SPECIAL PRE-CONFERENCE ISSUE
ENERGY-SAVING
IR HALOGEN MR-16 LAMPS

NOW 6,000 HOURS!
EUROSTAR™ IR

The Eurostar™ IR Energy-Saving Infrared MR-16 lamp series is now rated for 6,000 hour life. This 20% improvement in lamp life makes the Eurostar™ IR lamps the longest life Infrared MR-16 lamps on the market today.

Eurostar™ IR Energy-Saving Infrared 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.

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Before I begin:

This year the conference begins on March 17th (St. Patrick’s Day) and continues through the 20th. Our original contracted dates were in April but Lightfair changed their dates and dropped them right on top of our April schedule. With almost all of our Vendor members and a large number of our Distributor members going to Lightfair it was prudent for NAILD to re-arrange our dates. The only available block of time at our contracted facility was in March, which also happens to be Major League Baseball spring training. This event is HUGE for the entire Phoenix area. While we have our original room block at the Scottsdale Hilton Resort & Villas, the rooms outside our block will book up quickly. Thus I would encourage each of you to register for the conference and book your hotel reservations NOW (www.naild.org). There are also 2 bedroom villas on the property that may fit your needs. NAILD prefers smaller more intimate hotels for our conferences and at the Scottsdale Hilton Resort & Villas we will be the largest group in house.

Where are we and what’s next?

It is mid-November and soon we will celebrate Thanksgiving and shortly after, the Christmas Holiday. Most of us are planning the close of the calendar year and preparing for 2013. Now is the perfect time to get your membership dues renewed, conference registration & hotel reservations completed and blocking March 17-20th for the conference – which is only four short months away.

As I begin setting my priorities for 2013, I make sure that the NAILD Conference is on top of the list. Everyone who has attended these conferences knows the value of attending: education, technology and networking opportunities frame this event. This year we have some great presenters/speakers. Shannon Marie Carr has put a ton of work into this conference and has put great thought and care into the selection of speakers and topics. There is a new format as well. These are all changes based on the feedback from all of our members at last year’s conference and survey notes. If you have never attended a conference or if it has been a while, I suggest you attend this one. While there is great benefit in being a member of NAILD, you need to attend the annual conference to get the most value available. One member who had not attended a conference in years told me he had forgotten how much he gets from attending. He said he wished he hadn’t missed so many years. Get the most from you membership and register. You can access all information at www.naild.org . Okay, enough said about the conference and registering, You get it!

Several people sat for the LC exam this month (November). I wish you all good luck. I don’t know many people who, in previous years, left the exam feeling they hadn’t done well, but yet they passed. I would bet you all did well and I look forward to congratulating you in March. Please drop the NAILD office a note after you get your passing grade so we can recognize you for your achievement.

I want to take a moment to wish each and every one of you, your families and companies a Great Thanksgiving, a Merry Christmas and Happy Hanukkah. I wish you safe travels, good health and a prosperous New Year. I look forward to seeing you in March.

Blake Hunt, LC
NAILD President 2012-2013
We’ve Built the Better Mousetrap

A famous poet once said “Build a better mousetrap, and the world will beat a path to your door.” Well, our engineers have taken this advice to heart and have done just that. Our new Universal Dimmers are a breakthrough in lighting technology and the smart choice for energy conscious homeowners. Unlike any others, our revolutionary new devices operate smoothly with any dimmable LED, dimmable CFL, or Incandescent bulb. No flickering and no fading. It’s no wonder that Leviton’s Universal Dimmers are receiving universal critical acclaim. So beat a path quickly, the dimmers of tomorrow are here, today!

Learn more at leviton.com/universal
WELCOME – NAILD NEW MEMBER
TOPAZ LIGHTING

Topaz Lighting Corporation is a leading manufacturer, distributor and exporter of quality lamps, electrical fittings and downlighting products. In business since 1985, Topaz employs over 150 professionals and support staff, and operates out of 14 warehouses around the country. Corporate offices are located in New York, California and Florida.

With over 500,000 square feet of space nationally, we pride ourselves in maintaining an extensive inventory virtually guaranteeing we will always have the products needed by our customers in stock. Topaz is well known for the depth and breadth of our inventory, and our commitment that we can fill over 99% of the orders we receive from existing inventory.

The cornerstone of our business is customer service. At Topaz, our “Friendly Service” is renowned and unique in the industry. Employing both inside and outside sales reps, as well as a nationwide network of Rep Agencies, Topaz has had consistent sales growth throughout the history of the company. Customers are located across the US and around the world.

For more information about Topaz Lighting, please visit www.topaz-usa.com.

NEW VENDOR MEMBERS
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877.271.6217 fax
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Today's Lighting Distributor (TLD) Update
The Today’s Lighting Distributor (TLD) will run 2 issues as electronic and 2 issues as printed during 2013. The pre- and post-conference issue will likely stay as printed issues. For more information, please contact Cathy Heldt at cathyheldt@gmail.com or call 515.250.9221.

Continued on page 7
**Recent LS I Grads from the Hite Company**

(Left to right) Vic Paternosh, Michelle Patsy, Justin Clayton

Lighting Supply Co.
Amber Anding
Darcel Anglin
Brian Glowe
Sheryl LeSieur
Audrey Seguin
Craig Stachecki

NEDCO Supply
Brandon Peak

Pacific Lamp & Supply Co.
Alison Wilson

Parrish-Hare Electrical Supply
Gayle Keller

Professional Lighting & Supply, Inc.
Sidney Phillips

Stoneway Electric Supply
James Kelly

Warshauer Electric Supply Co.
Lucy Flores

Each graduate receives their NAILD Lighting Specialist I certificate and pin. They are invited to use NAILD LS I appellation on their business cards.

**MaxLite Hires Talented College Grads, Investing in Future and Creating Jobs**

(Left to right) Debbie Baker, Gerallee Stotterback

(Left to right) Matthew Miller, Cathy Hollinghead, Nicole Duffy, Tim Miller

**Congratulations!**
The following participants have completed the NAILD Lighting Specialist I On-line Courseware as well as the Hands-on requirement.

Envirobrite
Hannah Zuk

Halco Lighting Technologies
Narda Finley
Jennifer Jones
Christian Lafon

Hite Company (Corporate)
Matthew Miller
Tim Miller

LeVeck Lighting Products, Inc.
Jeni Eddings

**International Law and Intellectual Properties, and Ben Scheetz who studied Physics; and Aaron Cevallos, a Princeton graduate who majored in Ecology and Evolutionary Biology with an Environmental Science Certificate. The three new analysts are responsible for a broad range of duties, and will communicate with various departments companywide. They will work on a variety of projects including: conducting market research; researching utility rebate program opportunities; implementing consumer studies; developing new product concepts; identifying business growth segments; and creating corporate presentations and online programs.**

Joining MaxLite as part of its intern program, Peter Harb and Tony Issa secured full time positions upon graduation from New Jersey Institute of Technology (NJIT) and Rutgers University respectively. Mr. Harb now serves as a Quality Assurance Engineer, working with the engineering team to develop and test new products based on customer need and feedback. Mr. Issa is involved with special projects as well as exports, utilizing his ability to speak multiple languages.

MaxLite is currently creating new job opportunities and recruiting college students and recent graduates for other positions.

**Halco Lighting Technologies Announces New Hire**

Halco Lighting Technologies recently announced the hire of Lauritz Kouadio to the position of Product Analyst. Kouadio will be reporting to Kristoff Byrd, Product Manager. As a Product Analyst, she will be aiding in Halco’s product development through industry reporting, competitive analysis and market research.

Prior to joining Halco, Kouadio worked in the accounting industry for two years and also served as an equity research analyst intern. She graduated from the Robinson College of Business at Georgia State University with a Bachelor of Business Administration in Finance.
Halco Lighting Technologies® welcomes Jerry Kalb to the position of Director of Business Development. Kalb brings more than thirty years of knowledge in the lighting industry to the Halco team. His experience includes sales management and product development roles with GE Lighting, Acuity Brands Lighting and EYE Lighting. Most recently, he served as the National Sales Manager for Toshiba LED Lighting Systems Division. Kalb holds an MBA from the University of Illinois in Champaign, IL and is a Lighting Certified professional.

In this new position, Kalb will assist in the development of key client relationships and promote Halco’s products to new channels and markets.

EIKO ANNOUNCES NEW PRESIDENT RICK LAIRD

EIKO Ltd., a Kansas City based manufacturer and distributor, is pleased to announce Rick Laird as the new President of EIKO North America.

Laird brings a tremendous amount of knowledge and experience to this new role, having been in the lighting industry for the past 22 years. Laird has a passion for seeing what customers need in the industry and his travels to EIKO’s global offices enable him to maintain strong business relationships through first-hand experience.

“I know Rick will be a huge asset to the growth of EIKO North America, as well as a key to our growth globally,” said Gary Withers, CEO.

For the past 5 years, Laird served as Director of Procurement and Quality Assurance at EIKO. Laird began his career at Phillips as an Engineering Coop, which evolved into a permanent position as the Product Development Engineer. For nearly half his career, Laird also held various roles within OSRAM SYLVANIA in R&D, Product Marketing and Business Unit Management.

NAILD ROADSHOWS MAKE IT OUT TO THE WEST COAST

NAILD partnered up with manufacturer members FX Luminaire and Satco Products to host two Roadshow events on the west coast this past week.

Tuesday, October 9th, FX Luminaire opened up their San Diego facility to local lighting professionals for educational presentations and a facility tour. The tour was very impressive and the quality and consistency FX puts into their product lines was clear. Attendees were able to get a background look at the various stages of how a fixture is manufactured – from the brass pole, to the machining to the de-burring to the coating and, finally, to the box.

Following the tour the attendees were enlightened with a presentation on the various lighting control options for outdoor landscape lighting. NAILD, as always, was on hand to discuss the Lighting Specialist I program and the day concluded with outdoor lighting design tips.

Thursday, October 11th, the Roadshow made its way up to Seattle, well, technically a suburb called Mukilteo, to visit a Satco Products facility. The morning opened with a standing room only crowd to Satco presenting on the various legislations affecting the lighting distributor now and in the future. NAILD offered words on the Lighting Specialist I program and the group went off for a tour of the warehouse. Satco runs a tight, organized ship, with product literally up to the ceiling! Attendees were offered a behind the scenes look at the inner workings of their busy warehouse facility. The day closed with Satco’s take on LED’s – where they are and where they are going. Attendees left with a few samples in hand and new knowledge to take back to their respective businesses.

NAILD would like to thank FX Luminaire and Satco Products for their extraordinary hosting efforts as well as the attendees who were able to take a break from their busy schedules to learn something new with NAILD.

If your company is interested in hosting a roadshow, please contact Megan in the NAILD office at megan@naild.org or 800.205.6210.
NAILD 2013 Conference: **Up the Education, Up the Networking, Up the Technology**

By Shannon Carr

**Slainte! (Cheers) to all NAILD members!**

NAILD’s 36th Annual Conference “Looking Up” will take place at the Hilton Resort & Villas in Scottsdale, Arizona. Throughout the year, NAILD has focused on the rapidly changing lighting industry and what our members need for continued success. We added the tag line “Education – Networking – Technology” and at this year’s conference we will UP the education, UP the networking and UP the technology. NAILD’s dedication and commitment to membership is UP.

I am pleased to announce that Paul Hafner, LC of Maintained Illumination, LLC will be teaching an LC Prep class prior to the conference – March 15-17, 2013. Paul has been instrumental in NAILD’s Lighting Specialist programs and we are very excited to offer this prep class for the second year in a row. Please sign up early as seating is limited. UP the education!

The conference will open on St. Patrick’s Day, March 17, 2013 at 12:00 p.m., with Keynote Speaker Dean Brockob, LC. Dean will present “Lighting Pitfalls & Bloopers: 56 Ways the Lighting Project Can Go Sour.” It will be a truly enlightening presentation with laughter and shared experiences from an industry expert. NAILD members will draw many parallels to their daily experiences and take away tools to prevent future problems. The evening will be a NAILD sponsored St. Patrick’s Day celebration by the pool with Irish music to boot. Put your green dancing shoes on join us for an Irish Jig or two then join us for “Networking at Night” in the Hospitality Suite. UP the networking!

The conference will continue on Monday morning with a fresh new spin on the Product Sprint and our vendors will be highlighting their innovative products that will give you an edge in your day to day business. The Open Floor Trade Show will follow and lunch will include the Product Showcase Presentation and Sprint Awards. The afternoon will begin and end with OCCs. UP the technology!

Tuesday, we continue the OCCs through lunch. Tuesday and Wednesday, dynamic educational track sessions have been scheduled. I encourage members to bring more individuals from your company in order to take advantage of all of our track sessions. There are no repeats this year. Topics this year include:

- **LED Update Today: Smooth Sailing, Bumps in the Road or Train Wreck**
  - Dean Brockob, LC
- **Simplifying the Sales Process**
  - Paul Hafner, LC
- **NAILD LS II Workshop**
  - Paul Hafner, LC
- **Turning Buyers into Investors**
  - Jason Bader
- **Finding the Balance – How to Manage Inventory in a Tough Economy**
  - Jason Bader
- **A Case Study Approach to Successful Social Media Marketing**
  - Tim McMahon, Jr.
- **3 Innovative (and Virtually FREE) Ways to Share Your Message and Drive New Leads**
  - Tim McMahon, Jr.
- **Succession in the Family Business: Planning, Preparation and Execution**
  - Stan Mandel, PhD, CPA, PE
- **PAR Analytics: How to Maximize the Insights of this year’s PAR Report**
  - Scott Hackworth

NAILD’s “Looking Up” Conference will be filled with Education, Networking and Technology that is sure to help you build a better, stronger and more profitable business. In our quest to become Lighting Solution Providers, it has never been a better time to be a NAILD member. With continued Vendor member support, we are able to offer the Roadshows, A Light Read, A Light Lunch, Lighting Specialist I and II as well as industry updates on our web page. The connection of NAILD members throughout the year had increased immensely due to our educational offerings. Have you tried them all? Looking forward to seeing everyone in Green on March 17th!
NAILD 2013
Schedule of Events
– at a Glance –
Scottsdale Hilton Resort & Villas • www.scottsdaleresort.hilton.com
For more information on the conference visit naild.org or email conference@naild.org

FRIDAY, SATURDAY, SUNDAY, MARCH 15 – 17
LC Prep Class – Paul Hafner, LC

SUNDAY, MARCH 17
Board Meeting
Welcome (Luncheon) by
– Blake Hunt, LC, NAILD President
New Member Introductions
Candidate Speeches
Committee Reports
Keynote / General Session
  Lighting Pitfalls & Bloopers: 56 Ways the Lighting Project can Go Sour
  – Dean Brockob, LC
Vendor Booth Set-up
Past Presidents’ Council & Executive Board Meeting
New Member Social by the Pool
Opening Dinner/St. Patrick’s Celebration by the Pool
Hospitality (all welcome)

MONDAY, MARCH 18
Buffet Breakfast
Product Sprint
Open Floor Trade Show
Buffet Luncheon
Product Showcase Presentation/Awards
OCCs (20-minute appointments at booth)
Hospitality (all welcome)

TUESDAY, MARCH 19
Buffet Breakfast
OCCs (20-minute appointments at booth)
OCCs (20-minute appointments at booth)
Buffet Luncheon
Educational Track Sessions
  • LED Update Today: Smooth Sailing, Bumps in the Road or Train Wreck
    – Dean Brockob, LC
  • NAILD PAR Study
    – Scott Hackworth
  • NAILD LS II Workshop
    – Paul Hafner, LC
NAILD Networking
NAILD Dinner/Fun Night
Hospitality (all welcome)

WEDNESDAY, MARCH 20
Buffet Breakfast & Distributor Meeting
Buffet Breakfast & Vendor Meeting
Combined Vendor / Distributor Meeting
Educational Track Sessions
  • Turning Buyers into Investors
    – Jason Bader
  • A Case Study Approach to Successful Social Media Marketing
    – Tim McMahon, Jr.
  • Succession in the Family Business: Planning, Preparation, & Execution
    – Stan Mandel
Educational Track Sessions
  • Finding the Balance: Managing Inventory in a Tough Economy
    – Jason Bader
  • 3 Innovative (and Virtually FREE) Ways to Share Your Message and Drive New Leads!
    – Tim McMahon, Jr.
  • Simplifying the Sales Process
    – Paul Hafner, LC
Closing Buffet Luncheon by the Pool
General Business Meeting
New Membership Plaque Presentation
Board Elections
Installation of Officers
Passing of Gavel
Golf Outing
Networking by the Pool
Hospitality (all welcome)

NAILD 2013
36th Annual Conference
Looking Up
Education, Networking, Technology

NAILD 2013
FRIDAY, SATURDAY, SUNDAY, MARCH 15 – 17
LC Prep Class, Paul Hafner, LC, Instructor

SUNDAY, MARCH 17
Keynote / General Session
  Lighting Pitfalls and Bloopers: 56 Ways the Lighting Project Can Go Sour
  – Dean Brockob, LC, LEED-AP
  Resulting from years of traveling (with a camera),
  Dean has collected an extensive visual database of “lighting gone bad” – hundreds of examples of botched jobs, product failures, and strange applications. Please join us for this entertaining presentation. You’ll be amazed how bad it can get! This presentation was made at Lightfair-2009 in NYC and at IES section meetings in 15 different cities and each time it was very well received.

TUESDAY, MARCH 19
Educational Track Sessions
  LED Update Today: Smooth Sailing, Bumps in the Road or Train Wreck?
  – Dean Brockob, LC, LEED-AP
  Five years ago we had a source in its infancy. Many specifiers noticed: very expensive products; light output was less-than-desired; and several lighting quality issues, compared with other sources.
  The technology has improved considerably, and the acceptance of the LED technology has also grown. The rapid changes have been very interesting! And so today – is LED ready for prime time? Is it smooth sailing now?

PAR Analytics: How to Maximize the Insights of this year’s PAR Report
  – Scott Hackworth
  The review will focus on the upcoming PAR survey and the various ways the information could be applied. We will also explore the particulars of this year’s questionnaire. Various confidentiality concerns will be addressed, and the methodology used to analyze the results will be explained.
Conference Presenters

NAILD LS II Workshop
– Paul Hafner, LC
The NAILD LS II workshop will demonstrate what it is, how it works, why it’s valuable and what the people who have taken the course can do now that they couldn’t do before.

WEDNESDAY, MARCH 20
Educational Track Sessions 1

Turning Buyers into Investors
– Jason Bader
Who do you think spends the most money in your company? Every time one of your buyers generates a purchase order, they are essentially cutting a company check. The idea is to get the best return on that investment of company money. This session is designed to help buyers learn how to analyze the performance of inventory so that they can make more prudent investments in the future. Looking at the Gross Margin Return on Inventory Investment provides a better understanding as to the success of our sales and purchasing efforts. Comparing gross margin analysis by line items ordered and by total order gives a good basis as to where we make and lose our net profit. Further exploration of the Turn and Earn ratio provides a basis for future purchasing dollars invested, giving us a more targeted net profit approach. The goal of the session is not only to buy smarter, but get a better return on the dollars we’ve already spent.

Key concepts:
• Moving past the clerical perception of buying inventory
• Calculate inventory turns, customer service and return on investment
• Make improvement to poor performing lines
• Generate vendor feedback tools

Succession in the Family Business: Planning, Preparation, & Execution
– Stan Mandel, PhD, CPA, PE
Perhaps the greatest contribution of the senior generation in a family business is passing the mantra of leadership to the next generation. This does not just happen by chance. Evidence reveals that this is a formal and thoughtful process that has a significant impact on the success of the business and the cohesiveness of the family. During this session we will first explore many of the key steps needed to plan for this event from both the inheriting and retiring generation’s perspective. We will next look at how to traverse the conditioning and preparation stages, once again from both generations. Finally, we will look at perhaps the most difficult step – execution. How will we implement this such that we have set all parties up for success? Not an easy task – but essential if your family business is to be long lived and always looking up.

Educational Track Sessions 2
Finding the Balance:
Managing Inventory in a Tough Economy
– Jason Bader
Everyone is looking for ways to shore up their cash flow. While some may turn toward reducing headcount, others will look for reductions in inventory. Why not? Inventory is typically the largest asset in a wholesale distribution company. While prudent inventory reductions are always beneficial, we don’t want to throw the baby out with the bathwater. We must recognize that we are sales organizations first and foremost. If we slash our inventory levels, for short term financial gain, we will jeopardize our ability to serve our customers. Unfortunately, their memories last longer than economic swings. In this presentation, participants will learn how to reduce inventory without alienating their loyal customer base. Distributors will learn how to analyze customer needs and make adjustments to their inventory investment. Even in tough economic conditions, we can provide superior customer service through prudent inventory management decisions.

• Key Concepts:
• Learning to analyze inventory movement
• Identifying and removing the right inventory
• Investing in the products our customers are most interested in
• Using software to stay on track

3 Innovative (and Virtually FREE) Ways to Share Your Message and Drive New Leads!
– Tim McMahon, Jr.
While the above presentation focuses on who is doing it well, this presentation dives deeper into the newest tools that are being (or could be) used to get the distributor’s message in front of its customers. The few that I have in mind right now are:

• Spreecast.com
• Leanpub.com
• Join.me
• http://www.photodex.com/proshow/web

My goal is to show attendees how social media impacts the bottom line through enhanced marketing reach, customer service, increasing sales leads, research and development and other aspects of their business that are not always obvious.

Simplifying the Sales Process
– Paul Hafner, LC
How do we OVERCOME DOUBT about the numbers, REDUCE UNCERTAINTY about the outcome of a renovation or retrofit, BREAK INERTIA – the “I’ll wait ‘till the price goes down” or “If it ain’t broke, don’t fix it”? This workshop will provide you with a method and a memory stick that includes 7 Tools/Techniques designed to help you and your team effectively address these questions, while simplifying your selling process.

A Case Study Approach to Successful Social Media Marketing
– Tim McMahon, Jr. This presentation will focus on a combination of lighting distributors, distributors in other industries, and a couple of additional businesses (non-distributor) that are doing social media particularly well. We would look at the tools they are using that are more innovative/different from the norm and hopefully inspire the creative process among attendees.

This has been a successful session in the past because it helps attendees to view social media in a potentially new context while allowing them to develop their own strategies for increasing the ROI of social media. The key for me in this presentation is that folks leave INSPIRED.
NAILD OFFERS A PRE-CONFERENCE LC PREP COURSE

NAILD is pleased to once again offer a study class for those who are anticipating sitting for a future NCQLP LC exam. Led by Paul Hafner, LC, this prep class will be held March 15 – 17 prior to the NAILD 36th Annual Conference at the Scottsdale Hilton Resort & Villas. The LC Prep Class was offered at the NAILD Annual Conference last year (and many times in the past). The results have been tremendous! This two and a half day course will help prepare participants for the LC exam in November of 2013. The course will not only cover the practical subject matter required for the exam but also provide pre-class evaluation, study materials, breakfast and lunch for the two full days with a bonus of follow-up online training.

FRIDAY, 9:00 AM, MARCH 15, 2013 – SUNDAY (NOON), MARCH 17, 2013

• Cost is $950.00 which includes lunch on the 15th, breakfast and lunch on the 16th and breakfast on the 17th.
• All study materials and text, pre-interview, follow-up study and conference calls prior to the November 2013 exam. Once registered for the LC Prep class you will receive room reservation information for your stay at the Scottsdale Hilton Resort & Villas. (You will be given the negotiated conference room rate)
• The class will be held on-site of the 2013 NAILD Conference at the Scottsdale Hilton Resort & Villas in Scottsdale, AZ.
• Registration deadline is January 15th.

WHO SHOULD TAKE THIS CLASS?
If you are considering taking the LC Exam you are the perfect candidate for this class. This two and a half day course is intense, demanding, and fun. Upon completion of this course, you will have a clear understanding of which areas to focus your continued study in order to be successful with your Lighting Certification. Learning as much as possible and having the outline for study as well as the follow-up to gauge your progress will help ensure your success.

Don't think you're ready for the exam?
If you meet the requirements to sit for the exam but are not sure where to start, or, if you are ready to sit for the exam in November 2013 then the prep class is the perfect tool for determining your knowledge level and what it will take you to move closer to taking the exam.

REGISTRATION
Registration will be available on-line (www.naild.org) early December. Be watching the NAILD A Light Read for additional details.

36th Annual Conference
NAILD LOOKING UP
EDUCATION, NETWORKING, TECHNOLOGY

BECOME ENLiTENED

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NAILD PAR STUDY
By Scott Hackworth, CPA

In an effort to increase the overall value of the biennial PAR report, NAILD has contracted with Industry Insights, a Columbus, Ohio-based research firm that provides benchmarking studies for hundreds of industries.

Numerous reporting upgrades can be expected for this year’s results. Specifically, participants will receive access to the NAILD Research Portal that will provide final reports as well as graphical dashboards to clearly display how participants’ figures compare against others in the industry. Further, participants’ individual Company Performance Reports will be customizable, with the ability to export findings to Excel or PDF.

The survey will go live in March, and results should be available by June.

Performance Dashboard

The NAILD PAR Study will provide members with invaluable insights into the performance of the independent lighting industry, including KPI such as:

• Profitability
• Employee and Asset Productivity
• Returns from investments
• Inventory management
• Sales and Product Mix information &
• Many other key metrics

As many industry members can attest, these results can provide an invaluable resource for analyzing your performance.

Information like this – specific to lighting distribution – is available only through your NAILD membership and your participation in the study.

Please feel free to contact Scott Hackworth of Industry Insights (shackworth@industryinsights.com; 614.389.2100 ext 105) with any questions about the upcoming survey. Scott will be presenting at the 2013 NAILD Conference . . . come learn more about the PAR.
A smart, simple idea from a century young company...

Ballast and Sockets
All-in-One

Sometimes a simple idea can make a very big difference. The new Zipline fluorescent retrofit system is a revolutionary time saving and energy efficient solution. Zipline combines nine separate components into 2 easy-to-install modules. Engineered for both commercial and institutional retrofits, it requires fewer pieces, fewer connections and up to half the installation time. Now that’s a smart solution.

For more info visit www.leviton.com/zipline
Turning *Buyers* into *Investor$*

By Jason Bader, Principal

Does anyone remember a time when the guy with a mop and an enormous ring of keys was called a janitor? It seemed like all of a sudden they went off to a convention and came back as custodians. Some made it to the elevated status of “custodial engineer”; but that probably required a few more years of schooling. The word janitor refers to someone who cleans and maintains a building; but the word custodian refers to a caretaker, someone in charge. Although the name change was a simple swipe of the pen, the perception of the job responsibilities changed drastically. No longer were the men and women of this profession cleaning up after someone else. They were the caretaker of the facility. It became their baby. The mindset had changed to one of ownership. Isn’t that something we strive for in our distribution businesses?

In this article, I want to focus on a name change that will produce significant results in the way your team of purchasing agents perceive their job. In a distribution company, who do you think spends the most money? Hands down it is the folks who generate the purchase orders. Each buy is an investment of company money. We don’t just buy items to fill our warehouse. The idea is that we are going to create a return on that investment of company funds. The timing of the buy, how much we pay and the quantity we purchase all determine the return on investment. I have a good friend who once told me, “The art of purchasing is a thousand small decisions done right every day”. Done right, we can maximize our return on the dollars we invest in inventory. Done wrong, these investments can take a company to its knees in a heartbeat. Years ago, I visited a company that recognized the significance of this role. In order to change the mindset of the purchasing team, the term “Investor” replaced the traditional title of “Purchasing Agent”. Anyone can purchase a product; but an investor expects a return on those purchases.

Changing the name is a good start, but changing the behavior requires some education about return on investment in a distribution company. There are several ways to measure inventory performance, but I am a huge fan of GMROI. This acronym refers to the gross margin return on inventory investment. Essentially, we are trying to determine how many gross margin dollars are produced for each dollar we invest in inventory. Here is the formula:

\[
\text{GMROI} = \frac{\text{12 months gross margin dollars from stock sales}}{\text{12 month average inventory value}}
\]

It is important to note that we are only looking at stock sales, those sales being generated from items in our warehouse, versus those sales generated by sourcing product from another company. Direct ship orders and non-stock sales should be excluded from the numerator. The resulting formula will produce a number that represents gross margin dollars. Let’s look at one vendor example.

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Inventory Turn</th>
<th>Average GM %</th>
<th>GMROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor C</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor D</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What this example is telling us is that over the course of 12 months, we are able to produce 2 dollars of gross margin for every dollar we have invested in inventory. Since we fund our operations through gross margin dollars, it is important that we attempt to maximize these funds.

The next step in the process is to determine GMROI for all of your vendors. Once you have completed this task, I would like you to create a simple four column spreadsheet. This will help you determine areas for improvement.

Once you have created this spreadsheet, rank the vendors by GMROI. Determine what your median GMROI is. The top half of your ranking are the solid performers in your portfolio of vendors. Yes, I want your investors to start speaking the language of traders. The bottom half of your ranking are the underperforming vendors in your portfolio. These represent opportunities for change. I am not advocating changing vendors here. I am simply stat-
ing that these vendors should be analyzed further so that we can
determine why they are underperforming.

There are generally two reasons for an underperforming vendor
line. It is either an inventory turn problem or a problem with the
average gross margin percentage in the line. It could be a combina-
tion of both, but one usually is more glaring than the other. If our
investors are going to be successful, they need to learn how to find
the root cause of the poor performance and then concentrate on
fixing the problem. This spreadsheet tool makes it easier to them
to achieve this goal.

Creating this spreadsheet will take some effort. Data extraction,
from a distribution software package can be tricky. Software pro-
viders often confuse GMROI with the old Turn and Earn ratio
(Turns x GM%). Make sure that you calculate GMROI using the
formula I provided above. As you can see, I utilize the elements of
Turn and Earn in the spreadsheet tool. I tend to think that GM-
ROI and T/E work better in tandem than separately.

When using this tool to compare suppliers, or review competi-
tive lines, make sure to give credit for rebates and special payment
terms. These should both be added into the gross margin side of
our analysis. Rebate percentages can be added directly to the av-
average gross margin percentage in our spreadsheet. Use this new
percentage to calculate the gross margin dollars in numerator of
our GMROI formula. With respect to special payment terms, or
dating, I generally add another ½ percent for every 30 days of ad-
ditional dating. So if the manufacturer has offered you 90 day pay-
ment terms, I would add 1% to the gross margin percentage. This
really provides a fair evaluation.

Ultimately, I want to see this type of analysis and system mainte-
nance become a much greater percentage of our investor’s daily
workload. The cutting of purchase orders should be a system driven
task. In the companies I coach, I challenge them to reduce the
physical buying to no more than 2 hours per day. Of course the
actual number of hours depends on the number of people you have
working in the team, but I think you see the direction.

You may be asking yourself – I found the root cause of the problem,
now what do we do about it? For those answers, I would recom-
end that you read a couple of my other articles: Improving Gross
Margins and Improving Inventory Turns. Both can be found at my
website www.thedistributionteam.com. Good luck and know that
I am always here to help.

Jason Bader is the managing partner of The Distribution
Team, a firm that specializes in helping distributors become
more profitable through strategic planning and operating
efficiencies. The first 20 years of his career were spent work-
ing as a distributor. Today, he is a regular speaker at indus-
try events and spends much of his time coaching distribution
executives. For more information, call 503.282.2333
or contact him by e-mail at Jason@Distributionteam.com.
Also visit The Distribution Team’s website at www.thedis-
tributionteam.com. Jason will be a presenter at the 2013
NAILD Conference and will expand on this article.
MaxLite HighMax® High Output CFL Lamps Used in Retrofit Project for JetBlue Airways Hangar and Training Center

To provide a significant energy savings with optimal lighting quality, JetBlue Airways selected MaxLite’s HighMax® High Output compact fluorescent (CFL) lamps for a series of retrofit projects in its Orlando-based hangar and training center.

With maintained lumens and crisp color rendering throughout the long 10,000-hour lifetime of the bulbs, MaxLite’s HighMax CFLs were ideal for JetBlue’s retrofit high-wattage applications. These self-ballasted lamps are constructed with an industry-leading large, solid aluminum heat sink for cool operation and high-heat fluorescent U-bend tubes for optimized strength and longevity. The higher wattage models have an on-board internal cooling fan that helps maintain lumen output, color rendering, and reduced wattage consumption.

Inside the JetBlue Airways Hangar, 75 HighMax 200-watt CFL lamps were used to replace 75 1000-watt metal halide lamps in the high bay fixtures. Offering a substantial energy savings, the new luminaires were installed in the sheet metal shop, the seat shop that repairs airplane seats, and the area used for preparing engines for replacements. In addition, 29 HighMax 200-watt CFL fixtures were also selected to replace 29 1000-watt metal halide fixtures over the apron, in front of the hangar where employees work on the aircraft.

Also offering a significant savings on energy consumption, 50 HighMax 60-watt CFL lamps were used to replace 50 400-watt metal halide lamps in the parking lot that is used by employees who work in the hangar and training center. The HighMax lamps, which are heavy-duty for long durability in outdoor applications, were retrofitted in fixtures attached to 20-foot poles.

Replacing 30 200-watt metal halide lamps, 30 of MaxLite’s energy saving, HighMax 40-watt CFL lamps were supplied and installed in wall mounted fixtures over the doorways outside of the crew training center and hangar facility.

City Electric of Orlando specified the MaxLite lamps, which completed a multitude of tests and conversions by JetBlue Airways, according to R.J. Jobman, Facility Supervisor and Safety Liaison, Corporate Real Estate for JetBlue. Larry Meadows, a lighting sales rep for Dynamic Sales Associates, Inc., represented MaxLite during the project.

In addition to their energy efficiency, HighMax CFL lamps will save a substantial amount of maintenance time and costs.
Create the perfect LIGHTING OASIS

Create a world of graceful illumination with FX Luminaire LED landscape lights. The consummate blend of beauty and technology, FX fixtures can bring any design vision to life with unmatched efficiency and durability. With such a broad array of styles and finishes at your fingertips, every landscape can become an evening retreat.

*The intersection of art and engineering.*
Toshiba Led Street Lamps Chosen by CPS Energy to Replace 20,000+ HPS Lamps in San Antonio, Texas

Toshiba International Corporation (TIC) recently announced that its Toshiba TGT LED Luminaires will replace over 20,000 high-pressure sodium (HPS) street lamps in San Antonio, Texas. CPS Energy selected Toshiba’s LED roadway lighting after extensive investigation and experimentation with multiple LED luminaire options. Ultimately, Toshiba was selected for its product performance and LED technology expertise, which includes development of LED products that will be communications-enabled, allowing for connection to the Smart Grid and other communications technologies.

The Toshiba TGT LED Luminaire is a direct replacement for high-intensity discharge (HID) lighting, such as high-pressure sodium or metal-halide, which require frequent maintenance and consume up to 70% more energy than LED light sources. In contrast, Toshiba’s TGT LED luminaire has a rated life of 100,000 hours L85, and the photocells have a rated life of 15 years, which means the TGT luminaire lasts up to 5 times longer with a lower lumen depreciation than metal-halide and twice as long as high-pressure sodium products. San Antonio’s existing 250-watt HPS luminaires consume 310 system watts and are being replaced by Toshiba’s 100-watt 42-chip TGT LED luminaires. Thanks to product durability and low energy consumption, LED lighting provides one of the lowest life cycle costs of any lighting technology.

In addition to the energy and maintenance savings, Toshiba TGT LED Luminaires provide high color rendering, uniformity and small target visibility, all of which enhance public safety. Conventional HPS luminaires produce a low color rendering, which may make it difficult to discern true colors of cars or surroundings, whereas LED luminaires produce a more accurate color rendering. Additionally, LED luminaires produce superior light uniformity, which means the light is directed where it’s needed with less light loss or misdirected light and more uniform light levels with better average to minimum footcandles, as compared to HPS luminaires. The monochromatic nature of HPS also makes the ability to detect contrast difficult. This affects a driver’s ability to see small objects or obstructions on the road, which could represent a safety hazard. Toshiba TGT LED Luminaires also outperform conventional HID luminaires by providing superior vertical luminance. This is an important safety feature because it affects the ability to see faces when in a parking lot or on sidewalks.
Every one of us is an expert (or has a desire to be an expert) in something. You could be (or at least claim to be) an ‘expert’ social media marketer like myself. You could also be an expert writer, accountant, lawyer, fitness professional, consultant, designer, business coach, therapist, or perhaps even an expert lighting distributor!

However, most of us apply that expertise ONLY towards helping someone else (another company) become more successful . . . and oftentimes in very non-public ways. Quite often we practically avoid letting others know how great we truly are because we don’t want to be one of those ‘braggers’. But here’s the key: People buy from other people. Not companies. Not logos. Not even catchy slogans. We need to share our expertise . . . our genius ideas . . . our incredible personality . . . and we need to do it often and in multiple formats to catch our prospects eyes and ears!

So to get right to the point, what does this mean for you and how can you get started almost instantly and for a very low price-tag? Below are 13 quick and relatively easy ways to engage your customers, make it personal, and let the world know that you are in fact an expert in your field!

1. E-Books
2. E-Learning Courses
3. Webinars
4. Live Virtual Broadcasts
5. E-Newsletters
6. Blog Articles
7. Podcasts
8. Powerpoint Presentations on SlideShare.com
9. Whitepapers
10. Special Reports and/or Studies
11. Virtual Conferences
12. Video Product Reviews on YouTube
13. Interviews with Other Subject Matter Experts thru SpreeCast.com

You may be wondering how to create an e-book, a video blog, or even a virtual conference. If you’re attending this year’s NAILD Conference in March, you could have the opportunity to hear me speak about the best free (or very inexpensive) tools of the trade. For now, start identifying your message, the content you want to share, and come prepared in March to get social!
INTRODUCING NEW Q-CAN 12V LED DRIVERS, IDEAL FOR OUTDOOR SIGNAGE IN WET OR DRY LOCATIONS

Universal Lighting Technologies is expanding its Signa® brand of LED systems with the new Q-Can 12V LED driver, featuring 60W class 2 output for outdoor signs. With its corrosion-resistant aluminum housing, the Q-Can meets UL® requirements for dry, damp, and wet location ratings—which helps ensure long, dependable life in tough applications.

Universal’s new Q-Can driver is designed to keep all electrical connections enclosed to eliminate the need for additional enclosures and simplify installation. Threaded adapters allow connections to junction boxes either directly with couplers or through sections of conduit. The jacketed 60-inch output cable is PLTC-rated to provide additional installation and application flexibility. Plus, this RoHS-compliant LED driver meets IP67 for liquid and solid ingress protection.

As an LED driver, Q-Can offers high-efficiency operation with installer-friendly universal input voltage. In addition to installation simplicity, application flexibility, reliable operation, and long life, the Q-Can LED driver also features a wide operating temperature range of -40°C to 60°C to further enhance its flexibility in outdoor signage applications.

NEW EVERLINE® LED DRIVERS & MODULES BRING VERSATILITY TO TRACK/DOWNLIGHT APPLICATIONS

The expanding family of EVERLINE® LED drivers and modules now offers amazing versatility in both light output and control for track and downlight applications. Ideal for developing full luminaire lines with incredible range, these EVERLINE LED products deliver up to 90+ lumen-per-watt system performance—providing significant cost savings in both energy and maintenance over halogen, CFL, and low-wattage metal halide lighting systems.

EVERLINE’s round LED modules offer crisp, even illumination from 1,000 to 10,000 lumens. With EverTru™ Chip on Board technology and a 50,000 hour lumen maintenance of 80% or higher, they can satisfy even the strictest demands for quality, color, energy efficiency, and long life. At the same time, EVERLINE’s LED drivers provide unsurpassed control capabilities for track and downlight luminaires ranging from 15 to 150W – with 350mA, 700mA, and 1,050mA options available.

With a compact light emitting surface ranging from 0.53 to 1.69 inches in diameter and a wide array of color temperature options including 2,700K, 3,000K, 3,500K, and 4,000K models, UL® Class 2 recognized EVERLINE round LED modules are designed for uniform light distribution and optimum reflector design. Plus, EVERLINE LED drivers are available in multiple housing configurations (including side or bottom exit with mounting feet or studs) for maximum versatility in fixture design. Together, they offer an ideal solution for both fixed light output and analog dimming applications with standard 0-10V controls.

NAILD Mission Statement:

Providing the opportunity to grow your business profitably. Through education, networking and technology, NAILD continues to be extraordinary in the lighting industry.

Continued on page 24
There’s innovation in the air with Philips LED Lamps with AirFlux Technology

- Smooth white, premium finish to blend into ceilings
- Optimized air flow design eliminates the need for heatsink fins
- Lightweight and easy to handle

See what light can do

Philips LED lamps offer the ultimate synergy of form and function. The sleek, white design matches fixtures so the lamps blend into ceilings, while the innovative air flow design allows for a lightweight lamp. All due to our unique AirFlux Technology. With Philips LEDs, performance meets design and you meet the needs of your customers.

To learn more visit www.philips.com/airflux

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**HALCO LIGHTING TECHNOLOGIES’ ANNOUNCES EXPANDED LINE OF PROLED® PAR38 LAMPS**

Halco Lighting Technologies® announces their expanded offering of PAR38 lamps as part of their award-winning ProLED product line.

Now offering a range of color temperatures and beam spreads, the company has recently added several SKUs of 16W and 20W ProLED PAR38 lamps to their offering. All new lamps are dimmable down to 5% including two SKUs that are Energy Star approved and rated at 25,000 hours – 16W PAR38 with Flood beam spread in 3000K and 20W PAR38 with Flood beam spread in 3000K. With a long life of 40,000 hours, the broad assortment includes Flood, Narrow Flood and Spot beam spreads, available in 2700K, 3000K, 4000K and 5000K color temperature options. Designed to replace 90W equivalents, these lamps produce 82 CRI and are backed with a 5-year limited warranty.

Halco’s expanded product lines are also available in ProLED PAR16, PAR20 and PAR30 lamps.

**HALCO LIGHTING TECHNOLOGIES’ INTRODUCES DIMMABLE PROLED® CHANDELIER LAMPS**

Halco Lighting Technologies® introduces our ProLED® B11 chandelier lamps, providing longer life than traditional sources and blending with popular chandelier finishes.

Designed for accent, display and retail applications, our dimmable ProLED B11 chandelier lamps feature cream, chrome & brass housing options to match existing chandelier finishes. They offer 25,000-hour life and quality high power LED with superior thermal construction for long life and energy efficient illumination. A true 25W replacement, the ProLED B11 lamp provides 13 times the life of traditional Incandescent sources.

They produce high 82 CRI and 180 lumens with omnidirectional distribution. These 3.5W lamps have a candelabra base in 2700K and are backed by a 5-year warranty.

**TOSHIBA LAUNCHES MR16 50W EQUIVALENT LED LAMP**

Toshiba International Corporation recently announced the introduction of its new MR16 GU5.3 LED lamp that generates up to 540 lumens. Toshiba’s new MR16 GU5.3 500 series is a direct replacement for 50W halogen lamps.

Using only 9.1 watts of energy, Toshiba’s new MR16 provides huge energy savings compared to conventional halogen lamps that use over five times the wattage for the same lumen output. MR16s are ideal for a variety of applications that require directional light, such as track lighting, recessed ceiling lights, desk lamps and pendant fixtures.

The new MR16 is available in three color temperatures, 2700K, 3000K and 4000K, and two beam angles, 25 and 35 degrees. Toshiba is among a small number of major lighting manufacturers who have introduced an MR16 LED lamp that produces 500+ lumen output.

Toshiba’s new MR16 is dimmable, contains no mercury or lead and lasts up to 20 times longer than a halogen bulb. It emits up to 70 percent less UV rays and uses up to 80 percent less energy compared to halogen lamps. The lamp is also specially designed to fit most gimbal rings, which means it can be used in most existing fixtures.
Satco Introduces Department of Energy (DOE) Compliant Halogen Excel PAR Lamps

Satco Products, Inc. has released its latest line of PAR lamps, Halogen Excel with Xenon technology. This advanced line features a 39 Watt PAR20 replacing the 50W PAR20; both 39 and 60 Watt PAR30 in short and long neck, which replace 50W PAR30 and 75W PAR30 respectively; and PAR38 lamps in Wattages of 39, 60, 70, and 80 providing replacements for the current 45, 75, 90, and 120 Watt lamps.

Satco Halogen Excel lamps are fully dimmable, mercury-free, are instant-on and meet all DOE efficiency requirements. In addition, the familiar look and light output of the lamp makes them a familiar choice for consumers. But with energy savings of up to 30% over existing PAR lamps there is no comparison to the older technology. They represent an easy, logical way for consumers and businesses to realize immediate energy savings at a reasonable cost of entry all while being environmentally sound.

Satco Halogen Excel PAR lamps are the most cost-effective replacements for traditional Halogen PAR lamps and represent the next step in energy efficient Halogen technology.
BUSINESS FINANCING NOW AVAILABLE FOR ENERGY-EFFICIENT LIGHTING UPGRADES

For the first time, Pacific Lamp Wholesale is offering businesses full financing for energy-efficient lighting upgrades.

Through its partnership with the Energy Trust of Oregon, Pacific Lamp Wholesale has helped hundreds of businesses save on energy costs by upgrading to modern energy-efficient fixtures and lamps. These lighting upgrades are a smart investment because they pay for themselves in energy cost savings, often in less than one year.

Now Pacific Lamp Wholesale is able to offer these energy-efficient upgrades with attractive financing terms. By partnering with TIP Capital, Pacific Lamp can work out flexible payment and leasing arrangements that enable businesses to make these investments with no out-of-pocket expense.

RAB LIGHTING EARNs IMARK GROUP’S SUPPLIER OF THE YEAR AWARD

RAB Lighting was recently chosen Supplier of the Year by the IMARK Group, the largest member-owned marketing group of independently owned electrical distributors in the U.S. The award recognizes RAB’s efforts over the past year to support the IMARK members.

Supplier of the Year award winners are selected by IMARK’s more than 1,100 member companies. The criteria used in the selection process includes annual sales growth and overall performance; marketing support for IMARK programs, new product promotions and communications activities; member training through IMARK University; and creative efforts to serve new members.

“The fact that RAB was chosen by our IMARK customers as Supplier of the Year makes this award especially meaningful to us,” says Terri Dumas, Vice President, Strategic Accounts at RAB Lighting. “We also recognize that this isn’t just an acknowledgement of our sales team, but a vote of confidence for our entire organization. Each and every RAB employee is committed to delivering world-class customer service that creates a buying experience that is fast, easy and hassle-free.”
Illuminate the Difference

Award-winning ProLED elevator lamps are the latest in LED technology, offering low maintenance and high incentives, including energy and cost savings. With a long 40,000 hour life, these 2.6W lamps produce 145 lumens and save up to $76 over the life of the lamp versus the 20W lamps they replace. Discover the difference with Halco Lighting Technologies.

LED  |  Compact & Linear Fluorescent  |  Halogen  |  HID  |  Incandescent  |  Specialty  |  Ballast

For more information call 800.677.3334 or visit www.halcolighting.com
The LED Revolution at EiKO continues as our ground-breaking LITESPAN™ line of LED Fixtures expands to include Cobrahead and Area Street Lights and Plate Downlights, in addition to our other state-of-the-art offerings including:

- Canopy
- Flood
- High Bay
- Parkade
- Post-Top
- Wallpack

And don’t forget about our ever-expanding line of LITESPAN™ LED lamps – now including powerful next-generation LED T8 Linear lamps! Bright enough to replace any traditional fluorescent, these T8 Linear lamps are energy-efficient and environmentally friendly with a whopping 50,000 hour life, and available in a wide variety of sizes and wattages, including U-Bends and UL-Certified 2–6’ Straight Tubes.