

Upcoming CLC Webinars

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

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March 18 • 11 a.m. Central
*Kitchen Lighting of the
Future is Here Today:
Are You Ready to Sell it?*

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Webinar Instructor: Joe Rey-Barreau

Download registration forms from
www.americanlightingassoc.com/

Recorded Webinar Schedule

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

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

Recorded August 2009

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March 1 – March 5
*How to Light a Media Room or
Home Theater*

Recorded March 2009

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Showroom Partners with Local Businesses to Move Lighting Up in Homeowners' Minds

"People tend to not think about lighting until the end of the project," notes Max Cohen, a sales/lighting consultant at Meyda Lighting's retail showroom in Yorkville, N.Y. "By then, they may be over budget or the electrician may have taken some liberties that limit the capability of the lighting designer."

Meyda is combating this by partnering with businesses selling more prominent products, such as kitchen and bath fixtures and appliances.

"Originally, we were looking for ways to expand local business in the building and remodeling market and decided to join the National Association of Home Builders," said Cohen. "Members in other businesses really got excited they had someone to rely on for lighting designs."

Fahy Kitchens, a high-end kitchen and bath showroom with a reputation for quality, was one of those businesses. The showroom was building additional space, and Cohen offered to do the lighting for free.

"They had planned to use mostly fluorescent recessed fixtures," said Cohen, "but we added rail and track lighting, LED under- and over-cabinet lighting, pendants, toe kick lighting and sconces. We really demonstrated how to create a comfortable atmosphere."

And customers noticed, allowing Fahy's sales associates to refer them to the Meyda showroom for lighting.

"It's almost like having an entire sales team in a different location trying to promote Meyda Lighting," notes Cohen. "As a bonus, we didn't have to use any more of our own valuable display space."

Meyda was able to recover the \$4,000 set up cost of the project in just a few weeks and has pursued similar partnerships

with other local showrooms.

"Network with your local businesses," Cohen suggests. "It can build your reputation as an expert source of lighting and bring referrals through your doors."

"People tend to not think about lighting until the end of the project."

—Max Cohen
Meyda Lighting

Simple Guidelines to Avoid Spamming Customers

To avoid having your e-mails to customers categorized as "spam," follow these guidelines from the U.S. Federal Trade Commission (FTC):

1. Provide An Easy Way to Opt Out. All commercial e-mails must provide an easy way for customers to stop receiving future communications.

2. Honor Opt-Out Requests Promptly. You must honor a customer's opt-out request within 10 business days.

3. Do Not Use Trickery. Using false sender information or misleading subject lines to "trick" readers into opening your e-mail is prohibited.

4. Tell Recipients Where You Are. Include your physical postal address in your e-mails.

Find more information at <http://www.ftc.gov/bcp/edu/pubs/business/e-commerce/bus61.shtm>.