

TODAY'S

LIGHTING

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DISTRIBUTOR

*Lighting Controls
Certification:*

THE FAST TRACK TO BIGGER PROFITS

C. Webster Marsh, Sladen Feinstein
Integrated Lighting

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NAILD
Driving Lighting Innovation

National
Association of
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Lighting
Distributors

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***THE FAST TRACK
TO BIGGER PROFITS***

Let's face it: the LED war has been over for a long time. The holdouts finally gave in, and those last few remaining incandescent or fluorescent loyalists will be out of options sooner rather than later. Everyone who saw the energy savings, longer bulb life, and other benefits that LED delivered has already installed them and is not looking back.

But the story doesn't end there. There's a new technology taking our industry by storm that's helping users achieve even more energy savings while maximizing the functionality of their LED systems: lighting controls.

LIGHTING CONTROLS ARE A HOT TOPIC RIGHT NOW,

mainly due to the generous rebate programs that are currently available. Controls allow for significant energy savings by supporting automated light adjustments based on occupancy, daylight levels, and other factors. They also enable personalized lighting scenarios, enhancing comfort and boosting occupant productivity.

So, like it or not, the next revolution is here. The simple on/off switch is dead. And thanks to forward-thinking lighting experts like C. Webster Marsh, the sendoff couldn't be sweeter.

Webster is a Certified Lighting Controls Practitioner and specifications specialist currently working with Sladen Feinstein Integrated Lighting, which is headquartered in Boston with outlets in Providence, RI, and Washington D.C. He's one of our industry's rising superstars, having presented at multiple lighting conferences and as co-host of the *Lighting Controls Posicast* and *Tonight in Controls*.

Notice a theme there? It's lighting controls. Webster is one of lighting's most sought-after control experts, not just because of his unparalleled knowledge and understanding of the technology but also because he believes that lighting distributors can transform their businesses in a matter of weeks by adding expert lighting control solutions to their suite of services.

As the lead instructor for NAILD's Lighting Specialist in Controls certification program, he's ready to prove his expertise to lighting distributors looking for new lucrative revenue streams. This interactive, multi-track training program



C. Webster Marsh, Certified Lighting Controls Practitioner



was created for lighting designers, distributors, and installers who understand the concepts behind lighting controls but aren't experts in the technology or its application.

Graduates of this awesome program become certified in lighting control system design, installation, programming, and operation, joining an elite group of experts on an exclusive list ready to take on new referrals their competitors can't.

***IMAGINE HAVING THE UNIQUE
DISTINCTION OF BEING THE ONLY
LIGHTING CONTROLS-CERTIFIED
DISTRIBUTOR IN YOUR TERRITORY.***

You'll be trading in that old Chevy for a new Cadillac in no time.

The secret sauce of the program is the combination of online learning and practical, hands-on training. This gives students the opportunity to see, touch, and work with the controls firsthand. This sort of hands-on experience was previously only available in the field, and could take years to fully comprehend the technology. With this new training, you can be certified in weeks.



The training is divided into three tracks. First is the specialty design track, where the expert will talk to the customer and create documentation that meets their specific needs and goals, whether it's to simply qualify for rebates or have a system with robust functionality. The designer will then hand the documentation to the distributor, which is where Track 2 comes in: how to read and understand the requirements of the project in order to create a bill of materials, keep inventory, place the order together, and deliver to the job site within the specified time frame.

The third track covers installation, which is designed not to replace constructors but rather to support them. For example, the contractor will install the fixtures and devices where they need to be, whereas the controls expert will help with the programming, commissioning, and end-user training.

With the advanced technology available in modern control systems, the course material is relatively simple. There's no worrying about power packs or relay panels. It's as easy as matching a component with every fixture and knowing how to operate the app that controls it. That's it.

In a few weeks, you could uplevel your whole business and turn into your territory's big dog with one-stop solutions that make sense for customers looking to take advantage of rebates and save on energy in the long run.

Yet still, we hear distributors push back on implementing lighting controls. All we can tell them is to get in on the action before your competitor does. If you don't jump in now, you could find yourself the equivalent of these old-school lighting gangsters still clinging to their incandescent or fluorescent lamps for dear life.

Get all the program details and sign up by going to NAILD.org, clicking "Training" on the menu, and selecting LS-C. Study hard, get certified, and we look forward to seeing your new Cadillac at our next NAILD convention.