National Lighting Partner Meeting
April 4-6, 2005

Jeffrey Schwartz, ICF Consulting, Former Showroom and Distributor Owner and Lead for EPA’s Showroom and Distributor Initiatives
A key to working with showrooms and distributors is to understand that there are many different business models:

- Showrooms focused on end-user sales
- Showrooms focused on builders and builder referred business
- Electrical distributors with lighting showrooms
- Electrical distributors with builder showrooms
- Electrical distributors with no showrooms
- Small independents
- Large chains
• There are many opportunities to involve these distribution channels.
  – In almost every scenario, the showroom or distributor is interacting with at least one of the other key players:
    • The Developer
    • The Architect
    • The Builder
    • The Electrical Contractor
    • The Homeowner
  – In many situations they deal with several of these players
• Showrooms and Distributors have been become Partners through their organizations:
  – ALA
  – Lighting One
  – NAED
  – NAILD

• These ENERGY STAR Partners can be found on the ENERGY STAR web site – New List for Lighting & Electrical Distributors

• They are being trained through their organizations and through ENERGY STAR outreach
Working with Lighting Showrooms and Electrical Distributors In New Construction

- **Reaching the Electrical Contractor:**
  - This has been a problem for years in many energy-efficiency programs.
  - New product training and manufacturer visits are their lowest priorities.¹
  - Why? They rely on their distributors for product knowledge and problem solving.¹
  - In other words – Sell the Distributor and they will sell the Contractor. Make it worth their efforts.

¹ The Benfield Report for the National Association of Electrical Distributors
• Got ALPs?
• A story of 10,000 fixtures and the importance of distributors.
• Have you hugged your ENERGY STAR Distributor Partner Today?
• Learn more at the Showroom & Electrical Distributor Session Tomorrow at 1 o’clock