UPHORIA
LED REFLECTORS

USHIO’s Energy Star rated, dimmable, LED reflector lamps fit and perform like incandescent lamps. They’re damp location rated and available in R20, R30 and R40 sizes.

Additional Reflector Lamp Solutions

Energy-Saving PAR Lamps
HALOGEN ECO PLUS PAR

- Energy-Saving
  Saves up to 30% more than traditional PAR lamps
- Silver Coated Reflector for Improved Collection Efficiency
- Dimmable and Mercury Free
- Meets US Federal Minimum Efficiency Standard

Get connected with us on
Facebook: UshioAmericaInc  Twitter: @UshioAmerica

USHIO
Lighting—Edge Technologies
800.838.7446 | www.ushio.com
TABLE of CONTENTS

4 PRESIDENT’S MESSAGE
   by Shannon Carr

6 2014 NAILD CONFERENCE
   Shining a New Light on NAILD

8 COLOR SHIFT OVER TIME IN LED LUMINAIRES
   by Dr. John (Jack) Curran

10 HUNTING FOR SALES
   by Randy Johnson, LC

12 SPEED: THE KEY TO HIRING TOP TALENT
   by Roberta Matuson

14 CASE STUDY—LUTRON
   Marriott Hotel, Frankfurt, Germany Case Study

16 MEMBER NEWS

17 NEW PRODUCTS

20 INDUSTRY UPDATES

22 CALENDAR OF EVENTS/
   EDUCATIONAL TRAINING OPPORTUNITIES

For Today's Lighting Distributor information
(article submissions, advertising, etc.) contact:
   Cathy Heldt, CRMA, Inc.
   (NAILD Conference Planning & Publishing Headquarters)
   19745 Keystone Road, Garnavillo, Iowa 52049
   (515) 250-9221 • cathyheldt@gmail.com

For General (and/or conference) information contact:
   Linda Daniel, NAILD Administrator
   3685 Harlem Road, Suite 102
   Buffalo, New York 14215
   716.875.3670 • 716.875.0734 fax
   lmd@naild.org • www.naild.org

ADVERTISER INDEX

EIKO LIMITED ........................................... BACK COVER
FX LUMINAIRE ......................................... 5
HALCO LIGHTING TECHNOLOGIES ....... INSIDE BACK COVER
KEYSTONE TECHNOLOGIES LLC .......... 9
LEVITON MANUFACTURING, INC. ........ 19
LUTRON ..................................................... 13
UNIVERSAL LIGHTING TECHNOLOGIES .. 17
USHIO AMERICA, INC. ......................... INSIDE FRONT COVER
GREETINGS TO ALL FELLOW NAILD MEMBERS...

It is that time of year again to start thinking about the NAILD annual conference. I hope this TLD issue finds you well and prosperous throughout the 4th quarter. I was thinking back to my first conference which was Hilton Head with Gordon Hunt as president. Although I had experienced NAILD through Pacific Lamp, I had never attended a conference. I will tell you it was a game changer for my career in lighting and Pacific Lamp’s future. The education, networking and technology throughout that conference and every single one since that time has been beneficial to the success of our company. By sharing best practices with like companies in our industry, we have been able to grow and succeed.

Since that time, NAILD has gone through a few transformations but the core values and beliefs have remained the same. This year is no different. With top notch, world renowned speakers and an offsite tour to Marlin’s Stadium, this year will not disappoint. Kevin Eagan, Cathy Heldt and Carroll Reuben have worked endless hours to make this year’s NAILD conference a “Game Changer” at the Hyatt Pier Sixty-Six in Florida. Please take time to read the conference report to see what is in store for you. The theme this year is “Shining a New Light on NAILD” and I truly believe this conference will “Shine.” I encourage you and your staff to attend the conference and get the most out of our supportive vendors and educational speakers. With the industry changing at a rapid pace, I feel it imperative to be a part of an organization that can share the successes and challenges in the unique market we are all a part of.

I hope to see you all in Fort Lauderdale, FL in April.

Take Care,

Shannon Carr
NAILD President 2013-2014
The landscape lighting designs you’ve been dreaming of can now become a reality. With the new Luxor ZD lighting controller, you can create as many themes throughout a property as you can imagine. And you can illuminate or dim each fixture to your liking at any time throughout the night. It’s complete design freedom for any vision regardless of size, style, or complexity.
When I joined Kevin Eagan, the 2014 Conference Chairman, and the rest of the NAILD team to plan and execute the 37th Annual NAILD Conference, I knew ‘this could be the start of something big’.  

First, we put out a call for papers and had great response from some very talented and qualified individuals. We chose carefully with thought to supporting our theme of “Shining a New Light on NAILD”. Our headline keynote speaker is world-renowned Rogier Van der Heide, a well-known designer in the public and commercial realm, and VP and Chief Design Officer of Philips Lighting. Jack Curran, President of LED Transformations, will be keynoting the second day.  

Then we carefully orchestrated the breakout sessions to address both lighting and business operations. Doug Avery who initiated and managed the California Advanced Lighting Controls Training Program (CALCTP); Valerie Bastien of the Lighting Science Group in Florida; Randy Johnson, LC, a past president of NAILD and President of US Lamp Company and finally, Roberta Matuson President of Matuson Consulting (www.matusonconsulting.com). She has helped leaders in Fortune 500 companies, including Best Buy, New Balance, The Boston Beer Company and small to medium-size businesses, achieve dramatic growth and market leadership through the maximization of talent. She is known globally as “The Talent Maximizer”.  

This is a stellar line up of speakers and you can see all their topic titles, descriptions and biographies by visiting the NAILD website at www.naild.org.  

The sessions are just one light shining on NAILD. Another is undoubtedly the trade show where the industry’s top vendors exhibit their products and services in a unique way to the distributor members. We have devoted a day and a half for the trade show and product sprint – the opportunity to meet every vendor in a small group setting, then set your program of OCC appointments for the one on one meetings with vendors.  

In the last edition of the TLD we promised there would be one more surprise for you at the Fort Lauderdale NAILD conference and we’re going to deliver. The highlight of the conference will be the offsite program. We have put together a tour of the Marlins Stadium. This is a once in a lifetime opportunity to see the ‘back of the house’ at one of the nation’s foremost sporting facilities. NAILD will have a private tour of all the facilities with special emphasis on the lighting technology that was used in the design.  

This is not just an education for distributors, there’s something for everyone to see. The artwork is spectacular and the location provides some fabulous views of downtown Miami. Our tour will end with a baseball style dinner with the best of hamburgers, hot dogs and all the trimmings. This off-site educational, networking and technology venue is included in the NAILD conference registration. Don’t miss out!!  

The opening night NAILD reception on Sunday April 6 will be shining out over the Atlantic Ocean and the majestic Intracoastal Waterway as we enjoy the stunning view from the Pier Top at the Hyatt Regency Pier Sixty Six. The room features floor to ceiling windows offering magnificent 360-degree panoramic views of the Fort Lauderdale beaches and skyline. This is your opportunity to network with old friends, meet new members and enjoy the hospitality of our major sponsors.  

Mark your calendars for April 6 – 9, 2014 and go online to www.naild.org to register for this outstanding program and to join us in the spotlight for NAILD 2014.
2014 NAILD Conference Schedule of Events

SATURDAY, APRIL 5
1:00 – 5:00 PM   Board of Directors Meeting

SUNDAY, APRIL 6
8:00 AM   Registration
8:00 AM – 1:00 PM   Golf Tournament
               Jacaranda Golf Club
2:30 – 6:00 PM   Vendor Booth Setup
3:30 – 5:00 PM   Past Presidents’ Council &
               Executive Board Meeting
6:00 – 8:00 PM   Welcome Reception
               Following Hospitality (all welcome)

MONDAY, APRIL 7
7:30 AM   Registration
7:30 – 8:30 AM   Buffet Breakfast
               Board Candidate Introductions
8:30 – 10:00 AM   Kick-off Keynote Speaker
               Rogier Van der Heide
10:00 – 10:30 AM   Beverage Break
10:30 AM – 12:00 Noon   Product Sprint
12:00 Noon   Bag Lunch in Exhibit Hall
12:30 – 1:20 PM   OCCs (20-minute appointments at booth)
1:20 – 5:00 PM   Product Showcase Awards / Prizes
8:00 – 11:00 PM   Hospitality (all welcome)

TUESDAY, APRIL 8
7:30 AM   Registration
7:30 – 8:30 AM   Buffet Breakfast
               Committee Reports
8:30 – 10:00 AM   General Session
               Jack Curran / LED Lighting has Arrived – Now What?
10:00 – 10:20 AM   Beverage Break
10:20 AM – 11:40 AM   OCCs (20-minute appointments at booth)
11:45 AM – 12:45 PM   Buffet Luncheon
1:00 – 2:00 PM   OCCs (20-minute appointments at booth)
2:00 – 3:00 PM   Exhibitor Teardown
3:00 – 7:00 PM   Florida Marlins Stadium Lighting Tour & Ballpark Dinner
8:00 – 11:00 PM   Hospitality (all welcome)

WEDNESDAY, APRIL 9
7:30 – 8:15 AM   Buffet Breakfast & Distributor Meeting
7:30 – 8:15 AM   Buffet Breakfast & Vendor Meeting
8:15 – 9:00 AM   Joint Vendor / Distributor Meeting
9:00 – 9:15 AM   Beverage Break
9:15 – 10:30 AM   Educational Track Sessions
               Doug Avery / Lighting Controls: The New Frontier
               Roberta Matuson / It’s 2013: Do you Know Where your
               Employees Are?
10:30 – 10:45 AM   Beverage Break
10:45 AM – 12 Noon   Educational Track Sessions
               Randy Johnson, LC / Establish Value & Charge for Services
               your Competition Offers for Free!
               Valerie Bastian / Rethinking the Standards
Noon – 1:30 PM   Closing Buffet Luncheon
               General Business Meeting
               New Membership Plaque Presentation
               Board Elections
               Installation of Officers
               Passing of Gavel

2014 NAILD Conference Sponsorships

Thank you to our current sponsors for their continued generous support and active participation. (As of 11/20/2013)

Copper
•   Fulham Co., Inc.
•   Satco Products, Inc.
•   Simkar Corporation

Contact the Buffalo Office at 800.205.6210 or info@naild.org to commit to one of the many sponsorship levels. You can also access this info at www.naild.org and click on Conference 2014.
Color Shift Over Time in LED Luminaires

By Dr. John (Jack) Curran, President
LED Transformers, LLC

Much has been written concerning LED luminaire and lamp lifetimes. Most industry participants have at least a passing familiarity with the IES standards LM-80 and TM-21 which are used to evaluate lumen depreciation, and provide at least an estimate of luminaire lifetime. However, lumen depreciation is only part of the story. In many cases, color consistency and stability are equally important. Much less is known about LED performance in this area.

In 2008 ANSI published a color tolerance standard, known as C78.377-2008. This standard, which was revised in 2011 sets color bin standards for labeling the color of white LED devices. Figure 1 shows the tolerances for the standard set of Correlated Color Temperatures (CCT) specified for white LEDs.

While this standard was a good start at setting boundaries for LED device color, the size of the bins is large. As a consequence, this standard provides limited help in holding tolerances when specifying color requirements for luminaire purchases. Many LED manufacturers are subdividing these bins into smaller regions (e.g. dividing one bin into 16 sub-bins) to provide more consistency in color for their customers.

While not all lighting applications require tight color tolerances, some do. For example, wall wash where the luminaires are located next to each other is one application where color differences can be readily noticed and tight color tolerances may be required. On the other hand, outdoor lighting applications are typically more tolerant of color differences.

Recently, the Department of Energy published a preliminary study of observed color shift in some museum applications, where color performance is especially critical. In that report, DOE’s PNNL (Pacific Northwest National Laboratory) reviewed laboratory data gathered as part of the CALiPER program from 2008 thru 2010 on LED products. A chart showing observed changes in color is shown in Figure 2. Products tested for 6,000 hours are shown in black; those in red were tested for an additional 6,000 hours (12,000 hours total).

What is obvious, from this plot is that in some cases there can be significant shifts in color output of LED products over time. Those timeframes are far less than the 25k, 50k and 100k lifetime hours of operation advertised by manufacturers (which are typically based on lumen depreciation criteria). In fact, although LM-80 specifies that color measurements should be made during testing, neither LM-80 nor TM-21 give any guidance as to what to do with the color data collected.

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?

The above discussion concerns setting specifications and tolerances for purchase and acceptance of new luminaires. But what about color tolerances over time? Do LEDs change color over time, and if so by how much, and in what direction?
What causes these color shifts? There are numerous potential causes. High temperatures can cause the phosphor to degrade at a higher rate than expected by the LED device manufacturer, changing the ratio of blue to yellow output and shifting the color of the LED. In some older LEDs, the phosphor was suspended in a soft silicon cover and over time the phosphor distribution shifted toward the bottom of the LED, allowing more blue light to exit without interacting with the phosphor. In more modern LEDs, phosphor plates can warp at the edges or delaminate from the blue die also causing shifts in color.

It should be noted that products tested in this study were taken from the population of LED products available a number of years ago, and may not represent the performance of products available in today’s market. However, work on predicting potential LED color shift is just getting underway, and at present, there are no published guidelines as to how to predict this performance over time. Specifiers working on projects where color consistency will be important should pay particular attention to this issue. Lighting suppliers need to be able to provide the latest guidelines from the lamp/luminaire manufacturers. Everyone needs to add color shift as another solid-state lighting characteristic to consider when designing or purchasing for new lighting projects.

Note: Those interested in learning more about this subject are encouraged to attend the upcoming NAILD Annual Conference where Dr. Curran will cover this subject and other LED issues in greater detail.

98% of Keystone’s Quotes are Completed within 24 Hours.

In fact, most are completed within 4 hours.

For your next job quote, find out what our customer-service obsessed company can do for you.

Call 1-800-464-2680 or visit us online:
www.keystoneballast.com
Hunting for Sales

By Randy Johnson, LC, President
US Lamp, Inc.

Prepare Yourself with Knowledge
I was sitting in Northern Wisconsin last week bow hunting and thinking about this article. Having hunted since I was in my early teens and being in the sales arena over 30 years, I have noticed that there are great similarities between these two activities. I like to use analogies to allow people to relate to business concepts and thought I would tailor this around my current hunting activity. So, how do we become effective salespeople? We do this by reading, studying and learning from experts. With hunting, I started reading books on whitetail hunting, taking hunter safety classes, and hunting with experienced, successful hunters. These were friends as well as family members. Entering the selling arena in the early 80’s, I had extensive training from the manufacturers that I worked for. We did in-depth factory training on the product lines and technologies. I continue my education through ongoing webinars, studying and obtaining my LC, full day training by industry experts like Jim Benya, and ongoing periodic training at conferences, including IMARK and the NAILD annual conference. This level of training allows you to build a base of knowledge to address product questions, sales opportunities, and objections. Be an expert in your field and develop that reputation in your marketplace. This must be an ongoing effort if you want to continue to hone your skills and be the best at your profession.

Refine Your Tools
Before I go out into the field hunting, I spend time planning my hunt. I look at the geography I am planning on hunting, including topography, hunting sign for the animals I am pursuing, and best places to set up a hunting stand. This includes preparing all the gear I am going to use including a compass, GPS, proper clothing, safety harness, a few apples as bait, etc. When we are pursuing a sales opportunity, approach it the same way. Look at the customer in question, what type of activity they do, and how your skill sets will address their need. If we are planning on doing detailed energy auditing we look at the tools we need for that process including footcandle meter, digital camera, and other tools for gathering thorough information to develop successful solutions. Provide up-to-date literature, and product samples (your bait), to be as thoroughly prepared to meet with the customer as possible.

Scout Your Prospects
For whitetail hunting I look for land with good deer sign. I will scout the woods for an optimum stand location, clear brush and potential obstructions from potential shooting lanes, and set up my stand for hunting. When identifying potential sales prospects, I might drive by their location in the summer while their doors are open. This allows me to easily look in the building and quickly identify potential lighting opportunities. During evening hours I might drive by and make observations on the exterior lighting. Do they have burned out fixtures? Do they use old technologies that could be updated to LED or other current technology? These are the “signs” I look for to determine if this customer is a potential prospect. Once returning to the office, I look these customers up on the internet to understand what they do, in more detail, what needs they might have, and how your solutions will fit those needs. At that point, you will have enough preparation to be able to make a phone call or e-mail to try and set up an appointment and contact the individual that you would like to meet with.

Choose Your Target
I try to harvest a doe every year since our family enjoys venison. I trophy hunt for bucks and am very selective on which buck I choose to shoot. I regularly pass on smaller bucks to allow them to mature, choosing to wait for a trophy. In the selling arena, time is your most precious asset. Utilize your time by not randomly knocking on doors, hoping someone will be interested in talking to us. Invest in the research mentioned above to identify and qualify these prospects before making an initial contact. Focusing on those prospects that have the most need for what you offer allows you to maximize your time on those high potential customers.
Be Ethical
I bow hunted 52 times last season and never shot at a deer, sometimes sitting through hours of rain, snow and cold. I passed on some animals because I couldn’t take a clean shot. I try to shoot when I feel I have a high probability for success. I consider myself to be an ethical hunter. Be an ethical salesperson. Take great care not to bash your competition. They all offer skills to the marketplace or they wouldn’t be in business. Know what you do better and sell your expertise as a more comprehensive solution for your customer. When you reach that level, in your customer’s mind, you have no competition – you win and do business together.

Be Diligent
There is a lot of rejection in sales. With diligence you will land a certain percentage of business. Growth requires two things:

1. Improving your skills increases your success rate. This is working smarter not harder. (We will explore this topic during my presentation at the annual NAILD conference in Ft. Lauderdale this coming April.)

2. Increase the number of customers you call on. If I hunt twenty days, I double my odds of success versus hunting ten days. If I call on forty accounts in a week, I double the odds of writing business, compared to calling on twenty accounts that week – simple math!

Luck vs. Skill
Everyone can use some luck from time to time. When hunting, I need some luck to be in the right stand when a trophy buck wanders by. Beyond that, I need my skills to take over and be successful in my hunt. The same is true for a customer. You may not know if that customer has an interest in doing business with you. When that opportunity surfaces, your skills will enable you to convince the customer that your offering is the best solution for them. My high school football coach told me over 40 years ago, “Luck is being prepared to take advantage of an opportunity, when it presents itself.” Pretty profound! If we don’t hone our skills, we won’t make that 40 yard shot or we won’t take advantage of a sales opportunity. Worse yet, we may not recognize the opportunity at hand and let it slip through our fingers. (I am going to discuss this specific issue, in more detail, in April.)

Success or Failure
It’s hard to explain the exhilaration of hunting and harvesting a trophy animal. That same exhilaration holds true for landing a project that you have been pursuing. That trophy was a small spike buck in my early years of hunting. Now I pass on those animals since I have had good success over the years and have loftier goals. When I first purchased US Lamp in 1986 I was very excited to write a $2,000 order with that being our target. Several years ago we were fortunate to land a 30 building $800,000 retrofit project that was very much celebrated in our company. Success breeds success! We have also lost projects where we believed we clearly offered a superior solution. We have called these customers back to ask for feedback on where we failed. Ask your customer why they chose you over the competition and you will get some very interesting feedback. Do the same for projects you lose. Celebrate your successes and learn from your failures. I look forward to seeing each of you at the upcoming NAILD Annual Conference in Ft. Lauderdale, April 6th-9th 2014. Until then, “Good Hunting and Selling!”
FEATURE Article

Speed: The Key to Hiring TOP TALENT

By Roberta Matuson

Why are some companies having few problems hiring top talent while others are puttering along? What do they know that others don’t? In my latest book, Talent Magnetism, I talk about how speed trumps perfection every time. Here’s how you can accelerate right past the competition and claim top talent.

Nothing can be more annoying to hiring managers and great candidates alike than the blockage created by a hiring process that no longer fits today’s fast-paced world of hiring. It’s time to clean out your recruitment processes to allow talent to quickly enter your system. Here’s how you can make this happen.

My cousin’s son was recently offered a position in the management training program at The Yard House. The chain, which was launched in 1996, now has 39 restaurants across 13 states and was recently purchased by Darden Restaurants, Inc., owners of Red Lobster and the Capital Grill. The fact that he was offered a position in their management training program isn’t exactly headline news, unless of course you are his mother. However, there is more to this story.

This gentleman was a highly sought after candidate who had experience with another restaurant chain known in the industry for their ability to select and develop talent. Within one minute of completing his online application, this young man received a call from a recruiter at The Yard House. There was none of this, “We need to wait a few days so he doesn’t think he’s all that special,” game that often plays out when companies are courting candidates. Nope. They wanted him to know that he indeed was special. Their quick actions resulted in him saying yes to their offer.

If you had to, would it even be possible for your recruiters to respond so rapidly? If not, why? Perhaps it’s because you don’t have any recruiters or the ones you have are trying to balance the demands required when trying to fill more requisitions than humanly possible. Or is it because you aren’t really clear on what an ideal candidate looks like for your company so when one arrives in your inbox you don’t even notice?

When working with my clients to help them accelerate their ability to bring in top talent, I always begin by asking my client to try and apply for a position with his or her own company. Every now and again, a CEO or a VP actually gets through their own system before giving up. However, this is rare. Most roll their eyes and head straight to the HR department to see what the heck is going on over there. In the meantime, many terrific candidates have been lost. Most never to be found again.

Simplicity is key when you are looking to attract top candidates to your organization. Crazy pre-screening math exams or requests for essays about what candidates would do to prevent global warming are useless exercises that often turn candidates off before you’ve had a chance to ignite their interest. I’m not saying these exercises have no place in the selection process. That place just shouldn’t be their first and often their last impression of your organization.

It’s certainly nice to get other people’s opinions when hiring, but not if it means having the candidate wait months while John returns from his six-month sabbatical or waiting for Mary, who won’t even be working with this person, to come back from her trip to Disneyland. Speed trumps perfection every time!
Companies today are taking way too long to hire talent and while they are doing so, others who are moving swiftly are returning home with the lion’s share of great people. It doesn’t have to be this way if you are willing to clean out your old system and begin anew with a process that works in today’s fast-paced world. What are you waiting for? The clock is ticking.

For more than 25 years, Roberta Matuson, president of Matuson Consulting (www.matusonconsulting.com), has helped leaders in Fortune 500 companies, including Best Buy, New Balance, The Boston Beer Company and small to medium-size businesses, achieve dramatic growth and market leadership through the maximization of talent. She is known globally as “The Talent Maximizer.”

Roberta is the person that top employment site Monster and global retail giant Staples turn to for advice on talent. She is the author of the international best-seller, Suddenly in Charge: Managing Up, Managing Down, Succeeding All Around (Nicholas Brealey, 2011), a Washington Post Top 5 Business Book for Leaders and Talent Magnetism (Nicholas Brealey, October 2013). She is also an expert blogger for Fast Company and Forbes.

Roberta is one of a handful of people who have appeared as a guest of Bill O’Reilly’s on Fox’s O’Reilly Factor, and who left the show unscathed. Roberta will be presenting at the NAILD Annual Conference in Ft. Lauderdale, FL in April.

Lutron Sensors
Lutron performance and quality now in a sensor!

Maestro® occupancy sensor switch (2A, 5A, 6A, single- and dual-circuit models available)*

- Superior sensing technology reduces false ons when room is empty and false offs while room is occupied
- Saves energy and meets codes with all lighting loads
- Smart Daytime Light Detection (patent pending) senses daylight so the sensor only turns on when needed
- 30+ year switch lifetime
- C•L® dimmer model dims over 250 different LEDs and CFLs—find the full list at www.lutron.com/bulblist

Try it yourself. Recommend it to your customers. Request a sample at www.lutron.com/mysensor

* Vacancy-only models available

©2013 Lutron Electronics Co., Inc. | P/N 306-0032 REV C
CASE STUDY—LUTRON

The Marriott Hotel
Frankfurt, Germany

“Today’s guest expects different standards from a hotel room than they did as recently as 10 years ago. This refurbishment was undertaken not only to meet those requirements, but to future-proof our hotel for many years to come.”
— Hansjörg Hefel, General Manager of the Frankfurt Marriott Hotel.

Background:
The Marriott Hotel in Frankfurt wanted to refurbish its 588 rooms to ensure that they can meet the expectations of today’s guest by bringing in the latest in lighting and light control technology to deliver significant energy and cost savings, as well as an improved user experience.

The challenge:
Key to the refurbishment was the need for the hotel to continue day-to-day operation with minimal impact on guests. When it came to the lighting, the team at the Frankfurt Marriott Hotel wanted to incorporate increased lighting control throughout each of the bedrooms, including full room control from the bed area, as well as the entrance way. Conventional switch installation was tricky as each room’s wiring ran back to centralised cabinets and due to newly installed ceilings; some of these were covered, which
The solution:

Thanks to Energi TriPak®, building services engineering company, MJD, was able to replace the existing light switches with the wireless retrofit solution in under 30 minutes in each room. Each room was retrofitted with three Lutron PowPak®; one in the suspended ceiling in the bathroom, another in the AC box at the entrance to the room and a final one underneath the bed (to enable wiring to the floor lamp). Three Lutron Pico keypads were used to replace the existing light switches. The Pico® controllers were programmed to talk to one or more of the PowPak wirelessly.

The results:

As a result of the wireless nature of Lutron’s latest retrofit light control solution, Energi TriPak®, it was possible to fit out the entire 588 rooms with minimal noise and disturbance. This avoided any loss of customer bookings and meant the project was completed 15% faster than with standard switches. Also, as the fabric of the room was untouched, no redecoration costs were incurred.

As a result of the installation, the following savings were achieved:

- Avoided loss of revenue of approximately €800,000 (£518,325)
- Redecoration savings of €499,800 (£431,465)
- In total, savings of almost €1.1m (£950,486) in comparison to a regular installation with standard switches.

| Client: | The Marriott Hotel, Frankfurt, Germany |
| Lighting Project: | MJD and VITEC |
| Photography: | Lutron and The Marriott Hotel, Frankfurt, Germany |
| Lutron Products: | Lutron’s Energi TriPak retrofit solution |
NEW DISTRIBUTOR MEMBER
Northern Lights USA
Tom Enright, VP
E-mail: tom.enright@northernlightsusa.com
2730 5th Avenue South
Fargo, ND 58103
701.205.4953
701.205.4966 fax
www.northernlightsusa.com

Universal Lighting Technologies is proud to announce the addition of lighting industry veteran Otto Hottendorf to the Universal team as the new Regional Sales Manager for the Northwest Territory of the United States.

Hottendorf joins Universal with more than two decades of experience in the electrical and lighting industries. Since 1992, he has successfully served in regional and national sales management roles, having worked with some of the most notable lighting technology companies in the country.

Throughout his career, Hottendorf has garnered extensive knowledge and experience in managing, selling, engineering and Installing energy-efficient lighting. His 1999 installation of a campus-wide fluorescent lighting dimming system was among the first in the nation. Additionally, for five years, Hottendorf led a team that accomplished system-wide lighting upgrades for load shedding and daylight harvesting in the hospitality industry.

To contact Hottendorf, please email o.hottendorf@unvlt.com. For more information on Universal Lighting Technologies, call 1-800-BALLAST or visit www.unvlt.com.

CONGRATULATIONS!
The following participants have completed the NAILD Lighting Specialist I on-line courseware as well as the hands-on requirements. We are pleased to announce the latest Lighting Specialist graduates, INCLUDING our first LS I graduates from Alaska AND Puerto Rico!

*Brown’s Electrical Supply, Dave Badger
Halco Lighting Technologies, Matthew Moore
Halco Lighting Technologies, Kyle Ogrodnick
Lighting Supply Co., Kevin Richardson
Lighting Supply Co., Jeff Horste
Mathes Electric Supply Co., Inc., Jimmy Boyett
Pacific Lamp & Supply Co., Darcy Johnson
Satco Products, Inc., Eddie Kolomiyets
**Tecno-Lite of P.R., Inc., Melony Craig
**Tecno-Lite of P.R., Inc., Pedro Lozano
**Tecno-Lite of P.R., Inc., Julio A Morales
**Tecno-Lite of P.R., Inc., Isaias Muniz
**Tecno-Lite of P.R., Inc., Angel Sierra
**Tecno-Lite of P.R., Inc., Elliot Suarez

Each graduate receives their NAILD Lighting Specialist I certificate and pin. They are invited to use NAILD LS I appellation on their business cards.
Halco Lighting Technologies® Showcases ProLED® Pool Bright Lamps

Halco Lighting Technologies highlights ProLED R40 and R20 Pool Bright lamps as an attractive alternative to Incandescent lamps for pool and spa lighting.

ProLED lamps’ unique 6500K color temperature is concentrated in the blue green spectrum, which helps light penetrate the water more efficiently and allows for greater visibility.

Featuring the latest in energy-efficient LED technology, ProLED’s Pool Bright offering consists of 18W R40 and 8W R20 lamps in 12V and 120V options. Replacing a 300W R40 or 100W R20 Incandescent lamp with ProLED Pool Bright lamps provides up-to 94% in energy savings.

The long life of ProLED Pool Bright lamps lasts over 13 times longer than Incandescent lamps, making them ideal for pool and spa applications where replacement is difficult.

Havells USA Announces Launch of New Retrofit Kits

Havells USA is pleased to announce the launch of our new Retrofit Solutions line that features five (5) elegant design styles and even more efficient solutions.

At Havells we strive to provide our customers with quality energy efficient and cost saving lighting, which precisely describes our Retrofit Solutions line. Delivering added convenience, one kit works for all applications. Just by switching the socket plates a user can easily switch from a T12 to a T8 or T5 fixture.

An additional benefit to this versatile line is the light from only one to two lamps maintains the same light output as a three to four lamp configuration, resulting in yearly cost savings. Our Retrofit Solutions line features five design styles: Center Baffle Solution, High Transmission Center Solution, Radial HT Center Solution, Perforated Center Basket Solution, and Door Frame Solution.

Havells products are compliant with all legislations and provide high performance at a low cost to our customers. We are sure that with our variety and benefits, our Retrofit Kits will be a perfect solution for your fixture needs.
New PRODUCTS

Satco Expands Their “Ditto” LED Line with the New Ditto PAR Family of LED Replacement Lamps

Satco Products, Inc. has introduced their new Ditto PAR line of LED lamps, a complete line which represent the most direct LED replacement for the venerable Halogen PAR lamp. Satco’s Ditto PAR line shares many of the characteristics of the lamps they replace except for the higher electric bills! They even share the same dimensions as familiar Halogen PAR lamps.

Ditto 7 Watt PAR20, 11 Watt PAR30 short or long neck and 17 Watt PAR38 lamps are dimmable and can be used anywhere older PAR lamps are being used now. All are available in 25 or 40 degree beam angles and either 3000K or 4000K. This is advanced LED technology at its best – familiar shape and performance, and 80% more energy efficient.

Ditto PAR LED lamps are high efficiency, environmentally friendly products; they contain no harmful toxins and emit no UV or IR radiation. They are perfect for indoor residential and commercial down lighting, display and accent lighting. And their long 25,000 hour life helps reduce maintenance costs, too. Satco’s exacting manufacturing process ensures uniform color rendering and build-quality from lamp to lamp and they carry a 3 year warranty.

At retail, new window-box packaging allows consumers to see a familiar shape, making it more comfortable to make the switch to LED and benefit from the savings that this technology has to offer. ENERGY STAR qualification is pending.

Philips Day-Brite DayLine LED Troffer
An affordable energy efficient solution

DayLine LED is an energy efficient shallow depth troffer designed specifically around LEDs. Developed utilizing a minimalistic strategy to achieve sustainable objectives, DayLine LED offers a clean appearance for a fresh variation from traditional lensed troffers.

Its soft opal diffuser with large luminous area minimizes apparent brightness and provides general lighting for a wide variety of applications such as offices, schools, retail, or healthcare.

Key Features:
- Shallow depth (2-3/4”) troffer designed specifically for LEDs, virtually compatible with any plenum
- Clean appearance and fresh variation from a standard lensed troffer
- Soft opal diffuser minimizes brightness and provides better visual comfort
- Available in multiple lumen packages ranging from 3000-7400 lumens (depending on configuration)
- 40-60% more efficient than traditional T12 troffers
- High CRI (80+)
- 3500K and 4000K color temperatures
- Minimum life rating of 50,000 hours (L70)
- 5 year limited warranty covers luminaire as well as board and driver
- 0-10V dimming and integral emergency options are available to add even more application flexibility
- Optional integral daylight and occupancy sensors enable even higher energy savings compared to standard LED troffers

Philips Day-Brite / Philips CFI DayLine LED Troffer are available in 2’x2’ and 2’x4’ configurations and are compatible with most any plenum. The lightweight design is easy to install and allows for easy access to the LEDs from below the ceiling. This cost effective luminaire has a clean appearance and offers a fresh variation from a standard lensed troffer. The DayLine is suitable for a multitude of applications.
Toshiba Introduces New Par38 Outdoor Lamp

Toshiba International Corporation’s LED Lighting Systems division (TLS) recently released its new high lumen output PAR38 Outdoor LED lamp, which serves as a direct replacement for 90-watt halogen bulbs (using new ENERGY STAR® criteria). With a rated life of 40,000 hours, the PAR38 Outdoor is ideal for recessed downlights, and track, landscape and security fixtures*.

Note: This lamp is not intended for Insulation Contact (IC) or totally enclosed fixtures, including IC Airtight (ICAT) or gasketed. Use in enclosed fixtures may reduce the output or shorten lamp life. Do not submerge in water.

PAR38 Outdoor:
Notable features include:
- Available in 3000K (980 lumens)
- 16.7 watts
- High power factor (PF 0.70)
- Lamp efficacy 58.7 (lm/W)
- CRI: 80
- Contains no mercury or lead
- Manufactured to ANSI standards
- UL wet location rated
- Five-year limited warranty*
* Full warranty details available at http://www.toshiba.com/lighting/resources/warranty.jsp

AFCI Receptacles
A Smart Option for AFCI Protection

Whether building a new home or modifying an existing residence, the new Leviton Outlet Branch Circuit (OBC) Arc-Fault Circuit Interrupter (AFCI) Receptacles work to protect against electrical fires. Your customers will appreciate the convenience of localized testing as well as your attention to the latest innovation in AFCI protection.

Easy to install for extensions, modifications or replacement receptacles, Leviton OBC AFCIs are the smart solution for improved home electrical safety. For info on the latest Code requirements visit leviton.com/afci.
Lutron Product Donation Helps Pennsylvania VFW Post Reduce Electric Bills and Improve Energy Efficiency

Lutron Electronics recently announced its donation of dimmers and occupancy sensors to a local Veterans of Foreign Wars (VFW) Post in Media, PA. The donation is expected to increase energy efficiency and help reduce the center’s annual operating costs.

To the project, Lutron supplied its new Maestro® C•L™ dimmers, which can be used to control dimmable CFLs, dimmable LEDs, incandescent and halogen bulbs, and its new Maestro occupancy sensing switches, which automatically turn lights on when someone enters a room, leaves them on while they’re there, and shuts them off after they leave. Occupancy sensors can provide up to 50% lighting energy savings in a home.

The larger Post remodel included updates to the Post’s kitchen, canteen, general purpose room, game room/office and the patio/barbeque area.

Universal Lighting Technologies Unveils New Look of www.unvlt.com
Redesigned Website Provides a More Robust User Experience for Lighting Professionals

Being an innovation leader in the lighting industry today requires a website that is equally advanced and forward-thinking, according to Universal Lighting Technologies. That’s why the commercial lighting manufacturer is unveiling a brand new look to its corporate website at www.unvlt.com.

The all-new layout and color scheme are apparent at first glance, but the changes aren’t just for looks. They include a number of upgrades to the user experience designed to streamline how quickly visitors can find information and how that information is displayed. Clutter has been eliminated from the homepage, along with the black background. In their place is a clean, crisp rotator banner and multiple points of entry that lead directly to the most common user destinations.

Other changes include an entirely new navigation system with menus at top and bottom, a more intuitive network of inter-site links, a more robust search tool, and a brand new product literature finder. In addition, the BallastSpecs interactive tool and cross-reference guide have also been streamlined for faster access to product information and will now be called Spec Finder. Universal also took the opportunity to greatly expand the LED section of its website, providing technical and educational guides as well as a comprehensive overview of the EVERLINE LED family of products.

Osram Sylvania Helping Restaurants, Hotels and Casinos Lower Costs with Energy-Efficient LED Lighting

ULTRA 25 and ULTRA SE LED Lamp Families Deliver Soothing Atmosphere & Energy Savings Hospitality Industry Desires

Ideal for the hospitality industry, OSRAM SYLVANIA is offering a full portfolio of SYLVANIA ULTRA 25™ LED lamps that offer energy and cost savings and the inviting 2500K color temperature that creates a warm, relaxing atmosphere for customers. The ULTRA 25 LED portfolio includes lamp types most often found in ambient, accent and decorative luminaires in hospitality settings such as B10, B13, BR40, PAR20, PAR30 and MR16 lamps. These energy efficient replacements for traditional incandescent and halogen lamps offer up to 86 percent energy savings, are phase-cut dimmable down to 10 percent and have a rated lamp life of up to 25,000 hours (L70). Being able to use the various lamp types, all with the same 2500K color temperature, across a facility offers consistent light quality rather than having jarring differences in appearance. This creates a soothing atmosphere and content customers that want to come back.

Of particular note is the first to market SYLVANIA ULTRA B13 LED lamp with a 2500K color temperature, the brightest, dimming LED replacement for a 40W incandescent B10 lamp with a light output of 330 lumens. Lasting 10 times longer than traditional incandescent lamps, the ULTRA B13 LED lamp provides sparkling light that is ideal for hospitality applications in decorative fixtures such as chandeliers and wall sconces.

Lighting has a dramatic effect on how a restaurant, hotel or casino is perceived by customers. The right lighting creates an atmosphere that welcome guests, enhances their visit and invites them to return. The bottom line is it helps ensure continued revenue. Previous lighting options have delivered the desired ambiance but at the expense of high electricity bills. The Environmental Protection Agency (EPA) estimates the hospitality industry spends approximately $4.6 billion a
year on energy but could save approximately $745 million a year by reducing energy usage by 10 percent1. The right lighting choices can significantly lower energy consumption and maintenance costs.

In addition, OSRAM SYLVANIA has expanded the SYLVANIA ULTRA SE™ LED family of lamps with sunset effect, incandescent-like dimming. Available in PAR38 with BR/R types coming this fall, SYLVANIA ULTRA SE LED lamps combine energy efficiency with the flexibility of customizing mood and ambience in any setting.

All ULTRA LED lamps are RoHS-compliant with no lead or mercury. The lack of UV and IR radiation makes these lamps ideal for highlighting artwork, as discoloration and fading of materials is minimized.

**Offering Benefits Still Gives Employers a Competitive Advantage**

The vast majority or workers say that the benefits package an employer offers – especially health insurance – is important to their decision to accept or reject a job, but a quarter are not satisfied with them, according to a new survey.

More than three-quarters of employees state that the benefits package an employer offers prospective employees is extremely (33 percent) or very (45 percent) important in their decision to accept or reject a job, according to the 2013 Health and Voluntary Workplace Benefits Survey (WBS), by the nonpartisan Employee Benefit Research Institute (EBRI) and Greenwald and Associates.

Nevertheless, 31 percent are only somewhat satisfied with the benefits offered by their current employer, and 26 percent are not satisfied.

Workers identify lower cost (compared with purchasing benefits on their own) and choice as strong advantages of voluntary benefits. However, they are split with respect to their comfort in having their employer choose their benefits provider, and think the possibility that they may have to pay the full cost of any voluntary benefits is a disadvantage.

Workers continue to rank health insurance as the first or second most important benefit provided by employers: 88 percent of employees report that employer-provided health insurance is extremely or very important, far more than for any other workplace benefit, the WBS found.

As the EBRI report notes, benefits coverage in the workplace, including health insurance, is far from universal. Three-quarters of employees (76 percent) report their employer offers them health insurance. Two-thirds each indicate they are offered dental insurance (67 percent) or a retirement savings plan (66 percent), and more than half say they are offered vision insurance (60 percent), life insurance (58 percent), and short-term disability insurance (55 percent) by their employer. About half are offered long-term disability insurance (49 percent) and accidental death and dismemberment insurance (48 percent).

However, just 38 percent report being offered a traditional pension or defined benefit plan, and only one-quarter (25 percent) are offered long-term care insurance. Fewer report being offered retiree health insurance (22 percent) or other non-core ancillary benefits.


The Employee Benefit Research Institute is a private, nonpartisan, nonprofit research institute based in Washington, DC, that focuses on health, savings, retirement, and economic security issues. EBRI does not lobby and does not take policy positions. The work of EBRI is made possible by funding from its members and sponsors, which include a broad range of public, private, for-profit and nonprofit organizations. For more information go to www.ebri.org or www.asec.org.
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.

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

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

Sir Isaac Newton

2014
MARCH 25–28
IMARK
www.imarkgroup.com

APRIL 6 – 9
NAILD 37th Annual Conference
Hyatt Pier Sixty-Six
Fort Lauderdale, FL
www.naild.org

APRIL 16 – 17
NCEL (North Central Electrical League)
Upper Midwest Electrical Expo
Minneapolis Convention Center & Hilton Hotel
Minneapolis, MN

APRIL 26 – 29
NAED
San Francisco Marriott Marquis
San Francisco, CA
www.naed.org

JUNE 3 – 5
Lightfair International
Las Vegas Convention Center
Las Vegas, NV

OCTOBER 11 – 14
NECA
Chicago, IL

For more information on NAILD visit www.naild.org or call 716.875.3670.
Halco’s ProLED MR16 Series offers replacements for 10, 20, 35 and 50 watt Halogen MR16s, with all light levels available in Flood, Narrow Flood, Spot and Wide Flood beam angles. The versatile MR16 size and shape allow the lamp to be used in traditional MR16 fixtures including those with gimbal rings. These 2700K lamps have easy-to-understand product codes that correlate to the ANSI codes of the equivalent Halogen lamp. With 82 CRI, they are dimmable down to 5% and backed by a 5-year limited warranty.
Challenge: Reduce energy consumption while maintaining illumination quality.

Solution: EiKO’s extensive line of LITESPANLED® Fixtures and Replacement Lamps!

LitespanLED® Fixtures and Replacement Lamps from EiKO are innovative and practical LED lighting options that feature superior lumen-per-watt efficacy, extended lifetime, precision optics and unrivaled thermal control.

more at litespan.eiko.com