

# Certified Lighting Manufacturers' Representative Designation (CLMR)

The Certified Lighting Manufacturers' Representative accreditation program is designed to recognize the important role Manufacturers' Representatives play in the lighting industry, as well as provide training for those new to the industry.

Fewer than 20 CLMRs are active in the U.S., Canada and the Caribbean. To join this elite group and stand out among lighting reps, complete the following requirements.

## CLMR CHECKLIST

# 1

### SALES AND MANAGEMENT TRAINING

- Earn six CLMR Sales and Management training credits at an ALA Annual Conference

**OR**

- Attend eight hours of similar training seminars offered by other groups/associations or local colleges/universities (All outside training courses must be approved by ALA)

# 2

### LIGHTING KNOWLEDGE TRAINING

- Take and pass six ALA online training courses

**AND**

- Complete one of the following:
- ▶ Attend three ALA 1.5-hour seminars during the January and/or June Dallas Markets
  - ▶ Attend one ALA 6-hour seminar during the January and/or June Dallas Markets
  - ▶ Attend three CLC training courses at the ALA Annual Conference
  - ▶ Attend one 6-hour CLC training course at the ALA Annual Conference
  - ▶ Take and pass eight additional ALA online training courses
  - ▶ Become a Lighting Specialist by acquiring the ALA Residential Lighting Training Manual and passing the final exam

# 3

### BUSINESS AFFILIATION/EMPLOYMENT AND MEMBERSHIP

- Be gainfully employed as a Manufacturers' Representative for at least 24 months

**AND**

- Be a member of the American Lighting Association

**AND**

- Represent at least one manufacturer that is a member of the ALA in good standing

**AND**

- Acquire three letters of recommendation from ALA members in good standing: one each from a Manufacturer member, a Showroom member and a Manufacturers' Representative member

### Credit for Past Attainment

Applicants may submit documentation to receive credit for seminars taken online or at the ALA Annual Conference or Dallas Markets between 2002 and 2007 up to 80 percent of total credits required for the CLMR. This "grandfather" opportunity is available through Dec. 31, 2008.

**For more information or an application form, contact Nicole Juneau at 800-605-4448, ext. 26, or [njuneau@americanlightingassoc.com](mailto:njuneau@americanlightingassoc.com).**