

## Echo Lighting Design Gallery Uses Casino Night to Draw a Crowd at New Showroom

To raise awareness of their new lighting and home automation retail showroom in Omaha, Neb., Echo Lighting Design Gallery and Echo Tech recently hosted a VIP Grand Opening Casino Night that drew in more than 150 designers, builders and manufacturers' representatives.

Guests gathered at the new facility for a social hour followed by dinner and an evening of gaming and prizes.

The evening featured three different prize drawings: a general prize drawing for all guests, a special prize drawing for casino game winners and a grand prize drawing for a trip to Las Vegas.

Every guest was automatically entered into the general raffle, and winners were drawn every 20 minutes.

For the casino game drawing, all attendees were given \$6,000 worth of tokens to enjoy games such as blackjack, craps, poker and roulette. Players then "cashed in" their chips for raffle tickets and could divide them among the drawings for five special prizes however they wanted.

The night concluded with a grand prize drawing for a trip to Las Vegas that brought attention to the 24 suppliers who helped sponsor the event.

"Every person received a special casino chip with a supplier's name on it to hold onto until the end of the night for the Vegas trip," explains Jennifer Kudera, marketing coordinator at Echo. "We spun the wheel once (which had all 24 supplier names on the wheel), and it landed on Philips. Those who had the name 'Philips' on their casino chip were finalists, and we drew from those finalists for the Vegas trip."

No one went home empty handed as 'care bags' were given to each attendee. The bags contained literature and items from factories such as tape measures, koozies, slippers, pens, key chains, supplements and brochures.

## Grow Your Business by Putting the Right People in the Right Positions

*David Bellwoar was one of seven speakers at the One Best Thing I've Done to Grow My Business — and Make Money seminar for showrooms during the 2007 ALA Annual Conference. This article is based on his presentation.*

At the Bright Light Design Center in King of Prussia, Pa., making sure the correct person is in each position helps the showroom run smoothly and profitably.

"It is important to get the right people on the right seat on your bus," says Vice President David Bellwoar. "Everyone has different constructs to their personality, and different personalities work better in certain positions."

Personality traits may include passive or aggressive, introverted or extraverted, impatient or patient, detailed or big picture, creative or analytical and emotional or stoic.

For Bellwoar, identifying the type of personality that would work best in each position was the first step towards improving employee satisfaction and, as a result, company profitability.

"The first thing we did was give the 'position' the survey," says Bellwoar. "It helped us determine what personality type might do best in each of our jobs."

With the ideal personality for each position defined, Bright Light is able to test job applicants to see how closely their traits match up.

"It's a two page survey of single words," explains Bellwoar. "The applicant selects words that apply to them, and the results are compared to the position's 'ideal' results."

The match doesn't need to be perfect for someone to be offered the job.

"We say there is an 80/20 rule," says Bellwoar. "Eighty percent of

our hires are dead on with their personality traits. Twenty percent, though, have some grey area so they're not quite a perfect match, but we give them a shot anyway."

The survey Bright Light uses was developed by Organizational Analysis and Design (OAD), a consulting firm specializing in organization development and behavior that continues to provide services and training to the showroom.

"We have a specialist who trains our employees on personality differences and helps them understand how they need to communicate with each other effectively," says Bellwoar. "For example, we have a generation gap in our showroom, and the training helps our older generations understand how the twenty-somethings work, and vice versa."

As team understanding improves, so does employee satisfaction and company productivity.

While Bright Light chooses to work with OAD, other businesses have used personality tests such as the Myers-Briggs to do their own testing in-house.

Bellwoar is a big believer in the personality matching process, but he warns that, whatever method a business chooses to use, perfecting it will take time.

"We've been working on this for about 15 years now," notes Bellwoar. "It takes some time and investment to understand how the process works and how it can benefit your business. It's not something that happens overnight."

It is, however, well worth the effort according to Bellwoar.

"Employees are a lot happier when the position fits their personality," he says. "When work is satisfying, meaningful and enjoyable, people will strive to perform."