

EnergyWatch



April 2011

<http://www.attardimarketing.com/energywatch/>
www.energywatchblog.com

Old Irish Blessing

*May the road rise up to meet you,
May the wind be always at your back,
May the sun shine warm upon your face,
And rains fall soft upon your fields,
And until we meet again,
May God hold you in the hollow of His hand.*

Something to Think About... Five Tips for Making Marketing Magic by Jeff Barnhart



The implementation of your 2011 marketing plan is moving ahead. Clear strategies and a budget to support them are in place. A logical set of market-informed tactical actions are rolling out according to a planned timeline. However, there are other factors around your marketing plan objectives and the implementation of tactics that can have a potential impact on the success of your efforts.

Consider these five tips for getting more profitable marketing results:

- 1. Build a cohesive brand...** A company's brand design and messaging should resonate consistently across all marketing initiatives and materials. In theory, this seems obvious yet, in practice, a review of some companies' print and digital marketing communications reveals a brand schizophrenia resulting from design and messaging which changes from one marketing medium to the next. While marketing components don't need to be identical, a successful brand results from consistency of design themes and messages carried across all tactics. Consistency reinforces customer expectations that a brand will deliver the same qualities and benefits at each touch point with the company.
- 2. Greater alignment of marketing and sales...** Involve sales staff in the front-end development of planned tactical items. Sales people have a unique and invaluable front line perspective on the competitive landscape a company's tactical efforts will march across. Getting sales staff input increases the likelihood that marketing will provide them with the sales tools they need and encourages them to buy into and sell with the marketing messages the tactics are built upon. Keep sales up to speed on current marketing promotions and campaigns. Study after study has shown that companies whose marketing and sales staffs work as an interdependent team generate greater revenue and profit.
- 3. Take the pulse...** Customers and prospects are the lifeblood of a business and surveying them periodically is essential to the success of a marketing plan. In addition to gauging awareness and penetration of a company's marketing messages, the knowledge and insights gained from periodic customer and prospect surveys ensures the ongoing relevance of your messages and tactics in response to any shifts in customer needs, wants or challenges.
- 4. We cannot manage what we do not measure...** Assuming a marketing plan's objectives are measurable (which should be a requisite in developing them), measuring tactical performance against a defined set of metrics determines whether the objectives of the marketing plan are being met or an adjustment is needed. With the exception of sales promotions designed to move the meter in the short term, marketing results take time. Metrics tend to reveal more information when measured regularly over a longer period. Tracking downloads, Website visitors, attendees at various events and campaign-specific web hits or phone calls are typical metrics. Others can include rate of customer acquisition and attrition, cost per lead, rate of new product or service leads and sales, growth in customer buying frequency and volume of business.
- 5. Maintain flexibility...** Ongoing measurement is also important for adapting marketing tactics and messages to changes in external marketplace forces or the emergence of a particularly successful tactic. A specific tactic, message or target audience generating a higher response may warrant a shift to put more marketing budget dollars and tactical weight behind the opportunity. Measurement identifies successful approaches that can be expanded as well as less successful tactics that can be re-tooled or retired.

When it comes to marketing, a company doesn't have to do everything at once, but it should always be doing something on an ongoing basis to build and sustain a differentiated marketplace presence. Having measurable marketing objectives, incorporating sales staff input, maintaining a consistent brand look and messaging as well as measuring the results of marketing efforts goes a long way to accelerating a company's velocity on the road to success. www.cmasolutions.com



SPECIAL TRAINING SESSION:

Attardi Marketing is offering a behavior changing training session for sales professionals at Monmouth University, West Long Branch, NJ:



Monday, May 16, 2011

Sales Pro Solution Selling

An important asset of any company, especially one involved in the distribution of products and services, is its sales force and its ability to solve problems in today's increasingly diverse and global workplace. The current business environment is changing the makeup of both the workplace and, most certainly, your customer base.

This one-day advanced sales training workshop focuses on assessing the individual strengths and weaknesses we all have and the sales skills necessary to recognize and to solve those nagging problems that are impediments to successful sales closure.

Using a highly successful self-assessment instrument (DISC Model) online, the workshop provides the attendees an understanding of different behavioral styles essential for managing and selling more effectively in a diverse environment. In addition, the objective of the workshop is to develop the necessary sales skills to successfully upsell into a rapidly changing electrical industry with emphasis on the new energy efficient technologies and process selling. To convince today's customers to upgrade to the more technologically advanced products because of bottom line improvement and productivity gains that will be realized. The workshop engages and challenges participants through self-assessments, brief lecturettes, questionnaires, customized case studies and interactive group exercises.

Before the session, all participants will be asked to complete an online assessment:

The Success Insights® DISC Profile Behavioral Assessment – an analysis of each individual's behavioral style is used to increase your self-awareness and abilities to develop adaptive styles to meet the demands of your work and customer environments. Here's what you get:

- You get to take a 15 minute online assessment that will reveal your personal behavioral style
- Your Personal Success Insights® DISC Profile Behavioral report
- Expert analysis
- Complete binder to continue the learning process on your own
- Continental breakfast and break refreshments and lunch
- Professional Adjunct Professors: Bill Attardi and Mike Protono

Your cost: \$350.00 per attendee. The complete one-day agenda and registration available at:

www.attardimarketing.com/salesprosolutionselling

.....or send me an email at wattardi@attardimarketing.com for a group rate.



National Energy Issues to Watch...

1. ***U.S. Green Building Council Releases List of Top States in the U.S. for LEED-Certified Projects in 2010*** - The top LEED states per capita (square feet of LEED-certified space per person), including the District of Columbia:

⊗ District of Columbia: 25.15 sf	⊗ Illinois: 3.09 sf
⊗ Nevada: 10.92 sf	⊗ Arkansas: 2.9 sf
⊗ New Mexico: 6.35 sf	⊗ Colorado: 2.85 sf
⊗ New Hampshire: 4.49 sf	⊗ Minnesota: 2.77 sf
⊗ Oregon: 4.07 sf	⊗ New Mexico 6.0 sf
⊗ South Carolina: 3.19 sf	⊗ New Hampshire 4.0 sf
⊗ Washington: 3.16 sf	⊗ Oregon 6.0 sf



<http://www.usgbc.org/Docs/News/List%20of%20Top%20Ten%20States%20for%20LEED%202011.pdf>

For the full list of LEED-certified projects visit: <https://www.usgbc.org/ShowFile.aspx?DocumentID=8784>

2. ***EPA Announces U.S. Cities with the Most Energy Star Certified Buildings*** - The EPA is releasing a list of U.S. metropolitan areas with the greatest number of energy-efficient buildings that earned EPA's Energy Star certification in 2010. The list of 25 cities is headed by Los Angeles; Washington, D.C.; San Francisco; Chicago; New York; Atlanta; Houston; Sacramento; Detroit; and Dallas-Fort Worth. More information on the top cities in 2010 with Energy Star certified buildings: <http://www.energystar.gov/TopCities> More information on EPA's real-time registry of all Energy Star certified buildings: <http://energystar.gov/buildinglist>

3. ***Solid State and Other Energy Efficient Lighting Systems Application Market Trends (2010 - 2015)***
The increasing demand for energy-saving and environment-friendly lighting technology is driving the growth of the global solid state and other energy efficient lighting Systems market. The global solid state and other energy efficient lighting systems market is expected to grow from \$28,248.7 million in 2010 to \$53,469.5 million in 2015, at an estimated CAGR of 9.7% from 2010 to 2015. Amongst all the market segments, compact fluorescent lamps command the largest share in terms of revenues, while light emitting diode is the second largest market due to the globally increasing demand for energy efficient lightings, which, in turn has arisen due to the shift of the governments' focus worldwide towards environmental concern to protect the planet from global warming. While light emitting diode had contributed 31.2% to the global solid state and other energy efficient lighting systems market revenues in 2010, organic light emitting diode market is expected to have the highest CAGR of 44.0% from 2010 to 2015.

http://www.researchandmarkets.com/reportinfo.asp?report_id=1550707&tracker=viewed

4. ***Looking for LED Performance Results of Solid-State Lighting (SSL) Products?*** - DOE's SSL CALiPER program supports independent testing of commercially-available SSL products. The Department allows its test reports to be distributed in the public interest for non-commercial, educational purposes only. To streamline the request process for detailed test reports, DOE provides detailed reports directly through a searchable on-line system. Detailed reports will only be provided to users who provide their name, affiliation, and confirmation of agreement to abide by DOE's "No Commercial Use" policy. <http://www.nlb.org/index.cfm?cdid=10588&pid=10226>

5. ***2011 DOE Solid-State Lighting Manufacturing R&D Workshop April 12-13, 2011 • Boston, MA***
<http://www1.eere.energy.gov/buildings/ssl/boston2011.html>



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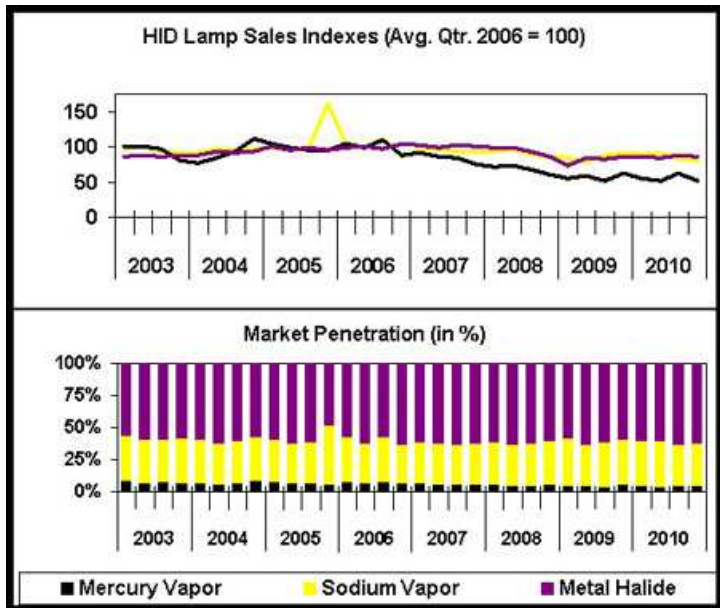
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6. ***Light Bulb Law Stokes Fury in Senate Hearing*** - Light bulbs sparked heated discussions this morning during a Senate legislative hearing on two energy efficiency bills. At issue is a provision in a 2007 energy law that would phase out the sale of the most energy-hungry light bulbs over the next few years, starting at the end of this year. Republicans want to repeal the language, saying it represents government overreach. But Democrats argue the standards are crucial to save energy and spur investment in new, more efficient lighting options. 3/10 NY Times
7. ***Japan Crisis Could Rekindle U.S. Antinuclear Movement*** - In 1973, vexed by an Arab oil embargo and soaring fuel prices, President Richard M. Nixon championed a long-term solution: to have 1,000 nuclear reactors in place in America by the year 2000 as part of a national energy independence plan. That never came to pass: 104 nuclear reactors operate today, compared with 40 then. The last permit for construction of what became a fully operational nuclear plant was issued in 1978. Today, activists who figured prominently in the movement's teach-ins and protest rallies are hoping that Japan's nuclear crisis will rekindle a protest movement in the United States. 3/18 NY Times
8. ***Intelligent Lighting Controls for Commercial Buildings*** - Though lighting represents about 17.5% of all global electricity consumption, only a small percentage of the lighting in commercial buildings is controlled by anything other than an ON/OFF switch. A number of trends are leading to increased adoption of intelligent lighting controls. The Pike Research report estimates global revenue for lighting controls will double to \$2.6 billion by 2016. It describes eight different lighting control strategies and the types of applications to which they are applicable, provides an update on sensor and control technologies, and discusses different options for wireless control and integration with other building systems. The report also features in-depth profiles and SWOT analyses of 24 key industry players. <http://www.pikeresearch.com/research/intelligent-lighting-controls-for-commercial-buildings>
9. ***EPA requires Energy Star TVs to Use 40% Less Energy*** - The U.S. Environmental Protection Agency is upping the ante on TV efficiency by announcing Wednesday that models earning its Energy Star logo will soon be required to use 40% less energy than conventional models. The agency said the stricter television standards, which take effect this September, are the first in a series of revisions it plans this year for more than 20 products. It says current Energy Star-qualified TVs could represent 70% of the market in 2011 because of strong consumer demand and retailer support.. 3/10 USA Today
10. ***A New Brain for Energy Efficiency Retrofits*** - Retroficiency, a startup out of MIT, says its software and deep data analysis can make the process of identifying which buildings in a portfolio of hundreds are ripe for efficiency retrofits a lot easier and cheaper. Retroficiency's software-as-a-service (SaaS) platform is designed to replace a lot of the manual and time-intensive work that ESCOs and property owners must go through today to plan and execute efficiency retrofits. Retroficiency's software aims to cut those costs by delving through tens of thousands of pieces of data to compare potential retrofit target buildings to others of the same square footage, age of construction, use and occupancy patterns and reams of similar data. The end result is a "very accurate characterization" of each building's energy use, typically within 3 percent accuracy. That can help narrow down which buildings are fruitful targets for energy savings, versus those that won't offer as much payback. <http://www.retroficiency.com/>



11. 2011 ENERGY STAR Products Partner Meeting - EPA announces that the annual 2011 ENERGY STAR Products Partner Meeting for Lighting, Appliances & Electronics will be held in Charlotte, North Carolina from November 7-10, 2011. The four day meeting will include plenary sessions with policy and program updates at the national, regional, and local levels; topical sessions to expand on certain plenary topics and address a range of product-specific issues. www.energystar.gov

12. HID Lamp Indexes Decline during Fourth Quarter 2010 - NEMA's shipment indexes for high intensity discharge (HID) lamps declined by 11.7%, 17.1%, and 0.9% on a year-over-year basis for sodium vapor, mercury vapor, and metal-halide lamps, respectively. For the year as a whole, shipments of mercury vapor lamps also declined for the fourth consecutive year, dipping 2.7% compared to 2009. Conversely, sodium vapor and metal-halide HID lamp shipments increased during 2010 by 1.1% and 5.2%, respectively. Sodium vapor lamps showed an increase in market share of nearly 2.0 percentage points ending the quarter at 33.2% of HID lamp shipments. The share of metal-halide lamps registered a reading of 61.8%, a decline of 1.5 percentage points. Mercury vapor lamps gave up market share as well, declining by 0.5 percentage points to 5.0% for the fourth quarter.



http://ecmweb.com/lighting/hid-lamp-indexes-20110310/?cid=nl_ezone

13. February Housing Starts Sink 22.5% - Inexplicably, housing starts took a dive in February, according to data released Wednesday by the Department of Commerce. Privately owned housing starts in February were at a seasonally adjusted annual rate of 479,000; that's 22.5% below the upwardly revised January estimate of 618,000. It's also 20.8% below the February 2010 rate of 605,000. 3/16 HCN

14. New-Home Sales Sputter in February - Sales of new single-family homes in February fell to a seasonally adjusted annual rate of 250,000, according to a report released Wednesday by the U.S. Census Bureau. The February stat is the lowest since the government began keeping track in 1963.

15. Existing-Home Sales Decline in February - After three consecutive months of existing-home sales increases, the National Association of Realtors reported a 9.6% drop in completed transactions for February. The NAR's existing home sales figure fell to a seasonally adjusted annual rate of 4.88 million, compared to 5.40 million in January. The February pace is 2.8% below the February 2010 pace of 5.03 million. The NAR also reported that the national median existing home price for all housing types was \$156,100 in February, down 5.2% from February 2010. 3/21 HCN

16. NEMA Publishes Two Solid-State Lighting Standards - Two new solid-state lighting standards have been released by NEMA, covering LED drivers and dimming of incandescent-replacement LED lamps, both directed toward designers, manufacturers and users of SSL products. They are:

- ⊗ [NEMA SSL 1-2010](#): Electronic Drivers for LED Devices, Arrays, or Systems
- ⊗ [NEMA SSL 6-2010](#): Solid State Lighting for Incandescent Replacement—Dimming

Other related NEMA standards and white papers include:

- ⊗ [SSL 3-2010](#): High-Power White LED Binning for General Illumination
- ⊗ [LSD 44-2009](#): Solid State Lighting – The Need for a New Generation of Sockets and Interconnects
- ⊗ [LSD 45-2009](#): Recommendations for Solid State Lighting Sub-Assembly Interfaces for Luminaires
- ⊗ [LSD 49-2010](#): Solid State Lighting for Incandescent Replacement – Best Practices for Dimming
- ⊗ [LSD 51-2009](#): Solid State Lighting – Definitions for Functional and Decorative Applications

In addition, NEMA has unveiled “The 5 Ls of Lighting: The Consumer’s Guide to Choosing Energy-Efficient Lighting.” This educational guide to the transition to more energy-efficient lighting can be downloaded at www.lightbulboptions.org

17. NEMA Publishes Two Standards for Roadway and Area Lighting Equipment - NEMA has published two ANSI C136 series standards for roadway and area lighting equipment:

- ANSI C136.15-2011, "American National Standard for Roadway and Area Lighting Equipment—Luminaire Field Identification"
- ANSI C136.36A-2010, "American National Standard for Roadway and Area Lighting Equipment—Aluminum Lighting Poles"

Both standards were produced by the ANSI Committee 136 for Roadway and Area Lighting. To view a comprehensive list of standards in the ANSI C136 series, go to www.nema.org/stds/C136.cfm http://ecmweb.com/lighting/nema-roadway-area-lighting-standards-20110310/?cid=nl_ezone

18. NEMA Publishes SSL 3-2011 High-Power White LED Binning for General Illumination - This standard, first published in 2010, was produced by NEMA’s Solid State Lighting Section. SSL 3 offers categorization areas (bins) for chromaticity (colors), forward voltage measurements (an electrical designation), and luminous flux (light output) for light-emitting diodes (LEDs) used for general lighting. The binning process helps ensure continuity among suppliers. The standard also sets a level of expectation for characterization that results in a reasonable number of bins for stocking purposes. The contents and scope of SSL 3 may be viewed, or a hardcopy or electronic copy purchased for \$39, by visiting www.nema.org/stds/ssl3.cfm

19. Honeywell Awarded \$213-Million Contract to Expand Energy Infrastructure at FDA - Honeywell today announced a \$213-million contract with the U.S. General Services Administration (GSA) to support the continued development of on-site utilities and energy infrastructure at the Food and Drug Administration (FDA) headquarters -- the White Oak Federal Research Center in Silver Spring, Md. This is the fifth major energy-conservation contract for Honeywell at the White Oak campus. Under the agreement, Honeywell will also upgrade lighting systems in parking garages with high-efficiency light-emitting diode fixtures and occupancy sensors. 3/16 PR Newswire Europe



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20. Johnson Controls Guarantees \$4.7 Billion in Savings for U.S. Public Sector Energy Efficiency Projects - Johnson Controls disclosed its current public sector building efficiency projects in the United States are guaranteed to save more than \$4.7 billion in reduced energy, water and operational costs over the next 10 years. Additionally, it has already produced over \$19 billion in energy savings for both its public and private sector customers. Johnson Controls Building Efficiency business unit, a global leader in making public and private buildings more energy efficient, has over 1,000 active projects in federal, state and local government facilities across 50 states, including administration buildings, hospitals, universities, schools, airports, correctional facilities and public housing.
http://www.johnsoncontrols.com/publish/us/en/products/building_efficiency.html

21. Lighting Science Group enters L Prize with 60W-equivalent LED lamp - Lighting Science Group Corporation, a Florida-based LED lighting manufacturer, has developed a 60-watt replacement LED lamp with Light Prescriptions Innovators, LLC (LPI), and plans to submit the device for the L Prize competition. The L Prize was established by the DOE to promote the development of highly-efficient, high-quality LED replacements for the traditional 60-watt light bulbs. Philips was the [first to submit an L Prize entry](#) in September 2009, and no other companies have stepped forward until now. An additional section of the L Prize, covering [PAR-38 LED lamps](#), was temporarily suspended earlier this year. <http://www.ledsmagazine.com/news/6/9/24>



22. LED Fab Database - LED Fab Database co-branded with EPIC is a unique tool for business and marketing managers institutions and investors. It gives a complete vision of the worldwide LED players with products, positioning on the value chain and production capacity. In a user-friendly Excel format, it allows search and statistics for customer's identification, and market / technology analysis. The tool is split in 3 sub-databases:

- a. GaN-based LED manufacturers: 97 inputs
- b. InGaAlP LED manufacturers: 37 inputs
- c. LED packagers: 114 inputs

http://www.researchandmarkets.com/product/edee3b/led_fab_database

A sample for this product is available. Please [Login/Register](#) to download this sample.

23. Commerce Department Launches i6 Green Challenge - The federal government will award up to \$1 million to each of six teams with the most innovative ideas to drive technology commercialization and entrepreneurship for a green economy — as long as Congress appropriates the funding in the 2011 budget. <http://www.commerce.gov/blog/2011/03/10/us-commerce-department-launches-i6-green-challenge>

24. Cooper Lighting Lights Up Tucson with LED - Officials in Tucson, Ariz., have replaced the city's low-pressure sodium street lamps with energy-efficient LED luminaires from Cooper Lighting. They applied for and received approximately \$425,000 from the American Recovery and Reinvestment Act (ARRA) to convert 600 lighting fixtures to LED lighting. 3/17 HCN Photo:
<http://photos.prnewswire.com/prnh/20110317/DA67171>



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25. GE Introduces Hybrid: Incandescent, Halogen & CFL - GE Lighting's latest customer-inspired light bulb—a hybrid halogen-CFL contained in an incandescent-shaped glass bulb—hits the target for homeowners who love the energy efficiency and long life of GE-quality CFLs but have yearned for more immediate brightness in an energy-saving bulb. GE Energy Smart® Soft White and Reveal® hybrid halogen-CFL bulbs will brighten the lighting aisles of mass retail, hardware and big box stores nationwide in the weeks leading up to Earth Day 2011 (April 22). Retailers set prices but customers could expect to pay \$5.99-\$9.99 based on product line and wattage.

26. GE Helps to Understand the 2012 Lighting Legislation -Between 2012 and 2014, standard A-line 40- and 100-watt incandescent light bulbs must use 30% less energy, but produce the same light output as the incandescent bulbs most of us use today. For more information, visit: http://www.gelighting.com/na/home_lighting/products/2012_energy_legislation/

27. GE Names President of Lighting Division - GE Home & Business Solutions announced that Maryrose Sylvester has been named president and CEO of GE Lighting. Sylvester, who will report to GE Appliances & Lighting president and CEO James Campbell, succeeds Michael Petras who has led GE Lighting since 2008. Sylvester is a 23-year GE veteran, 14 years of which were spent at GE Lighting. She has led GE Intelligent Platforms, a global provider of software, hardware, services and expertise in automation and embedded computing, since 2006. 3/8 HCN

28. GE Tours: Electric Vehicle Charging, Lighting Revolution - General Electric recently unveiled plans for two national tours: 3/15 TED

- 1) **Seven-city EV Experience Tour:** *From the release:* Each day-long stop in cities along the tour will include presentations by GE and community leaders, workshops to help stakeholders with EV planning, deployment, and integration strategies, and test drives. *AND:* GM, Ford, Toyota, Navistar, Smith Electric Vehicles, Mitsubishi, Coda, Smart, THINK and other organizations are working with GE on this. Stops:
 - San Francisco and Seattle (done)
 - Los Angeles (March 17) and San Diego (March 22)
 - Austin, Texas; New York City; and Washington, D.C. (to be scheduled)
- 2) **47-city GE Lighting Revolution Tour**—first stop happened March 2 in Orlando, Fla.; there are 46 more to happen before November ends. What's it about: LEDs, fluorescent, halogen and ceramic-metal halide lighting systems, GE said. Distributors, contractors, and others are invited; find out if the tour stops near you, and register, [here](#). Upcoming stops:
 - Houston—March 21
 - Austin, Texas—March 28
 - Dallas—April 4

29. Westinghouse Lighting Solutions Sells Assets to LumenOptix, LLC - “We view the acquisition of Westinghouse Lighting Solutions’ assets as an opportunity to fuel our future growth,” says Jay Goodman, Principal of LumenOptix. The transition of assets which includes inventory, equipment and personnel, will be coordinated to insure consistent service to customers. The LumenOptix team will continue to operate in the Westinghouse Lighting Solutions facility until the transition is complete in June, 2011. <http://lumenoptix.com/>



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30. Osram Opto Demonstrates 142 Lm/W Warm-White LED - Osram Opto Semiconductors claims to have set a new laboratory record of 142 lm/W for the efficiency of a warm-white LED light source. The LED had a correlated color temperature (CCT) of 2755 K, the LED has a color-rendering index (CRI) of 81. The peak value of 142 lm/W measured under standard conditions is achieved at a color point – with color coordinates of (x=0.46, y=0.41) on the Planckian curve - that very closely matches the perception of a classic incandescent lamp. <http://www.ledsmagazine.com/news/8/3/12>

31. Osram to Spark Lighting M&A After Siemens Spin-Off - Lighting group Osram will pursue takeovers and alliances once it is spun out of German conglomerate Siemens in an initial public offering (IPO) late this year. An analyst said Osram could be floated at 11.5 times 2012 earnings.

- Siemens says Osram will look for partnerships
- Says plans IPO of Osram light bulb unit in late 2011
- Says to sell more than 50 percent of Osram in IPO
- It will continue to retain a minority stake in the lighting brand and that it will continue as a long-term shareholder 3/29 Reuters

32. Solais Lighting Ships Industry's First 1200 Lumen PAR38 LED Lamp Replacements - Solais Lighting, Inc., the leading manufacturer of lightweight, specification-grade LED lamps with Luxiance technology, announced the launch of the industry's highest-lumen PAR38 LED lamp replacement. The impressive LR38/25/30/1200 lamp offers a 1200-lumen output at a warm-white 3000K color temperature, with results backed by independent lab tests. In addition, the product matches the lumens and optical performance of the halogen lamps it is targeting to replace – allowing LED retrofits with no compromises to original lighting designs. In addition to the new 1200-lumen LR38 lamp, Solais has released 1000-lumen LR30 long-neck and 900-lumen LR30 short-neck lamps. www.solais.com



33. Amerlux Celebrates Opening of New Facility in China – Amerlux recently celebrated the grand opening of Guangzhou Amerlux Lighting Solutions Co. Ltd., a new facility in China, as well as a Hong Kong sales office. “The opening heralds a new chapter in our history of success,” observed Frank P. Diassi, chairman and founder of Amerlux. “It represents our full commitment to international expansion and to enhancing Amerlux’s service to worldwide customers. As global markets continue to open up, our company is strategically positioned to grow exponentially throughout the Far East and all over the world.” “Amerlux is now completely equipped to supply its customer base anywhere in the world,” observed Joe Manning, vice president of product development. More information about Amerlux is available at www.amerlux.com

34. Nexxus Lighting's Array LED Light Bulbs to be Sold at Lowe's® - Nexxus Lighting, Inc. announced the Nexxus' Array™ brand of premium LED light bulbs will be offered on www.Lowes.com and in 1,100 Lowe's stores across the United States. Lowe's will offer seventeen different Array products, including Par 38, R30, R16, GU10 and MR-16 bulbs that have qualified for the ENERGY STAR rating. The bulbs will be available to consumers beginning June 2011. <http://finance.yahoo.com/news/Nexxus-Lightings-Array-LED-prnews-3143038461.html?x=0&.v=1>



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35. Cree LBR-30 - The core of the innovation is a new way to generate white light with LEDs. Designed



to replace BR30 lamps, the LBR-30 provides higher efficacy and longer life than ceramic metal halide with the beautiful light quality that you would expect from halogen. Specs: 12 Watts (equivalent to 60W); 600 lumens (50 LPW); 25 and 50 Degree Beam Angles; 94 CRI; 2700K; 50,000 hours. http://www.creeledlighting.com/products/Lamps/LBR-30.aspx?WT.mc_id=CR3327

36. Cree and Zumtobel Extend LED Downlight Agreement - Cree, Inc. announced a two-year extension of the strategic agreement signed with Zumtobel Lighting GmbH in 2008. The companies continue to work together to bring industry-leading LED lighting to Europe. 3/4 BUSINESS WIRE

37. Cree and Osram Ink Cross-Licensing Agreement for LEDs - Cree, Inc., Durham, N.C., Osram GmbH/Siemens, owner of the Sylvania lamp line, signed a patent cross-license agreement covering patents from both parties for blue LED chip technology, white LEDs and phosphors, packaging, LED luminaires and lamps and LED lighting control systems. In a press release Cree said the agreement underscores each company's commitment to speeding the adoption of LED lighting while respecting the value and importance of each company's intellectual property. Cree recently announced a similar broad cross-license agreement with Philips and has existing patent agreements with Nichia and Toyoda Gosei regarding LED technology. <http://livewire.electricalmarketing.com/>

38. Litecontrol Classroom Lighting Calculations iPhone App Now Available Through iTunes - Litecontrol recently announced that their Classroom Lighting Calculations app is available for free download in the Apple itunes store. Developed initially for the iPhone and iPad, the app will help lighting designers and specifiers calculate energy efficiency and cost for lighting in standard classroom settings. <http://www.litecontrol.com/>

39. ICF International Awarded \$36.5 Million ENERGY STAR® Contract - ICF to identify and promote energy-efficient products and will be tasked with a number of crucial responsibilities, including providing EPA with specification development, research and analysis, sales and marketing strategies, media marketing, software and electronic information development, program integrity support, program evaluation, administration, and management support for the ENERGY STAR program. <http://www.icfi.com/news/2011/icf-international-awarded-energy-star-contract>

40. Unemployment Rate Falls to 2-Year Low of 8.8 Pct.; Employers Add 216K Jobs in March - The unemployment rate fell to a two-year low of 8.8 percent in March, capping the strongest two months of hiring since before the recession began. Factories, retailers, the education and health care sectors and professional and financial services all expanded payrolls. Those job gains offset layoffs by local governments. Another month of brisk hiring provided the latest sign that the economy is strengthening nearly two years after the recession ended. Private employers, the backbone of the economy, drove the gains. They added more than 200,000 jobs for a second straight month. It was the first time that's happened since 2006 — more than a year before the recession started. Economists predict employers will add jobs at roughly the same pace for the rest of this year. That would generate about 2.5 million new positions. Still, that would make up for only a small portion of the 7.5 million jobs wiped out during the recession. 4/1 AP



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- 41. Groom Energy and Digital Lumens Wins More Cold Storage** - Digital Lumens announced on 3/26 Tuesday that its Intelligent LED Lighting Systems have been installed in Americold facilities across three states. The upgrades in Massachusetts, Utah and Wisconsin are estimated to save 2.3 million kilowatt-hours annually. Groom Energy and Americold will also be upgrading warehouses in four other states in coming months, which would save another 3.3 million kWhs. But there could be even more -- as Americold, which owns and operates more than 180 temperature-controlled warehouses in various countries, has more than one billion cubic feet of storage. <http://www.groomenergy.com/>
<http://www.digitallumens.com/>
- 42. Mercury in New Light Bulbs Not Being Recycled, Escaping to Environment** - The nation's accelerating shift from incandescent bulbs to a new generation of energy-efficient lighting is raising an environmental concern -- the release of tons of mercury every year. The most popular new light -- CFLs -- account for a quarter of new bulb sales and each contains up to 5 milligrams of mercury, a potent neurotoxin that's on the worst-offending list of environmental contaminants. Demand for the bulbs is growing as federal and state mandates for energy-efficient lighting take effect, yet only about 2 percent of residential consumers and one-third of businesses recycle them, according to the Association of Lighting and Mercury Recyclers. Many see LEDs taking center stage in the coming years. The lights contain no mercury, are 85 percent more energy efficient than incandescent bulbs, and burn for 25 years. 4/4 Contra Costa Times
- 43. "Green" Claims Confuse Consumers** - The annual Cone Green Gap Trend Tracker found that 97% of Americans believe they know what common environmental marketing claims such as "green" or "environmentally friendly" mean. Yet their interpretations are often inaccurate, according to the researchers. More than two-in-five Americans (41%) erroneously believe these terms mean a product has a positive (i.e., beneficial) impact on the environment. Only 29% understand that these terms more accurately describe products with less environmental impact than previous versions or competing products. <http://www.coneinc.com/news/request.php?id=3624>
- 44. Can We Do Without the Mideast?** - The problem the nation faces is easy to define: it's the 19 million barrels of oil a day used by its cars, trucks and aircraft. Though the United States remains one of the largest oil producers in the world, it has been an importer since the late 1940s, with imports rising and domestic production declining fairly steadily year after year over the last quarter-century, until recently. 3/30 NY Times
- 45. China Reportedly Plans Strict Goals to Save Energy** - With [oil](#) prices at their highest level in more than two years because of unrest in North Africa and the Middle East, the Chinese government plans to announce strict five-year goals for energy conservation in the next two weeks. Meeting the new target of no more than four billion metric tons of coal or its equivalent, will require further improvements in efficiency if the economy expands 7 percent a year in the coming years. China has placed a big bet on renewable energy, emerging as the world's biggest and lowest-cost manufacturer of wind turbines and solar panels. But the country remains heavily reliant on [coal](#) for its electricity. And its oil imports are surging after auto sales have surpassed the American market in each of the last two years. Much greater efficiency gains would be needed if the economy grows even faster, as most economists predict. The Chinese economy expanded 10.3 percent last year. 3/4 NY Times



State Energy Issues to Watch...

- 46. Woodbridge Energy Center Project One of Three Selected in New Jersey Energy Procurement Process** - Competitive Power Ventures, Inc. (CPV) announced today that its CPV Woodbridge Energy Center project has been selected by the New Jersey Board of Public Utilities to be one of three electric generating projects that will produce in-state power to help lower electric costs for New Jersey consumers who currently pay some of the highest rates in the country. 3/31 http://cpv.com/press_detail.php?p_id=40
- 47. SavWatt's Subsidiary Pro EcoSolutions Signs Contract With Con Edison** - SavWatt USA, Inc. pioneers in LED lighting and the green revolution, announced today that their subsidiary Pro EcoSolutions LLC has entered into a non-exclusive agreement with Converge / Con Edison to administer their Targeted Demand Side Management Program. Con Edison's Targeted Demand Side Management Program offers incentives for upgrading to more energy efficient equipment. Pro EcoSolutions will target New York City businesses, replace existing incandescent bulbs, subsidize the cost of lighting, and administer the installation. Con Edison will be paying Pro EcoSolutions 65 cents per watt saved. www.savwatt.com 4/1 MARKETWIRE
- 48. Green Mountain Power Proposes Helping Towns Convert to Efficient LED Streetlights** - Green Mountain Power and Efficiency Vermont www.encyvermont.com are partnering on an unprecedented effort to help every town in GMP service territory change over to more energy efficient LED street lights. With the support of Efficiency Vermont, Green Mountain Power expects to replace thousands of mercury vapor and high pressure sodium street lights with new energy-efficient LED street lights in towns throughout its service territory. 3/4 MARKETWIRE
- 49. Duke Energy Strives to Give Away Another 10 Million CFLs** - In 2010, Duke Energy distributed more than 10 million free CFLs to approximately one million residential customers. They announced plans to distribute 10 million free CFLs to eligible customers in 2011. Duke Energy residential customers in North Carolina, South Carolina and Ohio can request complimentary CFLs be delivered to their homes at www.duke-energy.com/freecflsnow or may also call (800) 943-7585. 3/22 PRNewswire
- 50. Free Light Bulb Plan Gets Regulators' OK** - The Public Utilities Commission of Ohio has approved a revised program for FirstEnergy Corp. to distribute free CFLs. The program was postponed in late 2009 after customers and politicians sharply criticized the utility's initial proposal to distribute two CFLs door to door in a mandatory program. As part of the revised light bulb program, FirstEnergy customers can immediately begin calling 888-846-2235 to request up to six bulbs for free. The bulbs will be mailed to homes or businesses within four to six weeks at no cost. By April or May, customers who want more CFLs will be able to buy them through an online store or such area retailers as Home Depot and Lowe's for no more than 50 cents per bulb, until the 4 million bulbs run out. 3/24 The Akron Beacon Journal



51. Xcel Energy Offering Discounted CFLs in NM - Xcel Energy is offering discounts for more than 150,000 compact fluorescent light bulbs for New Mexico residential customers this year to help them use less electricity. Xcel Energy will offer special prices on CFL bulbs at participating retailers throughout the year. 3/24 AP

52. City of Dallas to Go Green with Energy Efficient LED Lighting in Its Parking Garages - Lumetech Group, a provider of commercial LED lighting solutions, and Lighting Science Group, an American maker of LED lighting, announced today the conversion of five downtown parking garages to energy efficient LED lighting, positioning Dallas as one of the first major cities in the United States to adopt this energy and cost saving technology. Lighting Science Group's long-lasting and ultra-efficient Flat LowBay LED fixtures were installed in garages at Dallas City Hall, Dallas Public Library, the Jack Evans Police Building, the freight terminal beneath Thanksgiving Square and the Morton H. Meyerson Symphony Center. 3/24 PRNewswire

53. Modesto, CA Oks Projects to Save Energy – Modesto, CA expects to save at least \$115,000 a year on its power bill by upgrading light bulbs and fixtures at the Modesto Centre Plaza -- the city's convention center -- as well as with upgrades at other city facilities. The city will spend \$1.95 million in federal stimulus money on the project. The project calls for: 3/9 The Modesto Bee

- ⊗ Replacing about 1,400 older light bulbs and fixtures with energy-saving lights.
- ⊗ Replacing 25 heating and cooling units at 13 buildings
- ⊗ Installing energy-saving bulbs in 700 streetlights and upgrading the lighting at the downtown Transportation Center
- ⊗ Installing solar panels at the police training facility.

54. California's Largest Utilities Hit 18% Renewables in 2010 - California's three large investor-owned utilities (IOUs) collectively served 18% of their 2010 retail electricity sales with renewable power in 2010, according to the California Public Utilities Commission (CPUC). The three are: Pacific Gas and Electric Company with 17.7%; Southern California Edison with 19.4%; and San Diego Gas and Electric Company with 11.9%. The previous year, they totaled 15% of sales from renewables. 3/8 EERE State Energy News

55. Los Angeles County Homeowners Now Eligible for Energy Efficiency Rebates and Incentives - Homeowners in Los Angeles County can now qualify for rebates and financial incentives of up to \$4,500, and save money on their monthly utility bills by implementing energy-saving upgrades to their homes as part of a new program called Energy Upgrade California. An unprecedented collaboration among federal, state and local governments as well as regional utilities, Energy Upgrade California in Los Angeles County expects to retrofit up to 18,000 homes. www.EnergyUpgradeCA.org 3/9 MARKETWIRE

56. California is Lighting the Way - <http://ase.org/efficiencynews/california-lighting-way> California will continue to adopt the additional performance standards one year early to ensure maximum savings. Source: [California Energy Commission](http://www.californiaenergycommission.org)



Monthly Special Feature... <http://www.lightingfacts.com/>

Success with Solid-State Lighting -

We sit on the leading edge of an industry poised for explosive growth. As innovative LED lighting products emerge, the facts about LED lighting performance must hit the market with equal speed. Clear labeling on lighting performance is the critical link between innovation and successful market introduction.

Lighting Facts® showcases LED luminaire manufacturers who commit to testing products and reporting performance results according to industry standards. For lighting buyers, designers, and energy efficiency programs, the [Lighting Facts label](#) provides information essential to evaluating products and identifying the best options.

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Lighting Facts is sponsored by the U.S. Department of Energy (DOE) to assure and improve the quality of LED lighting products. Read the fact sheet that DOE developed to explain Lighting Facts, titled [Lighting Facts Label Supports Accuracy in Solid-State Lighting \(SSL\) Product Information](#).

Participation in Lighting Facts is open to those who manufacture, sell, and recommend the best in LED lighting.

Partners& Product Count

Manufacturers 213

Retailers & Distributors 169

Lighting Pro 200

Products 2185

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Our business is changing your future...

Monthly Special Feature... *The numbers are in for 2010* - the move to 4-foot T8 and T5 fluorescent lamps is moving in the right direction but it's slow. Still 52% of replacement lamps are T12.

<http://www.attardimarketing.com/speaking/USALightingMarket.pdf>

4' Fluorescent Lamps Sales					
millions	'06	'07	'08	'09	'10
☉ T12					
Units	154	132	115	112	103
Dollars	\$160	\$139	\$116	\$116	\$107
AUP	1.04	1.05	1.01	1.04	1.04
☉ T8					
Units	234	247	254	219	234
Dollars	\$274	\$291	\$297	\$269	\$274
AUP	1.17	1.18	1.17	1.23	1.17
☉ T5					
Units	21	26	29	25	33
Dollars	\$78	\$92	\$98	\$84	\$103
AUP	3.71	3.54	3.38	3.36	3.12



Analysis Fluorescent Lamps

356 million 4' units sold in 2010:

☉ T12	
New construction	-0-
Existing	103
☉ T8	
New construction	140
Existing	94

**52% of existing is still T12
(103m out of total of 197m)**



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.....and here is the share for the major light sources:

