

### Upcoming CLC Webinars

June 18

*Sizing Techniques for Decorative Fixtures in Foyers, Dining Rooms and Large Vaulted Spaces*

July 23

*Low Voltage Lighting Design Concepts and What is the Future of Low Voltage Lighting*

Registration forms may be downloaded at [www.americanlightingassoc.com/members](http://www.americanlightingassoc.com/members).

### Free Showroom Publicity is Just a Click Away

The ALA BiNational Advertising and PR program produces professionally written lighting feature stories bi-monthly and distributes them to thousands of editors and media outlets across the U.S. and Canada.

The feature stories are also available on the ALA Web site for members to pick up, customize and redistribute to local publications or post on their Web site. Members are welcome to add information and photos of related products they carry, as well as showroom contact information.

The stories currently available cover a variety of topics including:

- Trends in lighting bathrooms, entertainment rooms and kitchens
- Landscape and outdoor lighting
- Sconces and recessed lighting
- Lighting on a budget
- Saving energy with dimmers

Throughout 2009 also look for stories about energy efficiency, ceiling fans, rail and track lighting, holiday lighting, LEDs and pendants.

For more information on using the stories, contact Larry Lauck at [lilauck@americanlightingassoc.com](mailto:lilauck@americanlightingassoc.com) or 800-605-4448, ext. 27.

### Members Save with New ALA/Office Depot Preferred Vendor Discount Program

The ALA recently entered into a preferred vendor discount program with Office Depot, enabling all ALA members to receive discounts on office supplies and Office Depot services.

"We have developed a partnership with Office Depot to provide significant savings for the ALA membership," said Eric Jacobson, ALA vice president of membership. "The ALA has negotiated deep discounts on a core list of office supplies that will help members lower costs on items they are already purchasing."

More than 200 products are included in the ALA's "Best Buy List" of deeply discounted core products, including paper and an extensive selection of toner and ink cartridges. The following example shows the potential discounts available:

Item	List Price	ALA Price
Office Depot Copy Paper	\$150.16	\$30.99
HP Black Toner Cartridge	\$136.34	\$83.11
Avery Address Labels	\$36.59	\$17.22

For products not included on the ALA's Best Buy List, members will

receive an average discount of five percent off the list price.

Additional savings for members participating in the program include:

- In-store discounts using the ALA/Office Depot BSD Purchasing Card
- Introductory free shipping on all orders (Free always on orders more than \$50)
- \$100 off your first \$1,000 Tech Depot purchase
- 15% off first Print on Demand order
- FREE case of paper with a first order of more than \$100

To register for the discount program, click on the Office Depot link at [https://odams.officedepot.com/registrations/ala\\_reg.php](https://odams.officedepot.com/registrations/ala_reg.php).

To proceed, open "Create Your Account Now" and fill out your company information. The ALA's Office Depot account manager, Kiley Frazer, will call to confirm your information before mailing you a welcome packet including your ALA/Office Depot BSD Purchasing Card and a copy of the ALA's Best Buy List.

Please note that opening an account does not obligate you to purchase anything, sign a contract or incur any fees.

For more information, contact Kiley Frazer at [kiley.frazer@officedepot.com](mailto:kiley.frazer@officedepot.com) or 214-250-8061.

### Dominion Electric Starts Lighting Blog for Customers

Dominion Electric Supply Co., Inc., in Arlington, Va., started *Enlightening*, a residential lighting blog for customers, earlier this year. Maintained by Catharine Schlawin, CLC, the blog shares information on new or unique products, upcoming sales and other topics of interest to customers.

"My goal is to be informative with tips, show the trends, tell people what's new and that kind of thing," says Schlawin. "I try to post something every few days or so (time-permitting)."

Schlawin's topic ideas come from things she is reading, reps showing new products and co-worker suggestions.

"We've gotten about three e-mails or phone calls so far in regards to my posts, so it's a start," says Schlawin. "This is a fairly easy thing to do that is fun and not too time-consuming. I'm not particularly tech- or Web-savvy, but I have to say I'm very proud of it so far!"

Visit Dominion's blog at [www.dominionelectric.blogspot.com/](http://www.dominionelectric.blogspot.com/).