

Upcoming Live Webinars

March 18 • 11 a.m. Central

Kitchen Lighting of the Future is Here Today: Are You Ready to Sell it?

SPONSORED BY:  American Fluorescent Corporation

April 22 • 11 a.m. Central

What's New in Outdoor Lighting and How Energy Codes are Affecting this Market

SPONSORED BY:  Sea Gull Lighting
Life Illuminated | Since 1919

Webinar Instructor: Joe Rey-Barreau

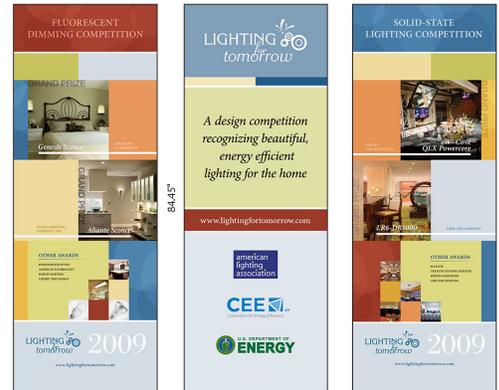
Download registration forms from www.americanlightingassoc.com/members.

***Lighting for Tomorrow* Banners and Literature May Be Reserved for Showroom Events**

The *Lighting for Tomorrow* (LFT) organizers have developed a set of three easily-assembled, colorful banners that can be used for free at showroom events as a stand-alone display or as a backdrop for a literature table. The banners measure approximately 32" x 85" each and feature the winners from the 2009 LFT energy-efficient lighting competition.

Showrooms wishing to use the banners should contact Eileen Eaton with their desired dates at eeaton@cee1.org or 617-337-9263. Requests for the display will be filled based on availability.

In addition to the banners, showrooms will receive three banner stands and copies of the *Lighting for Tomorrow* brochures featuring the 2009 winners of



the fluorescent dimming and solid state lighting categories.

Shipping is free both ways and return labels are included with the display.

Additional Webinar Opportunities

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.

Upcoming Recorded Webinars

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

Recorded March 2009

SPONSORED BY:



April 5 – April 9
Techniques for Improving Your Lighting Sales in Tough Times

Recorded January 2009

SPONSORED BY:



E-Mail Marketing Tips

Collect More than an E-mail Address

At a minimum, collect your customers' first and last names in addition to their e-mail addresses. This allows you to customize the e-mails you send out with their names.

Send a "Welcome" E-mail

When you add new people to your showroom's e-mail database, send them a welcome e-mail to thank them for signing up and remind them of what content you'll be sending.

Use Consistent "From" Information

Always send your e-mails from the same name and address so your customers recognize your e-mails. Avoid using a personal name or e-mail address they won't associate with your showroom.

Ask to be Added to their Address Book

Some e-mail programs automatically put correspondence from unknown senders in a junk mail file. Ask your customers to add your e-mail address to their address book or contact list to help avoid this.



New *Lighting* Magazine Debuts April 1

More than 160,000 copies of the 2010 *Lighting* magazine are being set aside for showrooms supporting the ALA BiNational Advertising and PR Program.

To request your **free** copies, please e-mail your showroom name, shipping address and quantity of magazines desired to Amy Wommack at awommack@americanlightingassoc.com.