



Association of Outdoor Lighting Professionals®



# 2012 AOLP Annual Conference & Expo



February 9–11, 2012

Disney's Contemporary Resort  
Lake Buena Vista, FL

Pre-Conference Featuring  
COLD & CLVLT  
February 6–8, 2012



[www.aolponline.org](http://www.aolponline.org)

## SCHEDULE OF EVENTS

### MONDAY, FEBRUARY 6

7:00 a.m. – 5:00 p.m.	<b>REGISTRATION OPEN</b>
8:00 a.m. – 5:00 p.m.	<b>CERTIFIED OUTDOOR LIGHTING DESIGNER (COLD) YEAR 3 SESSION – DAY ONE OF TWO</b>
12:00 p.m. – 1:00 p.m.	<b>LUNCHEON FOR COLD SESSION PARTICIPANTS</b>

### TUESDAY, FEBRUARY 7

7:00 a.m. – 5:00 p.m.	<b>REGISTRATION OPEN</b>
8:00 a.m. – 5:00 p.m.	<b>COLD YEAR 3 SESSION – DAY TWO OF TWO</b>
8:00 a.m. – 5:00 p.m.	<b>COLD YEAR 1 SESSION – DAY ONE OF ONE</b>
12:00 p.m. – 1:00 p.m.	<b>LUNCHEON FOR COLD SESSION PARTICIPANTS</b>

### WEDNESDAY, FEBRUARY 8

7:30 a.m. – 8:00 a.m.	<b>CERTIFIED LOW VOLTAGE LIGHTING TECHNICIAN (CLVLT) STUDY GROUP</b>
8:00 a.m. – 9:30 a.m.	<b>COLD SPECIAL SESSION: ORIGINS OF LANDSCAPE LIGHTING</b> This is a free program open to all COLD participants.
9:45 a.m. – 12:00 p.m.	<b>COLD SPECIAL SESSION: THE LAMP PROGRAM</b> This is a free program open to all COLD participants and conference attendees.
8:00 a.m. – 5:00 p.m.	<b>CLVLT TESTING</b>
12:00 p.m. – 1:00 p.m.	<b>LUNCHEON FOR CLVLT PARTICIPANTS</b>
5:30 p.m. – 7:30 p.m.	<b>WELCOME EVENT AND ANIMAL KINGDOM SAVANNAH LIGHTING OBSERVATION AT KIDANI VILLAGE</b> <i>SPONSORED BY PHILIPS HADCO</i>

Begin your visit to *Walt Disney World*® with an activity that brings together the magic of the destination with the artistry of lighting design. David Fetterolf of Philips HADCO will provide a brief review of the fascinating and serendipitous history of lighting at *Walt Disney World*®. Guests will then depart for Kidani Village to specifically observe the Animal Kingdom savannah lighting design that had to flawlessly recreate the inhabitants' natural environment.

**THURSDAY, FEBRUARY 9**

7:00 a.m. – 4:00 p.m.

**REGISTRATION OPEN**

8:00 a.m. – 8:15 a.m.

**PRESIDENT’S WELCOME**

8:15 a.m. – 11:00 a.m.

**PUTTING THE “PROFESSIONAL” IN OUTDOOR LIGHTING PROFESSIONAL: HOW TO PROVIDE MORE VALUE TO YOUR CUSTOMERS WHILE CREATING DREAM DESIGNS**

*SPONSORED BY PHILIPS HADCO*

*MICHAEL RIEBLING, PHILIPS HADCO*

Grow beyond lighting “installer” to become a lighting “professional” with LED. An expanding LED lamp portfolio provides a different palette of LED choices that enable the lighting professional to put his or her touch on lighting designs. Customers will benefit from more optimally lit projects with improved performance that also save money, while designers will experience fewer call backs.

\*Each attendee will receive a payback calculator tool to help show ROI on each LED project.

11:30 a.m. – 12:45 p.m.

**ANNUAL MEMBERSHIP MEETING AND LUNCHEON**

1:00 p.m. – 4:00 p.m.

**COMMUNICATING WITH CUSTOMERS – WHAT IMPACT ARE YOU HAVING?**

*SAL ALIOTTA, WINNING SALES STRATEGIES, INC.*

Everyone, regardless of title or position, is in sales – meaning our job is creating a positive bonding and rapport experience when dealing with customers, whether it’s by phone, in-person, on the job site, at our offices, etc.

Studies have shown that a major reason why people don’t buy from (or leave) a supplier is not price – it is because they felt uncomfortable with, or just didn’t trust, the supplier or sales person. This workshop will help participants gain trust and understand what they can do to create an environment whereby the customer perceives the supplier as an advisor, not a stereotypical sales person.

Sal’s work with lighting designers and business owners enhances his presentation on a skill set all professionals in our industry need to succeed.

4:00 p.m. – 7:15 p.m.

**EXPO AND RECEPTION**

*SPONSORED BY FX LUMINAIRE*

The Expo features exhibits by new and well-known manufacturers and distributors. The reception shows off the culinary talents of the resort.

7:30 p.m.

**AWARDS PRESENTATION & DESSERT RECEPTION**

An evening of celebration! Enjoy the presentation of the 2012 Lighting Awards, featuring the dazzling photography of the award-winning sites.

FRIDAY, FEBRUARY 10

7:00 a.m. – 4:00 p.m.

**REGISTRATION OPEN**

8:00 a.m. – 11:45 a.m.

**STOP TELLING AND START SELLING**

*SAL ALIOTTA, WINNING SALES STRATEGIES, INC.*

What do people think when they hear the word “salesman?” This is not you, so why do people have this perception?

Leave the session with the following skills that can be used immediately upon return to your business:

- ◆ Using Up-Front Contracts
- ◆ Identifying real reasons for doing business
- ◆ How to talk about money issues (Budget)
- ◆ How to identify and meet with key decision makers
- ◆ Making presentations
- ◆ Preventing buyer’s remorse

12:15 p.m. – 1:30 p.m.

**LUNCHEON FEATURING OUTDOOR LIGHTING ROUNDTABLES**

This is truly a working lunch! Each table will feature a hot industry topic and a facilitator to make the most of the discussion. Please select two roundtable discussion topics on the registration form. Options include:

- ◆ Dark Skies
- ◆ Holiday Lighting
- ◆ LED Fixtures
- ◆ Entering the Civic Marketplace
- ◆ LED Technology
- ◆ Controls
- ◆ Power Systems/Transformers
- ◆ Designer Case Study
- ◆ Industry Rules and Regulations
- ◆ NEC Code
- ◆ Niche Fixtures

2:00 p.m. – 4:00 p.m.

**DESIGNED TO SELL: EXPLORING SALES STRATEGIES AND DESIGN TECHNIQUES FOR THE RESIDENTIAL OUTDOOR LIVING SPACE**

*SPONSORED BY FX LUMINAIRE*

*RANDALL WHITEHEAD, RANDALL WHITEHEAD LIGHTING, INC.*

*DARIN AYRES, FX LUMINAIRE*

Randall Whitehead is an internationally known architectural lighting designer. His work has appeared in *Architectural Digest*, *House Beautiful*, *Metropolitan Home*, *Better Homes & Gardens* and many more. Randall appears regularly as a guest expert on the Discovery Channel, CNN, HGTV and Martha Stewart Living Radio.

Darin Ayres has helped other lighting professionals design, sell, install and maintain hundreds of lighting systems around the country. Darin is called on for his expertise at residences, commercial sites and public spaces including the Chicago Botanic Gardens, Olbrich Botanical Gardens in Madison, WI, and Huntsville Botanic Gardens in Huntsville, AL.

Residential outdoor living spaces began as a trend and have morphed into a “must have.” Randall and Darin bring their talents together to outfit attendees with the information needed to lead your market in granting homeowners their most popular wish.

4:00 p.m.

**FREE EVENING**

Be sure to take advantage of special *Walt Disney World*® ticket pricing for conference attendees.

**SATURDAY, FEBRUARY 11**

8:00 a.m. – 11:00 a.m.

**INDUSTRY PROFESSIONAL INSIGHTS**

*JAMES SOLECKI, INTEGRA WORKS, INC.*

*KEITH ROSSER, LANDSCAPE LIGHTING PRO OF UTAH*

*MODERATOR: NELS PETERSON, N DESIGN PARTNERS*

Shining stars of the lighting design industry share their best practices, favorite markets and how to prepare for the future in a profession of great potential. The session features presentations and audience interaction to ensure attendees leave the conference as even better outdoor lighting professionals than they were just days earlier.

11:00 a.m.

**AOLP CONFERENCE & EXPO CONCLUDES**

**SPECIAL THANKS TO OUR SPONSORS!**

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**PHILIPS HADCO** – PLATINUM SPONSOR INCLUDING  
WELCOME EVENT AND EDUCATIONAL SESSION



**FX LUMINAIRE** – EXPO AND  
EDUCATIONAL SESSION SPONSOR



**UNIVERSAL LIGHTING SYSTEMS** – PROGRAM BOOK SPONSOR



**COPPERMOON** – GOLD SPONSOR

## HOTEL INFORMATION AND SPECIAL CONFERENCE OVERNIGHT ROOM RATE

AOLP's 2012 Annual Conference & Expo will be headquartered at:

Disney's Contemporary Resort  
4600 North World Drive  
Lake Buena Vista, FL 32830



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### Room Rate

The special AOLP conference room rate is \$199 per night, Monday, February 6 – Sunday, February 11, 2012. The rate applies up to three days before February 6, 2012 and after February 11, 2012, pending availability.

### Room Reservations

To make reservations, visit [www.aolponline.org](http://www.aolponline.org) and click on Events and then AOLP Annual Conference and Expo. You may also call 407-824-3869. You must mention the AOLP Conference & Expo to receive the reduced rate.

**Reservation Deadline: January 6, 2012.**

## HOTEL AND ATTRACTIONS AMENITIES FOR CONFERENCE ATTENDEES

Visit [www.aolponline.org](http://www.aolponline.org) and click on Events and then AOLP Annual Conference and Expo.

- ◆ Special *Walt Disney World*® tickets and savings for conference attendees
- ◆ Reservations for complimentary airport shuttle on *Disney's Magical Express*®
- ◆ On-line hotel check in service

### AIRPORT INFORMATION

Please make flight arrangements for Orlando International Airport (MCO). Visit [www.orlandoairports.net](http://www.orlandoairports.net) for more information.



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## AOLP CERTIFICATIONS

Don't miss the opportunity to become certified! Both AOLP certifications will be offered during the week of the Annual Conference. Separate registration is required for both certifications. Visit [www.aolponline.org](http://www.aolponline.org) for registration information or e-mail [certification@aolponline.org](mailto:certification@aolponline.org).

### Certified Low Voltage Lighting Technician (CLVLT)

Wednesday, February 8

Review Session: 7:30 a.m. – 8:00 a.m.

Exam Starts: 8:00 a.m.

Fee: \$450 (includes study guide and conference call study session January 18 from 12:00 p.m. – 1:00 p.m.)

### Certified Outdoor Lighting Designer (COLD)

Year One

February 7 and 8

8:00 a.m. – 5:00 p.m.

Fee: \$200

Year Three

February 6, 7 and 8

8:00 a.m. – 5:00 p.m.

Fee: \$200



# AOLP 2012 Annual Conference & Expo Registration

Please note: Registrations must be returned to the AOLP Office, postmarked on or before **January 20, 2012** to receive the discounted early bird registration fee. The cancellation deadline is **January 20, 2012** to receive a full refund. All cancellations must be made in writing and receipt will be acknowledged. No refunds will be issued after the deadline date. *Please complete one form per attendee.*

## Attendee Information

Attendee Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Emergency Contact Information

Name of Non-Attending Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Relationship to Attendee: \_\_\_\_\_

## Activity Information

The activities listed below are included in the registration fee. Please check the events that you plan to attend:

\_\_\_\_\_ Wednesday, February 8, 2012: Opening Reception and Lighting Tour

\_\_\_\_\_ Thursday, February 9, 2012: AOLP Awards Dessert Reception

Please check two roundtable topics you are interested in attending:

_____ Dark Skies	_____ LED Technology	_____ Industry Rules and Regulations
_____ Holiday Lighting	_____ Controls	_____ NEC Code
_____ LED Fixtures	_____ Power Systems/Transformers	_____ Niche Fixtures
_____ Entering the Civic Marketplace	_____ Designer Case Study	

Yes! I have also registered separately for the  CLVLT and/or  COLD Certification Programs!

## Registration Rate and Payment

No fee increase in 2012! (Registration includes all meetings, food functions and the Expo)

Early Bird (on or before January 20, 2012)

\$395 Member       \$495 Non-Member

General Registration (after January 20, 2012)

\$445 Member       \$545 Non-Member

Expo Registration Only *New this year! You may attend the Expo even if you're not attending the full conference.*

\$100 Member       \$125 Non-Member

## Method of Payment

Total Amount Due: \$ \_\_\_\_\_

Check (make payable to AOLP)       Visa       MasterCard       Discover

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Security Code (3-digit # on back of card): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**If you have special needs, please contact the AOLP office.**

Send form & payment to: AOLP, 4305 North Sixth Street, Suite A, Harrisburg, PA 17110  
email to [customerservice@aolponline.org](mailto:customerservice@aolponline.org) or fax to: 717-238-9985  
717-238-2504 ♦ [www.aolponline.org](http://www.aolponline.org)



Association of Outdoor Lighting Professionals®

4305 N. Sixth Street  
Suite A  
Harrisburg, PA 17110



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### Highlights Include:

- ◆ Lighting Observation at Animal Kingdom Savannah
- ◆ Randall Whitehead on Designing Outdoor Living Spaces
- ◆ LED Design Presentation by Michael Riebling
- ◆ Special Sales Program for Lighting Designers
- ◆ Expo with Top Manufacturers and Distributors
- ◆ *Walt Disney World*®!

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## Register Today!