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Happy New Year!

Like every New Year, you look back at the past year and see what improvements you can make going forward. In 2010, NAILD hired David Gordon to review the Organization; interact with the members; and make a final presentation to NAILD’s board. David Gordon did an extremely thorough written review and presentation and I thought I would share with you a couple of things that caught my eye.

- Is NAILD a true Trade Organization and what interests does it represent?
- Who should be allowed to join NAILD?
- Is NAILD more than an Annual Conference?

These questions and host of others, has the NAILD Board focused on clarifying our mission statement; proposing revisions to update our by-laws; and looking at our programs. I believe NAILD is poised to make some major changes to position the organization to be the leading Trade Association for Business to Business (B2B) Lighting.

To achieve this goal, we will need to expand our membership beyond traditional distribution; looking to other companies that compete in the B2B lighting arena and add them as members to our organization. We will need to create new programs sponsored by NAILD and our vendor partners but targeted to ALL players in the B2B market.

We all know the Lighting Industry is going through rapid changes in products but also, end-users are looking beyond products as well as looking for solution providers. Many of our current NAILD members have been changing their businesses to provide those solutions to customers – both vendors and distributors. It is time that we reflect those changes at NAILD.

We value your input and moving NAILD forward. Join me in Indian Wells for this year’s conference. The Conference is “On Course to Success” – chock-full of product and business education and as always, a great place to network with the leaders of our industry. I look forward to seeing you in April!

Steve Espinosa, CPA
NAILD President 2010 – 2011

Registration Forms On-Line

The 2011 conference registration forms are available on-line. All registrations are electronic. Please check the NAILD web site for more conference information at www.naild.org.
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### 2011 Conference Schedule

**SUNDAY, APRIL 10**
- 12:30pm: Board Meeting
- 5:00pm: Past Presidents’ & Executive Board Meeting
- 7:30pm: Entertainment - Steve & Jack Show
- 8:30pm: New Member Cocktail Party *(invitation only)*
- 9:30pm: NAILD Hospitality

**MONDAY, APRIL 11**
- 7:00am: Buffet Breakfast
- 7:30am: Welcome by Steve Espinosa, 2010 – 2011 NAILD President
  - General Business Meeting
  - New Member Introductions *(following)*
  - New Candidate Introductions *(following)*
- 8:30am: Opening General Session: Barry Maher – ’Filling the Glass’
- 10:15am: Educational Track Sessions *(75 minutes each)*
  - Steve Epner – ’Social Networking’
  - John LaMontagne – ’Energy Saving Controls for the Commercial Environment’
  - Paul Hafner, LC – ’Accelerating the Selling Process’
- 12:00 noon: Palm Springs Aerial Tramway *(Optional Activity)*
- 12:30pm: Golf Tournament – Indian Wells Golf Resort *(shotgun start)*
- 7:00pm: Opening Dinner Party – Hosted by TCP
- 10:00pm: NAILD Hospitality

**TUESDAY, APRIL 12**
- 7:00am: Buffet Breakfast
- 7:30am: NAILD Education Report – Paul Hafner, LC
  - Committee Sign-up
- 8:30am: General Session: Jack Curran, PhD – ’LED Technology’
- 10:15am: Educational Tracks *(75 minutes each)*
  - Rick Farrell – ’How to Hold Your Sales Team Accountable’
  - Steve Epner – ’Executive Exit Strategy’
  - Dan Blitzer, LC – ’Applied LED Lighting – Part I’
- 11:30am: Buffet Luncheon
- 12:30pm: New & Value Added Showcase Presentation

**1:00pm**
- Educational Track Sessions *(75 minutes each)*
  - Rick Farrell – ’Everything You Know About Selling is Changing’
  - Dan Blitzer, LC – ’Applied LED Lighting – Part II’
  - Steve Epner – ’Social Networking’
- Spouse/Guest Program – Bunko Tournament
- Preparation for Product Sprint
- Product Sprint *(New & Value Added Showcase Participants)*
- Open Floor Trade Show
- Contest/Demo/Trade Show
- Open Evening
- NAILD Hospitality *(following)*

**WEDNESDAY, APRIL 13**
- 7:00am: Buffet Breakfast
- 7:30am: Vendor & Distributor Meetings *(separate)*
- 8:30am: Vendor/Distributor Joint Meeting
- 10:00am: ’OCC’ *(5 - 20 minute appointments at booths)*
- 11:45am: Awards Luncheon
  - Election of Officers
  - Installation of Board
- 1:20pm: ’OCC’ *(6 – 20 minute appointments at booths)*
- 3:30pm: LED and Rapidly Advancing Technology Open Forum – Jack Curran, PhD, Paul Hafner, LC, Dan Blitzer, LC
  - Exhibit Teardown
- 5:00pm: Business Development Groups (BDG)
- 7:00pm: NAILD Farewell Dinner
  - NAILD Hospitality *(following)*
2011 NAILD Conference Sponsorship Opportunities

Thank you to our current Sponsors for their continued generous support and active participation.
(As of 1/18/2011)

Platinum:
- EiKO, Ltd.

Silver:
- Fulham Co., Inc.
- Halo Lighting Technologies
- Philips Lighting Electronics
- Universal Lighting Technologies (ULT)

Bronze:
- Eye Lighting International of N.A., Inc.

Copper:
- Brownlee Lighting
- Crescent/Stonco
- Gripple, Inc.
- Leviton Manufacturing Inc.
- Satco Products, Inc.
- Simkar Corporation
- Veolia Environmental Services

Dinner Host:
- Technical Consumer Products (TCP)

Amenity Gift:
- USHIO America, Inc.

Golf Hole:
- Eye Lighting International of N.A., Inc.

1st Place Golf Tournament Trophies:
- Philips Lighting Co.

Contact the NAILD Buffalo Office at 800.205.6210 or info@naild.org to commit to support NAILD’s 2011 conference. There are sponsorship opportunities for every manufacturer. You can also access sponsorship information at www.naild.org and click on Convention 2011.

Brownlee Lighting
Crescent/Stonco
DLU Lighting
EiKO Ltd.
Energetic Lighting
EYE Lighting International of NA, Inc.
Fulham Co., Inc.
Gripple, Inc.
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Simkar Corporation
TCP
Trojan, Inc.
Universal Lighting Technologies
USHIO America, Inc.
Veolia Environmental Services
Westinghouse

NAILD Conference 2011
by Jeff Renzulli, 2011 NAILD Conference Chair

It’s that time of year to register for your 34th NAILD Annual Conference at the beautiful Hyatt Grand Champions Resort, Villas and Spa in Indian Wells, California (registration open at www.naild.org).

Our industry is changing, and it is changing at an unprecedented rate. LED, LED, LED, that’s all we hear about. Our customers are asking for LED. Our vendors are showing us new LED products weekly. Second and third generation LED products are already out. One thing is certain about LED, there is confusion and misinformation.

Our NAILD Conference is taking LED head on. One of our featured speakers, Jack Curran, Ph.D., DOE, will discuss the state of the LED market and provide insight to sort through the LED products and applications that are in the marketplace. Dan Blitzer, LC will be conducting a two part educational track on “Applied LED Lighting” – focusing on applications for new construction and the retrofit markets. On Wednesday we will have an open discussion forum on LED and the rapidly advancing technology. This is an opportunity to discuss the good and bad that you have seen in the marketplace.

As we talk about change, we must also discuss how we do business. The way we sell and how we communicate with buyers or purchasing agents has changed too. Steve Epner, CSP, will present “Social Networking” – how to connect with the next generation of Purchasing Managers. Paul Hafner, LC, will present “Accelerating the Selling Process” – tools to sell today’s lighting technology while building a lasting business relationship. Rick Farrell of Tangent Knowledge Systems has two educational track sessions on selling. The first is “How to Hold Your Sales Team Accountable” and, the second is “Everything you Know About Selling is Changing.”

The Product Sprint will be back, as well as the Open Floor Trade Show, Business Development Groups and OCCs.

The NAILD Conference “On Course to Success” provides an opportunity to educate ourselves and improve our business as well as giving us time for networking and some fun. Isn’t that what work should be like? We have a busy schedule of activities in place for a dynamic event.

Looking forward to seeing everyone in April.
2011 – 2012 Board of Director Candidates

Kevin Eagan
Co-Owner
Northwest Lighting Systems Co.

I want to be on the NAILD Board because I want to see Independent Lighting Distributors thrive in our rapidly changing economy. I want to look into ways that our membership can exchange great ideas and business practices to help all of us prosper.

Since December 2000 I have been the Co-Owner of NLSC Products, Inc., dba Northwest Lighting Systems Co., a wholesale distributor of lighting components and fixtures.

Prior to Northwest Lighting Systems, I was Vice-President & General Manager of Northwest Lighting Systems Co., a division of MSC Automation, a manufacturer of HID ballasts and distributor of lighting products and electrical materials.

I was the owner of K G Eagan Associates, a manufacturers’ rep agency focusing on lighting products and Regional Sales Manager of Aerovox Corp., a manufacturer of AC capacitors for the lighting and motor industries. I received my BA from the St. Lawrence University.

Greg Ehrich
Vice President
Premier Lighting, Inc.

Five years ago if someone would have told me that they sell light bulbs I probably would have thought it was a joke and laughed. I use that line a lot now and still get a laugh out of it, but after being in the industry for 5 years I can see that this is what I was meant to do – sell light bulbs.

I began my career in 2005 as a sales representative for Premier Lighting out of St. Paul, MN and have since become Vice President and co-owner of the company. We are a full service lighting distributor that specializes in energy-efficient lighting. My job is to sell light bulbs, train/manage sales reps, improve efficiencies and grow the company. Premier Lighting has been in business for over 20 years and has had continuous growth over the past 5 years. Prior to selling light bulbs, I sold newspapers (USA Today) and was in charge of marketing for a credit union.

In addition to selling light bulbs, my passions are my family and coaching football. I have twin 4 year old boys and a wonderful wife of over 8 years. In regards to football coaching I enjoy the challenge of having to plan and execute strategy in addition to motivating and teaching people.

Since I know that selling light bulbs is what I will be doing for a long time I feel that is important to take part in all that the industry has to offer and to learn as much as I can while helping to improve things where I can. This leads me to applying to be on the board of directors for NAILD. I feel that NAILD is an important association for me personally and for the lighting industry as a whole. My goal is to make NAILD a vital part of every existing NAILD member’s business as well as to grow the membership base. I look forward to the challenge and am excited about strengthening the NAILD organization.

Monica Kristo
Corporate Vice President
Budget Lighting, Inc.

Monica has 18 years of experience in the lighting industry where she has earned a reputation of being a leader and the one who can ‘make it happen.’ She demonstrates her best attributes by focusing on growth, increased efficiencies and profitability of the business. Her positive and outgoing personality fosters close relationships within the company and throughout the entire industry.

Monica’s coworkers and peers in the industry appreciate the hard work and dedication she exhibits. She is very passionate about every project she is involved with and cares deeply about those with whom she works.

Monica maintains forward momentum by driving her team and promoting personal growth. She is a creative problem solver and generates fast results by prioritizing well and taking action. She is involved with every department within the company including sales, marketing, customer service, purchasing, fulfillment, and lighting maintenance.

Recently, Monica and the BLI team have been successful with and are currently working on projects with the IDS Center parking ramp, The University of Central Missouri, Whirlpool (Maytag), saving all of them thousands of dollars in energy savings.

Born and raised in Eden Prairie, MN Monica still remains minutes from her home town where most of her family still lives. She resides in Bloomington, MN with her 4 ½ year old son, Bo.

They stay busy playing ball, going to water parks, doing artwork, reading, and watching movies. Monica is currently spending her evenings completing her Business Management Degree. She also enjoys spending time with her fiancé, cooking, and going to the cabin up north.

William Fodor
Director of Distribution Channel Marketing
Leviton Manufacturing, Inc.

Given all of the current changes and focus on energy efficiency initiatives NAILD members are positioning well for the future. Never have I witnessed in my 10 years of electrical distribution experience such high impact mandates and opportunities in the lighting marketplace. Given this critical juncture in our industry I am excited about bringing to the NAILD Board and Membership high impact ideas and initiatives that will help to further differentiate our value added selling approaches. With the opportunity and need to grow sales, demonstrating this approach will be the key to growing market share and awareness. Using my past experience that include product development effectiveness tools, training implementation initiatives and market differentiation projects my goal will be to benefit the entire NAILD community.
MONDAY, APRIL 11

Opening General Session

‘Filling the Glass’
Barry Maher
Barry Maher & Associates

Filling the Glass is real world tactics and reality-based motivation for increasing productivity AND job satisfaction. This session will help transform bosses into leaders, employees into proprietors and salespeople into superstars. The strategies of Filling the Glass can help anyone: Radically improve their performance – without sacrificing their integrity; Take control of their own accomplishments and their own destiny; Motivate themselves and those around them; Come to terms with potential negatives; Gain perspective and match their life to their values; Relate to others with increased empathy; Overcome adversity – capturing the value in every failure as well as every success. Never settle for half empty or half full. Ideally, until your cup runneth over.

Educational Track Sessions
(75 minutes each)

‘Social Networking’
Steve Epner, CSP
Brown, Smith, Wallace Consulting Group

The generation gap is real. Say what you want about social networking, but understand that if you are not out there, you are invisible to the next generation of purchasing managers. This session will NOT teach you how to tweet, but it will cover the reasons and value for having a Social Networking plan. We will look at gaining value by making it happen – not doing it yourself. We will talk about what “it” is and how to do it. Each attendee will walk away knowing what they have to do in order to be part of the future.

‘Energy Saving Controls for the Commercial Environment’
John LaMontagne
Leviton Mfg. Co.

The presentation will discuss the very latest technologies and market trends in Energy Efficient Lighting Controls and their impact on Commercial Spaces. Topics will include but are not limited to Automatic Lighting Controls, Daylight Harvesting, Distributed Controls and Dimming, and finally the integration with other control systems. The impact of controls for the LEED space will also be discussed. We will review two common spaces, Schools and Commercial offices, and offer case studies and budgeting for both interiors and exteriors for each application.

‘Accelerating the Selling Process’
Paul Hafner, LC
The Sustainable Learning Collaborative

How does lighting impact your customer’s ability to make a profit? Why after 36 years of “energy conservation” is 80% of our existing commercial lighting still “functionally obsolete? Why do we focus on energy savings, when 95 -100% of our customers are not in the energy saving business? Why do we chase utility incentives for the “hot technology” even when it turns out to be the wrong solution for the customer? We say we’ve moved past selling “stuff” to selling “solutions.” Are we focused on solutions that drive our customer’s ability to make a profit, or do we jump to solutions driven by “the hottest technology or the “best utility incentive”? Join this lively and engaging workshop and leave with a list of questions and an evaluation tool to sell today’s lighting technology, while building lasting relationships.

TUESDAY, APRIL 12

NAILD Education Report by Paul Hafner, LC

This annual report will summarize the latest information on the NAILD Lighting Specialist program including expansion of the NAILD LS I to the larger lighting community, results of both NAILD LS I and II, automated exam scoring, the BlueVolt connection, and what it means for NAILD University and the future of NAILD’s Education effort.

General Session

‘LED Technology’
Dr. Jack Curran, Ph.D.
LED Transformations, LLC

LED technology offers the opportunity to transform the lighting industry. Fueled by
Recovery Act funding, legislative mandates and media focus, a flood of new products are introduced in the market regularly – some good and some not so good. End users are dependent on their suppliers to provide guidance on which products will best suit their lighting needs. However, suppliers are often confused as well. Exaggerated performance claims, poorly understood specifications, and apples to oranges comparisons cloud the picture and prompt considerable uncertainty. In this seminar, Dr. Curran will review resources available to designers, suppliers and purchasers of LED-based products as well as best and worst SSL applications. He will offer suggestions as to which applications to avoid for now and why. Attendees will learn key elements of LED systems; performance compromises made by manufacturers and come away with an understanding of LED fact versus fiction.

**Educational Tracks**

*(75 minutes each)*

**‘Executive Exit Strategy’**

Steve Epner, CSP
Brown, Smith, Wallace Consulting Group

No one ever wants to think about leaving. Entrepreneurs love what they do and cannot imagine not doing it. Still, it is more important than ever to have a plan in place, to have the right people in place, and to know your place as the future unfolds. This session is not for everyone. It is for those executives who want to make sure they leave a legacy and not a disaster when their time is finally up. If you are an owner with a new generation chomping at the bit, learn a few good techniques to get them ready. As part of this program, Steve will give everyone a free copy of his “Executive Exits” booklet.

**‘How to Hold Your Sales Team Accountable’**

Richard Farrell
Tangent Knowledge Systems

*(This session is focused for senior management or business owners.)*

The harder you sell the harder it is to sell. The object isn’t just to win it is to win efficiently and lose quickly if you are going to lose. The sales person with the least emotional investment in the outcome of the sale will consistently outsell the sales person who is the most enthusiastic and excited. Your value proposition is essentially valueless. You are paid and rewarded for your questions not your answers. Stop selling, presenting, answering objections, and closing and get your customer to sell you. The sales person who does the best job of understanding the customer’s problems, business and operations will consistently outsell the sales person with the best solution, product and price. The best presentation is no presentation at all.

**‘Applied LED Lighting Part I’**

Dan Blitzer, LC
Practical Lighting Workshop

Workshop I will look at specific applications in offices and hospitality facilities with discussion on LED lighting technology in real world applications. Each workshop will look at both new construction/major renovation and retrofit opportunities and consider the factors that favor or hinder the use of LED lighting, including illumination requirements, spatial constraints, and environmental factors. Practical LED lighting approaches will be evaluated against customer objectives and other lighting technologies in terms of the quality of the visual environment, controls, and cost effectiveness. The workshops assume basic understanding of LED technology and some familiarity with LED lamps and luminaires.

**‘Applied LED Lighting Part II’**

Dan Blitzer, LC
Practical Lighting Workshop

Workshop II will look at specific applications in retail and outdoor facilities with discussion on LED lighting technology in real world applications. Each workshop will look at both new construction/major renovation and retrofit opportunities and consider the factors that favor or hinder the use of LED lighting, including illumination requirements, spatial constraints, and environmental factors. Practical LED lighting approaches will be evaluated against customer objectives and other lighting technologies in terms of the quality of the visual environment, controls, and cost effectiveness. The workshops assume basic understanding of LED technology and some familiarity with LED lamps and luminaires.

**Educational Track Sessions**

*(75 minutes each)*

**‘Everything You Know About Selling is Changing’**

Richard Farrell
Tangent Knowledge Systems

You are selling the exact opposite way your customer is buying. It’s not what you sell that matters it’s how you sell that matters. You need to position your product on not how you can help someone but on the problems you solve. You need to build a business case for change not a product case for change.

**‘Applied LED Lighting Part II’**

Dan Blitzer, LC
Practical Lighting Workshop

Workshop II will look at specific applications in retail and outdoor facilities with discussion on LED lighting technology in real world applications. Each workshop will look at both new construction/major renovation and retrofit opportunities and consider the factors that favor or hinder the use of LED lighting, including illumination requirements, spatial constraints, and environmental factors. Practical LED lighting approaches will be evaluated against customer objectives and other lighting technologies in terms of the quality of the visual environment, controls, and cost effectiveness. The workshops assume basic understanding of LED technology and some familiarity with LED lamps and luminaires.
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‘Social Networking’
Steve Epner, CSP
Brown, Smith, Wallace Consulting Group – REPEAT

The generation gap is real. Say what you want about social networking, but understand that if you are not out there, you are invisible to the next generation of purchasing managers. This session will NOT teach you how to tweet, but it will cover the reasons and value for having a Social Networking plan. We will look at gaining value by making it happen – not doing it yourself. We will talk about what “it” is and how to do it. Each attendee will walk away knowing what they have to do in order to be part of the future.

WEDNESDAY, APRIL 13

LED and Rapidly Advancing Technology Open Forum

Moderators:
Dr. Jack Curran
Paul Hafner, LC
Dan Blitzer, LC

Get your seat in the NAILD 2011 LED Cracker Barrel – an old-fashioned “round house” discussion of the latest, most innovative, yet highly disruptive technology in lighting, fraught with opportunities and pitfalls. Come ready to share your experiences – good and bad, ask your questions, and bounce ideas off one another and our LED panelists: Jack Curran and Dan Blitzer.

Paul Hafner will facilitate this discussion, and with the help of our members, provide a few “example LED challenges,” to get the discussion off to a fast and focused start.

Business Development Groups (BDG)
(Distributors Only)

Business Development Groups (BDG) is a great opportunity to sit with like minded distributors who are interested in sharing best practices with non-competitive members. BDGs are one of the best opportunities to learn a new idea or practice that you can bring back to your own company. For BDGs to be successful, an agenda of topics should be planned and organized well ahead of the NAILD conference. There are currently 6 BDGs. If you want to join an existing group we will place you in a non-competitive group based on geography or business model. Once you are placed in a BDG, you will be given a group leader contact. For more information, contact Linda or Megan at NAILD headquarters; 1.800.205.6210.

Every mile is two in winter.
— George Herbert

It is our responsibilities, not ourselves that we should take seriously.

If I have seen farther than others, it is because I have stood on the shoulders of giants.
— Sir Isaac Newton

Always keep your words soft and sweet, just in case you have to eat them.

We can draw lessons from the past, but we cannot live in it.
— Lyndon B. Johnson
36th U.S. President

Redefining simple energy solutions
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www.intermatic.com
Halco Announces New Hire

Halco Lighting Technologies® announces the hire of Sarah Kulesza to the position of Marketing Associate. Kulesza will be reporting to the Marketing Manager Deby Forster, and contributing to the company’s business to business marketing operations.

Kulesza recently graduated from Middle Tennessee State University with a Bachelor of Science in Mass Communications and a concentration in Public Relations.

Fulham Welcomes Larry E. Smith as Vice President - Lighting Renovation

Smith to Drive Customer and Channel Partner Adoption of Fulham Energy Efficient Lighting Solutions

Fulham Co, Inc. recently announced that Larry E. Smith has joined the company as Vice President of Sales - Renovation Market. Smith brings more than 25 years experience in sales and sales management in the lighting industry. For the past 16 years, Smith has been a successful business development executive helping major lighting companies enter the lighting renovation marketplace.

Smith most recently held the position of Director of Sales at Digital Lumena developer of LED lighting systems. Smith was responsible for developing strategic partnerships and for creating the sales channel for this new technology. Previously, Smith held management positions with Cooper Lighting, Acuity Brands Lighting and Amtech Lighting Services, and was instrumental in establishing two startups in the energy and lighting renovation market.

For more information on Fulham, visit www.fulham.com or contact our sales services team at 1.323.500.5999.

Atlanta Light Bulbs, Inc. Makes Spirits Bright at Christmas Decatur, Georgia

The staff of Atlanta Light Bulbs participated in the annual Christmas Decatur event that seeks to pair donors with Decatur’s low-income children and senior citizens. The Christmas Decatur, Georgia event encourages the community to participate individually or as a group with friends, neighbors, family, places of worship, workplaces, school, or clubs to meet the needs of low-income families during the holiday season.

Atlanta Light Bulbs achieved 100% employee participation in this annual giving program. Raising $1,000, the Atlanta Light Bulbs staff was able to adopt six children, ranging in age from 4 months to 12 years old.

The Atlanta Light Bulbs staff was led by a dedicated committee that coordinated the fundraising and purchasing of the children's items, including Ann Matherson, Jesse Root, Russell McIver, Vanessa Richardson, Sammy Brewer, Ed Regis, Bobby Jackson, and Marlene Nunley.

Atlanta Light Bulbs encourages the Atlanta community and its customers to give back to others this holiday season as it shines a light on the needs of the Decatur, Georgia community.

Schaedler Yesco Awarded Lots on State MRO Contract

Schaedler Yesco Distribution (SYD) is pleased to announce that it has been awarded the Commonwealth of Pennsylvania’s Maintenance, Repair and Operations (MRO) Materials Contract. As a result of this award, SYD will act as the sole supplier of electrical and Sylvania lighting products to all agencies located throughout the state.

Schaedler Yesco has been a quality supplier to the Commonwealth of Pennsylvania for many years and is committed to being a first-class supplier. SYD’s Government Team is a cohesive, knowledgeable group of experienced professionals dedicated to providing excellent customer service and assisting the state in achieving an overall reduction in spend without having to sacrifice the quality of products needed to get the job done.

Learn more about Schaedler Yesco by visiting www.sydist.com.

Philips and Earth Day Network Partner to Give Atlanta Students a Lesson in Sustainability

Philips Lighting recently held a town hall event in Atlanta, Georgia, to recognize the collaboration of Philips’ SimplyHealthy@Schools project and Earth Day Network’s Green Schools campaign to provide energy-efficient lighting and enhance learning at Atlanta Charter Middle School. As part of this collaboration, Philips Lighting donated 350 of the most energy-efficient replacement lamps available to Atlanta Charter Middle School, which will provide up to $8,000 in energy savings over the life of the lamps.

Philips Lighting sponsored a town hall event at the Atlanta Charter Middle School to recognize the collaboration of Philips’ SimplyHealthy@Schools project and Earth Day Network’s Green Schools campaign to provide energy-efficient lighting and enhance learning at Atlanta Charter Middle School. The town hall event included a discussion on the importance of energy efficiency in cities and schools.

Atlanta Light Bulbs Thanks Their Loyal Customers

As Atlanta Light Bulbs looks forward to celebrating its 30th year of business in 2011, the lighting distributor never forgets its “roots.” In an annual effort to thank its longtime customers, Atlanta Light Bulbs held its 3rd annual Customer Appreciation Day on October 15, 2010.

The 3rd annual Customer Appreciation Day would turn out to be a huge success, as over 215 customers came for free food, door prizes and a good time! Customers won all kinds of prizes, including a 42” Plasma TV, a
stainless steel grill, Maui Jim sunglasses, and over $1000 in gift cards. Every attendee received a free Eiko 15 watt CFL spiral and an Atlanta Light Bulb T-shirt all inside an Atlanta Light Bulbs “green-grocery” tote bag.

The event was well attended and far exceeded the previous years’ Customer Appreciation Days. None of this, however, would have been possible without the support of our vendor sponsors. Customers were able to go to each vendor’s table and learn about their latest product offerings and see product demonstrations. Many, many thanks have to be extended to Halco Lighting Technologies, as they were the Presenting Sponsor. Additional contributions were made by USHIO, Universal Lighting Technologies, OSRAM, EIKO, Fulham, Litetronics, Howard Lighting Products, Atlas Lighting Products, and Felex.

Atlanta Light Bulbs Provides Employees with Opportunities for Growth
Coinciding with three newly created positions in the Accounting and Warehouse departments at Atlanta Light Bulbs, three valued employees have been promoted.

Tresa Jones has been employed with Atlanta Light Bulbs since November 2007. Beginning in an entry-level packing position, Tresa has served as an order picker and shipping clerk. Tresa’s hard work has resulted in her recent promotion to Distributor Counter Supervisor.

Marcus Tipton began his work with Atlanta Light Bulbs in June 2005. Moving quickly through the company from a packing position, to pulling and shipping items, Marcus has served as the Atlanta Light Bulbs’ Distributor Counter Supervisor for three and a half years. Marcus was recently promoted to a Customer Service Representative at the sales counter and showroom.

Steven Jackson began his employment at Atlanta Light Bulbs in May 2009 in the showroom. After displaying great product knowledge and customer service, Steven was promoted to a Customer Service Representative in the National Sales Department.

Atlanta Light Bulbs strives to be one of the best employers in the Atlanta area, seeking to provide employees with opportunities for growth within the company. As the company continues to grow, it looks forward to creating new job opportunities as well as promoting loyal and hard-working employees from within the organization.

Litetronics International Celebrates 40th Anniversary
Litetronics International is celebrating its 40th anniversary of providing green lighting solutions to the commercial and industrial lighting industry this month.

Litetronics was founded in 1970 and quickly made a name for itself in the Las Vegas casino exterior sign market with its Super Service 20,000-hour incandescent light bulbs. Throughout the decades, Litetronics created a tradition of innovation by engineering industry-leading products, introducing the first spiral-shaped compact fluorescent light bulb to the United States in November 1995, and designing the first cold cathode light bulb in a spiral shape in 1999.

To celebrate its 40th anniversary, Litetronics is offering rebates on many of its popular Micro-Brite cold cathode light bulbs. For a full list of products included in the promotion, call Litetronics customer service at 1-800-860-3392, or e-mail customerservice@litetronics.com.

New Distributor Members
Alloway Commercial Lighting
Bill Jacobs, President/Owner
E-mail: bjacobs@allowaylighting.com
1420 Grove Street
Boise, ID 83702
208.344.2507
208.343.8750 fax
www.allowaylighting.com

Pegasus Lighting
Tom Farin, President
E-mail: tomf@pegasuslighting.com
3709 West 3rd Avenue
Beaver Falls, PA 15010
724.846.5137
724.846.8833 fax
www.pegasuslighting.com

A special thank you to our contributing 2011 Education and Lightfair Partners

Education Partners
Revenue generated for Education helps fund our educational opportunities including but limited to the NAILD Lighting Specialist Program.

Emerald
Philips Lighting Co.

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Osram Sylvania

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Halco

General
Fulham Co., Inc

Lightfair Partners
Revenue generated for NAILD to attend Lightfair International enables us to reach out, as well as raise the awareness of our mission, to the broader Lighting Community.

Distributor Contributors
Adventure Lighting
Atlanta Light Bulbs, Inc.
Budget Lighting
Illuminating Technologies, Inc.
C.N. Robinson Lighting Supply

Vendor Contributors
Fulham Co., Inc.
Halco Lighting Technologies
Philips Lighting Electronics N.A.

For more information on NAILD visit www.naild.org or call 716.875.3670.
Congratulations! NAILD Lighting Specialist I Graduates
(As of January 2011)

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

Ben Dalziel, Atlanta Light Bulbs, Inc.
Steven Jackson, Atlanta Light Bulbs, Inc.
Jason Lunsford, Atlanta Light Bulbs, Inc.
Russell McIver, Atlanta Light Bulbs, Inc.
Sabre Armour, Bulbs.com
Eric Cole, Bulbs.com
Michael Cunningham, Bulbs.com
Mike Farrell, Bulbs.com
Jim Fitzpatrick, Bulbs.com
Michelle Girouard, Bulbs.com
Eric Goodwin, Bulbs.com
Brian Hale, Bulbs.com
Greg Hikel, Bulbs.com
Russell LaMacchia, Bulbs.com
Dave Luth, Bulbs.com
Mike Morrisey, Bulbs.com
Bryan Trainor, Bulbs.com
Chris Weber, Bulbs.com
Peter Reyes, Eco-Worx, Inc.
Ronnie Gant, First Light Lighting Systems, Inc.
Stephen Partridge, First Light Lighting Systems, Inc.
Daniel Whitehead, First Light Lighting Systems, Inc.
Jan McQuain, Halco Lighting Technologies
David Nelkin, Halco Lighting Technologies
Alex Harrill, Illuminating Technologies, Inc.
Matt Roberts, LeVeck Lighting Products Inc.
Charlie Keesee, Lighting Supply Co.
Brian Amundson, Pacific Lamp Wholesale Inc.
Nadine Barrera, The Lighting Company
Lori Biernacki, USHIO America Inc.
Adelia Enriquez, USHIO America Inc.
Tony Gallo, USHIO America Inc.
Gord McCabe, USHIO America Inc.
Monica Mendoza, USHIO America Inc.
Raymond Powell, USHIO America Inc.
Donna Stachovic, USHIO America Inc.
Rebecca Vahedi, USHIO America Inc.
Greg Cate, Wattsaver Lighting Products, Inc.

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

The 2011 Coach Calls for LS I will be held (as needed) monthly on the 3rd Wednesday at 11:30a ET (registration is required). Exams will open at 11:30a ET on the 4th Friday of each month. Candidates are eligible to sit for the exam if all modules, quizzes and workbooks are completed and the survey has been submitted.

**Coach Call:**
- January 19th
- February 16th
- March 16th
- April 20th
- May 18th
- June 15th
- July 20th
- August 17th
- September 21st
- October 19th
- November 16th
- December 14th

**Exam Date:**
- January 28th
- February 25th
- March 25th
- April 29th
- May 27th
- June 24th
- July 29th
- August 26th
- September 23rd
- October 28th
- November 18th (exception due to Thanksgiving)
- December 16th (exception due to Christmas)

Any questions, contact the NAILD Office at 716.875.3670 or email Megan at megan@naild.org.
Most salespeople, as a matter of habit and conditioning, still try to do business normally in a world that is anything but. There is a huge gap between today’s selling strategies and today’s market conditions. Salespeople in general ardently reject traditional selling in principle and embrace consultative selling, but have no real process to execute it with. A lot of apparent changes are merely window dressing. Salespeople are quickly finding out the hard way that identifying prospects’ needs and giving solutions isn’t consultative selling.

Salespeople need a better sales strategy and sales model. Imagine a quarterback coming out on the field during the last drive of the game, going into the huddle and enthusiastically saying to the players, “I don’t know, let’s just do it!” It works fine for Nike, but not for salespeople.

Manufacturers don’t put up with line workers running production lines as they see fit. The administrative staff isn’t allowed to run whatever software it is comfortable with. Companies allow certain things to happen in the sales department which they wouldn’t permit anywhere else in the organization. Too many sales organizations believe that selling is a mystery, an afterthought and an ugly stepchild. Selling is truly the last frontier as far as efficiency is concerned. The process salespeople use has generally been unchanged for decades. The only meaningful changes in the sales department have been external. Sales departments have made large gains in mechanization, processing and tracking of orders and monitoring activity at the exclusion of creating a disciplined and systematic sales process. The easy answer to why is, because it is easier to change external processes than it is to change human behavior and interaction. Many companies have spent more money, time and resources on training clerical and factory workers than they have on their salespeople.

An effective sales process, vision, and disciplined strategy are the most important things a company can do for their sales effort. A systematic sales process can be a huge competitive advantage for a company. Salespeople can no longer fly by the seat of their pants with a “wing and a prayer” strategy, and expect to be productive and efficient anymore.

Salespeople need a documented and systematic process of predictable and repeatable steps that when followed consistently lead to a high percentage of success. Salespeople need to reinvent themselves and use a system that tells them in advance about whether they are winning, losing, what red flags to look for, how to change when needed and how to avoid similar missteps in the future. They need a system that puts them in control more and leads to uniform steps of action to produce specific outcomes.

Most selling is due to random events leading to accidents, both positive and negative. Salespeople instead need to lead prospects through sequential stages with a series of progressive, small commitments. “Once salespeople adopt a universal system of problem solving, managing information and change, they can begin objectively to look at everything they do as an opportunity cost,” says Jim Holden. They can better decipher and analyze their prospect’s critical business issues to better determine if they have a compelling reason to change, what their problems are, how much it is costing them, what the decision process is, how much money is available, how change happens and what the competing priorities are.

Once salespeople have an end-to-end process that is sequentially linked and has stopgaps, they can optimize their time and resources more effectively and neutralize, contain, and counterbalance the prospect’s superior buying process. This process of checks and balances utilizes universal questions to understand the process of change that prospects must go through and can be adapted to any type of personality a salesperson may have.

Salespeople tend to be very predictable and transparent. Their process is easily anticipated and neutralized by most sophisticated prospects. Most salespeople try to win the hearts and minds of their prospects by being energetic, confident and passionate in their pursuit. Instead they should be a resource, a leader and a change agent who helps the prospect in a sequential process that determines the cost of change and the will to follow through with it.

By following a defined sales strategy, you allow the prospect the opportunity to disqualify themselves each step along the way early and often, from beginning to end. By doing so, you start to sell consequences, problems and change, not products and solutions.

As you start to adapt this end-to-end process, you’ll find that understanding is far more critical than persistence and giving out information.

Any disciplined sales process is typified by give and take. However, if salespeople or prospects are only taking, then there is no mutual basis for a relationship. It must be a mutual exploration and discovery process. To do so, you must be willing to suspend your ego, your expertise and all your hard-won product knowledge. You must learn to try to have unconditional acceptance of your prospect’s point of view, regardless of whether it is wrong or not. You must learn to use your product expertise as a tool to get more information, not give away more information.

Richard Farrell is President of Tangent Knowledge Systems, a national sales development and training firm based in Chicago. He is the author of the upcoming book Selling has Nothing to do with Selling. He trains and speaks around the world and has authored many articles on his unique non-selling sales posture. Richard will be a presenter at the 2011 conference in Indian Wells, CA.
The strategy of being your own guru sometimes involves innovative thinking and finding innovative ways to fill the glass. Today conventional wisdom tells us we have to think outside the box. But truly innovative, outside the box thinking, comes from questioning conventional wisdom, questioning the basic premises we all tend to agree on.

Sometimes the clichés, the buzzwords and the management fads seem to take a life of their own. How many companies seemed to go through downsizing and/or re-engineering for the sake of downsizing or re-engineering: with no specific, well-thought out goals and no clear picture of the long term effects? They were bound and determined to save money, no matter how much it cost.

One of the authors of the original book on e-engineering the corporation wrote a second book a few years later and said, in effect, “Stop it! You’re doing it all wrong.”

Substituting clichés for thought can cripple business as badly as it cripples government. A few years back, when focus was the word of the moment, I sat through a lengthy meeting in which a regional VP instructed his people to focus on 27 different variables. Twenty-seven! The man had no idea what the word focus even meant. And neither he nor his subordinates had any idea what he really wanted from them.

Nowadays, we’ve all learned that we have to embrace change, and we’ve learned it with such devotion that change has sometimes become an end in itself rather than a means to an end.

“We’ve been told so often that we’re living in an era of constant change that by gosh we are going to change—constantly,” is the way one frustrated manufacturing executive put it. “So we change the good and the excellent as well as the mediocre and the bad. I don’t know how it is with other companies, but around here we’re sacrificing too much of what we do best. Ask why, and the only justification you’re given—and as managers the only explanation we give our people – comes in the form of the latest management cliché. Whatever that might be this week.”

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Tip:
Sometimes the first thing we need to question in order to think outside the box is the very idea of thinking outside the box.

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The easy answer is yes. It is important to understand that the online world is where the next generation of buyers, sellers, and all of your business partners will live. This is where they communicate with each other. As AT&T said over 15 years ago, the internet is not about technology, it is a new dial tone – and just try to explain what a dial tone is to a young person who has never used anything but a cell phone their whole life.

Social networking is just a fancy term for staying in touch – on the Internet. There are many ways to do it and not all are created equal. Not all will work in every situation. You have to know where you are going and do it purposefully.

The first question to ask is “where are my potential and existing customers?” If you sell to a large, young crowd, the answer may be FaceBook. If it is older, then maybe LinkedIn is better for you. Just know where you will find the most connections and then go after them with a vengeance.

Here is one simple scenario. We will cover many more at the annual conference (DO NOT miss the program.) Similar stories can be repeated many hundreds of times, but it keeps working. In this case, we will assume the group is made up of professionals who did not get started with FaceBook in college. They have been using LinkedIn to manage their contacts.

Then decide what it is you want to accomplish. For this example, say I am a distributor of LED lights and I want to create a reputation of expertise in the field. I know that if people will come to me with questions, I can answer them and sell them at the same time.

The best idea may be to start up a special group to discuss and answer questions about the use of LED lighting in industrial applications. This is a common way to attract the kind of people I want to be able to sell.

Using my LinkedIn account, I can request to start a group for free. All I need do is give it a name and describe its purpose. It is that simple. Then, I send all of my contacts an email telling them I have started the group and ask them to join it. The more they pass the word, the more members will be attracted. I will also ask my suppliers to join in. They can be a valuable resource to answer tough or unusual questions.

To help things get started, either I or someone I have called will start a discussion. Maybe it is a question or a comment on something happening in the industry. Then, I will post an answer (which shows my expertise). Hopefully, others will join in and the group will become self sustaining.

I can also post controversial questions to get conversations started. If (and this will depend on who is participating) it really gets going, the group can take on a life of its own. It becomes a place where the industry comes to find out what is happening and to get answers to tough questions.

Social networking can be a real reputation maker. Be careful. It can also destroy reputations if your answers are incorrect, your questions are not interesting or you tackle inappropriate topics.

The key is simple. Determine what you want to be known for. Recruit membership made up of people who would be interested in the discussions, make sure there are interesting things being discussed every week, and keep up with the notes so it is current and accurate.

You do not have to do any blatant selling. Social networking can be very subtle. People will start to find out who you are and what you know. Once they start developing trust in your opinions, they will call. Remember, your future customers and business partners will be out there. If you are not, you will be invisible to them.

Steve Epner teaches Corporate Entrepreneurship in the Saint Louis University MBA Program where he is a member of the Center for Supply Chain Management Studies. Steve also is on the faculty of the University of Industrial Distribution and the MRERF (manufacturer’s reps) certification program. Steve will be a presenter at our 2011 NAILD Conference in Indian Well, CA.
Word for the Day: Obsolescence

By John W. Curran

Those who work in the lighting industry know that there are many elements which affect their day-to-day decisions. Government regulations change from time to time. California’s Title 24 is a good example of a regulation which has changed many practices in lighting design; Energy Star is another. Such regulations push the industry in certain directions but are usually advertised far in advance and so have a gradual impact on lighting design efforts. The phase-out of the incandescent lamp is an example we see today.

There is one aspect of today’s lighting market with which the industry has almost no experience; the concept of OBSOLESCENCE. The incandescent lamp has been around in its basic form for over 100 years; the fluorescent tube lamps’ form factor has been relatively constant since 1939. So lighting designers and architects have been free to assume that any designs on the market will be available for the foreseeable future. This is a good thing as it can be 2-3 years from proposal acceptance to luminaire purchase and installation.

Enter solid-state lighting technology, a product of the semi-conductor industry where rapid change is a fundamental law. This is a world where new is always better and less expensive. The rapid evolution of personal computers is a perfect example of this thinking. Try going to a big-box electronics store and attempting to purchase the same computer you bought last year.

This is the environment in which LED technology was spawned. LED manufacturers come from the semi-conductor industry and are quite comfortable with this rapid-change business model. There is actually a formalized observation, known as Haiz’s law, which states that every ten years the performance of LEDs improves by a factor of 20 while their cost decreases by a factor of 10. An LED manufacturer has no problem with introducing a product and a few years later discontinuing it. They replace it with a better performing and less expensive device. Who would object to such product improvements?

What about the luminaire manufacturer using that part? Their product life-cycle might currently be fifteen years or more. They have no experience with changing products at this rapid, semi-conductor-based rate. Their inventory business practices do not account for product that cannot be sold because it has been replaced by a better product. Their customers do not typically stop purchasing product as soon as a new model is announced.

Obsolescence is a major symptom of this culture clash between the traditional lighting and semi-conductor industries. It will require new ways of doing business. Luminaire manufacturers must learn new methods of designing products that can accommodate this rapid change. Similar to PC manufacturers, luminaire designers must produce products that accommodate different components, yet still look and perform as desired. Lighting designers and architects must keep up to date on the latest product offerings.

LED manufacturers must also keep their customer’s traditional business practices in mind as they introduce their latest and greatest offerings. Changing a die size or position may not create much of an issue for the LED manufacturer, but could have serious consequences for the luminaire manufacturer who expects to write-off optical tooling expenses over ten years or more.

What does this mean for the distributor? They must be familiar with the design philosophy of their supplier. A properly designed luminaire can accommodate changes in light source (different LEDs) with minimum effect on components (possibly different optics or drivers). The basic look may remain the same, but the ability to accommodate different LED devices must be incorporated in the basic design.

An indirect effect of rapid-change in LED technology is the tendency to limit production runs of luminaires. Luminaire manufacturers do not want to carry a large volume of inventory that could become obsolete in a matter of months, let alone those with high-cost LED components. This leads to many products supplied as built-to-order, rather than carried in inventory. Therefore, BACKORDER is another word that distributors will continue to see when dealing with LED lighting. As the solid-state lighting market grows, the volume of LED products shipped will increase, thereby diminishing the backorder problem due to rapid turnover of inventory.

Obsolescence is here to stay, as the rapid improvements in LED lighting technology continue.
New Product Updates

IR6-600WH LED 6” Recessed Downlight Fixture

Intermatic introduces an easy to install, affordable LED solution perfect for retrofitting into existing 6” recessed downlight housings or new installations. The IR6-600WH LED 6” Recessed downlight fixture only consumes 13.7 Watts, saving between 50-70% energy when compared to typical recessed cans with 65W or 50W incandescent lamps. The IR6-600WH provides more than 50,000 hours of maintenance free operation. It offers 600 lumens, >80 CRI, 3000K CCT, it is lightweight and fits into most existing recessed housings. It boasts consistent white light, no glare, no hot spots – just clean white light. Energy Star qualified.

For more information visit www.intermatic.com.

Introducing EUROSTAR™ IR Energy-Saving Infrared Halogen MR-16 Lamps from USHIO America, Inc.

USHIO America, Inc. is proud to introduce Eurostar™ IR Energy Saving Infrared MR-16 lamps. These special halogen MR-16 lamps replace higher wattage halogen MR-16 lamps while maintaining the crisp white halogen light and superior beam control that make any application look its best.

Thanks to an advanced infrared-reflective coating process applied to the halogen capsules, these lamps are able to produce a high light output while significantly reducing the amount of energy used.

The exceptional performance of the Eurostar™ IR lamps is a direct result of the unique capsule design and the thin film coatings that allow visible light to pass through the glass envelope while reflecting the infrared energy back to the filament. Because of this, the capsule maintains an optimum operating temperature and reduces the energy used by the lamp.

In addition to the technologically advanced capsule design, the Eurostar™ IR lamps incorporate the same premium characteristics featured in USHIO’s Eurostar™ MR-16 product line series. This includes the multi-layer titanium oxide coated reflector that allows the lamp to produce consistent color throughout its lamp life, as well as the precision-aligned axial filament for optimal beam control.

Eurostar IR lamps are available in 37W and 50W versions in Spot 9°, Narrow Flood 25°, Flood 35° and Wide Flood 60° beam spreads.

For more information on the Eurostar™ IR lamps or any of the other Lighting-Edge Technologies™ from USHIO America, Inc., visit www.ushio.com or call 800-838-7446.

Introducing the new OPAL-LUX™ Flexible, Silicone LED Light Strings from USHIO America, Inc.

USHIO America, Inc. introduces OPAL-LUX™ to its flexible, silicone-coated LED string product line. Each LED string is 1 meter in length and contains 99 LEDs for a total wattage of 6.6 watts.

These energy saving, 12V LED strings are silicone coated for indoor or outdoor use. They are water-resistant and have a long life rating of 35,000 hours with proper thermal management.

OPAL-LUX™ offers higher performance and more flexibility than similar LED strips, tapes and rope lighting. They provide limitless possibilities for a variety of general lighting and decorative applications. They’re ideal for cove lighting, pathway lighting, refrigeration cases, backlighting, signs, shelf lighting, edge lighting, counter lighting, recessed and display lighting.

Halco Lighting Technologies® Introduces Electronic Sign Ballasts

Halco Lighting Technologies® announces the addition of ProLume® Electronic Sign Ballasts to replace their Magnetic Sign Ballasts.

Four ballast models operate one to six lamps from 2 to 48 total feet. They are much lighter in weight than magnetic bal-
OPAL-LUX™ LED strings are available in White (7000K) and Warm White (3200K) color temperatures. These LED strings can be cut to meet size and load constraints. They are extremely easy to install and have straight and flexible resin mounting channels available.

These LED strings are IP65 rated, UV-free, IR-free, mercury-free, lead-free and RoHS compliant. For more information on the OPAL-LUX™ series of silicone coated LED strings or any of the other Lighting-Edge Technologies™ from USHIO America, Inc., visit www.ushio.com or call 800-838-7446.

Halco Lighting Technologies® Features HaloXen® MR16 Lamps

Halco Lighting Technologies® showcases their Reduced Wattage HaloXen® MR16 Lamps, which reduce energy consumption by up-to 26%. These lamps provide 5,000 hour average rated life and achieve a high efficacy level through the lamp’s specialized Halogen-Xenon gas mixture. The Xenon gas helps reduce filament evaporation and increases light output, while the halogen gas extends the life of the lamp by re-depositing evaporated tungsten back onto the filament. The axial filament design positions the light center properly to ensure the light is evenly projected. The Reduced Wattage MR16 produces equal light output to full wattage counterparts, while saving money at the same time.

HaloXen lamps provide integrated UV protection, elevated color temperature and a crisp, white light throughout the life of the lamp. A covered glass lens allows for use in open fixtures, and the lamp’s titanium-coated, dichroic reflector prevents color shift over its lifespan. Reduced Wattage HaloXen MR16 lamps are available in 16, 26, 37 and 57 watts and replace standard halogen 20, 35, 50 and 75 watt lamps.

Visit www.halcolighting.com for more information.

Redefining simple energy solutions

- 600 Lumen output
- Lightweight, easy to install, with quick connectors
- Elegant trim design with diffused lens for optimum beam control
- 80 CRI 3000 CCT
- Dimmable down to 10%
- Rated for commercial and residential use
- 3-year limited warranty

www.intermatic.com
Calendar of Events

2011

February 16 – 19
NEMRA Annual Conference
Boston, MA
www.nemra.org

April 10 – 13
NAILD 34th Annual Conference
Hyatt Grand Champions Resort
Indian Wells, CA
www.naild.org

May 17 – 19
LIGHTFAIR International
Pennsylvania Convention Center
Philadelphia, PA
www.lightfair.com

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

2012

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

Laughter is the sun that drives winter from the human face.
— Victor Hugo

However beautiful the strategy, you should occasionally look at the results.
— Winston Churchill
British Prime Minister

A smile is a curve that sets everything straight.
— Phyllis Diller
American Comedian

In the field of observation, chance favors only the prepared mind.
— Louis Pasteur
French Scientist

Educational Training Opportunities

Advance University
800.322.2086

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

Osram Sylvania
978.750.2464

Universal Lighting
e-Learning Center
www.unvlt.com

The Philips Lighting
Technology Center
732.563.3600

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

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

All LED lamps are NOT created equal.

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

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

- 14 Watts
- Warm White: 740 Lumens, >58 LPW
- Natural White: 1020 Lumens, >72 LPW
- 85 CRI
- LM79 and LM80
- 40,000 Hours Life
- 5-Year Warranty

Try to find this kind of performance with other LED lamps and you’ll see there is no competition. Halco ProLED sets a higher standard.
Sell Your Customers on the Lamps that Help Your Customers Sell

Increase your retail customers’ bottom line by increasing their customers’ satisfaction and reducing returns. Only Solux® lighting guarantees that a product’s color is the same on display as it is at home. EiKO’s NEW patented Solux® PAR lamps are the only lighting technology in the world that matches true daylight, guaranteeing color consistency and giving items on display a pop that encourages purchase.

Solux® PARs increase customer satisfaction, encourage repeat business and decrease product returns. Ensure that customers walk out with what they want – help increase jewelry, clothing and art sales by calling your local EiKO representative about Solux® today.

www.eiko.com