

# Lightshow

Winter 2017



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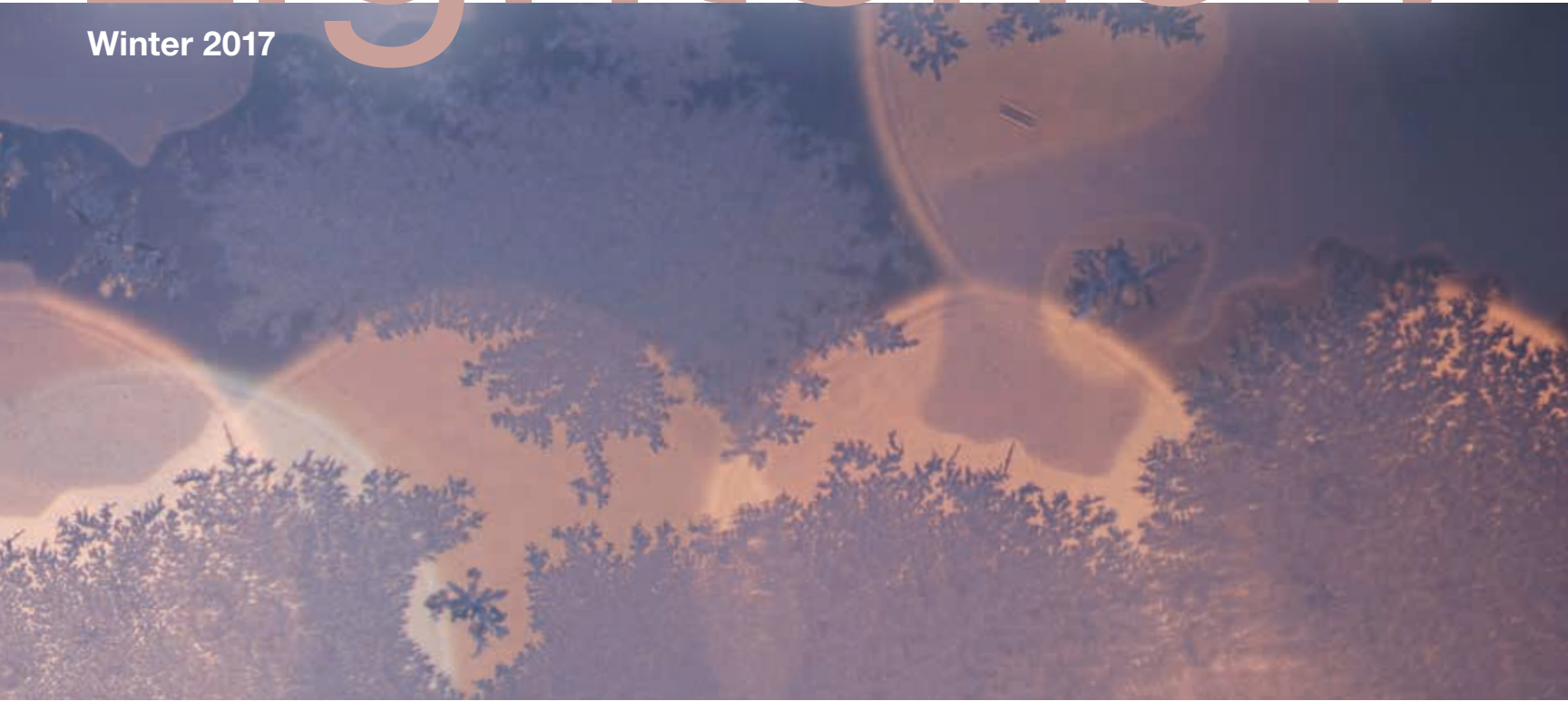
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# Lightshow

Winter 2017



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## The Main Story

# Beautiful Lighting Made Better

### Enhance the performance of under-cabinet and cove LED lighting with Lutron LED drivers

Constant voltage 12 VDC and 24 VDC LED tape or lightbar lighting for under-cabinet, cove, and step lighting applications is a fast-growing category, as evidenced by the demand for such lighting from homeowners.

Yet many customers and installers are frustrated by these products performing poorly, with issues that include flickering, failing drivers, and control compatibility. In addition, customers are often looking for 1% dimming or lower for that low accent lighting, but most products only dim to 5 or 10%.

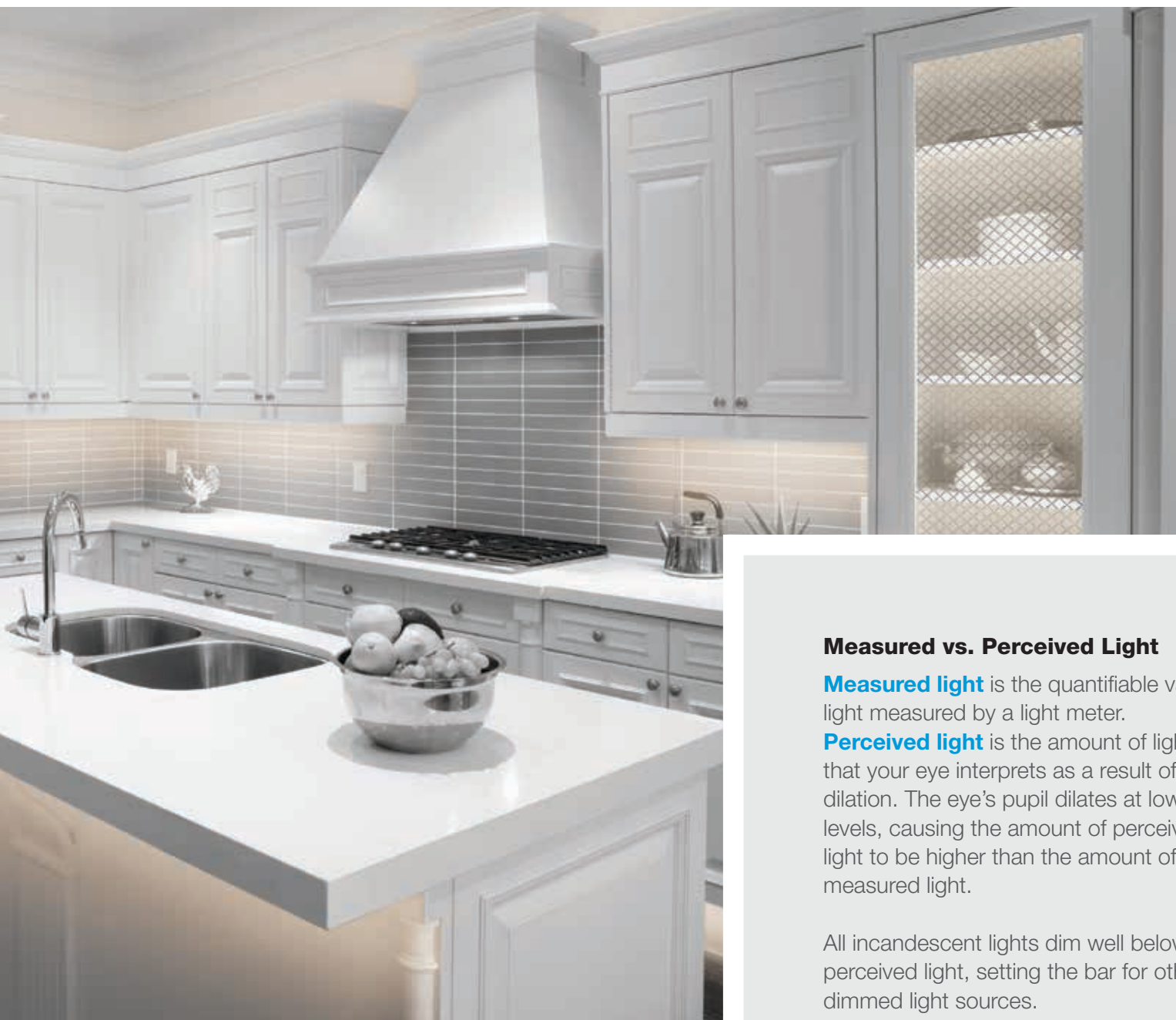
**Want to give your customers the experience they expect, and improve their satisfaction? Choose Lutron LED drivers.**

Lutron constant voltage LED drivers provide smooth, flicker-free dimming from 100% to 1% or even 0.1% (depending on the type of driver), with outstanding quality and superior reliability.\* And they're compatible with a wide range of constant voltage LED products.



\*The dimming range and performance of any LED product is based solely on the driver. Please note, though, that the dimming range of an LED product may vary depending on which control is used. Using the wrong control, even if the driver is capable of providing outstanding dimming performance, can lead to poor dimming quality due to the incompatibility between the driver and the control. For a list of Lutron compatible controls for LED drivers, please see the product specification submittals at [lutron.com/hilumeLED](http://lutron.com/hilumeLED) under Resources/Documents.





### **Measured vs. Perceived Light**

**Measured light** is the quantifiable value of light measured by a light meter.

**Perceived light** is the amount of light that your eye interprets as a result of pupil dilation. The eye's pupil dilates at lower light levels, causing the amount of perceived light to be higher than the amount of measured light.

All incandescent lights dim well below 1% perceived light, setting the bar for other dimmed light sources.

LED drivers that dim to 1% deliver 10% perceived light, while drivers that dim to 0.1% deliver 3% perceived light — an important factor when considering a dimming application.

# The Main Story

## Which LED driver is right for your application?

Is there really a difference between dimming to 1% or 0.1%? Absolutely! Even though there is only a 7% perceived difference between the two (see “Measured vs. Perceived Light”), in a low-light environment the difference is stunning.

Physically demonstrating the difference frequently evokes comments of “Wow,” “That’s incredible,” or “I never thought you could go even that much lower than 1%” from customers at all levels. (See page 05 for the new Hi-lume Premier 0.1% demo that’s available for showrooms.)

To help you determine which driver an application calls for, take a look at the high-level features and benefits of each:

### Hi-lume Premier 0.1% constant voltage driver

- A constant voltage LED driver for cove and under-cabinet lighting, which offers multiple control options and the deepest dimming performance of any Lutron LED driver—from 100%-0.1% with Soft-on, Fade-to-Black dimming technology. (Soft-on, Fade-to-Black provides an incandescent-like experience when transitioning from off to 1% and vice versa.)
- Convenient contractor installation—UL Listed for remote mount up to 100ft from LEDs
- Works with Lutron Lumaris (see page 05) or any 24VDC LED strips, tape, or light bars up to 96W

### Hi-lume 1% constant voltage driver

- A versatile, budget-conscious constant voltage LED driver available in multiple control options for 12VDC and 24VDC LED strips, tape, or light bars up to 40W



Whether your application calls for Hi-lume 1% or Hi-lume Premier 0.1%, you can rest assured you’re getting a quality driver that will deliver the performance your customers expect. For more detailed information on Lutron LED drivers, please visit [lutron.com/hilumeLED](http://lutron.com/hilumeLED).

# Lumaris LED Linear Lighting

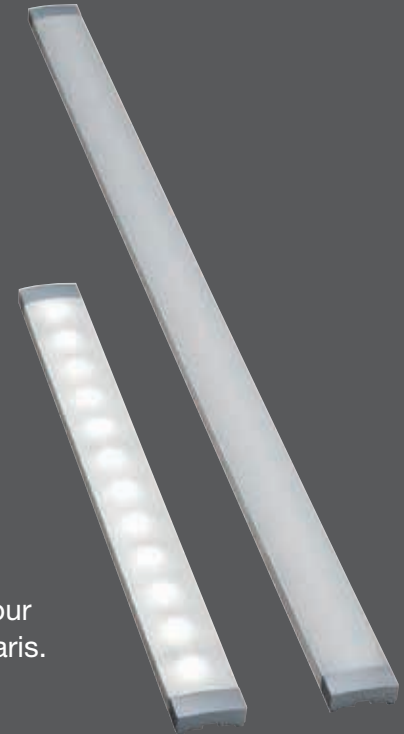
Lumaris LED linear lighting, from the Ivalo Collection, delivers high-quality, uninterrupted lines of LED illumination with guaranteed compatibility between LED fixture, driver, and controls. Its small profile makes Lumaris ideal for interior cove, under cabinet/counter/shelf, and path/step lighting (indoor only) applications.

## Features and benefits include:

- Standard with Hi-lume 1% or Hi-lume Premier 0.1% LED drivers that can be remote mounted up to 180ft away from the fixture
- Extended LED driver and lamp life — rated for 50,000 hours
- 10-year limited warranty that includes 5-year LED performance (dimming/color shift) coverage
- 6, 12, 18, 24, 36 and 48 inch options
- 5W, 250 lumens per foot
- 95 CRI (typical)
- 2700 K, 3000 K, or 3500 K color temperature LEDs
- 30°/60° angle mount bracket option
- Available in Silver, Black, White or Brown
- ENERGY STAR and California Title 24 Compliant options
- Clear, frosted, and diffused\* lens options

If you're not already qualified to sell Lutron Ivalo fixtures, please contact your Lutron rep. For additional product information, please visit [lutron.com/lumaris](http://lutron.com/lumaris).

\*The diffused lens option conceals LED hot spots on high reflective surfaces and eliminates glare in direct line of sight applications.



## Show your customers 0.1% dimming

It's easy to show your customers the beauty of 0.1% dimming, with Lutron's Hi-lume Premier 0.1% 96W constant voltage LED driver demo.



### The demo includes:

- an internal Lumaris LED lightbar
- one 4-button Pico remote preset to 5%, 1%, 0.1%, and Off
- one 4-button Pico remote preset to On/Off and Raise/Lower
- a 2-gang Pico pedestal

For more information, please contact your Lutron rep.

## Featured Showroom



# Everything is Illuminated

This Southern California showroom pulls out the stops to educate customers about LEDs

A year ago, in January 2016, Light Bulbs Etc. opened an LED experience center in its Costa Mesa, California lighting showroom. The experience center, which is just under 1,000 square feet, contains real life applications for LEDs, including stairs, vanities, and bars. The center also showcases LED lighting illuminating various materials, such as stone and wood, and contains well over 100 different types of LEDs. (Similar centers are currently being built in the Orange and Montclair showrooms.)

While experience center visitors include homeowners looking for fixtures, as well as architects and lighting designers, the goal is the same for everyone: LED education.

Melvyn Kahn, president of Light Bulbs Etc., shared why he's so passionate about LEDs, and what led to the creation of his state-of-the-art center.

### **How long have you been offering LEDs as part of your product lineup?**

**Melvyn:** We started showing LED products about 5 years ago in a small way. However, it's only the past couple of years that this light source has become more mainstream—where LED luminaires play a significant part of our product lineup.

### **Why did you decide to install an LED experience center?**

Professionals, as well as consumers, are all aware of the fact that LED lighting is the light source of the future. However, most people know very little about it. Our LED experience center is a showroom designed specifically not only to inform clients of what is available out there, but also to demonstrate the various characteristics of how these luminaires and products function.



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Most customers think of LED lighting  
as a “one size fits all” concept.

Nothing could be further from the truth.

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**Why do you think architectural lighting is falling under the customer education radar?**

I think it's falling under the customer education radar because many types of LED fixtures and lighting are specialized and are best served by brick and mortar showrooms, and not online resellers.

**What does your experience center teach customers about LEDs?**

Most customers think of LED lighting as a “one size fits all” concept. Nothing could be further from the truth. Our LED experience center is designed to educate the client as to the many variables, such as color temperature and CRI, which he needs to consider when choosing LED lighting.

In addition, our experience center demonstrates many unique concepts and ideas, which inspires clients and makes them think about applications they never considered.

**What display/vignette garners the most attention from customers, and why?**

Lighted closet rails get a lot of attention—most homeowners have no idea this exists. They're great for seeing the true colors of your clothes, so you can easily distinguish the difference between black and navy.

**Do you also demonstrate LED dimming in your experience center?**

We do. LED dimming is really complex because there are so many different LED drivers. Drivers may be magnetic, electronic or 0–10 volt — and each requires a different type of dimming control. In addition, an LED generally retains its original color even when it is dimmed down, unlike incandescent bulbs, which warm when dimmed. However, manufacturers have overcome this by creating warm or comfort dimming on certain fixtures, which requires specialized dimming. Our experience center features all these scenarios and demonstrates all dimming types.

**What is the biggest takeaway customers come away with?**

Many professional clients, including architects and designers, aren't necessarily aware of all the variables that effect LED lighting. The experience center certainly provides an in-depth, virtual education that delivers a better understanding of this new light source.

But I believe the biggest takeaway for everyone is to see a myriad of LED architectural lighting products shown in so many different applications. The center serves to inspire customers into thinking how LED lighting could work for their projects.

## Success Story

# Making your move with automated shades

Adding this product line  
to your showroom is  
easier than you think.  
Lighting Concepts shares  
their success story.





Lighting Concepts is a family-owned business that got its start in Lewiston, Maine in 1994, springing from deep roots in the family electrical contracting business. Lighting Concepts has worked with homeowners all over the state, and recently opened its second design center in Portland.

The business holds true to its original belief that “a light is not just a light” — and goes beyond selling a fixture to helping customers achieve the ambiance they want in a room.

Back in 2014, Lighting Concepts began selling Lutron battery-powered shades. We spoke with Dan Engelhardt, Vice President of Operations, about that side of their business, and how they’re making this fast-growing category work for them.

### **What was the impetus for adding shades to your business?**

**Dan:** We began selling shades as a natural extension to our status as a Lutron 5-Star Showroom. In selling the attributes of today’s smart home, automated shades is a logical fit. Automated shades are the obvious solution for homeowners looking for total light management, offering them a way to manage interior/ artificial light and exterior/ natural light.

### **When you began selling Lutron battery-powered shades, how did you generate consumer interest in them?**

With any new product, we take a four-step process to generate consumer interest. First, we 100% believe that “show and tell” is the best way to generate interest. So we outfitted our showroom with interactive Lutron battery-powered cellular and roller shades. Our new showroom in Portland has also been outfitted with the Triathlon line of battery-powered shades. Second, we

train and outfit our design team with portable demos for off-site client meetings. Third, we invest in our specifiers — builders, architects, and interior designers — by installing demo shades in their meeting and showroom spaces. That’s been a huge hit and generates leads on a regular basis. Fourth, we market automated shades as a regular component of our advertising — you will find a shade focus on our web site, in our social media, direct mail, and TV/ print advertising.

# Success Story

## **How does your shade market differ now than when you began selling shades?**

We've learned that today's modern/contemporary market requests shading solutions with clean lines and concealment. Particularly in Maine, where people often have a beautiful natural view, customers want to have full access to that view. We often customize a solution for them, working with their builder so the shading is totally concealed when not in use. We see very few soft window treatments these days, so the range of fabric selections for shading has become crucial.

## **What features/benefits do you promote?**

We promote long battery life, great fabric selections, high-quality, seamless integration into Lutron lighting control systems, great warranty, and installed and serviced by Lighting Concepts.

## **Do customers come to your showroom specifically looking for automated shades? If so, do they want to use them stand-alone or integrate them with lighting controls?**

We definitely have people visit the showroom specifically for automated shading. We have a combination of clients who use shades as a stand-alone solution, as well as system integrated. We sell the wired solution to clients in a new construction scenario, and battery-powered for remodels, or when wiring cannot be installed.

## **Do you measure and install the shades for customers or do they do it themselves?**

Lighting Concepts measures 95% of the time to ensure a proper fit. In other cases, we instruct clients on measuring. That works fine if they have a full understanding of how to measure and are comfortable doing it.

## **What concerns did you have about selling automated shades before you added them to your business, and how were they allayed?**

With any new product line, we know we have to invest the time in training our staff about the products and features, then how to demo. And we have to invest in the line for our showroom.

In the case of automated shading, we also realized we had to grow our team to include an installer/service team member. This eventually grew to two installers, who we consider technology specialists. These team members are multi-faceted resources who also work in our lighting showroom as designers and are capable of selling lighting and control solutions.

## **What best practices/things to keep in mind would you suggest for other lighting showrooms considering selling automated shades?**

Selling Lutron shades in addition to lighting controls differentiates a lighting showroom from others that only focus on light fixtures. It adds value for our customers in today's market. With a growing internet shopping trend, we constantly look at our dollar-competition and look for ways to bring value as a business to our clients. Locally-owned retail thrives on relationship building, so we look for ways to offer solutions, not just products.





## Sivoia QS Triathlon Motorized Shades

### **At a glance**

- Battery-powered
- Available in roller shade and insulating honeycomb styles
- Choose from a NEW architectural fascia (for a modern look); fabric-wrapped fascia (for a finished look with matching fabric); or exposed fascia\* (for an industrial look)
- Work as a standalone or a system solution
- Offer industry-leading battery life
- Easy to install and maintain
- Perfect for retrofit applications
- Triathlon WIDR roller shades are available up to 144" wide and 144" tall (shown above)
- Battery Boost technology available for shades 38" and wider; technology enhances battery life by up to 80%

**For more information please visit [lutron.com/triathlon](http://lutron.com/triathlon).**

\* Exposed fascia can also be hidden with a custom top treatment if desired

Sivoia QS  
 **Triathlon**

# Success Story

## **What sort of customer feedback have you gotten from customers who have purchased Lutron battery-powered shades?**

We've found our clients are pleasantly surprised at the remarkable change they see in their homes with the shades. They certainly appreciate the ease of operation and the longevity of the battery life for those hard to access windows.

We recently completed a project in Hallowell, Maine, where a client had a two-level, open-concept kitchen, dining, and living room space. With two levels of eight large windows facing east, south, and west, they were getting hit hard with solar influence that made the space unpleasant. Once we installed the shades, it completely transformed the space into the living experience they had imagined when they bought the property. They are extremely pleased that they chose Lutron Triathlon roller shades!

## **Has adding battery-powered shades to your business helped its growth?**

The shading category has definitely increased revenue, as well as our exposure in the market. When you offer a full-service solution, margins improve. We sell Lutron Triathlon battery-powered shades to both residential and commercial clients. Leading a sale with shades often brings us lighting and lighting control orders, as well as the installation. Our customers have come to realize that lighting their homes requires much more than just choosing a fixture.



Photo courtesy of Lighting Concepts



“They are extremely pleased that they chose Lutron Triathlon roller shades!”

# Building Bridges

The Lutron rep/lighting showroom relationship is invaluable. Here's how one rep makes it work.



**Kara Quigg**, a third-generation electrical industry professional, is in charge of lighting showroom (LSR) sales at Western Lighting & Energy Controls in Southern California.

When Kara first transitioned to the LSR role (about a year ago), she discovered that some showrooms had not been getting as much attention as they needed. And while she has worked in every facet of the lighting industry, including rep agency commercial sales, she did not have experience in the lighting showroom industry.

In short, she had her work cut out for her.

Fast forward to today, and you'll find that Kara has rebuilt those showroom connections into supportive relationships that are fostering sales growth.

### How'd she do it?

**Kara:** I dove in and started setting up meetings with store managers. For example, my first meeting with Light Bulbs Etc. was rocky, as they were less than enthusiastic about my lack of product knowledge. I made it my mission to change their minds, so I spent a lot of time getting to know the product line. I took advantage of Lutron online courses, but my main resource for product knowledge was Jay Williams (Lutron Resi Sales Supervisor). He really helped me get up to speed.

I was at Light Bulbs Etc. without fail every Monday. Sometimes for trainings, sometimes just stopping in to say hi.



I gained their trust through consistency and a positive attitude. I make it a priority to see my top ten accounts on a weekly basis. From there, I go where I'm needed. Trainings, product updates, literature drop offs. I'll find just about any excuse to go see one of my showrooms.

I believe in the value of a good attitude. When I started in this role I didn't know very much about the products. My most used phrase was probably, "I'm not sure, but I'll get back to you on that." Then I did.

I make sure that my showrooms know that I am not under the illusion that people are coming into their showrooms specifically for controls. I just want to be the French fries to their hamburger. Essentially, I want them to ask, "Do you want Lutron with that?" More specifically, I coach my sales staff to ask, "How are you planning on dimming this?" I find that's the easiest way to start an accessory sale.

I believe that getting Caséta Wireless into the hands of my sales staff is one of the most important tools that I have. Once they use it, they can't help but love it. Who doesn't want to be able to say, "Hey Siri (or Alexa), turn my kitchen lights on!" The staff are so much more apt to sell it if they use it and love it at home.

## 3 Key questions

### **What do you know now about this role that you wish you knew on day 1?**

**Kara:** Everything! I came into this role so green. I guess the biggest thing that I wish I had known was that I didn't need to know everything. I just needed to get to know the people. The product knowledge will always come.

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### **What are the accomplishments you're most proud of since you've been in this role?**

Lighting Zone is up 227%! Light Bulbs Etc's three locations combined is up 17%. I'm also really happy at the product knowledge of my showrooms. They really know their stuff.

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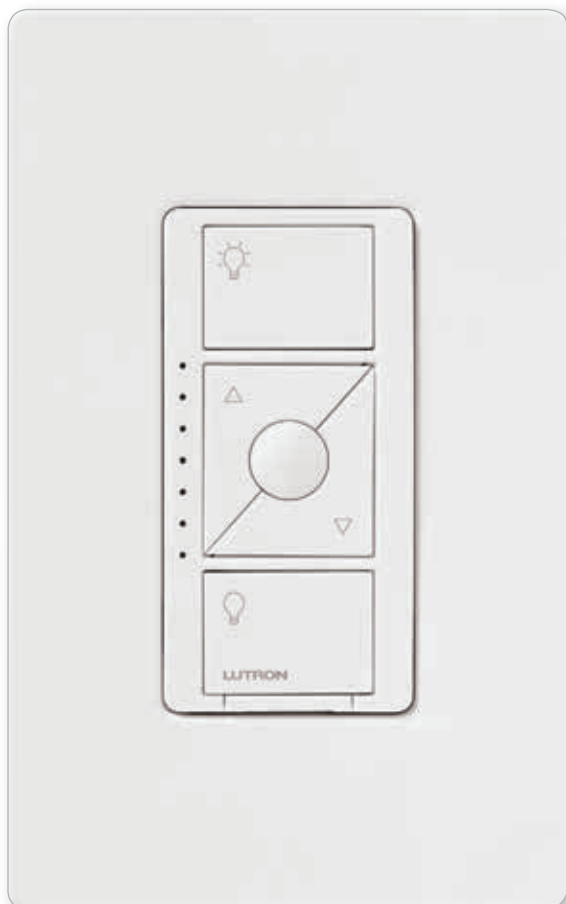
### **What is the best piece of advice you have for reps working with LSRs? How about the best piece of advice for showrooms working with reps?**

For reps, consistency is key. Show up and chat with people. For showrooms, use your reps! We're here to help you. If you have a question, we really want to help you find an answer. It's our job.

### What's New with

# Caséta Wireless

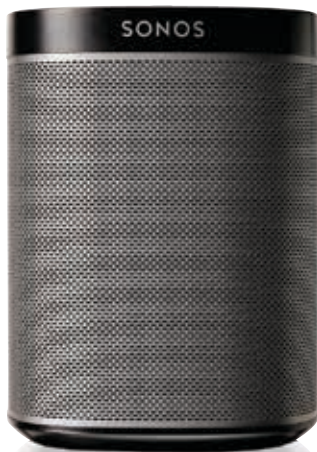
The Caséta Wireless system, which includes dimmers, the Lutron App, Pico remotes, and a Smart Bridge, is a convenient way to control lights, shades, and temperature from anywhere inside or outside of a home. And the addition of a multi-purpose dimmer, as well as fan and sound control, make life even easier.



#### **ELV+ dimmer**

Now you can offer your customers one dimmer for most applications, which helps eliminate compatibility concerns when changing out bulbs. The Caséta Wireless ELV+ dimmer works not only with electronic low-voltage bulbs, but also dimmable LEDs, incandescents, halogens, and more.

It has a favorite button, just like the Pico remote control, for recalling a favorite preferred preset light level. And it works with the Pico for 3-way and multi-location applications.



## Expanded integration

### Lutron and Sonos

Lutron and Sonos now deliver light and sound together...in perfect harmony. Customers can control music on Sonos wireless speakers\* from scenes in the Lutron App (v 4.0 or later) or from the NEW Pico remote control for audio. See below for more information on the Pico remote control for audio or visit [CasetaWireless.com/Sonos](http://CasetaWireless.com/Sonos) for details.



### Ceiling fan control

The latest version of the Lutron App provides fan speed and light (if applicable) control for Apple® HomeKit™-enabled ceiling fans (Hunter Symphony and Signal)\*. Customers can also use convenient voice control—simply tell Siri®, “Turn on the fan.”

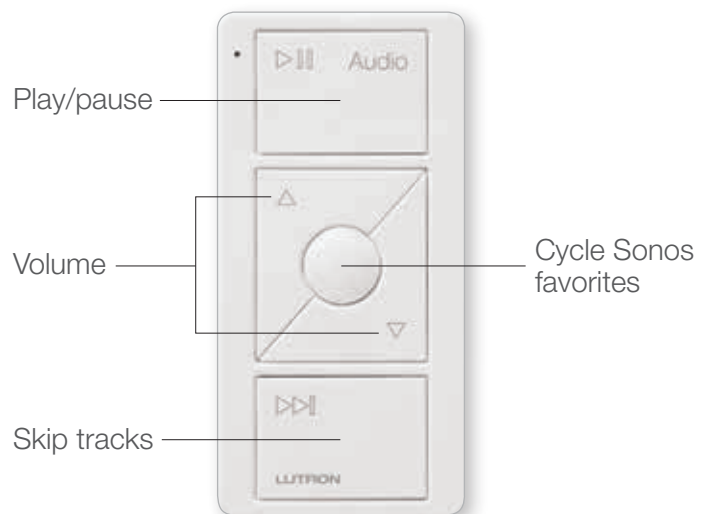
Note: Fans aren’t currently supported in scenes.

### Pico remote for audio

Your customers can enjoy one-touch control of the Sonos Home Sound System in exactly the same way they adjust lights and shades—from their nightstand, the wall, or wherever it’s most convenient.

The Pico remote for audio controls any Sonos Home Sound System speaker\*.

Available in White or Black, this Pico has the same long-lasting, 10-year battery life as other available Pico products.



\* Lutron Bridge required

Apple and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. HomeKit is a trademark of Apple Inc.

# News and Events

## News

### **NEW!**

Designer USB tamper-resistant receptacle provides 120V power and USB charging for popular electronic devices in an aesthetic style that matches Caséta Wireless and other products with designer openings.



## Events

### **Dallas International Lighting Market**

January 18–20, 2017

Dallas Market Center

Dallas, Texas

Visit our showroom #3301

### **Lightfair International**

May 9–11, 2017

Philadelphia, Pennsylvania

Visit us at booth #3301

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## Become a Lutron 5-Star Showroom Today!

5-Star Showrooms represent the ultimate Lutron destination. At a 5-Star Showroom you can see, touch, and experience Lutron products and solutions in a fully functional environment. Each 5-Star Showroom is handpicked and certified by Lutron as one of a select number of locations throughout the U.S. and Canada.

### **5-Star Qualifications**

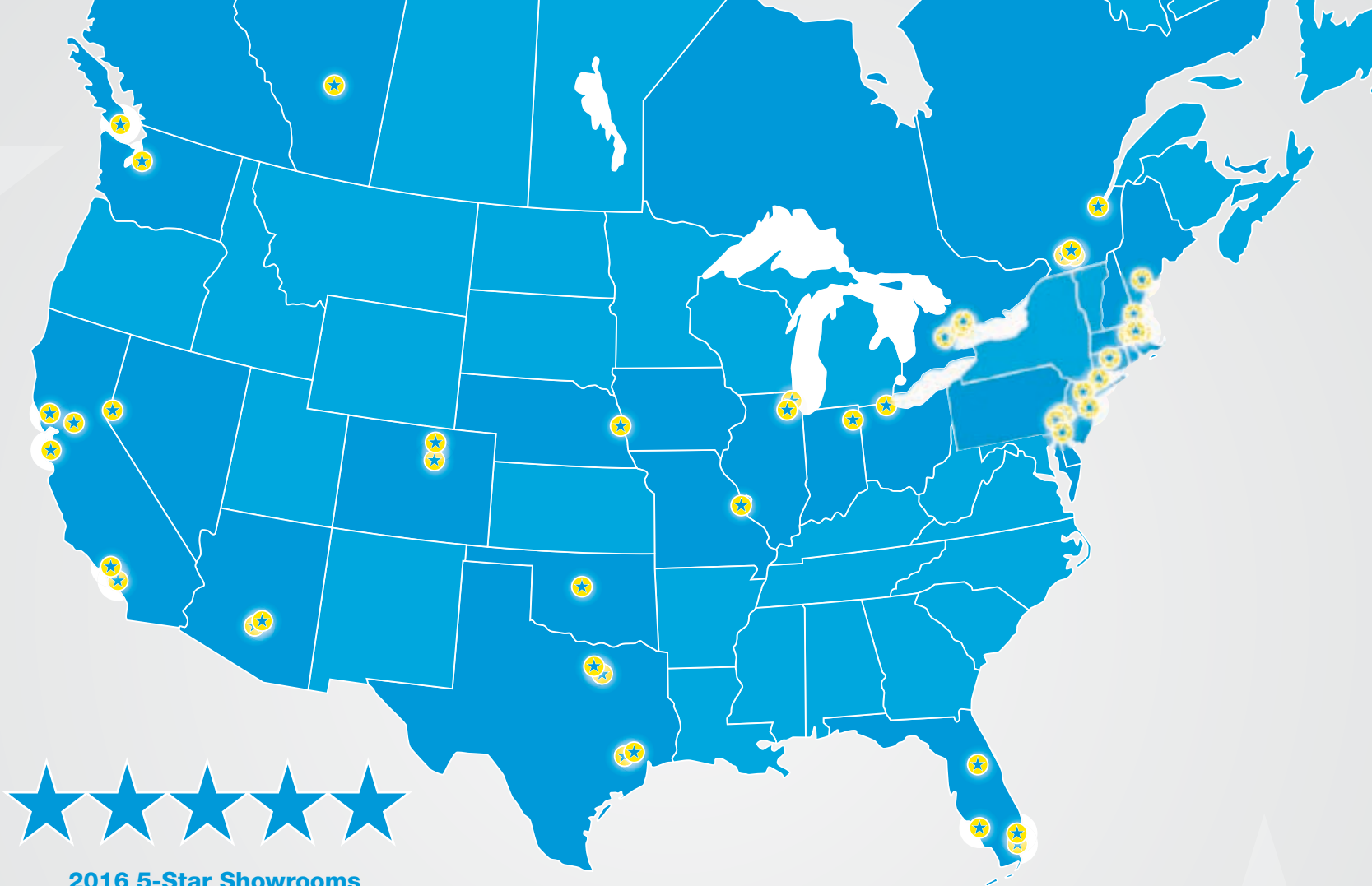
- Provide a working experience destination for Lutron dimmers, light control systems, shades, and fixtures
- Align with certified installers to provide home system and shading solutions
- Host residential influencer events throughout the year to promote light control solutions
- Become fully trained on all Lutron residential solutions

### **5-Star Benefits**

- One-time MDF load of \$2,500
- Annual 5-Star plaque to display in showroom
- Included in exclusive 5-Star showroom promotions
- Supporting materials for residential influencer events
- Opportunity to win a 2016 5-Star Category Award during January Dallas Market
- Noted as an Experience Showroom on [www.lutron.com/wheretobuy](http://www.lutron.com/wheretobuy) website

**Contact your local rep for more information or Erik Anderson at 484.809.3867 or [eanderson@lutron.com](mailto:eanderson@lutron.com).**





### 2016 5-Star Showrooms

A.D. Cola Lighting — Natick, MA  
 Allied Lighting, Inc. — Costa Mesa, CA  
 Bayshore Lighting — San Carlos, CA  
 Boîteau Luminaire — Quebec City, QC  
 Bright Light Design Center — Wilmington, DE  
 Cabinet & Lighting Supply — Reno, NV  
 Connecticut Lighting Centers, Inc. — Hartford, CT  
 Cost Plus — Englewood, CO  
 Denney Electric — Ambler, PA  
 Echo Systems — Omaha, NE  
 Energy Plus Wholesale Lighting & Design — Santa Rosa, CA  
 Eurolite — Toronto, ON  
 Feldman Brothers — Paterson, NJ  
 Franklin Empire — Ville Mont-Royal, QC  
 Gross Electric — Toledo, OH  
 Hunzicker Lighting Gallery — Oklahoma City, OK  
 Idlewood Electric Supply — Highland Park, IL  
 Klaff's, Inc. — Norwalk, CT  
 LBC Lighting — Arcadia, CA  
 Light Bulbs Unlimited — North Miami Beach, FL  
 Light Bulbs Unlimited — Winter Park, FL  
 Lightform Lighting — Phoenix, AZ  
 Lighting Concepts — Lewiston, ME  
 Lighting First — Bonita Springs, FL  
 Lighting Unlimited — Scottsdale, AZ  
 Lighting Unlimited — Houston, TX  
 Lofings Lighting, Inc. — Sacramento, CA  
 McLaren Lighting — Victoria, BC  
 Meletio Electric — Dallas, TX  
 Metro Lighting — Chesterfield, MO  
 M & M Lighting L.P. — Houston, TX  
 Montreal Lighting & Hardware Inc. — Mont-Royal, QC  
 North Coast Lighting — Bellevue, WA  
 Northwest Electric — Mount Prospect, IL  
 Passion Lighting — Grapevine, TX  
 Rittenhouse Electric Supply — Ardmore, PA  
 South Dade Lighting — Miami, FL  
 The Light Center — Fort Collins, CO  
 The Lighting Center at Rockingham Electric — Newington, NH  
 Union Lighting — Toronto, ON  
 Union Lighting — Montreal, QC  
 Urban Lights Inc. — Kitchener, ON  
 Vaughan Electric — Woodbridge, ON  
 Vivid Concepts Lighting and Design — Edmonton, AB  
 Wabash Electric — Fort Wayne, IN  
 Warshauer Electric Supply Co. — Tinton Falls, NJ  
 Wolfers Lighting, Inc. — Allston, MA  
 Wolfers Lighting, Inc. — Waltham, MA

# Sales Consultant Spotlight

Getting to know your 5-Star Showroom staff



## Eric Penrod

Wabash Lighting,  
Fort Wayne, Indiana



**You began your career with Wabash Electric in 2005, where you were promoted to counter electrical sales within your first year. How did you make the transition from working in the electrical division of Wabash to the lighting showroom division in 2013?**

**Eric:** I had completed a Lutron BLAST training on RadioRA 2, and had also assisted in programming a RadioRA 2 system in the new Experience Center that the Fort Wayne showroom built. I caught on so well to the technical aspects of controls, dimming, and product knowledge that management came to me asking if I'd like to start a new position in the showroom. I was excited to be able to use my technical background to do that!

**In which of Wabash's lighting showrooms do you work?**

I am based out of the Fort Wayne branch, but I help with all of the Wabash locations. So I travel often to assist those sales consultants with projects.

**As a technical sales consultant, what's your day-to-day like?**

Besides control system layouts and programming, and helping contractors/customers with accent lighting (fixture choices and layouts), a majority of my time is spent helping the other showroom consultants work through any lighting issues that arise. That can include getting lighting to dim correctly or looking over lighting orders that involve multiple pieces (such as drivers, wireless controllers, and dimmers) to make sure we have everything we need for the customer's application.

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Both RadioRA 2 and Caséta are great tools for showing off our lighting, as well as showing customers what lighting control can do.

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**You've set up a couple RadioRA 2 systems in Wabash showrooms. How did that go? Had you attended Lutron RadioRA 2 trainings prior to setting up the systems?**

The Fort Wayne showroom was the first that I did, which was a little over two years ago. The old system from another manufacturer was failing, we could not get replacement parts because that system was discontinued. I had proposed the idea of using RadioRA 2 because that showroom is the largest, with close to 100 clouds—making RadioRA 2 the best fit there. Plus, with RadioRA 2, all the sales consultants could use an iPad® to control the lighting.

Prior to the Fort Wayne install, I had only been through the RadioRA 2 BLAST training, but have been to several more training seminars since then.

The Fort Wayne location was a little time consuming, as I needed to totally rewire most of the clouds to incorporate the

RadioRA 2 switch. But after the first couple clouds, it went pretty smoothly.

That install went over so well, I was asked to install Lutron systems in two more of the Wabash showrooms. The other two showrooms are smaller than the Fort Wayne showroom, so I used Caséta Wireless in those.

Both RadioRA 2 and Caséta are great tools for showing off our lighting, as well as showing customers what lighting control can do.

**What has been your most challenging issue to troubleshoot for clients as a technical sales consultant, and how did you solve it?**

Dimming LEDs seems to be the everyday issue (i.e. flickering, won't dim, wrong product, etc.), whether the customer bought the LED and dimmer from Wabash, or if they just bought one of the items from us. Each issue is unique, and what works for one customer may not work for the other.

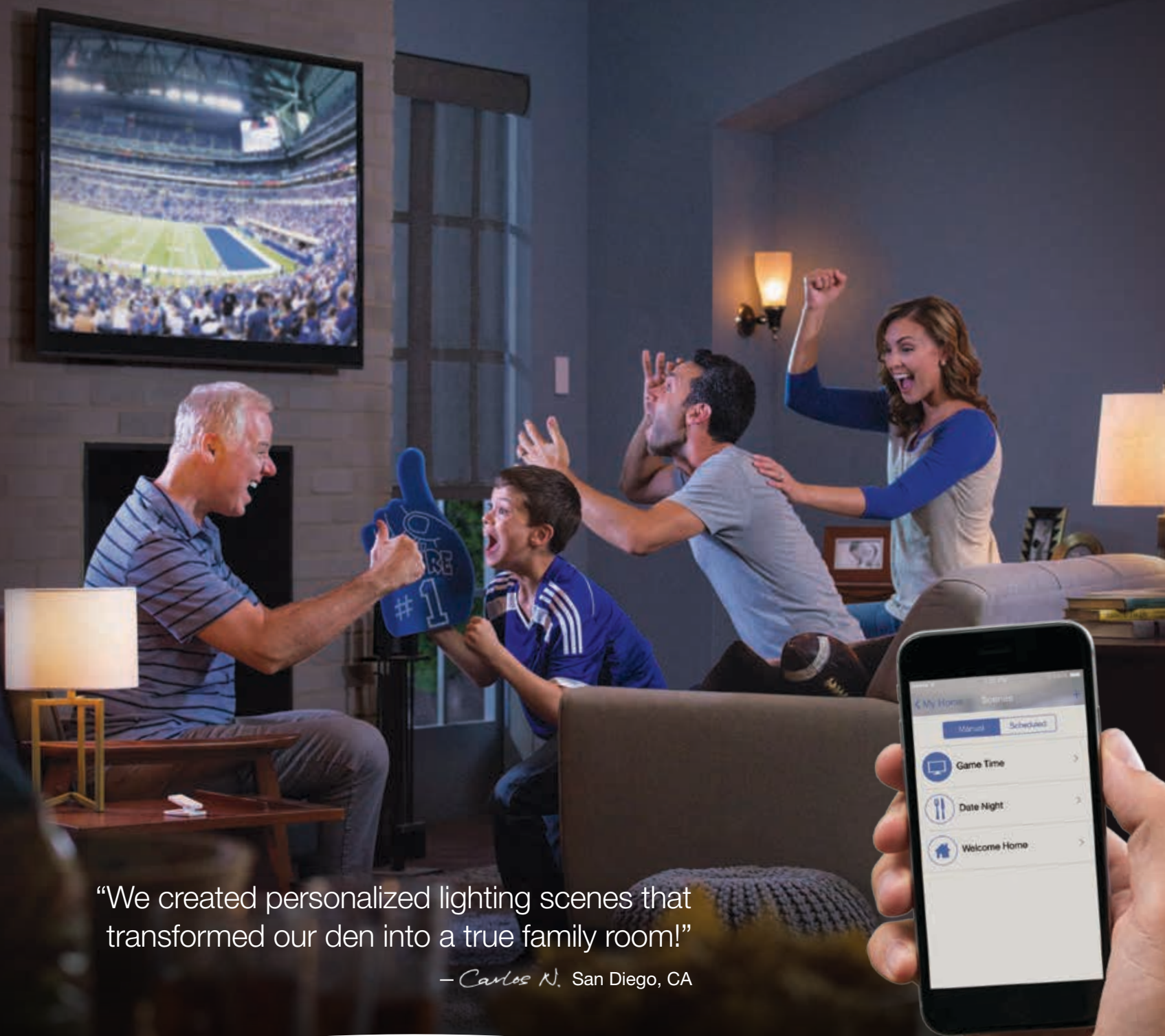
Sometimes I refer the customer to Lutron's LED product selection tool on the LED Control Center of Excellence. But if it's just something they don't understand, I ask them questions about the problem, and research the products. I then can recommend a solution to get everything working correctly. Sometimes I drive to the customer's house to see the problem firsthand, before offering a solution.

**What do you love about your job?**

I love being able to go out to job site, whether it's programming RadioRA 2 systems or helping work through an issue that the contractors or customers run into. I've met a lot of amazing people at job sites that I otherwise would have never met.










"We created personalized lighting scenes that transformed our den into a true family room!"

— Carlos N. San Diego, CA

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