

Upcoming CLC Webinars

Jan. 21 • 11 a.m. Central
**How to Layout a Lighting Plan
Quickly and Accurately for
Maximum Sales Effectiveness**

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Feb. 18 • 11 a.m. Central
**Trends in Lighting Styles and
New Technologies**

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DESIGN**

Seminar instructor: Joe Rey-Barreau

Download registration forms from
www.americanlightingassoc.com/members.

Additional Webinars Now Offered Each Month

The ALA is now offering one pre-recorded Webinar each month for members. The recorded sessions are available for a week at a time and can be conveniently accessed day or night.

Upon viewing the recorded session, registered participants will receive one CLC credit hour.

Webinar Replay Opportunities

Jan. 4 – Jan. 8
**Advanced Kitchen and Bath
Lighting Solutions**
Recorded August 2008

Feb. 1 – Feb. 5
**Fundamentals of Lighting and
Interior Design Styles**
Recorded August 2009

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DESIGNS**

How Lighting Showrooms Can Partner with Energy Efficiency Programs

By Eileen Eaton, Consortium for Energy Efficiency

Did you know that approximately 17 percent of the adult population in the United States has strong attitudes toward the environment, society and socially conscious businesses? This consumer group can be a boost to your business during these challenging economic times. But how can lighting showrooms take advantage of this market focus on “green” and “sustainable” products?

Energy efficiency programs are interested in partnering with lighting showrooms to promote ENERGY STAR products, as they understand the value that lighting showrooms provide compared to other types of retailers. Unfortunately, energy efficiency programs face challenges that in many cases limit their ability to structure their programs solely around the showroom sales channel.

Because funds used by energy efficiency programs are generally public purpose in nature, it is important that their programs are as cost effective as possible. A common method for achieving the needed energy savings for the lowest cost is by working with high volume sales channels, such as big box stores.

However, more and more efficiency programs are beginning to include showrooms in their lighting programs, as shown in the examples below. These types of programs are most likely to take off when the efficiency program knows that it has an active and willing partner. Information on how to contact your local efficiency program to express your interest in becoming a partner is provided at the end of the article.

Examples of Efficiency Program Partnerships with Showrooms

A few efficiency programs have been able to conduct outreach efforts and develop relationships independent of lighting showrooms contacting them directly. Their activities range from distributing *Lighting for Tomorrow* promotional materials and providing training and education to offering financial incentives for the sale of more efficient products.

The New York State Energy and Research Development Authority (NYSERDA), offers free sales staff training, point-of-purchase materials and cooperative advertising to promote energy efficient residential consumer products.

Another group of energy efficiency programs in the Northwest conducted pilots to train and educate builder representatives and lighting showroom staff about the benefits of ENERGY STAR qualified light fixtures. These efficiency programs (Northwest Energy Efficiency Alliance, Puget Sound Energy, Seattle City Light, Snohomish Public Utility District and Tacoma Power) developed the training

materials, scheduled the sessions and conducted the training events. **Crescent Lighting** and **Seattle Lighting** were both hosts for the builder rep trainings, and **Lighting Universe** and **Crescent Lighting** provided educational sessions for their own staff.

Efficiency Vermont conducted a one-year pilot with **Green Mountain Lighting**

Designs lighting showroom with the option to extend. Green Mountain Lighting Designs hosted a dedicated ENERGY STAR fixture display area that included at least two *Lighting for Tomorrow* winners. The lighting showroom made the initial product selection and then Efficiency Vermont paid 50 percent of wholesale fixture cost and provided a small cooperative marketing contribution. Efficiency Vermont also provided an electric meter comparator display and rebate coupons to increase consumer interest in purchasing the products.

Contact Your Local Efficiency Program

To locate an energy efficiency program near you, please visit www.lightingfortomorrow.com/sponsors.shtml or www.cee1.org/cee/members.php3.

If you are having trouble making a connection with a particular program, contact CEE Program Manager Eileen Eaton at 617-337-9263 or eeaton@cee1.org.

More and more energy efficiency programs are beginning to work with showrooms. Contact your local program to express interest.