

LIGHTTRAYS

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A publication of the American Lighting Association

ALA PARTNERS WITH IESNA, IALD TO PROMOTE LIGHTING QUALITY

The ALA Board of Governors approved a Memorandum of Understanding (MOU) Sept. 13 with the Illuminating Engineering Society of North America (IES) and the International Association of Lighting Designers (IALD) agreeing to work cooperatively to ensure that a quality visual environment is recognized, evaluated and incorporated into energy codes, standards and third party certification programs.

The MOU came about following a meeting between Paul W. Eusterbrock, chair of the ALA Board of Governors and president of Holtkoetter International, with Frederick Oberkirchner, president of the IES, and John Martin, in charge of public policy for the IALD.

According to the MOU, the ALA, IESNA and IALD agree to work together towards two main goals:

- 1) Developing and validating technology neutral criteria for assessing lighting quality.
- 2) Collaborating with other organizations and agencies to promote the inclusion of lighting quality criteria and assessment methods in energy conservation/certification/credit programs for the benefit of consumers, other end users and design professionals.

“The purpose of these criteria is to balance the effects of energy efficiency legislation and regulations against considerations of user lighting needs and choices,” said Eusterbrock.

The MOU does not restrict the three associations from participating in any activity with other public or private agencies, organizations or individuals, nor does it require any fiscal or funds obligation.

“The MOU will be submitted to legislative and regulatory bodies for their consideration when drafting or enacting regulations or legislation effecting lighting,” explains Eusterbrock. “Our organizations agree that lighting quality should not be left out of discussions concerning energy efficiency.”

ALA HONORS 2009 PILLAR OF THE INDUSTRY AWARD RECIPIENTS

The ALA honored Norm Brown, CLC, Bob Evans LC, CLC, and Jim McCarthy, LC, CLC, as the 2009 ALA Pillar of the Industry award recipients during the Annual Conference in Rancho Palos Verdes, Calif.

The Pillar of the Industry award recognizes individuals for their extraordinary service in advancing the lighting industry, as well as the association, its programs and mission, during the past 12 to 18 months.

Norm R. Brown, CLC

Norm Brown, CLC, regional manager for Norburn Lighting and Bath Centre



Brown



Evans



McCarthy

in Burnaby, British Columbia, has frequently exhibited his dedication to the ALA educational programs by serving countless hours grading CLC exams and teaching ALA seminars.

“Norm is very dedicated to the ALA and strengthening the current certification programs,” says Nicole Juneau, ALA director of education. “As an instructor, he adds life to his seminars by sharing

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2009 LIGHTING FOR TOMORROW WINNERS ANNOUNCED

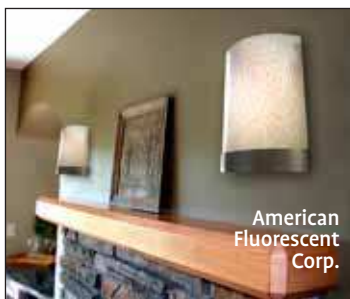
Winners of the seventh annual *Lighting for Tomorrow* competition were announced Sept. 15 at the ALA Annual Conference. This year's contest featured a new focus

on dimmable fluorescent products and SSL applications, with the Fluorescent Dimming Competition replacing the CFL Fixture Family Design Competition of past years and the SSL competition expanding to include several new application and fixture type categories.

A total of 74 products were judged: 31 in the Fluorescent Dimming Competition and 43 in the SSL Competition.

CFL Dimming Awards

Entrants were required to meet the relevant ENERGY STAR criteria as well as dim down to 20 percent of initial light output. The judging panel evaluated products based on color consistency,



American Fluorescent Corp.

dimming smoothness, start conditions and reliability.

GRAND PRIZE WINNERS

- ▶ **American Fluorescent Corp.: Genesis** (Moderate Price Category)
- ▶ **Ivalo Lighting Company: Aliante** (High-end Price Category)



Ivalo Lighting Company

The 2009 judging panel identified two outstanding dimming entries, equally qualified for Grand Prize. Both fixtures are 4-pin wall sconces. American Fluorescent's Genesis is able to dim down to nine percent of full light output, and Ivalo Lighting

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LIGHT WATCH

Mark your calendars now for these 2008 industry events.

Sept. 24

ALA Webinar: *How to Sell Crystal for Maximum Profit*

Oct. 22

ALA Webinar: *LED and Solid State Lighting Update: Time to Stock It and Sell It*

Nov. 19

ALA Webinar: *The Reality and Myths of Energy-Efficient Lighting*

Dec. 3

ALA Webinar: *What's New in Recessed Lighting and How to Sell Recessed Lighting for Maximum Profit*

Jan. 14-18, 2010

Dallas International Lighting Market

Sept. 20-22, 2010

*2010 ALA Annual Conference
Las Vegas*

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The American Lighting Association is a trade association representing the lighting industry, serving members and their customers, and working to protect and advance the industry while promoting the sale and application of quality lighting products.

INTERIOR DESIGN PRACTICE AND TITLE LEGISLATION UPDATES

The interior design industry has promoted legislation in multiple states that would require lighting designers and other interior designers to undergo a lengthy qualification process through the National Council for Interior Design Qualification (NCIDQ) in order to be licensed before they are able to counsel with customers. Some states are also limiting the use of the title "Interior Designer."

The ALA has partnered with the National Kitchen and Bath Association (NKBA), the National Association of the Remodeling Industry (NARI) and the Interior Design Protection Council (IDPC) to oppose these bills as restrictive, anti-competitive and unnecessary.

Recent activity has been reported in the following states.

Tennessee

Six education and mobilization meetings were held throughout the state of Tennessee this August to educate the design community, including lighting designers, about legislative issues and train them for grass roots activism.

Led by Edward S. Nagorsky, general counsel and director of legislative affairs for NKBA, and Patti Morrow, executive director of IDPC, the meetings addressed the Design Practice Act expected to be introduced during the next Tennessee legislative term.

A bill introduced in the state earlier in 2009 would have restricted showrooms to providing lighting plans for only one and two family residential spaces and prohibited them from working in any commercial space over 5,000 sq. ft. or above two stories. That bill was withdrawn by its author after strong lobbying from the ALA and its partners.

Connecticut

A federal judge struck down a Connecticut law that required people calling themselves interior designers to get a

license or face fines and possible prison time. The ruling came after the Institute for Justice sued the state's Department of Consumer Protection in September 2008 on behalf of three Connecticut residents who said the law was elitist and an attempt to eliminate competition.

"The term 'interior designer' is a generic term that conveys no particular educational or experiential credentials on the part of an individual," Judge Mark R. Kravitz wrote. He said the existing statute violated the Constitution's first and fourteenth Amendments and banned the state from enforcing the law, first passed in 1983.

The Connecticut law said that no one could call themselves an interior designer without getting a state license that costs \$150 a year. Violators could be fined up to \$500 and could be put in prison for up to one year. Unlicensed interior designers could operate legally in the state only if they referred to themselves by another term, such as "interior decorator."

Florida

Federal District Court Judge Robert Hinkle entered a preliminary injunction against the Florida Board of Architecture and Interior Design in August ordering it to cease further enforcement of the title restrictions in Florida's interior design law.

This injunction allows anyone performing lawful interior design services in the State of Florida to use the terms "interior design," "interior designer" and "space planning" to accurately describing themselves and the services they offer.

The injunction followed a lawsuit brought against the Board by the The Institute for Justice. The practice-related restrictions of the law are still being litigated.

LIGHTING FIXTURES EXEMPTED FROM CALIFORNIA HAZARDOUS SUBSTANCES RESTRICTIONS

Lighting fixtures have been ruled exempt from the California restrictions on hazardous substances in general purpose lights that take affect Jan. 1, 2010.

"The directive was secured by the ALA from the California Department of Toxic Substances Control because the language in California Assembly Bill 1109 was not clear whether lighting fixtures were included or not," said ALA President Dick Upton.

AB 1109, the Lighting Efficiency and Toxics Reduction Act signed into law Oct. 27, 2007, requires reductions in energy usage for lighting, encourages the use of more efficient lighting technologies,

reduces hazardous waste in lighting and increases recycling opportunities.

As part of its hazardous waste component, the bill requires manufactures to reduce the levels of toxins in lighting products, such as mercury in fluorescent and lead in incandescents, consistent with requirements already in place in the European Union.

"This ruling means lighting fixture manufactures will not have to provide technical documents and certifications about the material content of their fixtures," said Upton.

ALA BACKS REWORDING OF CALIFORNIA OUTDOOR LIGHTING BILL

Clark Linstone, chair of the ALA's Government Affairs Committee, and other industry members attended a hearing July 7 with the California Senate Committee on Energy, Utilities and Communication regarding proposed state legislation to regulate outdoor lighting.

Assembly Bill 228, written by Assembly Member Jared Huffman, seeks to establish energy efficiency standards for outdoor lighting to promote the use of greener, money-saving lights. It has already passed the California Assembly.

"The intent of the legislation is to regulate public outdoor lighting such as parking lot lighting and street lighting," explains Linstone, "and that is a very doable goal that we support wholeheartedly. Our issue with the bill as it stood July 7 was that the language did not exclude residential lighting."

By not excluding residential lighting, the bill would force all residential lights, including coach lights and security lights, to meet an 80 lumens per watt standard, a requirement that many in

the industry feel would severely limit consumer choice.

Others in the industry suggested the 80 lumens per watt standard was too simplistic of a metric and could not be applied to the myriad types of outdoor lighting. They contend that a better approach is to consider the efficiency of the entire lighting application, rather than just the efficiency of the fixture.

"There are things other than wattage to be considered with energy efficiency," notes Linstone. "For instance, do you really want to ban high wattage security lights over residential garages when motion sensors attached to them create an energy efficient situation?"

A similar outdoor lighting bill, HR 1732, proposed by the U.S. federal government has already deleted the 80 lumens per watt requirement from its current version.

Following the Senate Committee meeting July 7, Assembly Member Huffman agreed to hold the bill until further hearing.

ONTARIO ESA SUSPENDS REGISTRATION PROGRAM

The Ontario Electrical Safety Authority (ESA) has suspended the \$350 per product registration program for electrical product manufacturers pending further review and consultation with the electrical product industry. The original deadline for all electrical products to be registered with ESA was Aug. 30.

The ESA has stated that those already registered

will have their registration extended as appropriate.

The ALA is opposed to the registration program and has raised concerns over the scope of the proposal, including its cost; the duplicity of Underwriters Laboratories of Canada's (ULC's) and CSA International's work; and which products/manufacturers require registration. Additionally, the

ALA is concerned that more provinces will pursue registration requirements if the Ontario program is allowed to stand.

The ALA is fighting the program in concert with other interested business groups.

FORMER NATIONAL SALES MANAGER OFFERS TIPS TO FELLOW REPS

Tom Underwood, CLMR
Saguaro Marketing Group

Tom Underwood, CLMR, principal of the new Saguaro Marketing Group in Phoenix, Ariz., has years of experience as a manufacturers' representative under his belt, but his resume also includes the position of national sales manager at Fanimation. Being on "both sides" has given Underwood a unique perspective on what is expected from reps today. Here is his advice for fellow reps:



Be armed with an attitude of providing overwhelming service.

"We are all competing for the limited available dollars of our dealer base," says Underwood. "Quick return of calls and e-mail requests is a must. This idea of returning the Monday and Tuesday calls 'when I get back to the office on Friday' is a dead concept."

No matter the economy, Underwood says, "an attitude of exceptional service always wins, in good times and bad."

Use all the latest tools of this electronic world.

"I see no reason why reps today should not be using a Blackberry or similar type of smart phone. I save a lot of time returning e-mails while sitting at the lunch table or while stuck in traffic," says Underwood. "That level of response is 'value added' to the rep agency."

Underwood also points out that carrying a laptop for Power Point presentations or showing images of goods not yet published can give a rep's lines the edge needed to capture a sale or available display space.

Think outside the box in regards to the distribution path.

"This has become a tired cliché, but the results are still real and very valid," Underwood notes. "Selling to bona fide businesses that can grow the sales by not contaminating the current distributor stream is a very tight maneuver, but it can be done."



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REP AGENCY'S NEWSLETTER INFORMS DEALERS

John Deininger
Deininger Lighting Group

Deininger Lighting Group of Burnsville, Minn., uses a two-page newsletter to keep its showroom customers up to speed on manufacturers' promotions, marketing, new products, discontinued items and more.



"The newsletter is another way to help keep our customers better informed," says John Deininger, president. "It helps remind our dealer base of things we may have already discussed, puts new info in front of them, or it may cover something we over-looked with an account."



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LIGHTING FOR TOMORROW WINNERS
Continued from Page 1

Company's Aliante down to one percent of full light output, though it requires a custom dimmer to deliver this performance. The major distinction between these two fixtures is the retail price point; therefore they were awarded the grand prize title in two different price categories.

WINNERS

- ▶ American Fluorescent Corp.: Portman (Fixture Category)
- ▶ Designers Fountain Inc.: Versa-LUX (Fixture Category)
- ▶ Philips: Energy Saver Twister (Standard CFL Category)
- ▶ Philips: Energy Saver Reflector Flood (Reflector Lamp Category)

The judges awarded the title of Winner to a total of four entries; two are fixtures and the other two are replacement lamps. Both winning fixtures are residential products that use linear fluorescent technology. Philips' lamps won in both the standard CFL and reflector lamp categories.

HONORABLE MENTIONS

- ▶ American Fluorescent Corp.: Madison (Fixture Category)
- ▶ Cherry Tree Design: Cirrus (Fixture Category)

The judging panel found that these

two entries dimmed relatively well and deserved an honorable mention for their performance in combination with other features, such as being made from sustainable materials.

SSL Awards

SSL entries were judged on the basis of lighting performance, style and energy efficiency. The judging panel had the option to award bonus points for entries exhibiting desirable characteristics such as dimmability, no off-state power use and Dark Sky Friendly fixtures.

WINNERS

- ▶ Cree LED Lighting Solutions: High Output Six Inch Downlight
- ▶ Philips Color Kinetics: EW Cove Powercore



Cree LED Lighting Solutions



Philips Color Kinetics



SPECIAL FOCUS AWARDS

The judging panel also chose to award several entries for specific notable features.

Special Focus for High-efficiency

- ▶ Cree LED Lighting Solutions: High Efficacy Six Inch Downlight

Special Focus for Versatility

- ▶ Lightolier, a Philips Group Brand: Calculite

Special Focus for Technical Innovation

- ▶ Cree LED Lighting Solutions: SSL Track Fixture

Special Focus for Light Distribution

- ▶ MaxLite: LED Flat Panel

Special Focus for Ease of Installation

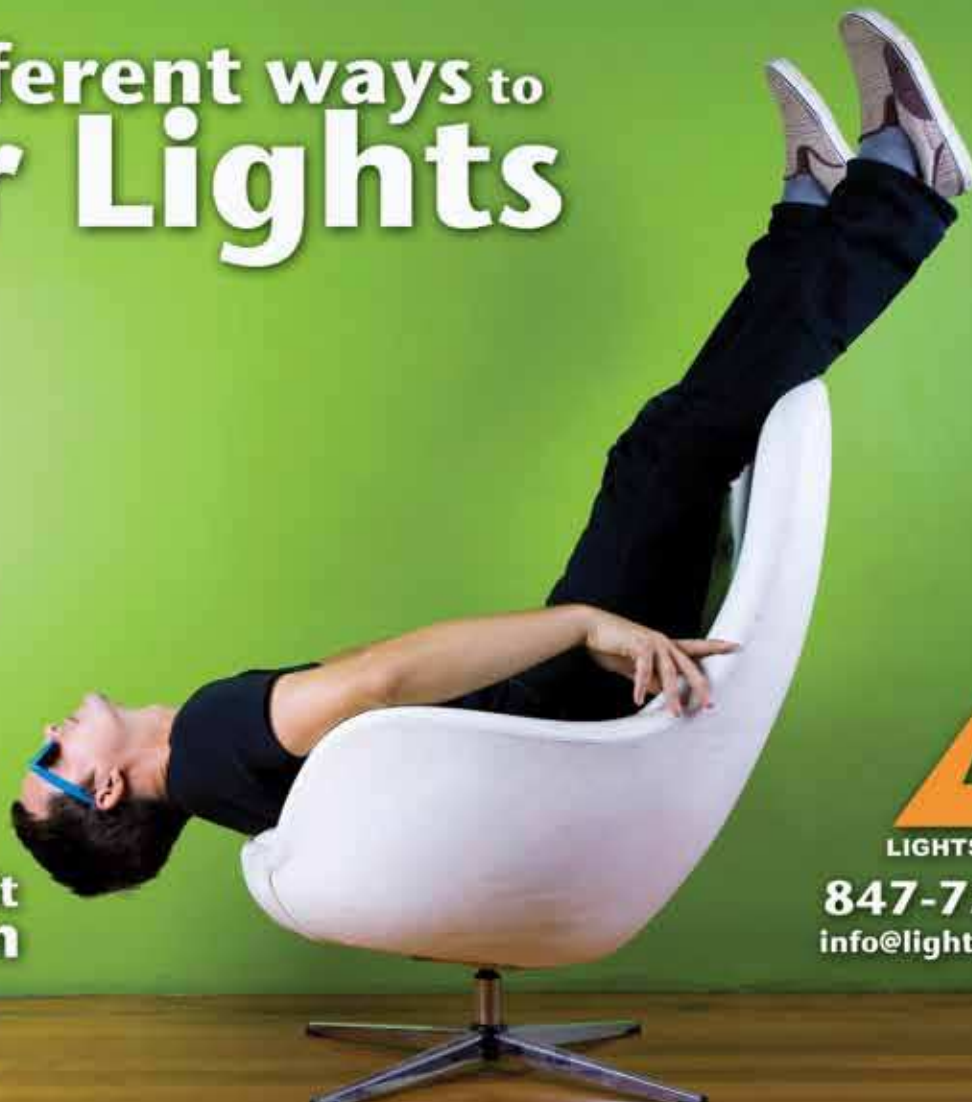
- ▶ Creative Systems Lighting: Eco-counter

Lighting for Tomorrow is organized by the ALA, the U.S. Dept. of Energy (represented by Pacific Northwest National Laboratory) and the Consortium for Energy Efficiency (CEE).



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NEW VERSION OF CALIFORNIA PORTABLES REQUIREMENTS AVAILABLE FOR DOWNLOAD

By Terry McGowan
ALA Director of Engineering
and Technology



The California Energy Commission's (CEC's) energy-efficiency requirements for portable luminaires sold in California become effective on Jan. 1, 2010. There are also requirements for lamps, marking of products and cartons, ceiling fans, ceiling fan light kits and sales reporting that are either effective now or will become effective over the next few years.

A newly-edited version of the requirements was recently published and may be downloaded with the lamp and lighting material marked in yellow from www.americanlightingassoc.com/files/GovtAffairs/ALA_CATitle20_8-09.zip.

The two documents in the downloadable zip folder are:

1. CA Title 20 Portables. Part A of the CEC Appliance Efficiency Regulations includes portable luminaire information (page 22), lamps and data submittal requirements.

2. CA Title 20 Part B. Part B of the CEC Appliance Efficiency includes information concerning torchieres, ceiling fans, ceiling fan light kits, lamps, ballasts and under-cabinet luminaires.

Note: Part B is a 245-page document, and only a small part refers to lighting products. You can find the sections that apply to lighting products, however, by skimming through the pages and looking for the sections marked in yellow.

You may also go directly to the CEC Web site for the same material (but without the lighting-related material marked) at <http://www.energy.ca.gov/appliances/2008rulemaking/>.

On the left side of the page, look for Rulemaking Part A and Rulemaking Part B and download the 15-day language documents for each.

2010 ENERGY STAR AWARD APPLICATIONS TO BE ACCEPTED NOV. 1

Applications for the 2010 ENERGY STAR awards are now available from www.energystar.gov/awards. Completed

application packages must be submitted electronically through "My ENERGY STAR Account" (www.energystar.gov/ mesa) between Nov. 1 and Dec. 4, 2009. Interested ENERGY STAR partners that do not have an ENERGY STAR account should call the ENERGY STAR Hotline at 888-782-7937 to have one created.

The awards are presented each year by the U.S. Environmental Protection

Agency (EPA) and the U.S. Department of Energy (DOE) to organizations that have made outstanding contributions to protecting the environment through energy efficiency.

There are two broad categories of awards: Partner of the Year, available to fixture and lamp manufacturing partners, and Excellence in Lighting Retail, available to ENERGY STAR

partner showrooms.

The 2010 ENERGY STAR Awards Ceremony will be held in Washington, D.C., on April 13.

For more information, visit www.energystar.gov/awards. For questions on the awards process, please contact your ENERGY STAR account manager or Hewan Tomlinson (EPA) at tomlinson.hewan@epa.gov.

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CROWN SUPPLY PARTNERS WITH LOCAL BUSINESSES TO ADD VIGNETTES, ATTRACT DESIGNERS

Since Crown Electrical Supply Co. owner William Donahue brought Abby Leavitt on board a year ago, the showroom manager, buyer and marketing director has made it her mission to update the lighting displays and increase the marketing buzz for the company's Providence, R.I., location.

"I like to come up with ideas for marketing that will cost us nothing or next to nothing," said Leavitt. "Business is weak for every retail store, so I thought if we changed the atmosphere of the showroom and made it feel more like a home, customers could visualize their own rooms and the result might be multiple sales. Also, if our staff experts are busy, this would hold the customers until we could get to them."

Leavitt hoped that the merchandising in new room vignettes would also attract interior designers and establish Crown Supply as a showroom with designing experts and flair — a place where interior designers, architects and others would proudly bring their clients.

To accomplish this on a limited budget, she began calling local businesses with products that could complement lighting.

"We were given furniture to set up our living room vignette," said Leavitt. "We added display lamps, clusters on the ceiling of different crystal mini chandeliers and sconces on either side of a real fireplace. We called an interior designer to put drapery treatments on the wall and add pillows, and the final touch was to call a carpet company and have them give us large area oriental rugs."

In the bathroom vignette, a bath showroom put up sinks to display bathroom lights and accessories. The dining room vignette included a table, tablecloths, chairs and display lighting. A landscape designer helped create a mini garden to display landscape lighting and outdoor lanterns, and green plants and flowers were installed. Even the paint for the walls was free.

"All this was given to us," stresses Leavitt. "We didn't have to pay a dime for anything we used or asked for. All we had to do is put business cards and proper signage out for each company that helped us."

Crown Supply also sends business to the donor companies. "We all work together," said Leavitt. "We network and help spread the word about each other."

The next step in Leavitt's plan was to introduce Crown Supply to a list of interior designers, architects, builders, landscape designers and home and bath designers or showrooms.

"We sent out a letter introducing Crown Supply and telling our story so all would know who we are and what we can do for their business," said Leavitt. "Then we picked a date for an After Hours networking and learning seminar with a local architectural lighting designer as a featured speaker."

Crown Supply sent out 100 invitations, and 30 guests came to check out the event.

"We had a happy hour where everybody roamed the store and our staff greeted them," said Leavitt. "We also had name tags, passed out information packets with a copy of this year's *Lighting* magazine enclosed and gave all the attendees a T-shirt with our logo."

"Another idea is to call your local newspaper and television stations to cover the event," she says. "The PR is free and the news writers are always looking for a great story idea."

Crown Supply plans on having similar After Hours events every four months. "We have gotten quite a lot of business from the first event," said Leavitt. "The buzz is out there, and other companies have called to join in with this idea."



The showroom also continues to form partnerships with complementary local independent businesses. For instance, Crown Supply will provide lighting for a nearby kitchen and bath showroom with eight sample kitchens and six sample bathrooms.

"We will supply their lighting, but it should come back to us when they refer clients to us," said Leavitt. "It's almost like having another Crown Supply location covering a different area of territory."

For other lighting showrooms looking to market themselves on a budget, Leavitt's advice is to think outside the box and not be afraid to fail.

"Just keep coming up with ideas and executing them," she said. "Nothing is a failure as long as you learn from your mistakes, BUT you have to trust yourself, go with your gut and have a passion for what you do."



E-COMMERCE DISSECTED: DEMAND GENERATION

By Taufik Islam
FazTrack Technology LLC

In my article in the July 2009 issue of *Lightrays*, I briefly introduced several components of e-commerce in the lighting industry. Now let's go a little deeper into the first component: Demand Generation.

Why is Demand Generation important?

Most Web site owners think of building the Web site first, thereby getting busy with what to put on the Web site and how to make it look great. As an excited new Web site owner, though, you can be disappointed when the steady inflow of traffic you expected to see after the Web site launch does not materialize. A day, a week, a month goes by and then ... Nothing?! Now you get frustrated, wondering why you spent so much time and money building the site in the first place when nothing is really happening!

The reality is you ought to think about your Web traffic generation way before

you apply your pencil to a Web site design. How will customers find out that you have a Web site to begin with? How will they find out the address? How will customers know what your products are and what your business stands for? All these questions need to be answered first.

Believe it or not, in order to sell products through your Web site's shopping cart, your site doesn't require having great movie clips or flashy celebrities' pictures, or even the lowest sale prices. Why? Because when a person wants to buy something, he or she has in mind a time span within which the decision to purchase will be made. If your Web site is just average, but you keep the potential buyer occupied with browsing on your Web site, that itself will build a time-based loyalty.

The catch is you that must work towards building and then quickly earning and keeping the trust of your potential buyer by allowing user-friendly access to key areas in your Web site: products

that speak for themselves, rock-solid testimonials and/or trustworthy affiliations stated readily in your Web site. That way, even if yours is not the cheapest product out there, this customer knows you and your Web site can be depended on, not only at the time of sale, but way after the sale is made. It's the building of the relationship with your buyer that matters most, more so than the price, profit or even the sale itself.

Sources of Demand Generation

Before we talk about the sources of demand generation for your Web site, first let us briefly touch on domain names. An example of a domain name, which is another term for "Web site address," is www.FazTLight.com. Always include your product in your domain name when you first register it. It only makes sense when a domain name straight away illustrates your product information.

Now that we know that demand generation is the most important aspect

of a Web site building project, let's dig into some of its sources. What could be some of the different types of sources of Demand Generation?

Well, it could be putting your Web site address on business cards and brochures or painting it on your vehicles and showroom windows/walls.

Buildings, vehicles and business cards. It all starts from home, folks. Once you have the site launched, have your Web site address published anywhere and everywhere you can around you. Add it to all business cards and marketing collaterals. Put your Web site address on your showroom window and on your vehicles. The visual address has a lot of impact on a viewer's mind, and with mobile technology like the iPhone and Blackberry, potential customers can visit your Web site right from sitting in traffic or in a parking lot where your vehicle (advertising your Web site) is standing by.

Mail and E-mail. If you have a customer mailing list, be sure to take full

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E-COMMERCE *Continued from Page 6*

advantage of it and include your Web site address on direct mailing pieces, coupons, e-mail blasts and e-newsletters. These pieces don't have to be fancy. It is fine as long as they are clean and convey your message explicitly. Just make sure you have your Web site address printed clearly and that it visibly stands out. For e-mail and e-newsletters, companies such as Constant Contact and iContact provide great tools that you may find helpful.

Newspapers and Radio. The conventional paper media is becoming innovative in offering greater incentives for businesses to publish ads. If you want to advertise locally, newspapers and yellow pages may be excellent places to print your Web site domain names.

Advertising on local radio and news channels may also be worthwhile. Stations often keep archives of their aired programs online and include domain names of advertisers.

For any media, a press releases is one of the most effective ways to hit a lot of credible Web sites without breaking your budget. With your major events announced in a press write-up, you take a stalwart step towards "being the news," thereby increasing your Web site address visibility.

List on Relevant Web Sites. Advertising starts with family, friends and relatives. Then comes your business neighbors, vendors and suppliers whom you ask to put your Web site address on their Web site. The beauty of this type of marketing is, it is not very expensive and your suppliers have their own way of drawing traffic. For example, your suppliers may put ads in publications that you cannot afford, thereby generating traffic from those magazines where they list you as their retail outlet.

Granted, you may be one site listed amongst many, but sometimes your geography alone can get customers from the suppliers' sites to your site. Either way, you get some traffic that otherwise may have ended up on your competitors' Web sites.

Google/Yahoo/Bing Ad Words. All major search engines offer a quick way to show your Web site link on top of their pages when a visitor searches for a particular keyword. For this you pay a fee for each click that brings the online traffic to your Web site. Keywords are basically what a visitor types in the "search" field to look for an item.

Blogs, Online Forums and Social Networking. Blogs and online forums are sites where people gather to talk about their similar interests. You can start or participate in existing lighting forums to reach out to a targeted audi-



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ence. It doesn't matter where the buyers are located. What's more important is that people will know that you exist.

As Twitter, LinkedIn, Facebook and MySpace become increasingly popular, the major search engines pickup data from their pages. You may wish to have a presence on one or more of these sites. Remember, the more relevant places you have your domain name embedded, the higher your Web site will show up on

any given search engine.

Search Engine Optimization (SEO). This method of making your Web site rank as high as possible in a search can be done either in-house or by experts. Google, Yahoo and Bing all have their own rules for how they rank each Web site. Most search engines have a tutorial that you may become familiar with. SEO is a topic by itself, but I just wanted you to have a basic understanding of it.

Once you get your Web site address listed on various places, it is equally important to measure their performance on each. There are numerous tracking softwares out there and many of them are free. Some of the most popular are Google Analytics, SmarterStats and Webtrends. These mechanisms can track your Web pages 24/7 and let you know through graphical representations how

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LUCIA LIGHTING AND DESIGN RECEIVES BONNS AWARD

Lucia Lighting and Design of Lynn, Mass., was recently awarded *Best of the North Shore Lighting Showroom* by *Northshore* magazine. The magazine's annual Best of the North Shore issue recognizes the best places to eat, play, renew, take the kids and shop in the area.

Magazine editors stated, "Who would have thought that shopping for a chandelier or a reading lamp would be so much fun? Owner Lucy Dearborn, thanks to her mega-watt personality, has turned light shopping into a new form of entertainment."



Lucia Lighting and Design occupies a restored mansion with more than 8,000 square feet of showroom space.

PURESPECTRUM DONATES ENERGY EFFICIENT LIGHTING TO SAVANNAH MUSEUM

PureSpectrum, Inc., of Savannah, Ga., has agreed to replace and retrofit all existing lighting fixtures in Savannah's Ralph Mark Gilbert Civil Rights Museum with energy efficient products to support the museum's effort to improve energy efficiency and reduce its carbon footprint. The \$20,000 gift of energy efficient lighting will enable the museum to substantially reduce the building's energy usage and lower annual electricity costs by an estimated \$7,000.

The museum chronicles the civil rights struggle of the African American community in Savannah and was recently designated the official Georgia historical civil rights museum by Georgia Governor Sonny Perdue. Thousands of people visit the museum each year to view the historic photographic and interactive exhibits, including a fiber-optic map of eighty-



The Ralph Mark Gilbert Civil Rights Museum in Savannah, Ga., will lower its annual electricity costs by an estimated \$7,000 thanks to new lighting from PureSpectrum, Inc.

seven significant civil rights sites and events.

"We are excited and proud to be able to help one of Savannah's most prized institutions spend less money on electricity bills and consume less energy," said PureSpectrum president and CEO Lee Vanatta. "Our

mission is to encourage the use of energy efficient lighting products, and partnering with an organization as visible as the Ralph Mark Gilbert Civil Rights Museum will enable us to continue introducing our breakthrough products and technologies to more people. At the same time, we are contributing to updating a historic building and making Savannah a greener city."

The installation of dimmable CFLs took place over the summer, with a ballast retrofit for linear fluorescent fixtures scheduled later in 2009.

NEWSBRIEFS

Jill Riley joins Weiss & Biheller



Jill Riley has joined Weiss & Biheller in Yonkers, N.Y., as Director of Sales and Marketing.

Riley's previous experience includes lighting design and business development for Schonbek Worldwide Lighting, where she was involved in the development and execution of the Schonbek Retail Gallery concept.

She brings to her new position diverse talents in sales, distributor merchandising and interaction with sales representatives. As an effective trend spotter, she will also be assisting Weiss & Biheller with business development and product design.

IN MEMORIAM

James Michel Ber



Jimmie Ber, founder of Lighting Inc. in New Orleans, passed away Aug. 16 at the age of 85.

Ber was the beloved husband of Rosemary Levy Ber for 62 years. He is survived by his son Michael Henry Ber and his wife Tammy; daughter Jamie Michele Ber; grandson Jeffrey Leon Ber and his wife Michelle; granddaughter Anne Ber Morgan and her husband Brandon; great grandsons James David Ber and Stephen Michael Ber.

Ber was the past president and board member of Touro Synagogue Brotherhood and was involved in many professional and civic organizations including Continental Homestead, Local and State American Diabetes Association, Touro Infirmary and the American Home Lighting Institute.

Donations can be made to the Juvenile Diabetes Research Association, 120 Wall Street 19th Floor, New York, NY 10005; American Diabetes Association, P.O. Box 11454, Alexandria, VA 22312; or the National Parkinson Foundation, 1501 NW 9th Ave. / Bob Hope Road, Miami, FL 33136.

Max Hirshey

Max Hirshey, retired CEO of Swarovski Worldwide's North American division, passed away July 18 at the age of 88.

Born in Chemnitz, Germany, and educated in Geneva, Hirshey was a gifted athlete who excelled at soccer, playing for Switzerland in international competitions as a youth. He escaped Nazi Europe in 1939, only to return three years later as a U.S. Army sergeant in the Corps of Engineers, assigned to clearing mines. He was gravely wounded in combat and later awarded the Purple Heart.

Back in New York, he started Max C. Hirshey Inc., an importer of high-end lighting fixtures. Hirshey sold his company in 1989 to Swarovski Worldwide, staying on as CEO of their North American division until he retired at the age of 82.

He is survived by his wife, Jenifer Cook; son, David; granddaughter, Emily; daughter-in-law, Susan Squire; stepdaughters, Natasha Nordahl and Eugenie Meluso; stepson, Alex Chefetz; and seven step-grandchildren.

David L. Madronal

Dave Madronal, president of LAM Lighting Showroom in Goshen, N.Y., passed away Nov. 21, 2008, at the age of 48 following a long illness.

He is survived by his wife, Ellen Villamil; three children: Sarah Madronal, Alexander Madronal and Luke Madronal; father, Louis Madronal; sister, Donna Madronal; mother-in-law, Rose Marie Villamil; a brother-in-law and sister-in-law; and nieces and nephews.

NEW ALA MEMBERS*As of August 14, 2009***Associate****Charles J. Harris**

Charlie Harris
Greenville, S.C.

Crescendo Ventures

Wayne Cantwell
Palo Alto, Calif.

XOLogic Corp.

Jason Petersen
Provo, Utah

Component Manufacturer**Kowa Optimed, Inc.**

Joshual Lazenby
Torrance, Calif.

Designer**Alive Enterprises**

David Alayev
Bellflower, Calif.

Ideal Investment Co. Ltd.

Stephen Yu
Vancouver, B.C.

Manufacturer**AF Lighting**

Karen Fallon
Cincinnati, Ohio

Lauren Ralph Lauren

Eric Magun
New York, N.Y.

Virginia Optoelectronics, Inc.

Charles Li
Blacksburg, Va.

Manufacturers' Representative**Porter Lighting Sales**

Donald Porter
Fullerton, Calif.

SMC Marketing Group

Jian Ni
Marietta, Ga.

Showroom**Alpena Lighting Gallery & Design**

Jennifer Straley
Alpena, Mich.

ES Lighting

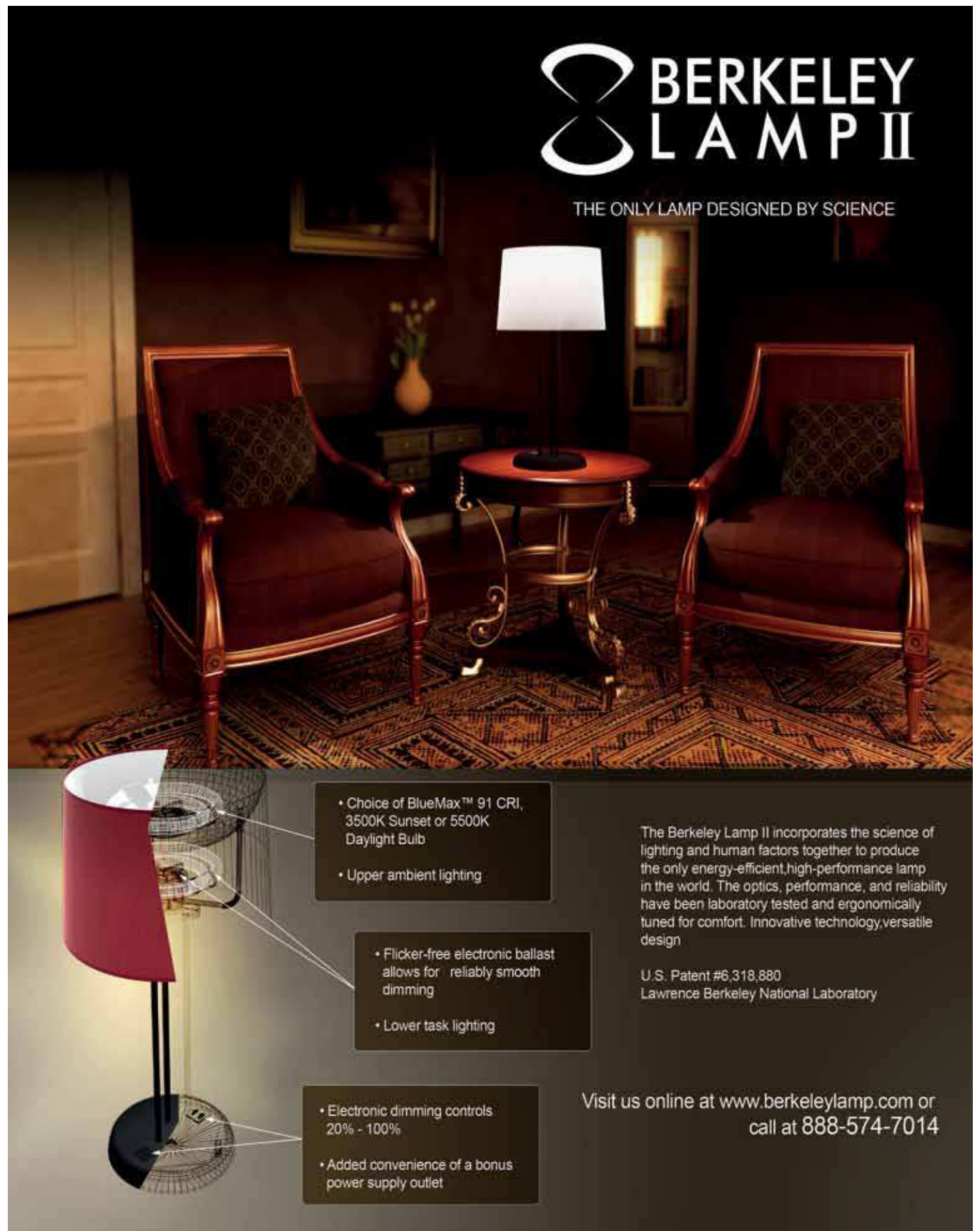
Grant Lechtenberg
Lawrence, Kan.

Fishtrap Creek Lighting

Randy Smit
Lynden, Wash.

King's Chandelier

Nancy Daniel
Eden, N.C.



BERKELEY LAMP II

THE ONLY LAMP DESIGNED BY SCIENCE

- Choice of BlueMax™ 91 CRI, 3500K Sunset or 5500K Daylight Bulb
- Upper ambient lighting
- Flicker-free electronic ballast allows for reliably smooth dimming
- Lower task lighting
- Electronic dimming controls 20% - 100%
- Added convenience of a bonus power supply outlet

The Berkeley Lamp II incorporates the science of lighting and human factors together to produce the only energy-efficient, high-performance lamp in the world. The optics, performance, and reliability have been laboratory tested and ergonomically tuned for comfort. Innovative technology, versatile design.

U.S. Patent #6,318,880
Lawrence Berkeley National Laboratory

Visit us online at www.berkeleylamp.com or call at 888-574-7014

WAC LIGHTING RECEIVES MINORITY ENTERPRISE DEVELOPMENT SUPPLIER OF THE YEAR AWARD

WAC Lighting recently received the 2009 New York Minority Enterprise Development (MED) Supplier of the Year Award, from the Minority Business Development Agency (MBDA). WAC Lighting President Shelley Wang was presented with the award at the New York Regional MED Week Networking

Awards Reception at Con Edison of New York Headquarters July 28.

The company was also featured in the Business2Buyer (B2B) Procurement Forum on July 17th in New York City.

"We are very proud to receive the Minority Business Supplier of the Year Award," said Wang. "This achievement

reflects our Responsible Lighting brand standard, which highlights our commitment to responsible manufacturing practices, energy efficient technology and providing opportunities for a diverse labor force in the marketplace."

2009 ALA MEMBERSHIP CAMPAIGN ACHIEVES 87 NEW MEMBER COMMITMENTS

The 2009 *Together We are Stronger* Membership Campaign received 87 new member commitments to join the ALA. A total of 50 ALA members worked on the eight-week membership campaign, with each of them striving to recruit two new members during the campaign.

Lars Bostrom, CLMR, chair of the ALA Membership Committee, was pleased that the ALA can be successful in recruiting new members in this economic environment.

"Our industry leaders provided countless hours of phone calls and follow up work to prospective members with

positive results," said Bostrom. "Even though the campaign is officially over, we have individuals who are continuing to work to help the ALA reach its goal of 100 new members."

Eric Jacobson, ALA vice president of membership is appreciative of the time and energy given by campaign members.

"Our members never cease to amaze me with their dedication to the industry," said Jacobson. "This year has been challenging for all of us, but you would not know it by the campaign members' attitudes."

2009 Membership Campaign Volunteers

- | | | |
|-----------------------|--------------------------|----------------------|
| ▶ Adrian Aguirre | ▶ Ralph Flores | ▶ Patrick Morris |
| ▶ Marty Allen | ▶ Elise Gilchrist, CLC, | ▶ Fred Naimer |
| ▶ John Anhut | CLMR | ▶ Jessica Oei |
| ▶ Frank Battaglia | ▶ Michael Gladstone | ▶ David Phillips |
| ▶ Harold Baumritter | ▶ Marty Glantz | ▶ Joey Sadofsky |
| ▶ Ryan Berlin | ▶ Douglas Gould | ▶ Graylin Schultheis |
| ▶ Howard Bernstein | ▶ Michael Hadank | ▶ Hal Schwartz |
| ▶ Bryan Biga | ▶ Lizette Hayes Winters | ▶ Dave Sorensen |
| ▶ Lars Bostrom, CLMR | ▶ William Hood | ▶ Jeffrey Thomas |
| ▶ Creighton Bostrom | ▶ Jeff Jarvie | ▶ Gabriel Trinidad |
| ▶ Frank Calabrese | ▶ Stanley Johnston, CLC, | ▶ Kirby Underwood |
| ▶ Beth Clark, LS | CLMR | ▶ Tom Underwood |
| ▶ Robert Cooper | ▶ Patricia Kelly | ▶ Dirk Wald |
| ▶ Brian Creeley, LS | ▶ Russ Klingel | ▶ Shelley Wang, LS |
| ▶ Dan Dickinson | ▶ Brad Krieger | ▶ Ed Weaver |
| ▶ Tom Dicks | ▶ James Krupp | ▶ Lee Weiner |
| ▶ David Director, CLC | ▶ Diane Laughter | ▶ David White |
| ▶ Ron Elder | ▶ Allan Laurin | ▶ Robert Williams |
| ▶ Steve Falk | ▶ Jon McMahan | ▶ Tom Wright |
| ▶ Jack Fleischer, CLC | ▶ Chris Medina | |

NOMINATING COMMITTEE FOR 2011 BOARD OF GOVERNORS

The following individuals comprise the 2010 Board of Governors Nominating Committee, which is charged with nominating members for the 2011 Board of Governors. According to the bylaws of the ALA, the names of those serving on the Governors Nominating Committee must be published in the ALA's newsletter so members may make recommendations for nominees for the position of governor.

Please send your 2011 Board of Governors recommendations to Dick Upton at dupton@americanlightingassoc.com.

Greg Keith, Chair
Keith Product Placement Ltd.

Howard Bernstein
ARTCRAFT

Doug Carrion
Armenta-Carrion Lighting Group

Monty Gilbertson, CLC
Lighting Design by Wettsteins

Don Gressett
Carol's Lighting

Brad Heimann
Craftmade

Lois Pfundt, CLC
Lamp & Lighting Warehouse

Rene Quintana
Fine Art Lamps

Rick Spicer
Pacific Coast Lighting

Richard D. Upton
American Lighting Association

ALA HOSTS CANADIAN MEMBER MEETING

The ALA hosted a two-hour luncheon/business meeting for its Canadian members Aug. 14 in Toronto, Ontario.

Among the guest speakers were Marc Sykes, project specialist for the Electrical Safety Authority, Carrie Aloussis, residential new construction and whole home energy efficiency manager for the Ontario Power Authority and Chris Bodanis, director of CDM programs at Energyshop.

Sykes gave an update on and took questions regarding the recently suspended \$350 registration fee required for lighting products sold in Canada, while Shervill and Bodanis reviewed incentive opportunities available to promote ENERGY STAR products.

Paul Eusterbrock, chair of the ALA Board of Governors, and Dick Upton,



Guest speakers at a recent meeting of Canadian ALA members included, from left, Chris Bodanis, director of CDM programs at Energyshop; Marc Sykes project specialist for the Electrical Safety Authority; Carrie Aloussis, Residential New Construction and Whole Home Energy Efficiency Manager for Ontario Power Authority and Paul Eusterbrock, ALA Board of Governors chair.

ALA President/CEO, were also on hand to discuss current legislation impacting the lighting industry; the goal of combining sustainability with proper application of lighting; and the availability of ALA educational programs for members.

Canadian Member Meeting Attendees

Alico Industries, Inc.

ARTCRAFT

Cohen-Scalia Agency

Eurofase Inc.

Fennell Marketing
& Sales, Ltd.

Living Lighting

Osso City Lighting, Ltd.

Royal Lighting

Sescolite Lighting

Standard Products Inc.

Union Lighting Co. Ltd.

LIGHTING MAGAZINE BUNDLED WITH REMODEL MAGAZINE ON NEWSSTANDS

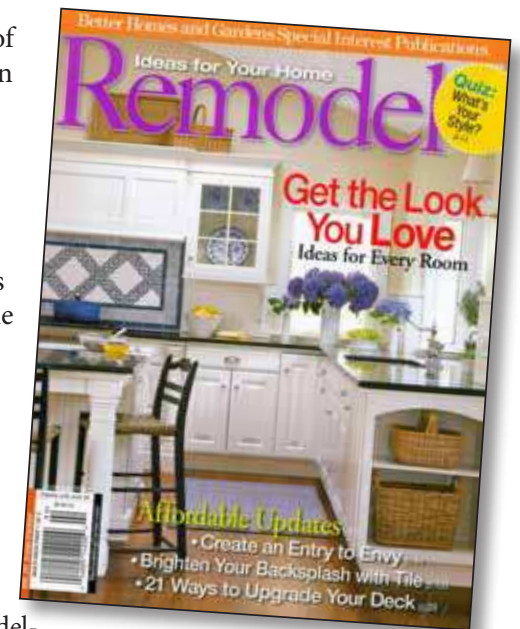
Consumers received a free copy of the ALA's *Lighting* magazine when they purchased *Remodeling* magazine this summer.

The lighting industry's only national consumer magazine, *Lighting* originally hit newsstands as a stand alone publication on April 1 and was distributed in ALA showrooms in the U.S. and Canada.

The magazine is a joint venture between the ALA and Meredith Publishing, the same company that publishes *Better Homes & Gardens*, *Traditional Home*, *Kitchen and Bath Ideas* and *Ladies Home Journal*.

Meredith Publishing has also positioned the ALA on its Web sites, remodelingcenter.com and kitchenbathideas.com, as the authority for lighting, and visitors to those sites can order copies of *Lighting*. The ALA BiNational Advertising and PR Program is forwarding contact information from those consumers to member showrooms as sales leads.

"The *Lighting* magazine and the two BH&G Web sites provide enormous exposure for our industry during trying times. Being able to deliver sales leads the next day into an ALA member showroom



has tremendous value, not to mention the tens of millions consumer impressions for the lighting industry," said Larry Lauck, vice president, communications for the American Lighting Association.

ALA members interested in free copies of *Lighting* magazine through the ALA BiNational Advertising and PR Program should contact Larry Lauck at 800-605-4448, ext. 27, or llauck@americanlightingassoc.com.

ALA BINATIONAL PROGRAM REACHES 172 MILLION CONSUMER IMPRESSIONS

Tabulations through August show that the ALA BiNational Advertising and Public Relations Program has already delivered 172,450,000 consumer impressions across the U.S. and Canada through magazines, newspapers and the Internet, on pace to exceed the original 2009 goal of 200 million. "Consumer impressions" estimate how many times consumers see a message based on factors such as publication circulation and readership.

"This is another example of how the ALA BiNational Ad and PR Program is driving the awareness of lighting in the home," said Larry Lauck,

vice president, communications for the ALA. "The strong partnership that the ALA enjoys with the publisher of *Better Homes and Gardens* has allowed the lighting industry, and more specifically the ALA and its members, to be featured in more magazines, Web sites and press stories than ever before."

Lauck points out that the free distribution of 200,000 copies of the magazine, *Lighting*, through ALA showrooms is not only increasing overall consumer impressions, but also giving ALA showrooms a marketing advantage with customers looking for lighting solutions. Many showrooms have reported multiple success stories whereby customers would specify fixtures featured in the magazine.

Additionally, major market daily newspapers and home improvement Internet sites regularly use ALA BiNational press materials about properly lighting one's home and saving energy through the use of ceiling fans and dimming systems, and marketing savvy ALA showrooms have been com-



municating with their customers using ALA's e-newsletter, *Bright Ideas*.

"The e-newsletter with consumer deco-

rating tips is published six times a year and can be e-mailed to a showroom's customer database," noted Lauck. "Showrooms report that *Bright Ideas* receives four times higher readership than other e-mails they have sent."

Even more consumer impressions are being gained through the ALA lighting designer videos which appear on popular Internet sites such as YouTube, along

with videos featuring products from approximately 50 ALA manufacturers.

"It's all about relationship marketing now," said Lauck. "Showrooms should reach out to consumers, designers and architects and begin to nurture the sales process. The Binational Ad and PR program is helping to ensure that customers are more knowledgeable about products than ever before prior to making a pur-

"LIGHTS from Softlight is very easy to use. All the information is right there including the light bulbs that need to be ordered. It is a great investment for your lighting business."

Linda M. Pavletich, LS
Premier Lighting
Bakersfield, CA

SOFTLIGHT Lighting Package



Industry Specific Software for the Lighting Industry

Things you should ask for in a lighting software package:

- Is the software industry specific or was it written primarily for another industry and adapted to lighting?
- Who provides support? When you call are you talking to lighting people or someone who knows only about writing software.
- Are you charged more for adding computers to your system or for using larger databases as your business grows?
- Is the software easy to learn?

LIGHTS from Softlight is a computer software program that manages and organizes the daily functions for the Lighting Industry and Lighting Showrooms.

LIGHTS from Softlight can deliver reports and paperwork at the touch of a key that can save you many valuable hours of work. Customers are never charged for adding more computers or features, and the package is easy to learn. Visit the LIGHTS from Softlight Web site or call for a complete demonstration.

Call for free demo **1-888-544-4809** or visit: www.softlightusa.com

Not available in New Mexico.



chase. Displaying quality customer service and having a knowledgeable sales staff will pay dividends for showrooms when the economy begins turning and more consumers enter the market."

Members interested in receiving the free BiNational materials mentioned in this article should contact Larry Lauck at llauck@americanlightingassoc.com.

PREVIEW OF NEW SALES TRAINING DVD AVAILABLE ONLINE

Sections of the first seminar in the new Residential Sales Training DVD series have been posted online and may be previewed at <http://www.screencast.com/t/ITajmahi>.

The DVD seminars are produced and conducted by ALA Consulting Director of Education and popular instructor Joseph A. Rey-Barreau, AIA, IES, as part of his Residential Lighting Sales Success System™ to complement the ALA's *Residential Lighting Training Manual*.



Seminars currently available for purchase through the ALA include:

- ▶ *Ten Best Practices of Highly Successful Residential Lighting Sales Professionals*
- ▶ *Suggestive and Persuasive Selling: The Foundation of Sales Success*
- ▶ *How to Use Elements of Light and Color as a Sales Tool*

"The ALA's *Residential Lighting Training Manual* does an incomparable job of teaching technical lighting knowledge," said Rey-Barreau. "I developed



these DVDs to complement the manual and teach how to use that technical knowledge to sell residential lighting more efficiently and at higher margins."

Each DVD seminar is approximately 45 minutes in length and costs \$65 per DVD for ALA members. (\$99 per DVD for non-members.) Those completing the courses are eligible for 1 CLC credit hour per seminar.

Rey-Barreau is planning future DVD seminars focusing on sales techniques for specific products — such as bulbs, decorative lighting, ceiling fans, recessed and track lighting, energy-efficient lighting and lighting controls — as well as lighting design.

To order the DVDs, or for more information, please contact Nici Juneau at 800-605-4448, ext. 26, or njuneau@americanlightingassoc.com.

LUTRON SPONSORS ALA WEBINAR SERIES FOR NARI MEMBERS

Lutron Electronics Co., Inc., has agreed to sponsor the ALA's new Webinar lighting training series for members of the National Association of the Remodel Industry (NARI).

Created in partnership with NARI, the three-Webinar series will be produced by Joe Rey-Barreau, the ALA's consulting director of education and long time lighting instructor.

Topics chosen by Rey-Barreau and Dan Taddei, director of education for



NARI, include:

1. *Concepts in "Green" and Sustainable Lighting: How to Integrate Energy Efficient Lighting Strategies to Meet Energy Legislation*
2. *Successful and Practical Lighting Ideas for Kitchens and Bathrooms*
3. *The Residential Lighting Revolution: What's New in LEDs, Compact Fluorescent Lighting and Controls and How they are Changing Residential Lighting*

The Webinars will be pre-recorded and made available via the NARI Web site.

CONGRATULATIONS NEW CLC

Marcy Smith of Seattle Lighting's Design Services Department recently earned the ALA's Certified Lighting Consultant (CLC) designation.



A native of Spokane, Smith earned an Associate of Arts degree in Interior Design from the Art Institute of Seattle and a Bachelor of Science degree in Interior Design from the Art Institute of Portland, Ore., in 2004.

After college, Smith worked in lighting sales for Globe Lighting in Lake Oswego, Ore., and was promoted to Seattle Lighting's Design Services division by Executive

Director Al Thomas, CLC.

Since then she has gained valuable knowledge in engineering and programming whole house control systems and has worked on a wide range of design projects, including The Zero Energy Idea House, featured in the

May/June Issue of *425* magazine, and Shore Way, a contemporary home featured on the Web site of Christopher Developments of Victoria, B.C. Smith is also a member of the American Society of Interior Designers (ASID) and can be found under ASID's Designer Referral Service.

UPCOMING CLC-CREDIT WEBINARS

Registration forms for the next ALA Webinars awarding CLC credit may be downloaded from www.americanlightingassoc.com/members.

How to Sell Crystal for Maximum Profit

DATE: Sept. 24

TIME: 11 a.m. Central

INSTRUCTOR: Joe Rey-Barreau

CREDIT: 1 CLC hour

MEMBER COST: \$39 per participant

To be successful at selling heirloom, high-quality crystal, it is essential to know the details and the specific characteristics that define "high-quality" from other types of crystal. Knowing these specific details allows us to speak confidently by presenting persuasive facts and responses to our customer's questions. In this seminar, you will learn:

- ▶ How to define the differences between heirloom, high-quality crystal and crystal of a lesser quality
- ▶ The differences between rock crystal, machine-cut, hand-cut, optic and molded crystal
- ▶ The differences between Bohemian and Venetian crystal
- ▶ The primary shapes of crystal and how they are typically used
- ▶ A brief history of crystal and its symbolic importance in European and American history
- ▶ How to clean crystal

SPONSORED BY



LED and Solid State Lighting Update: Time to Stock It and Sell It

DATE: Oct. 22

TIME: 11 a.m. Central

INSTRUCTOR: Joe Rey-Barreau

CREDIT: 1 CLC hour

MEMBER COST: \$39 per participant

We've heard that LED is the lighting source of the future, but not until the past few months has LED technology reached a point where it is truly becoming marketable and affordable for the residential market. In this seminar you will learn:

- ▶ How LED fixtures differ in cost from other types of similar incandescent and CFL fixtures
- ▶ What solid state lighting is and how it differs from light-emitting diodes
- ▶ What types of LED and solid-state fixtures are most marketable today for home lighting applications
- ▶ The difference between light-emitting diodes (LED), organic light-emitting diodes (OLED) and polymer light-emitting diodes (PLED)
- ▶ Will LED lighting be the primary light source of the future, and what new LED lighting products can we expect in the next few years?

SPONSORED BY



New ALA Certified Lighting Consultants

As of August 14, 2009

Idlewood Electric Supply

Carla Reznick

Robinson Lighting

Mike Bienten

Seattle Lighting

Marcy Smith

Springfield Electric

Lisa Perkins

New ALA Lighting Specialists

As of August 14, 2009

Norburn Lighting & Bath Centre

Shearal Black

Stefanie Fielding

Greg Foster

Klara Kolda

Jeff O'Brien

Robinson Lighting

Shirley L. Linfitt-Paget

New ALA Lighting Associate

As of August 14, 2009

Southern Lighting

Jan Benson



GOLF EVENT SPONSORS

As of Sept. 10, 2009

Buffet Lunch

Lutron Electronics Co., Inc.

Closest to the Pin

Intertek
Underwriters Laboratories

Drink Stations

Fanimation
Intertek

Golf Balls

CSA International, Inc.

Golf Hole

Emerson Ceiling Fans
FazTrack Technology LLC
Holtkoetter International, Inc.
Jesco Lighting Group
Johnston Lighting Associates
M&M Lighting
PHILIPS Forecast
Thomas Lighting

Hole-in-One

Hinkley Lighting

CONFERENCE SPONSORS

As of Sept. 10, 2009

Gala Welcome Reception

CSA International

Great Ideas Sessions Featured Speakers

Westinghouse Lighting Corporation
Lightolier, a Philips Group Brand
Lithonia/Light Concepts

Spouse/Guest Event

Holtkoetter International, Inc.

Banquet Entertainment/Centerpieces

Underwriters Laboratories, Inc.

Banquet Reception

Generation Brands

Banquet Wine

Casablanca/Hunter Prestige, Craftmade
International, Ellington Fans/Litex,
Emerson Ceiling Fans, Fanimation,
Kendal Lighting, Minka Aire-Minka
Group, Monte Carlo/Sea Gull Lighting,
Savoy House

Pre-Conference CLC Training Sessions

Hinkley Lighting

AV Equipment

Las Vegas Market

Manufacturers' Exhibit Luncheon

Intertek

New Member Reception

Virginia OptoElectronics

Coffee/Soda Breaks

Dallas Market Center

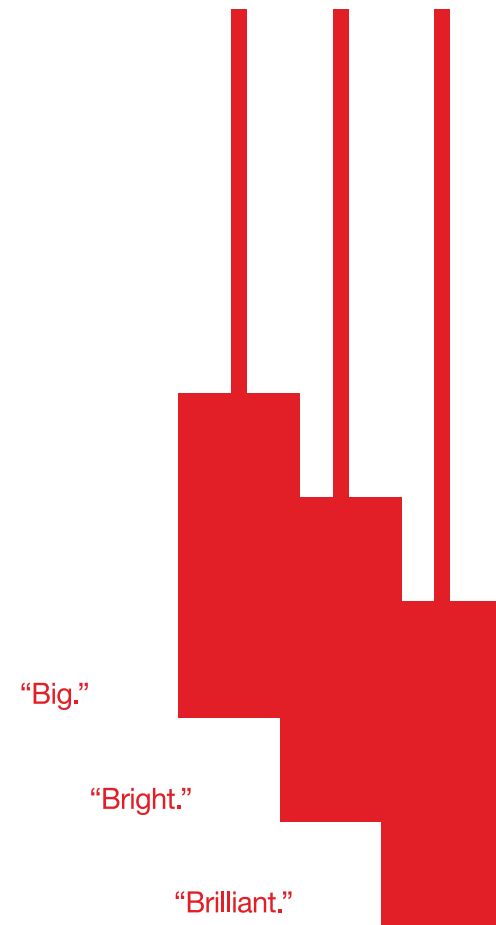
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Padfolios

Kichler Lighting

Daily Lightrays

Lutron Electronics Co., Inc.

Pocket Program

Lutron Electronics Co., Inc.

Badge Lanyards

SATCO Products, Inc.

Registration Envelopes/Pens

Progress Lighting, Inc.

Drink Koozies

Savoy House

Education Foundation Raffle Prizes

Cooper Lighting
Generation Brands
Hubbell Lighting/Progress Lighting
Lightolier, a Philips Group Brand

2010 Registration Prizes

Dallas Market Center
Lutron Electronics Co., Inc.
OnSpeX
SATCO Products, Inc.
Schonbek Worldwide Lighting, Inc.

TWO ALA MANUFACTURERS WIN BEST OF SHOW AWARDS FROM DMC

The Dallas Market Center (DMC) showrooms of ALA members George Kovacs (Trade Mart Third Floor) and Murray Feiss, a Generation Brands Co. (Trade Mart Fourth Floor) were recognized as Best of Show winners for their floors during the June market.

The Dallas Total Home & Gift Market Best of Show Awards judging takes place twice a year during the January and June Dallas Total Home & Gift Markets. Winners feature booth or showroom displays that are creative, fresh and innovative.

ALA MANUFACTURERS DONATE FIXTURES TO HABITAT FOR HUMANITY

Nearly 15 ALA Manufacturers with showrooms at the Dallas Market Center donated light fixtures, lamps and accessories to Habitat for Humanity before the June Market.



- Contributors included:
- ▶ ARTCRAFT
 - ▶ Fine Art Lamps
 - ▶ Golden Lighting
 - ▶ H.A. Framburg
 - ▶ Hinkley Lighting
 - ▶ House of Troy
 - ▶ Lite Source, Inc.
 - ▶ Minka Group
 - ▶ Monte Carlo Fan Company
 - ▶ Murray Feiss Lighting
 - ▶ Quiozel, Inc.

- ▶ Troy Lighting
 - ▶ Vaxcel International
 - ▶ Westek Lighting
- Fixtures and fans donated are not normally used in Habitat for Humanity construction — rather they are sold to the public at Habitat outlet stores and their proceeds funneled back into the organization.
- For information on donating before the January Dallas Market, contact Beverly Stibbens of the Dallas Area Habitat for Humanity at 214-678-2352.

PILLARS *Continued from Page 1*

his real life experiences and offering hands on involvement.”

Brown has been a member of the Certification Committee for the past 9 years, serving as chair since 2007. He has been involved in editing all new education materials since 2002 and was a key factor in the creation of the Certificate Specialist program as a member of the Editing Task Force for the program’s monographs.

Bob D. Evans

Bob Evans, owner of Showroom Lighting Sales in Houston, Tex., is heavily involved in government affairs issues and has been an active member of the ALA Political Action Committee since 2007. He has served on the Manufacturers’ Representatives Steering Committee since 2004 and was a member of the 2006-2008 Governor’s Nominating Committees.

“Bob is a great asset to the ALA because he is enthusiastic and truly cares about the industry and the association,” said Eric Jacobson, ALA vice president of membership. “We can count on him to not only present good ideas, but also follow through with them.”

Evans helped plan the 2007 Annual

Conference and has recruited new association members as part of multiple Membership Campaigns over the years. He has been elected to serve on the 2010 Board of Governors.

Jim K. McCarthy, CLC, LC

Jim McCarthy, CLC, LC, senior market specialist for the SOURCE, Cooper Lighting’s education center in Peachtree City, Ga., is a strong supporter of the ALA educational programs, serving as a CLC exam grader since 2002 and a seminar instructor since 2007.

“Jim brings so much knowledge to the committees he serves on,” says Juneau, “and he is always willing to answer any technical questions I get from members. The lighting industry and, certainly, the ALA benefits greatly from his involvement.”

McCarthy is a member of the Certification Committee and the Education Committee and is actively involved in the development of new ALA programs. His work on the ALA Editing Task Force helped make both the revised *Residential Lighting Training Manual* in 2006 and the Certificate Specialist program in 2008 a reality.



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The Marketing Spa

Manufacturer Campaigns



ALA Campaigns



Showroom Campaigns





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RESEARCH ■ STRATEGIC PLANS ■ PRINT ■ RADIO ■ TV ■ POS ■ WEBSITES ■ ECOMMERCE SITES

NEWSLETTER INFORMS DEALERS*Continued from Page 3*

Distributed quarterly by e-mail to showroom owners and/or managers, the newsletter usually includes seven or eight articles of interest along with images obtained from manufacturers' Web sites or clip art sources. Deininger writes the articles and has his son Dan format the newsletter in Microsoft Publisher. The document is saved as an Adobe Acrobat pdf file before it is attached to the outgoing e-mails.

"It takes time, but I just try to fit the writing in when my mind is fresh or sometimes when I am at home," explains Deininger. "I'm not very good at desktop publishing programs. Fortunately, Dan excels in that area and saves me a lot of time."

The newsletter is not personalized for each showroom, but Deininger does try to include information on each manufacturer. "Not all showrooms purchase from every company we represent, but that doesn't change our approach," he notes. "Part of the goal is to make dealers aware of what we have to offer. We occasionally include a marketing piece or sell sheet on a highlighted product."

Most showrooms have given positive feedback, and the newsletter has caused customers to act on a program, request co-op information or ask for training. "We understand that not everyone will read it," says Deininger, "but hopefully those that do will find value in doing so. Our goal is to be a reliable resource."

While he can't say that the newsletter has increased orders in any big way, Deininger does note that it gets their manufacturers and their agency in front of their dealers once again. "I have had some cases where someone said they had never heard about a particular policy or program, and by explaining that the info was also in our newsletter, they began to read it."

Deininger's next plan is to produce a one-page info-letter that is more focused on product and send it directly to showroom salespeople or electrical distributor counter personnel.

"Sales staff need to be exposed to information more than once for it to really 'sink in,'" he says. "The one-page sales/counter newsletter will be designed to reinforce discussions or training we previously provided or to inform staff that were not available."

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E-COMMERCE *Continued from Page 7*

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