

## Upcoming CLC Webinars

July 23 • 11 a.m. Central

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

**Instructor:** Joe Rey-Barreau  
**Member cost:** \$39/participant  
**Credit:** 1 CLC hour

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Access Lighting Corp.  
[www.accesslighting.com](http://www.accesslighting.com)

August 20 • 11 a.m. Central

*Fundamentals of Lighting and Interior Design Styles*

**Instructor:** Joe Rey-Barreau  
**Member cost:** \$39/participant  
**Credit:** 1 CLC hour

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Dolan Designs  
[www.dolandesigns.com](http://www.dolandesigns.com)

Download registration forms from  
[www.americanlightingassoc.com/members](http://www.americanlightingassoc.com/members).

*Proactive Showrooms* is a publication of the ALA. E-mail your story ideas and sales tips to Sherri Kelley at [skelley@americanlightingassoc.com](mailto:skelley@americanlightingassoc.com).

## New Sales Training DVDs Available through ALA

The first in a new series of sales training seminars to complement the *Residential Lighting Training Manual's* technical knowledge are now available on DVDs for purchase through the ALA.

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™.

Currently available seminar titles 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*

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.

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

## Web Tool Lists Consumer Rebate Opportunities

ENERGY STAR offers a Web-based tool at [www.energystar.gov/dime](http://www.energystar.gov/dime) that identifies ENERGY STAR related rebates being offered by local utilities, allowing lighting showrooms to promote those rebates to increase energy-efficient lighting sales.

For each consumer incentive program, the ENERGY STAR tool lists

the sponsor, incentive type, products covered, state(s) and the amount of incentive offered. Also included are start and end dates and contact information for more details.

Currently, 125 consumer incentives are available in 27 states covering products such as efficient lighting fixtures, CFL lamps and ceiling fans.

## SBA Offers New Temporary Loan Program for Stressed Businesses

The U.S. Small Business Administration (SBA) is offering a new loan program beginning June 15 to provide temporary financial relief to small businesses suffering immediate financial hardship.

Funded as part of the federal stimulus bill, the America's Recovery Capital (ARC) loan program offers small businesses up to \$35,000 to make payments of principal and interest on existing debt, allowing borrowers to redirect cash flow from making loan payments to investing in their businesses.

ARC loans are interest free for borrowers, and proceeds are provided over a six month period. Repayment of

the ARC loan principal is deferred for 12 months after the last disbursement of the proceeds and may be extended up to five years.

To qualify, a business must have evidence of profitability or positive cash flow in at least one of the past two years and be able to show a change in its financial condition, such as declining sales, frozen credit lines, or difficulty making payroll, rent or loan payments.

ARC loans are available through SBA-approved lenders as long as funding is available or through Sept. 30, 2010, whichever comes first.

Visit [www.sba.gov/](http://www.sba.gov/) for details.