBUTION AND LOCKABLE PRECISION AIMING WITH 360° HORIZONTAL AND 180° VERTICAL ROTATION OFFERS VERSATILITY IN THE FIELD. IT’S WHY CON-TECH MAKES IT BETTER.
Grow or Die

A Bi-Monthly Column By Russell J. White, CSP

It’s a harsh reality of business today: You either grow or you are going to die. Thousands of businesses are shuttering their doors because of a lack of committed leadership, the inability to see a market shift, or the failure to grab the right opportunities.

Growth by merger or acquisition by a poorly led organization is only delaying the inevitable death of the company, taking down more resources and negatively impacting more people. The growth I am referring to is orchestrated by the executive who is looking to lead the organization to new levels of performance and bottom line improvement. This is the growth that is sustainable, that builds on itself and is energizing to the organization.

I’ve written before about the importance of creating a winning culture for your organization and having a strategic focus and written plan for solid and sustained growth, so there is no need to repeat myself. I want to focus on four specific areas that will have a positive bottom line impact as long as they are properly implemented, committed to and followed.

Create “Brand-Traction”
The Nike swoosh, the golden arches, George Zimmer’s tag line, “You’re going to like the way you look. I guarantee it,” are all examples of large companies’ Brand-Traction. Brand-Traction is the icon or phrase or identifier created by the company but owned by the consumer. Whether for large national brands or for the small entrepreneur it is critical to have a brand that has traction, that has memorability or recognition in the minds of the buyers and is used with consistency in the marketplace.

Many distributors rely on the national brand recognition of the products sold to the end user, which is fine for the product, but unless you have exclusivity on that product it doesn’t create a differentiation between you and a competing distributor of the same national brands. Therefore, the distribution organization needs its own Brand-Traction. By creating Brand-Traction for the distribution company the end user is not only identifying with the national brands but showing who is the best resource for that brand, for the follow-up, for the upgrades and for the service. All are potential up-sales for increased revenue from the same customer where you already have a good working relationship.

Deliver “Royal” service that creates viral marketing
The car dealership that washes my car before giving it back to me anytime it’s in the service department. The car rental company who had an employee drive me 85 miles to my destination for no charge because I forgot my driver’s license and couldn’t rent a car. The hotel staff who know me by name and left a bottle of wine on my pillow with a card signed by the entire staff waiting on my return at the end of a hard day.

Legenday service brings legendary results and in the electronic age creates legendary viral marketing of work of mouth. Service is also the best opportunity to create a sustainable competitive advantage. The service that is truly attention-getting is sustainable once the organization sets a standard of excellence for all employees to deliver on all communications, interactions and recognition opportunities with the customer. It takes systems and a constant intent to deliver customer value and feedback mechanisms that turn into corrections and improvements. When you treat customers like royalty, they demonstrate their loyalty.

Establish new measurements of success for internal and external use
How do you measure your success? I had one client tell me all he needed to know was the bottom line profit number. I told him he was waiting until too late, because once the organization’s motions reach the bottom line it was too late to fix it. And, a bad bottom line usually caused reactionary attitudes and panic mode that only creates more bad bottom lines. Look for opportunities to measure success much earlier in the process.

For example, eBay rewrote the book on seller feedback. Each eBay seller has a number that is a percentage of purchasers who gave the seller a good rating. Anything less than 98% and the potential buyer goes looking to find the complaints that are available for review, before making a purchase. What is your seller rating? Do you even have such a feedback mechanism? Customers want to know who they can trust, they are being conditioned to look for the negative feedback from prior customers and how it was resolved. Could you post this information on your website available to all customers and prospects? The higher your rating, the more market share you will get, the lower the rating will give you encouragement to solve your customer interaction problems and identify how responsive you are to improving your processes.

Develop renegade ideas into record growth
Some times you have to be disruptive to be recognized. Starbucks took the 50 cent cup of coffee and started selling the $4.50 cup of coffee shifting the industry. Netflix made the video store obsolete. Paypal made online buying “safe.”

All of these renegade ideas started with someone dissatisfied with the status quo and looked for a better way. It also totally stomped the competition once they discovered the renegade idea that worked. Renegade ideas tweak industry standards, establish new protocols and reinvent the customer experience. Within your own staff rest ideas that can make a significant positive impact on improving your position with customers and the competition. It’s a matter of being able to see beyond the norm and making the effort to be different.

Note: At the upcoming NAILD Conference in Hilton Head, SC I will be going deeper on these ideas and how to apply them to your business with my program: Grow or Die. I hope to see you there.

The BIG Guy, Russell J. White, is a professional speaker, consultant, and author of Debunking The Designated Decoy: Get to the truth in your organization! and Little White Truths: Lessons for Leadership. Sign up for his free e-zine by e-mailing brain@thinkbigguy.com, calling toll-free in the U.S. 877-275-9468, or visiting his website at www.thinkbigguy.com.
Are You Ready to Learn?

By Paul Hafner, LC

One look at this year’s Keynote and the Educational Workshops (see pages 10-11 of this issue), and you see why NAILD continues to build a reputation for providing relevant and timely learning opportunities based on the needs of its members.

Nido Qubein, Russell White, Stan Mandel and Alan Bates offer programs focused on developing winning strategies, creating sustainable growth, family succession that works and leveraging business benchmarks. Rob Celic, Jill Klores, Ric Barton and Paul Hafner complement these efforts, focusing on accessing niche markets, capitalizing on value-laden case studies, simplifying applied lighting, and mining what the customer values.

This year’s emphasis on Business Development is no accident. It comes as a direct result of member input on last year’s Convention Survey. Every year several members walk out of these sessions reporting they are leaving the Convention with an idea that holds the seeds to help them transform their business, and sometimes themselves. What idea is waiting for you to hear and act on at this year’s Convention?

Are You Ready for Systematic Lighting Training for Your Staff?

NAILD launched the Lighting Specialist certification program two years ago as a “Chinese menu” of programs with content from the IESNA and several Vendor members. The Board set a goal to develop a NAILD developed and branded LS program. January 2008 marked the launch of the second generation of the NAILD LS-I certification program.

Under this revision, the “hands-on” portion of the program takes center stage. Candidates will learn light and lighting through practical exercise, and experience. This is the only “blended learning” program available in the lighting industry. NAILD has clearly staked out the high ground with this approach.

There are nine modules. Each module contains at least three Chapters and a Module ending Quiz. Each Chapter contains online content, a Workbook, at least one hands-on exercise, and an activity. Candidates are encouraged to work in teams of two or more, and to collaborate during the learning process, even if that teamwork has to be done long distance.

To register your company to participate in the 2nd generation of LS-I, you will need to have a Coach, someone who will oversee the training program and ensure that the hands-on work, exercises and activities are completed properly. To that end, a Coach’s Manual is under development. At the end of the nine Modules, there is an LS-I Exam. Fifty percent of the exam will consist of an on-line quiz, while the second half requires a “hands-on” demonstration by the candidates of their knowledge and understanding of light and lighting.

When your candidates complete this version of LS-I, they will be capable of not just knowing, but doing the basics of light and lighting.

For those of you who have staff who completed the original LS-I, you will have until March 31st to enroll your current LS-I holders in the new LS-I as an in-service training program. Your investment will be the difference between what you paid for original LS-I and the price of the 2nd generation of LS-I. For those of you who have candidates registered for LS-I and paid the fee, you will have the option of completing the original LS-I by March 31st, or paying the incremental price difference and have your candidates take the 2nd generation of LS-I. Don’t take a shortcut – the 2nd generation of NAILD LS-I contains much more challenging content and ensures that your staff not only knows the information, but is able to use, apply and put it to work immediately in their job.

Now, just a quick note on LS-II. Originally LS-II was scheduled to launch last year using the FEMP On-Line Lighting Training Program. Unfortunately, FEMP decided not to run the program in 2007, nor in 2008. This left the NAILD Board in a scramble. Developing one NAILD branded program (LS-I) was a challenge. Developing two, was not feasible. Now that NAILD LS-I is completed, the development of NAILD LS-II has made it onto the radar screen. The goal is a big one: finish NAILD LS-II by the Convention. Buckle up, get ready because we have allocated the resources and the time to get there. More in the next TLD.
Sales solves all problems. Wait, make that sales solves most problems. Actually, sales solves a lot of problems, but creates a lot more. The understanding that “nothing happens until somebody sells something” causes otherwise rational individuals to undertake some bizarre sales-generating activities. It is enough to give sales a bad name.

This report will examine how sales volume can help or hurt financial performance for the typical NAILD member. It will do so by addressing two issues:

- **Good Sales Versus Bad Sales**—A financial review of how sales volume works through the business. Particular attention will be given to how the type of sale influences expenses.

- **Targeting Good Sales**—A discussion of the inherent difficulties in motivating employees to focus on good sales.

**Good Sales Versus Bad Sales**

Just as there is good and bad cholesterol, there are good and bad sales, depending upon the impact that the sale has on expenses. More than anything else this expense impact is dependent upon whether the firm generates sales from existing customers and products or new ones.

- **Good Sales**—This includes any form of sales growth that can be achieved without a commensurate increase in expenses. The most notable examples are inflation which automatically increases sales, greater penetration of existing accounts and raising the firm’s fill rate (even though carrying more inventory may be required).

- **Bad Sales**—This includes any sales growth that requires a significant expense increase to generate the sales growth. This would include targeting new customers, expansion of the product line by adding more SKUs or product categories and opening new branches.

**Exhibit 1** reviews the income statement for a typical NAILD member. It shows the firm in its current state and reviews two very different sales growth scenarios. In both scenarios sales have increased by 5.0%. This sales growth figure could be the result of any combination of organic growth, inflation, additional products or branches or any other activity that generates more sales volume. The exhibit is saying nothing about the source of the sales growth as of yet.

In both scenarios the gross margin percentage has held constant at 35.0% of sales. The firm continues to buy and sell items at the same relative price points as it did before. The result is that both cost of goods sold and gross margin increase at the same 5.0% rate that sales increases.

Further, non-payroll expenses have also increased by 5.0% in both scenarios. This is a correct assumption regarding the long-term trend in non-payroll expenses. It is tenuous in the short run, but is useful in illustrating the concept.

The real key in the exhibit is the extent to which payroll (and associated fringe benefits) has to grow to support the increase in sales. In Scenario 1, sales have increased by 5.0% while payroll and fringe benefits have increased by an arbitrary 3.0%. There is a 2.0 percentage point positive difference between the two growth rates. The firm has engaged in what is commonly called expense leveraging, at least with regard to payroll.

The result is that pretax profits increase by 21.7%, from $150,000 to $182,500. It is a classic example of using sales to leverage expenses. Profits are increased even while payroll is rising at a modest rate. Both the company and its employees are benefiting from the sales growth.

Conversely, the second scenario in the exhibit presents the opposite situation. Sales continue to grow at the same 5.0% rate, but payroll expenses increase by an equally arbitrary 7.0%. The sad result is this increase in sales actually reduces profits.

The exhibit supports two major inferences, one of them counter-intuitive, the other intuitive to the point of being self-evident. Both of the conclusions need to be an essential part of management’s thinking about profitability.

First, the counter-intuitive conclusion: slow sales growth can be highly profitable. Sales growth of only 5.0% has the potential to deliver 21.7% profit growth if expenses can be controlled. In far too many distribution firms, a plan to produce both a low level of sales growth and improved profits would be met with derision, though. Real men and real women increase their sales at double digit rates. To achieve anything less is to admit failure.

Second, the self-evident conclusion: sales and expenses must be planned jointly. Too often they are not. In the two scenarios, the sales manager will receive either accolades or brickbats for delivering the same 5.0% sales growth. This is because the 5.0% growth rate that was achieved either did (accolades) or did not (brickbats) meet the sales goal. The sales goal is set in isolation without concern as to...
Exhibit 1
The Impact of a 5% Sales Increase
Under Two Assumptions Regarding Payroll

<table>
<thead>
<tr>
<th>Dollar Performance</th>
<th>Current Results</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>$5,000,000</td>
<td>$5,250,000</td>
<td>$5,250,000</td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>3,250,000</td>
<td>3,412,500</td>
<td>3,412,500</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>1,750,000</td>
<td>1,837,500</td>
<td>1,837,500</td>
</tr>
<tr>
<td>Expenses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Payroll &amp; Fringe Benefits</td>
<td>1,250,000</td>
<td>1,287,500</td>
<td>1,337,500</td>
</tr>
<tr>
<td>All Other Expenses</td>
<td>350,000</td>
<td>367,500</td>
<td>367,500</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>1,600,000</td>
<td>1,655,000</td>
<td>1,705,000</td>
</tr>
<tr>
<td>Profit Before Taxes</td>
<td>$150,000</td>
<td>$182,500</td>
<td>$132,500</td>
</tr>
</tbody>
</table>

Percent of Sales Performance

<table>
<thead>
<tr>
<th></th>
<th>Current Results</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>65.0</td>
<td>65.0</td>
<td>65.0</td>
</tr>
<tr>
<td>Gross Margin</td>
<td>35.0</td>
<td>35.0</td>
<td>35.0</td>
</tr>
<tr>
<td>Payroll &amp; Fringe Benefits</td>
<td>25.0</td>
<td>24.5</td>
<td>25.5</td>
</tr>
<tr>
<td>All Other Expenses</td>
<td>7.0</td>
<td>7.0</td>
<td>7.0</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>32.0</td>
<td>31.5</td>
<td>32.5</td>
</tr>
<tr>
<td>Profit Before Taxes</td>
<td>3.0%</td>
<td>3.5%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

the expenses required to meet the goal.
What needs to be brought into the calculation is whether the sales came from high-expense activities or low-expense activities. The sales plan must move beyond the amount of sales and also look at the source. It is the difference between profits going up and profits going down.

Targeting Good Sales
From a financial impact, the figures in the exhibit are exciting. They provide an absolute and unerring sense of direction for the firm. From a motivational perspective, though, the numbers are decidedly unexciting. In fact, bad sales growth is probably more exciting than good sales growth. Two challenges have to be dealt with in motivating employees to emphasize good sales over bad.

• Wanting What We Don’t Have – The grass is always greener on the other side of the fence. Adding customers implies the firm is moving forward. It is a natural progression in life. Penetrating existing accounts is boring. The value of customer penetration needs to be explained.

• Degree of Difficulty – Generating sales from new accounts is probably more difficult than generating additional sales from existing ones. However, it is seldom viewed that way. After all, customers are already buying “everything that they want” from us. Trying to generate incremental sales from existing accounts seems somewhat self-defeating. This negative perspective must be defeated.

The reality is that selling existing products to existing customers is always the most effective way to engage in expense leveraging. It needs to be given a much greater priority in sales planning. New opportunities should not be overlooked, but they should be balanced with efforts to grow organically.

Moving Forward
In the future sales planning must begin to incorporate the idea of driving additional sales from the base of customers and products already in place. That must be done not only from a financial perspective, but from a sales management perspective.

A Managerial Sidebar:
A Checklist for Expense Leveraging

Any action that causes sales to grow faster than expenses is normally thought of as expense leveraging. However, the concept can be expanded to include sales remaining constant while expenses decline.

There are numerous actions that assist with expense leveraging. The following are the most commonly discussed:

• Sales per Order Line – If the average line value on an invoice can be increased, then for the same level of expense, the firm generates more profit.

• Lines per Order – The idea of putting one more line on every order creates more sales, but only a little more expense.

• Order Accuracy – Any error of any sort on an order dramatically increases the firm’s costs. It also has a negative impact on customer perceptions.

• Fill Rate – When the firm is out of stock it goes to a lot of effort for no sales. A higher fill rate is always beneficial from a sales viewpoint. In most cases, the additional carrying costs of a higher fill rate are readily covered by the profit on higher sales.

• Order Frequency – If firms can work with their customers to plan purchasing requirements with greater accuracy, then the same sales can be generated with less activity. This is good for the company and is also good for its customers as they spend less time receiving orders.
Membership Update

What Is Being Accomplished

By Steve Espinosa, CPA

Our Goal for Distributor Membership

To retain the existing membership base, add new Independent full-line lighting distributors and Electrical Wholesalers who have at least one dedicated lighting person. As we identify prospects that can help reach our goal, we add them to our TLD mailing base so the prospect can learn more about NAILD.

The NAILD office has done a fantastic job as well as Richard White with Fulham Co., Inc. in creating a buzz and generating new Distributor applications. We strongly believe that our current Vendor members are the best way to identify new prospects for NAILD. We encourage our Vendor members to continue to forward prospective members to the NAILD office.

Our Goal for Vendor Membership

To retain our existing vendor base and restrict growth to categories that are underserved or not represented.

Growth areas include: photo controls, plastics, sockets, emergency lighting, landscape lighting and vendors that provide supporting services (e.g., ENERGY STAR).

As a result of limiting our growth to product lines that are under represented, we are continuing to turn away prospective vendors. We believe this policy provides the greatest value for our total membership.

PAR Report

We would like to welcome Al Bates of Profit Planning Group who will be administering our upcoming PAR Report. Profit Planning brings a great deal of experience to NAILD and we are very excited about the new format. Al will be teaching a class during the Convention and will also be involved in booth appointments regarding the PAR Report. It is our goal to make the PAR Report a significant management tool for your business.

The PAR Surveys will be mailed out April 1, 2008.

I would like to thank the Membership Committee for all their hard work.

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

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Steve Espinosa, CPA
NAILD Membership Chair
The Lighting Company
Irvine, California

NAILD 2007 – 2008 Membership Committee

Mathew Brink
Schaedler Yesco Distribution, Inc.
Co-Chair

Steve Robinson, LC
Wattsaver Lighting Products, Inc.
Executive Board Liaison

Dave Leslie, LC
All Lighting, Inc.
Retention Director – Distributors

George Mabin
Radiant Lamp Company
Retention Director – Vendors

Gary Root
Atlanta Light Bulbs, Inc.
Membership Champion

Derral Ward
Howard Industries, Inc.

Sam Warta
Higuchi Inc. USA

Dennis Barker
Bulbworks, Inc.

Mark Reynolds
Pacific Lamp & Supply Co.

Phil Henry
Stonco/Crescent

Mike Tinney
Candela Corporation

Richard White
Fulham Co., Inc.
NATIONAL ASSOCIATION OF INDEPENDENT LIGHTING DISTRIBUTORS, INC.

~ Distributor Membership Application ~

First Name __________________________ Middle Initial _______ Last Name __________________________

Title __________________________________ Company Name __________________________________

Company Address ____________________________________________________________

City ___________________________ State/Province ________________ Zip/Postal Code ___________ Country ___________

Phone # __________________________ Fax# __________________________ E-Mail __________________________

Web Page Address ____________________________________________________________

Home Address _______________________________________________________________

City ___________________________ State/Province ________________ Zip/Postal Code ___________ Country ___________

Phone # __________________________ Spouse Name __________________________ Send Mail to: Home ☐ Company ☐

Is the business: ☐ Sole Ownership ☐ Partnership ☐ Corporation ☐ Separate Lighting Division

Name(s) of Sole Owner, Partners, or if a Corporation, principal officers and directors. Please list position(s) or title(s). (To be listed in directory).

_________________________________________________________________________________

_________________________________________________________________________________

_________________________________________________________________________________

How long have you been in business? __________ Number of employees ________ Number of locations/branches ______

Name of sponsoring NAILD member: ____________________________________________

How did you hear about NAILD? ______________________________________________

Regular Distributor Membership Category

An applicant, to qualify as a Distributor or Affiliate member in the Association, must:

1. Have a separate professional staff solely dedicated to the selling, stocking & distribution of lighting products; and

2. Maintain in the United States of America or the Dominion of Canada, a warehouse or similar facility in a physical location, zoned for commercial or industrial purposes by the municipality wherein such facility is located; and ship 50% or more of its inventory from stock; and

3. Have been an existing business entity for at least the two (2) full calendar years immediately prior to the date of application; and

4. Not be owned by a division of or financially related to any lighting manufacturer; and

5. Have annual purchases of lighting products from manufacturers, of at least $250,000.

6. Have paid the required initiation fees and annual dues, as set forth herein, and

7. Be recommended by the Executive Committee.

Membership in the Association is not transferable.

Annual Dues $250 initiation fee required with completed application

Annual Lighting Purchases:

☐ Up to $500,000
☐ $500,000 - $1,500,000
☐ $1,500,000 - $5,000,000
☐ Over $5,000,000

Dues are payable on a calendar year and will be pro-rated quarterly for new members.

Annual Investment:

$830

☐ # of Branches Add'l branch - $80.00

(over)
The following information is submitted to the NAILD Board of Directors in connection with the application for membership. The information provided by the applicant remains strictly confidential. In the event the application is not approved, the $250 initiation fee will be promptly refunded.

1. List personnel from branch locations to receive NAILD literature and inclusion in NAILD Membership Directory. Provide name, title, appropriate address, phone and fax numbers:

   Name__________________________________________
   Title__________________________________________
   Company________________________________________
   Address________________________________________
   City/State/Zip___________________________________
   Phone__________________________________________
   Fax____________________________________________
   E-Mail__________________________________________

2. Do you maintain, stock & ship inventory from your own warehouse? □ Yes □ No

3. Warehouse location: □ Same as office □ Same as office but unattached* □ Different location*
   *Please indicate Street Address, City, State ________________________________

4. Square footage of warehouse_________________________ Square footage of office space____________________

5. Percentage of inventory shipped from warehouse stock_______ Percentage of merchandise drop shipped_______

6. Number of: Employees _____ Sales Reps _____ Contract Reps _____ Inside Reps _____

7. Do you market on-line? □ Yes □ No Accept Internet Orders? □ Yes □ No Credit Card Secured? □ Yes □ No

8. Product percentage breakdown and major manufacturer of that product:

<table>
<thead>
<tr>
<th></th>
<th>$ Volume</th>
<th>% of Total Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Large Lamp</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Audio/Visual</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Stage/Studio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Miniature</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Ballasts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Fixtures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Other Speciality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Products</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Account #</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lamp Suppliers (List all sources)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ballast Suppliers (List all sources)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>Account #</td>
<td></td>
</tr>
</tbody>
</table>

Please include attachment of additional sources if needed.

I declare that I have read and meet the criteria for membership in the National Association of Independent Lighting Distributors, Inc. I hereby apply, have enclosed a check for $250.00 initiation fee, and understand that I will be billed for dues upon acceptance by the Board of Directors.

Signature of Applicant __________________________________________ Date ________________________

THIS COMPLETED APPLICATION MUST BE SUBMITTED ALONG WITH $250 INITIATION FEE TO:

NAILD, Inc. • 2207 Elmwood Avenue • Buffalo, New York 14216-1009 • (716) 875-3670 v • (716) 875-0734 f
simplicity \textit{(sim-plis'e-tē)}

1. The state or quality of being uncomplicated; absence of complexity, intricacy, or artificiality

**Simplified Inventory**
- Multi-volt (IntelliVolt\textsuperscript{®}) fluorescent
- 5-TAP\textsuperscript{®} HID kits
- SmartMate\textsuperscript{®} CFL kits
- Electronic ballasts for T12 lamps

**Simplified Installation**
- Wide-range input voltage coverage
- Pre-wired components for HID kits
- Mounting brackets and hardware for HID & SmartMate kits

**Simplified Lifestyle...**

Join us for "Business by the Beach" in April
Schaedler Yesco Distribution, Inc. (SYD) was recently named as one of the Top Fifty Fastest Growing Companies, an award program designed to identify, recognize, and honor businesses that have made significant contributions to growth, strength, and success of the Central Pennsylvania region. Schaedler Yesco ranked 26th out of the 50 companies, advancing nine spots from the 35th position in 2006.

In order to be eligible for nomination, companies needed to show revenue of at least $500,000 in each of the fiscal years ending 2004, 2005, and 2006, and show revenue growth in 2006 as compared to 2004 (a three year period). Eligible companies had to be for-profit entities headquartered in the counties of Cumberland, Dauphin, Lancaster, Lebanon, Perry or York.

The presenting sponsor, Seligman, Friedman & Co., P.C., calculated the nominations and then ranked the companies according to revenue growth over the three-year period of 2004-2006. Both dollar and percentage increases were taken into consideration. This ranking formula led to recognition of the 2007 Top Fifty Fastest Growing Companies, consisting of both large and small companies.

Schaedler Yesco Distribution is a leading electrical, lighting, datacomm, and industrial supplies distributor with locations in Harrisburg, York, Lancaster, Lebanon, Williamsport, State College, and Chambersburg, has provided service to Central Pennsylvania for over 80 years.

Duralamp USA Inc. is pleased to announce Jim Moline as the new Sales Manager for the company. Jim comes to us with 14 years experience in the lighting industry. He will be available to work with our distribution reps and customers, taking care of all your needs. Jim has extensive experience dealing with end users and should be a great asset and resource for you in your business. Jim is making plans to visit many of you in the next few months. In the meantime, if you need anything please feel free to contact him at jim@duralamp.com or call him at (866) 458-BULB (2852), ext. 122.

For more information on NAILD visit www.naild.org or call 716.875.3670.
EiKO Ltd. Joins the National Association of Electrical Distributors (NAED)

EiKO Ltd. is pleased to announce that they are one of the newest members of the NAED, the National Association of Electrical Distributors. For over 29 years EiKO’s product line has been continuing to grow in the lighting industry. Joining NAED symbolizes that EiKO is committed to their consumers.

“The National Association of Electrical Distributors membership represents the best of the best in the electrical industry,” said Mitch Carney, National Sales Manager. “EiKO Ltd. is proud to be a part of this great organization and is committed to finding ways to better support and enhance the profitability of the NAED’s respective membership.”

EiKO Ltd. is a diversified lighting supplier offering over 4,000 lighting products sold through distributors for the Automotive/Miniature, Specialty and General Lighting markets. Global offices are located in Canada, Ireland, Europe, Taiwan, China and Korea. For more information, visit www.eiko.com.

TCP, Inc. Responds to Adoption of Federal Energy Bill with Third Boost to Production of Energy Saving Light Bulbs This Year

TCP, Inc. recently announced that it is boosting production of its energy efficient light bulbs for the third time in nine months, from 1.1 million to 1.4 million bulbs per day to meet increased consumer demand. The announcement comes in the wake of President Bush signing the federal energy bill, which requires stricter energy efficiency guidelines for lighting and the phase out of the traditional incandescent light bulb between 2012 and 2014. The new law is expected to save consumers an estimated $13 billion a year in electrical costs.

“As a company rooted in energy conservation, every product we manufacture has always provided an energy efficient alternative for consumers and businesses looking to save money and protect the environment,” said Ellis Yan, CEO, TCP, Inc. “We applaud the federal government’s decision to ban the old-fashioned light bulb, a move that will help Americans today and generations from now live more sustainable lifestyles.”

“We have developed an energy saving light bulb that is brighter, longer lasting and more energy efficient than ever before, outperforming the old-fashioned incandescent light bulb in every aspect,” said Ellis Yan, CEO, TCP, Inc. “The passing of this legislation is an important milestone in our efforts to educate consumers on the immediate cost-saving and environmental benefits associated with simply switching a light bulb.”

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

Leading the way, MaxLite™ Implements Recycling Program

In response to growing customer awareness and following surveys at MaxLite’s customer call centers, MaxLite introduces the launch of a new recycling program specifically designed for CFLs and linear fluorescent lamps.

An industry leading move, MaxLite’s initiative is one of the first to offer these programs to both commercial and consumer customers. The recycling programs are available for jobs requiring only a single box to those retrofit and relamping jobs requiring full truckloads.

For the customer, MaxLite has made recycling as easy as 1-2-3; simply place lamps in MaxLite’s Recycle Pack, seal the box and call for pick-up.

Included in the price of the containers is pick-up at the customer’s facility, freight to the recycling center, all recycling fees and verification documentation automatically sent back to the customer.

For complete information about these products and MaxLite’s recycling program, visit MaxLite’s web site (www.maxlite.com) and at the homepage click on the recycling symbols.

New Resource Websites for Salespeople and Sales Leaders

Two new membership sites designed to provide resources for salespeople and sales leaders have been created by The DaCo Corporation, according to Dave Kahle, President.

The Insider’s Group for Sales Masters provides resources for salespeople who are serious about their profession. In addition to regular pod casts, the site contains special discounts for sales training books and materials, a sales-related blog, over five years worth of questions and answers on sales issues, every article on sales techniques written by Dave Kahle, and a number of other resources. For more information, visit www.davekahle.com/joinsalesmasters.html.

The Insiders Group for Sales Leaders provides resources for sales managers and principals. The site contains a forum for the discussion of sales management issues, a sales-management related blog, a special 30 percent off product offer, and a variety of other resources. For more information, visit www.davekahle.com/joinsalesleaders.html.

The sites are designed to filter through the mass of information available on the web and provide members with specific, practical resources to take their sales performance to higher levels.

The DaCo Corporation is a consulting and sales education firm which specializes in growing the sales and developing the salespeople of B2B firms. President Dave Kahle is the author of six books, and publishes a weekly Ezine for salespeople entitled Thinking about Sales. For more information, visit www.davekahle.com or call 800-331-1287.

New Law Mandates Phasing in of Energy Efficient Light Bulbs

It’s official: incandescent lamps are on their way out, and energy efficiency is now the law of the land, thanks to a new bill signed by President Bush in December.

Beginning in 2012, and phased in over three years, all new bulbs will have to use 25% to 30% less energy for the same light output as today’s incandescents.

Called the “Energy Independence and Security Act of 2007,” the law includes a few provisions having to do with lighting.

The energy efficiency phase-in will start with 100-watt bulbs in January 2012 and end with 40-watt bulbs in January 2014. By 2020, bulbs must be 70% more efficient.

To get the inner workings of the law, and its technical impact, visit the About Lighting Controls website at: http://www.abouthlightingcontrols.org/education/papers/2008_energy_law.shtml#metalhalide.
Advance Introduces New e-Vision® Ballasts with Unique Power Source for Self Heating Thermal Protectors for 70 Watt and 100 Watt Metal Halide Lamps

Advance announces the introduction of its revolutionary new e-Vision® electronic HID ballasts with dedicated circuitry for self heating thermal protectors for 70 Watt and 100 Watt metal halide downlight applications. Designed with an independent and smart-sensing thermal protector power source, these ballasts feature an auto shut-off mechanism for lamps operating in a questionable thermal environment due to misapplication or failure of thermal protector heating elements. Ideal for recessed downlighting applications in retail, commercial, and industrial settings, the ballast provide an extra measure of protection for both end users and luminaire manufacturers.

Utilizing exclusive patent-pending closed-loop circuitry, Advance’s unique new e-Vision ballasts help protect against recessed downlight luminaire overheating. In addition to enabling this enhanced protective capability, the ballasts’ compact and lightweight housing (4.7” x 3.6” x 1.5”) supports design flexibility, while their reduced size and weight relative to magnetic F-Can configurations offer cost reduction opportunities in componentry, shipping, and storage.

These new e-Vision ballasts feature Advance’s exclusive IntelliVolt® multiple-voltage technology, which enhances accuracy and ease of ordering while providing consistent protection and illumination, even during voltage dips or brownouts. The ballasts’ superior lamp wattage regulation optimizes lamp color quality over life and reduces lamp-to-lamp variations, while their electronic circuitry offers end users and luminaire manufacturers broad opportunities for energy savings, cost reduction, and design flexibility relative to magnetic HID alternatives. The ballasts additionally feature a 90°C maximum case temperature rating to promote long life in high temperature applications as well as a range of enhanced protective features, including automatic lamp power control, lamp monitoring, and end-of-lamp-life (EOL) protection.

High-performing and energy-efficient, Advance’s new e-Vision ballasts for 70 Watt and 100 Watt metal halide lamps deliver the comprehensive benefits of electronic HID technology together with a revolutionary new degree of operating protection for the market’s broad range of retail, commercial, and industrial lighting applications.

For more information on this product, visit www.advanceparts.com/shtpinfo.

OSRAM Opto Semiconductors’ LED Used in New OSRAM Sylvania Product

OSRAM Opto Semiconductors recently announced that its high-performance Golden DRAGON® LED will be used in the latest addition to OSRAM SYLVANIA’s popular DOT•it® line of consumer products. DOT•it® Golden DRAGON®, the over-achieving under-cabinet light, is a wireless, super-bright LED light designed to brighten up even the darkest of places.

Available in white, stainless steel and black, the SYLVANIA Golden DRAGON® emits a bright halogen-like color temperature, and projects 30 times more light than conventional push-on lights.

Only 1.8 mm in height, the Golden DRAGON® LED uses OSRAM Opto Semiconductors’ proprietary Thinfilm/ThinGaN® technology to emit maximum light from a chip-sized area. The lead-free LED has an efficiency range of 40 lumen/Watt – 80 lumen/Watt for white, and an extremely long lifespan exceeding 50,000 hours, creating a product which is both energy-efficient and economical.

The DOT•it® Golden DRAGON® light takes the concept of using a “light-touch” to a whole new level with its new infrared motion sensor. A simple wave of the hand in front of the light turns on its high-light setting. A second wave will activate its low-light setting, and a third wave will turn the product off. Each setting has an auto-off 60-minute timer so owners never again need worry about leaving the lights on.

“The auto-off feature is a simple, practical solution and will extend battery life”, stated Laura Peach, product marketing manager, OSRAM SYLVANIA. “Working together with OSRAM Opto Semiconductors to create the SYLVANIA Golden DRAGON® light has enabled us to bring this truly unique product to the lighting marketplace.”

Even outside the cabinets and closets, uses for the DOT•it® Golden DRAGON® light are limitless. Whether used in a garage, a shed, in an RV or on a boat, this super bright LED lights fits in just about anywhere.

To learn more about OSRAM Opto Semiconductors’ Golden DRAGON® LED, visit http://www.osram-os.com/dragon.

SLi Introduces Extensive New Line of Electronic Ballasts

SLi Lighting, one of the world’s largest lighting manufacturers, has recently announced the addition of an extensive line of T5 and T8 electronic ballasts to its product line.

With this introduction, SLi will now offer complete fluorescent lighting systems to their customers. Combined with the T5 and T8 fluorescent high bay fixtures introduced earlier this year, SLi can now support many fixture and lamp ballast retrofit projects.

The new line of T5 and T8 electronic ballasts are Universal voltage, ranging between 120-277 volts and low THD. The new T5 ballasts are available in two versions, 28W and 54W, while the T8 ballasts...
GE Expands UV Germicidal Lamp Portfolio with Six New Linear Lamps

Six newly available linear fluorescent UV germicidal lamps join the growing family of Biax® compact fluorescent and linear products from GE Consumer & Industrial. The entire line of lamps provides health-care, government, aquatic and food industry end users with a greater variety of energy efficient, low maintenance products for disinfecting air, water and surface mediums. The expansion fills out the company’s portfolio of UV germicidal fluorescent lamps.

The six new GE linear fluorescent UV germicidal lamps include the G55T8HO 55–watt T8 featuring an 18–watt UV output and 8,000–hour rated life; the G36T5 36–watt T5 (12.0–watt UV output) and G64T5/4P/SE 64–watt T5 (25.0–watt UV output).

The UV germicidal lamp line also features seven GE plug–in Biax® compact fluorescent lamps including the GBX55/UVC/2G11 55–watt Biax® (17–watt UV output); GBX36/UVC/2G11 36–watt Biax® (12–watt UV output); GBX18/UVC/2G11 18–watt Biax® (5.5–watt UV output); GBX13/UVC 13–watt Biax® (3.6–watt UV output); GBX11/UVC 11–watt Biax® (3.6–watt UV output); GBX9/UVC 9–watt Biax® (2.4–watt UV output) and GBX5/UVC 5–watt Biax® (1.0–watt UV output). Each UV germicidal compact fluorescent Biax lamp offers a rated life of 8,000 hours.

Compatible with most existing lamp ballasts, UV germicidal lamps from GE produce UV–C energy at a peak wavelength of 254 nanometers. In preventing DNA replication, the lamps inactivate bacteria, mold and viruses that threaten occupied spaces, air filtration systems, food and water and surfaces.

These new GE products provide disinfection equipment manufacturers with high quality lamp alternatives for equipment. For some end users, the expansion to the GE UV germicidal product portfolio enables the cost–saving consolidation of lamp purchasing with GE.

For more information about Biax® compact fluorescent and linear products from GE Consumer & Industrial, please visit GELighting.com or call 1-800-GE-LAMPS. Biax® is a registered trademark of General Electric Company.

TCP, Inc. Expands Its Linear High Bay Product Line

TCP, Inc. introduces the Green Hi-Bay linear fluorescent lighting system, an energy-efficient replacement for traditional metal halide high bay systems. It is recommended for mounting heights from 15 feet to 40 feet in a variety of applications including warehousing, commercial facilities, manufacturing facilities, and open and stack aisles.

The high efficiency Green Hi-Bay features 95% lumen maintenance, improved color rendering, extended lamp life, multi-level switching, instant on, dimming and improved uniformity. The TCP lighting fixture was designed for optimum performance using either T5 or T8 lamps.

The Green Hi-Bay’s 20-gauge housing utilizes code gauge steel and all components are post painted with a glossy, high reflectance white, as well as a glossy green backbone to indicate its environmental benefits. Sockets include secure positioning rotating collars.

For additional information call 1-800-860-3392 or visit www.litetronics.com.

Save Energy in 3-Way Fixtures with Spiral-Lite 3-Way CFLs from Litetronics

The Spiral-Lite 3-Way compact fluorescent lamp from Litetronics International, Inc. is specially engineered to provide quality light and energy savings in standard 3-way fixtures. Using only 12/22/33 watts, the Spiral-Lite 3-Way CFL has the light output equivalence of a 50/100/150-watt incandescent lamp, and can reduce energy consumption by up to 75%. In addition, the ENERGY STAR qualified Spiral-Lite 3-Way lamp fits in more fixtures with its reduced maximum overall length of only 3-3/8” and diameter of just 2-3/4”.

All Spiral-Lite 3-Way CFLs have a 10,000-hour rated life and a warm 2700K color temperature. Like all Litetronics Spiral-Lite lamps, the 3-Way CFL comes with a 1-year warranty. With Spiral-Lite 3-Way CFLs, you can save energy in 3-way fixtures without sacrificing performance.

For additional information call 1-800-860-3392 or visit www.litetronics.com.
Calendar of Events

2008

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

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

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

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

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

October 12 – 15  
NALMCO 55th Annual Convention  
Scottsdale Resort & Conference Center  
Scottsdale, AZ  
www.nalmco.org

2009

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

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

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

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

October 11 – 14  
NALMCO 56th Annual Convention  
Hilton Sandestin Beach Golf Resort & Spa  
South Destin, FL  
www.nalmco.org

NAILD’s 31st Annual Convention, Trade Show & Organized Casual Conference

For more information on the 2008 NAILD convention visit www.naild.org or call 716.875.3670.

Educational Training Opportunities

Advance University  
(800) 322-2086

GE Lighting Institute  
(800) 255-1200

NAILD University  
Opening Soon

NALMCO LS-I - www.naild.org or (716) 875-3670

Osram Sylvania  
(978) 750-2464

Universal Lighting  
e-Learning Center  
www.universalballast.com

The Philips Lighting  
Technology Center  
(732) 563-3600

NAILD Mission Statement:  
To enhance the value of the specialized lighting distributor by creating opportunities for business development and growth through education and member interaction.
A Proven Bright Spot For Distributors

As an Energy Star® Partner, Halco Lighting Technologies™ commitment to the environment and energy saving initiative is expressed in our ever expanding ProLume® line of Self-Ballasted and Plug-In lamps. ProLume® T2 Ultra Mini Spirals, T3 Mini Spirals, GU24 Spirals, Globes and Reflectors save up to 80% in energy costs while lasting up to twelve times longer then standard incandescent lamps. To see our ProLume® CFL product line for Industrial/Commercial and Residential applications, visit www.halcolighting.com

Halco
LAMPS AND BALLASTS
Atlanta  Cleveland  Houston  Phoenix
Ballasts  Compact Fluorescent  Linear Fluorescent  High Intensity Discharge  Halogen  Incandescent  Miniature/Sealed Beam  Photo/Projection

T3 Mini Spirals
T2 Ultra Mini Spirals
PAR30 & PAR38 CFLs
Reflector CFLs
Globe CFLs
Color Spirals
High Wattage Spirals
GU24 Spirals
What Does “Green” Mean To You?

EiKO globally sources the most environmentally friendly lamps possible in order to provide you with one of the widest selections of energy efficient and disposal-friendly lamps. Our lamps are Certified Green™ after meeting our high energy efficiency or low energy consumption guidelines. Call your EiKO representative for more information on EiKO Certified Green™ products and initiatives.

The following EiKO products are Certified Green™ after meeting one or more of the following conditions: high energy efficiency, low energy consumption, TCLP compliance, RoHS compliance, Title 24 compliance and/or ENERGY STAR™ compliance:

- Compact & Self-ballasted compact fluorescent lamps
- Linear fluorescent lamps
- U-bend fluorescent lamps
- LEDs
- Cold Cathode

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