

Our Mission

To promote and advance the landscape and architectural lighting industry for lighting designers and installers, distributors and business-to-business manufacturers.

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LightLines is published electronically four times per year:

Spring issue is published in March
Summer issue is published in June
Fall issue is published in September
Winter issue is published in December



That's a Wrap:

ILLUMINATE2017

AOLP ANNUAL CONFERENCE & EXPO

"Once again, AOLP has hit it out of the park on the Annual Conference!" That's what AOLP member Leon Hordyk, of Shademaster Landscaping Ltd., Waterdown, Ontario, had to say about his experience at our rebranded conference & expo at the Embassy Suites by Hilton - Scottsdale Resorts in Scottsdale, Ariz. "The speakers, round table and Expo were very informative. It is also a great time to network and talk to your lighting peers from across North America," he said.

Members who attended enjoyed informational seminars, new ideas, networking opportunities and great food and fellowship, all in one place. Members especially enjoyed the lighting tour at Taliesin West - Frank Lloyd Wright's Arizona Home.



Taliesin West tour of Frank Lloyd Wright's Arizona home.

ILLUMINATE2017

AOLP ANNUAL CONFERENCE & EXPO

Here's a look at some other positive feedback from members:

"As a rookie at Illuminate '17, it helped my business immensely through the CLVLT testing, the networking with other lighting installers and manufacturers and the new ideas I learned from the veterans of AOLP. I'm already looking forward to Illuminate '18 in Tampa," said Mark Miller, CLVLT, Southern Grace Landscape, Inc., Weddington, N.C.

"I very much enjoyed Lynn Ruby's topic on email marketing and Michael Deo's client closing topic. I was able to come away with some good ideas I can incorporate into my own business," said Scott Pickering, CLVLT, VP Outdoor Lighting, Omaha, Neb.



Taliesin Tour with Christopher Thompson.



A stunning view at the Taliesin West Tour.

"I haven't missed a conference since I joined in 2006 and plan to continue. I always leave the event with renewed energy and fresh ideas to drive me through the next year," said AOLP member Paul Welty, CLVLT, COLD, of Innovative Nightscapes LLC, Sherwood, Ore.

"AOLP's Illuminate Conference is attended by a 'Who's Who' of the outdoor lighting industry's top designer contractors. This is the place to be for those who are passionate about being the industry's best," commented Les Lemasters, CLVLT, Classic Irrigation and Lighting, Chesapeake, Va.

"If you want to grow professionally, and broaden the depth of your business, you owe it to yourself to attend the Illuminate conference. The access to other lighting professionals from across the continent, all willing to share their knowledge and experience is unsurpassed anywhere, said AOLP member John Higo, Illumicare Group Ltd, Newmarket, Ontario.

In a nod to the camaraderie of AOLP, new members expressed appreciation for both the conference material and the warm reception they received from other members who treated them like friends.



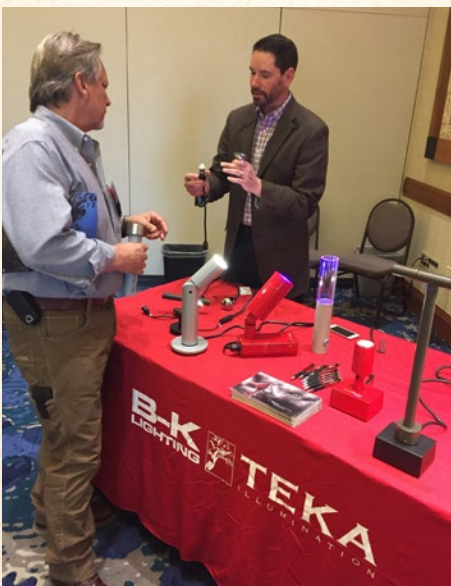
Great door prizes were given away during Illuminate 2017.



Eric Mitchell, CLVLT, and Jim Moreau, CLVLT, take a break from their role as proctors during the CLVLT exam.



Lynn Ruby, CEO & Founder of Ruby Marketing Systems, spent Thursday morning educating attendees about the ins and outs of email marketing.



Our conference was a great opportunity for manufacturers and distributors to bring the latest and greatest products in lighting designs to conference attendees.

President's Message

By Michael Deo, CLVLT, COLD

By the time you read this, I will have been president of our beloved AOLP for about a month. So far, I have signed no executive orders, built no walls and had zero effect on the stock market. I'm not claiming that nobody is ticked off yet, but hey, you can't please all of the people all of the time, right?

Many of you are pumped up for a great year after attending **ILLUMINATE2017** in Scottsdale. Same here. I always enjoy conference and we've already begun planning for 2018 in Tampa, Fla. Of course you all completed the post-conference survey, but just in case you forgot to include any killer ideas, drop a note, text or call; just let us know! And don't forget our private - members only - forum on [LinkedIn](#).

While I'm thinking of conference, I'd like to thank all of our sponsors and exhibitors, committee members and staff for making it happen — there are lots of moving parts to assemble. And a huge shout-out to those of you who attended. The chemistry and camaraderie build year after year. It's energizing and the reason why we do it.

Many of you are pumped up for a great year after attending

ILLUMINATE2017
AOLP ANNUAL CONFERENCE & EXPO

in Scottsdale. Same here. I always enjoy conference and we've already begun planning for 2018 in Tampa, Fla.

So go ahead and share AOLP with your network. Invite your favorite distributor or manufacturer if they aren't already supporting the association. Don't be afraid to talk it up amongst your local competitors. It may seem counterproductive to increase competition in your own backyard, but wouldn't you rather compete on a level playing field than against some trunk-slammer who picks up day labor at the train station?



Speaking of competition, how 'bout those [AOLP Lighting Awards](#) entries? Congratulations to all of our winners and kudos to all who entered. It surely isn't getting any easier! But I love to see these projects that our members are designing and installing. Your clients must be absolutely thrilled – AOLP members are killing it out there!

I am looking forward to a great year for business and a great year ahead for the AOLP. We all play a part, so I'll go ahead and ask everybody to throw their hat in the ring wherever they can – volunteer for a committee, invite a prospective new member, get certified and plan to come to Tampa next February. This association is here for each one of us, but I promise the more you put into it, the more you'll get out.

I wish you all good health and prosperity for 2017!
Sincerely,

A handwritten signature in black ink that reads "Michael J. Deo". The signature is fluid and cursive.

Michael Deo, President



AOLP Board Member Andy Thomas, COLD, CLVLT, and Irrigation Association President Greg Hunter commemorate a new affiliation agreement between AOLP and the Irrigation Association. In December, AOLP administered the CLVLT exam during the IA conference, which gave AOLP members the opportunity to get certified and attend IA's conference and trade show the same week.

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Award Worthy: Here are Our 2017 AOLP Lighting Award Winners!

The spotlight shone brightly on the industry's best of the best during awards presentation at Illuminate 2017, AOLP's Annual Conference & Expo. To see winners in all our featured categories, please visit our [website](#).

Congratulations to our 2017 winners!



2017 Best of Show / 2017 Gold Award Residential XL Lighting Project

Anthony Bogdanovich, CLVLT
Imagine Lighting Co.
Pacific Palisades Estate

Congratulations to our 2017 winners!



2017 Gold Award Residential Large Lighting Project

Joel Mayor, CLVLT
Texas Outdoor Lighting
Avery Ranch



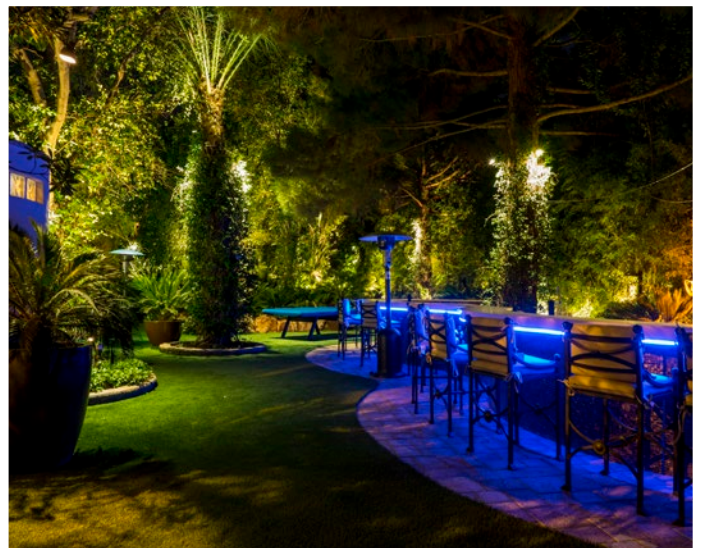
2017 Gold Award Commercial Lighting Project

Michael Sestak, CLVLT, COLD
Sestak Lighting Design
McKinley Village Way Underpass Lighting



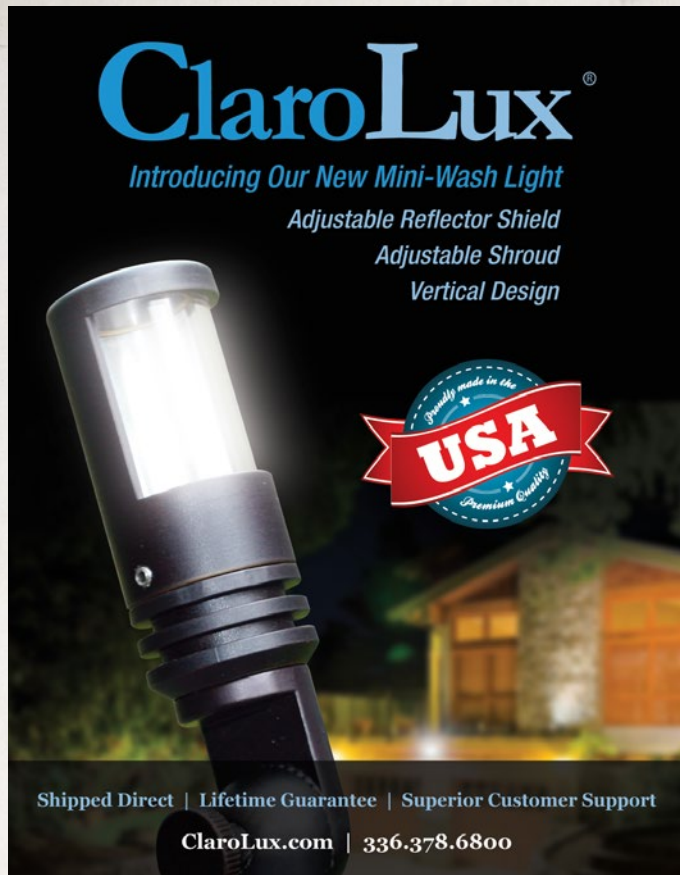
2017 Gold Award Residential Small Lighting Project

Joel Mayor, CLVLT
Texas Outdoor Lighting
Seven Oaks



2017 Gold Award Outdoor Living Lighting Project

David Bilik
Twilight Designs
Schulman Residence



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A close-up of a black, cylindrical outdoor light fixture with a clear lens. In the background, a house is softly lit at night.



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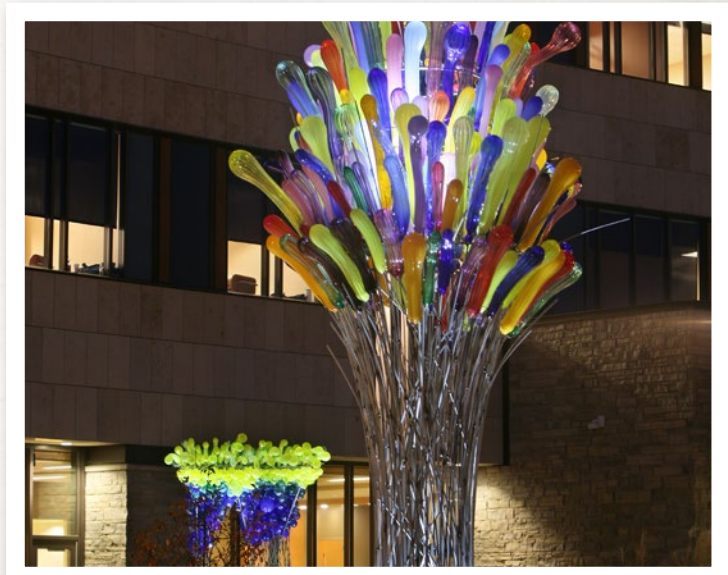
KICHLER

A series of stone steps are illuminated from below by small, recessed lights. Below this, a house is shown at night with its trees and walkway illuminated by landscape lights.

Congratulations to our 2017 winners!



**2017 Gold Award
Holiday Lighting Project**
Nicholas Schriver, CLVLT
Decorating Elves
Brightwaters HLS



**2017 Gold Award
Feature-Focused Lighting Project**
Chris Mitchell, CLVLT, COLD
NiteLites, Inc.
Mind, Body and Soul

2017 AOLP Lighting Award Winners list

Gold Awards

2017 Best of Show Lighting Project

2017 Gold Award – Residential XL Lighting Project

Anthony Bogdanovich, CLVLT, Imagine Lighting Co.
Pacific Palisades Estate

Holiday Lighting

Nicholas Schriver, CLVLT, Decorating Elves
Brightwaters HLS

Commercial Lighting

Michael Sestak, CLVLT, COLD, Sestak Lighting Design
McKinley Village Way Underpass Lighting

Feature Focused Lighting

Chris Mitchell, CLVLT, COLD, Nitelitters, Inc.
Mind, Body and Soul

Residential Small Lighting

Joel Mayor, CLVLT, Texas Outdoor Lighting
Seven Oaks

Residential Large Lighting

Joel Mayor, CLVLT, Texas Outdoor Lighting
Avery Ranch

Outdoor Living Lighting

David Bilik, Twilight Designs
Schulman Residence

Silver Awards

Commercial Lighting

Michael Sestak, CLVLT, COLD, Sestak Lighting Design
The Barn

Residential XL Lighting

Joel Mayor, CLVLT, Texas Outdoor Lighting
Caslano

Holiday Lighting

David Sloan, Accents Lighting
Candy Cane Forest

Feature Focused Lighting

Jeff Hannah, Accents Lighting
Water Colors

Residential Small Lighting

Anthony Bogdanovich, CLVLT, Imagine Lighting Co.
Avenida Refinida

Residential Large Lighting

Bill Knowles, CLVLT, Northern Outdoor Lighting
Thompson Residence

Outdoor Living Lighting

Nicholas Schriver, CLVLT, Decorating Elves
Corona

Bronze Awards

Commercial Lighting

Joel Mayor, CLVLT, Texas Outdoor Lighting
Log Country Cove

Residential XL Lighting

David Sloan, Accents Lighting
Suburban Gem

Holiday Lighting

Anthony Bogdanovich, CLVLT, Imagine Lighting Co.
Arc Light Cinemas - Hollywood

Feature Focused Lighting

Joel Mayor, CLVLT, Texas Outdoor Lighting
Rob Roy

Residential Small Lighting

John Gillespie, Outdoor Lighting Perspectives
Sherman Residence

Residential Large Lighting

David Bilik, Twilight Designs
Brown Residence

Outdoor Living Lighting

David Sloan, Accents Lighting
Stone Haven



Anthony Bogdanovich and his family near their home in San Pedro, Calif.

Spotlighting our Best of Show Winner *Anthony Bogdanovich, Imagine Lighting Co.*

For a superb result on the largest project ever tackled by Imagine Lighting Co., Anthony Bogdanovich earned top honors with our Best of Show Award in the 2017 Lighting Awards.

“My reaction to winning ‘Best of Show’ was the largest smile on my face that spoke for itself. To be honored with this award by industry professionals makes me feel like I accomplished something extraordinary,” Bogdanovich said.

The Pacific Palisades Estate project, located in Pacific Palisades, Calif., required removing nearly 500 existing fixtures and installing 590 new fixtures over the 5.5 acre property with lighting that complemented the lush landscape, providing ample light in entertaining areas and around the perimeter of the property.

As Bogdanovich explains, moonlighting was used to highlight the long driveway and backyard lawn area. The home sits in a canyon, which allowed him to highlight the massive trees along the hillside defining the property and layering light between the mountain and sky.

The lighting system also needed to tie into the homeowners' newly-installed home automation system, giving the homeowners the control they wanted. This required a significant amount of planning to ensure transformers and power units were installed in the optimum locations, he said.

The homeowners entertain often so they wanted to bring out the estate's beautiful features while making good use of the vast open space.

"We needed a design that would highlight the property while creating an even balance and cohesion. The large trees required significant lumen output to fill. Making use of ground space avoiding glare issues required many tree



lights covering an extremely wide area. The use of shadows was the highlight of the project, adding a new level of texture and character the homeowners never thought possible," Bogdanovich said.

The homeowners were thrilled with the outcome. "They have continued to add new landscaping to the property and we have continued to illuminate the newly installed foliage," Bogdanovich said.



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Congratulations are in order!

After successfully passing their exams, the following AOLP members are now Certified Low Voltage Lighting Technicians:

Anthony Bogdanovich # - 1719

Imagine Lighting Co. – San Pedro, Calif.

Abby Burley - #1720

Kichler Landscape Lighting – Cleveland, Ohio

Matthew Dehring - #1721

Landscape Lighting Specialist LLC – Ann Arbor, Mich.

Matthew Girard - #1722

Northern Outdoor Lighting – Billerica, Mass.

Mark Miller - #1723

Southern Grace Landscape, Inc. – Weddington, N.C.

Tim Ryan - #1724

Lighthouse Outdoor Lighting – West Chester, Pa.

Anthony Tovar - #1725

Texas Outdoor Lighting – Austin, Texas

New Certified Outdoor Lighting Designers are:

Pete Bryant, CLVLT, COLD #1724

Southern Lights of NC – Summerfield, N.C.

Michael Deo, CLVLT, COLD #1725

NatureScape Lighting – Millington, N.J.

Paul Gosselin, Sr., CLVLT, COLD #1726

NightScenes Corporation – Kingsland, TX

Brandon Kuehler, CLVLT, COLD #1727

Light It Right – Katy, Texas

Michael Sestak, CLVLT, COLD #1728

Sestak Lighting Design – Carmichael, Calif.

Naomi Miller Earns Lifetime Achievement Award

For her many contributions to AOLP and the lighting industry, Naomi Miller was honored with the 2017 Lifetime Achievement Award, given at the Illuminate Conference.

Miller earned her bachelor's of science degree in art and design (architecture) from MIT. She also earned her master of science degree in lighting from Rensselaer Polytechnic Institute in Troy, N.Y.

Miller is a Fellow of the Illuminating Engineering Society of North America and a Fellow of the International Association of Lighting Designers.

She chaired the Illuminating Engineering Society's Quality of the Visual Environment committee for eight years and was also principal member of the writing team for the IES's *Light + Design: A Guide to Designing Quality Lighting for People and Buildings*.

This is just one of the countless publications Miller has released throughout her career.

She has received more than 30 architectural lighting design awards for projects ranging from churches to university science buildings, museums, boutique hotels, supermarkets, and parking lots.

Positions throughout Miller's career include: lighting engineer at Smith Hinchman and Grylls Associates, Inc., principle at Luminae Souter Lighting Design, director of design applications at Rensselaer Polytechnic Institute and principle at Naomi Miller Lighting Design.

After having spent more than 30 years designing lighting projects, Miller is now approaching lighting from a different angle—that of technology development and application. For the past seven years Miller has been working for the Department of Energy at Pacific Northwest National Laboratories in Portland, Ore. as a senior research scientist and engineer.

Miller's research interests include lighting quality, the health effects of light and lighting sustainability and efficiency, just to name a few.

Miller is involved with Department of Energy projects that include the Gateway Project and Caliper program.

The Gateway Project looks at LEDs being used in real, honest-to-goodness projects, tracks how easy they are to specify, order and install, and how well they work over time. The intent of the Gateway Project is to tell a story about LEDs that encourages people to use them wisely and to avoid pitfalls. The hope is that people will do a better job of specifying LEDs and that they'll install products that people like and that will begin saving energy as soon as possible.

The CALiPER program (Commercially Available LED Product Evaluation and Reporting) was launched by DOE in 2006 to address the need for unbiased and trusted product performance information in the early years of Solid State Lighting. CALiPER testing and analysis, conducted by accredited test labs using industry-standard test procedures, helped to discourage low-quality products and inflated manufacturer claims. It remains a useful tool for manufacturers seeking to improve their products and for buyers seeking to make informed decisions.

In addition to all these activities, Miller travels the world speaking to all kinds of people, promoting the light that sustains us. She has this wonderful ability to bring the science and engineering of the light we use to a level that we as lighting professionals can put to use in our own practices immediately.

Congratulations Naomi Miller!



Paul Welty poses with Naomi Miller, who received the 2017 Industry Achievement Award.

Member Spotlight

Meet AOLP's New President Michael Deo

Q: How long have you worked in the outdoor lighting industry, and what do you do in your current position?

A: *I've always been an entrepreneur (read: un-hirable). About a dozen years ago I was looking to reinvent myself and do something more fulfilling. I had built a great company in manufacturing and recycling — loved my company, not so much the industry! Dirty, industrial, clients just trying to get through their day and razor-thin margins. I wanted my next chapter to offer some creative satisfaction. So back to school I went for my Landscape Design Certificate, which quickly led me to landscape lighting.*

NatureScape Lighting was born ten years ago. I do all the design work, including my favorite part — returning after dark for aiming and focusing. I leave the majority of the installation work to my main man, Orlando. He can install almost anything with or without a crew! But when we have something tricky, like carpentry work, structure-mounted fixtures or core drilling, for example, I will get involved to be sure we get it right the first time. I also manage our electrician partners and take care of automated control design and programming.

Q: What's been a key to your success in this industry over the years?

A: *Building a reputation amongst the area's top professionals that NatureScape Lighting does what others don't—allows them to trust us with their clients. They appreciate my design-first approach and our attention to detail. When I'm asked, "Where are the wires?" I know we've got 'em! Allied professionals are our greatest source of new clients.*



Q: What is a project that you've done that you're especially proud of, and why?

A: *Last summer we completed a client's pool house and landscape lighting, after working on it for two years. When I began designing the lighting, it was from an architect's drawings — it helps to be there from the very beginning. The result was outstanding and I smile every time I see a photo. The greatest reward: my client texted me midway through his daughter's engagement party, with a photo, exclaiming, "Mike, the lighting is perfect! Thank you!"*

Q: Tell us about your customers (residential, commercial, etc.).

A: Although we have a few small commercial clients, our market niche is larger residential properties. My absolute favorite project is anything that includes outdoor living spaces — patios, decks, pool house, gazebos, etc. I think it is the best way to help people ‘feel’ the lighting. Once we’ve accomplished that, they’re clients for life.

Q: How long have you been an AOLP member, and what do you find is the biggest benefit of being a member and a leader?

A: : I joined AOLP in 2007 to help teach myself this new industry and get certified. Immediately jumping into the CLVLT program, I had to learn fast. Little did I realize just how much I would continue to learn from all of the members and by attending the conferences.

Above all else, I think that this is the place to be if you want to learn outdoor lighting. Of all the benefits one might realize as a member of the association, education is far and away the most valuable.

After a few years, I began to work with the Conference Planning and Awards Committees. The benefits continue—the relationships, learning new skills and the satisfaction of working toward the greater good.

Q: In addition, any special goals you have as the new president?

A: Although I’m the new president, it’s really just one of seven board positions that contribute to the management of the association. The real work happens at the committee level. (Join one!)

In the last year we have made great strides in freshening things up a bit — our new logo, the re-branding of conference and updating the awards program. There is much more to do, but it’s exciting and moving in the right direction.

My overarching goal for the coming years is to expand our reputation for education. We want AOLP to be the go-to resource to learn outdoor lighting and become experts at it. Whether through one of our certification programs, CLVLT or COLD, or by attending conference, folks need to know that AOLP is the place to be!



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Finishes: Aluminum, Brass

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Association News

Planning Ahead: Save the Date

ILLUMINATE 2018

AOLP ANNUAL CONFERENCE & EXPO

The date of our next conference is February 22 through 24, 2018 at the Innisbrook Golf & Spa Resort in sunny Tampa, Fla. The property location will be announced soon. Stay tuned!

Members Enjoy a Discounted Tour at Frank Lloyd Wright's Home

Many of us enjoyed the tour at Taliesin West, Frank Lloyd Wright's Arizona home, and wished we could have stayed longer.

Stuart Graff, the president and CEO of the Frank Lloyd Wright Foundation, has graciously extended a discount offer to our members. Members will receive a 20 percent discount on the Taliesin West Insights Tour between now and December 31, 2017. When making online reservations at www.franklloydwright.org, enter the discount code **AOLP** to receive the discounted tour. This offer is limited to AOLP members and parties taking the tour with them.

Graff wished to pass along his enthusiastic thanks for our members' interest in the foundation's work and Wright's legacy.

Did you remember? 2017 AOLP Dues Now Due

It's time for manufacturer and distributor members to renew their memberships!

To renew, please use the [online renewal form](#) where you can select to pay by check or credit card before the **March 31, 2017** deadline.

If you have any questions concerning this process, please email Angela at membership@aolponline.org or call 717-238-2504. We look forward to serving you throughout this next year!

Welcome, New Members

The following new members joined AOLP this winter:

WAC Landscape Lighting, Port Washington, N.Y.
Todd Goers, CLVLT

Lighting Unlimited, Scottsdale, Ariz.
Cory Schneider

Aurora Lighting Solutions LLC, Reisterstown, Md.
Derrick Jantzi

Blue Jay Irrigation, London, Ontario, Canada
Bruce Lively

Evening Shadows, Grantville, Pa.
Reinaldo Guevarez

Gulf Coast Nightscapers, Port Charlotte, Fla.
Beverly Todd

Lighthouse Outdoor Lighting, Lakeland, Fla.
Zack Miller

Luna LightScape Inc., South Datona, Fla.
Bart Teracino

MainStay Landscape Inc., Westwood, Mass.
Jay MacMullan

MLI Solutions, Port Perry, Ontario, Canada
Jason Murphy

Radiant Landscape Lighting, Redlands, Calif.
Kyle Cummings

Rainfall Lighting, Kingston, Mass.
Jim Martel

Rezort Outdoors, LLC, Cumming, Ga.
Dan Reeves

Twilight Designs, Las Vegas, Nev.
David Bilik

Product Spotlight

Kichler Landscape Lighting: Giving Homeowners The Control They Demand

What if your clients could turn their landscape lighting system on or off from anywhere in the world with their cellular phone or tablet? With Kichler's latest control offering and the Vera app, they can.

How does it work?

It all starts with a Kichler Design Pro LED Controller and the VeraEdge or VeraPlus gateway unit. This gateway, which looks and acts like a router, creates a hub that links all of a home's "smart" devices together, including a Kichler Design Pro LED Controller. Using the Vera app installed on an iOS or Android device, the homeowner gives a command ("Turn on my landscape lights"), and the Vera gateway does the rest, sending a signal via Wi-Fi, Z-Wave, Zigbee, Insteon or Bluetooth to execute the command.

What landscape lighting functions can a homeowner control from the Vera app?

Just about anything: zoning, on/off functions, scheduling and more. All settings and programs are Cloud-based, so every command transfers from one iOS or Android device to another. Power outage? Daylight savings time? Vera adjusts for these automatically. Plus, there's no remote control to keep track of. Homeowners can even turn "traditional" lighting devices into "smart" ones: a Vera connected plug-in can control a traditional Landscape transformer (replacing the timer), holiday lighting, water features, and more.

What else can the Vera unit do?

Kichler has partnered with home control expert Vera Control Ltd. because of the unique product it offers. Vera gateways lets homeowners control not only their Kichler landscape lighting but other smart devices, such as motion sensors and security cameras, from their phone. There are no monthly fees or contracts for Vera users, just a one-time purchase cost for the unit. All a homeowner needs is the Vera gateway of their choice (<http://getvera.com/>), an Internet connection and a smart device (phone, tablet, or PC) with the Vera app. Versatile add-ons like Amazon Alexa devices even offer voice command functionality.

To learn more about the possibilities with a Design Pro LED Controller and Vera gateway, visit kichler.com/landscape.



To learn how you can spotlight your product, see ad details on page 21.

The Seven Habits of Highly Effective Email Marketers

By Lynn Ruby

Email marketing is still the most effective online marketing tool with a return on investment of \$44.25 for every dollar spent.

Consider:

- 91 percent of people check their email daily.
- 88 percent regularly check email on their smartphones.
- Email gets delivered 90-plus percent of the time (Facebook reaches just 2 percent of fans.)
- Email marketing has three times the conversion rate of social media.

But email marketing has changed. If you're still using the old "newsletter" format, I guarantee you're not seeing these kinds of results.



First step? Learn the Seven Habits of Highly Effective Email Marketers:

Habit No. 1 – Mobile First

Sending emails that don't look good on a mobile device results in 80 percent of recipients deleting them and 30 percent unsubscribing.

The importance of designing emails with "mobile first" in mind cannot be overstated. And bonus! When you design for mobile, you also improve the desktop experience.

Keep in mind the difference between being "mobile responsive" and "mobile friendly."

When using a reputable email service provider such as Constant Contact, you don't have to worry about being **mobile responsive**. Their templates are already mobile responsive, meaning it will automatically resize itself to whatever device it is viewed on.

You do have to worry about being **mobile friendly**. Using tiny fonts, lots of text, multiple images, tiny "call to action" links, turns your mobile responsive template into a non-mobile friendly email.

Here's how to keep your emails mobile friendly:

- Minimum font sizes: Headlines - 22 point. Text - 12 point.
- Go easy on the images. One is best, three at most. (More than three reduces click-through rates.)
- Keep your call to action "above the scroll."

Habit No. 2 – Use the Magic Formula

Make your life easy with this magic formula:

- Image
- Call to Action
- Text (20 lines max)

It's easy for readers to grasp in a micro-second, focuses attention and gives a clear and easy action step.

Habit No. 3 – Images Done Right

Images pack a punch; 82 percent of us pay more attention to emails with pictures. You already understand this.

Some techniques to make sure your images shine:

- As before, use three images max; one is best!
- Don't use an image as your entire email:
When a graphic designer creates a beautiful flyer for you, made up of images, text, logos and contact information, you might be tempted to take that one large JPG or PDF and pop it into an email and send it out, thus turning your email into one large image.

That's a mistake. Why? Because when your email arrives, if a recipient has turned off the ability to see images in their emails, your email is simply one big white square with a little red x in the corner. Not good!

Recreate that beautiful flyer within your email program as a combination of text and images. More work but more effective.

- Size header images at no more than 600 px W and 200 px H. This ensures that the header doesn't take up the entire preview screen on a mobile device, obscuring your message.



Cool Tool: *Canva.com*

Canva.com is a great image-editing tool with design ideas and correctly-sized templates for social media. You'll look like a designer without having to be one.



Habit No. 4 – CTA Faithful

Your Call To Action is the third element in our magic formula. Some do's and don'ts:

Don't

Use Multiple CTAs

Link CTAs to Home Page

Leave Images Unlinked

Hide Your CTAs

Use "Submit" or "Click Here"

Do

A Single Call to Action focuses the reader's attention.

Dedicated Landing Page

Give each email a single focus and a single call to action. When readers click the CTA button, send them to a dedicated landing page that talks about the topic of the email, not to your generic home page with too many options.

Link Images to Landing Page

Readers love clicking images. Link your images to the same landing page that your CTA button links to.

Show them Off!

Keep the CTA above the scroll, large enough for fat fingers, a vibrant color and framed by white space.

Describe the Destination, not the Mechanics

It's easy to say "click here" but using means fewer clicks, it isn't SEO friendly or informative. Instead, describe what's on the other side of that click:

- Get a Romantic Moonlit Patio for Your Backyard
- Save Money with LED Lighting

The Seven Habits of Highly Effective Email Marketers

Habit No. 5 – All Around Social

Leverage your email by sharing it on social media. Ask your readers to do the same. Share it to all your social media platforms.

Inside the email itself, specifically ask your readers to share your email with their social media connections.

Tools for both of these recommendations are right within your email service provider account.

Habit No. 6 – Swipe Files

Sometimes it's tough to get your creative juices flowing. Get some inspiration by creating a swipe file of other marketing messages that grab your attention. Then, when you're stuck and frustrated, pull out your swipe file for ideas:

- Subscribe to emails that capture your attention.
- Snap a photo of an intriguing billboard.
- Grab a screenshot of a Facebook post with lots of interaction.
- Download a list of headline formulas to help with subject lines: blog.bufferapp.com/headline-formulas.

Cool Tool: *"Words that Sell" by Richard Bayan. A great resource book for words that go beyond the ordinary.*

Sources: Litmus; Direct Marketing Association; Pew Research Center, 2015; Forrester Research, 2014; Forbes.com; Salesforce.com Constant Contact Small Business Growth Survey, PhoneArena.com, Blue Hornet.)

Lynn Ruby, CEO, Ruby Marketing Systems, is a leading authority on marketing and is passionate about removing the fear and confusion that often surrounds the world of internet marketing.

She has a 25-year background in corporate marketing including real estate, law and accounting, retail, B2B, business development and training.

Contact Lynn at Lynn@RubyMarketingSystems.com

Habit No. 7 – Campaigns - NOT Blasts!

Eliminate the phrase "Email Blast" from your vocabulary. You will be more effective when you speak, think and act in terms of email campaigns, not one-time blasts.

Campaigns don't have to be complex. A strategic email campaign could consist of three emails, focused on one objective (a special sale, an event, a new product).

Think strategically rather than throwing blasts out there because "we haven't done an email in a while we better get one out there today who has some ideas?"

Be Easy On Yourself

Don't overwhelm yourself with these seven habits. Start with the one that made you slap your forehead and say "of course!" Then move on to the others.

You don't have to be perfect. Just take action.



WANTED: A Few Good Articles

To make *LightLines* better, we need members to be article “feeders” to our staff. Please help us out.

- **Have you or your company been featured in the media?**
Let us know for Members in the News.
- **Have you written an article about the outdoor lighting industry?**
Send it in, and we'll reprint it.
- **Do you have an experience you want to share with your fellow members?**
They would love to read about it in *LightLines*.
- **Did you recently complete a project that was difficult or you are especially proud of?**
Tell us all about it and send in accompanying photos while you're at it.

Send articles about AOLP members, by AOLP members or that would be of interest to members to LightLinesNews@hotmail.com.



Share AOLP's consumer website with your clients.

www.YourOutdoorLighting.com

How AOLP Can Help You Spotlight Your Products!

Looking for a way to target your advertising and show off new or existing products? Consider a Product Spotlight through AOLP.

The Product Spotlight provides a platform to highlight your outdoor lighting products, introduce new products and educate an audience of faithful readers on the benefits of using your products. This is a great way to make sure your products are top-of-mind with our members.

Two exclusive advertising options are available through AOLP:

- 1 **LightLines ad** – one-half page ad for a cost of \$250
- 2 **Email blast** – limited to one per month for the cost of \$100 each

Each Product Spotlight consists of the product name, a description, one to two images and your company logo. To better target your advertising, YOU decide exactly which *LightLines* issue or which month your Product Spotlight will be seen by more than 230 AOLP members.

[Click here](#) to download the AOLP advertising information packet, which includes all of the details about the Product Spotlight.

If you have any questions, please call AOLP Headquarters at 717-238-2504 or email ads@aolponline.org.



Attention, Manufacturer Member Companies: Are you taking advantage of your FREE ad in LightLines?

LightLines, AOLP's quarterly e-publication, is received by more than 160 companies and 15 distributor members and is always full of good information. We know our members love reading *LightLines* because they have told us so through surveys, through open and click rate tracking reports and by sending us direct emails complimenting the publication.

All manufacturer members of AOLP receive one quarter-page ad in each issue of *LightLines* for FREE as one of your member benefits – that's a \$400 value! If you are not currently taking advantage of this benefit and would like to, simply send your FREE quarter page ad (3.5" w X 4.5" h; full color; JPG, TIF or PDF) to ads@aolponline.org. **The deadline for submitting ads for the next issue of *LightLines* is February 3, 2017.**

One more additional advertising benefit for manufacturers only... If you would like to UPGRADE your advertising presence in *LightLines*, you can always submit a half- or full-page ad and just pay the difference in the price. To take advantage of this offer, please fill out and submit [this advertising contract](#) – just make sure to note UPGRADE and the new ad size in the Ad Size column on the contract.



Advertising Opportunities

Contact **AOLP** at **717.238.2504** or ads@aolponline.org to reserve your space.

2017 Deadlines

Summer (published in June) - May 12
Fall (published in September) - Aug. 11
Winter (published in December) - Nov. 10

Ad Sizes	Ad Dimensions	Ad Rates (per ad)			
		1x	2x	3x	4x
Full page	7.5" w X 10" h	\$375	\$325	\$300	\$275
Half page	7.5" w X 4.5" h	\$250	\$225	\$200	\$175
Quarter page	3.5" w X 4.5" h	\$125	\$115	\$110	\$100

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