



New York Energy SmartSM Small Commercial Lighting Program

June 2006

Newsletter Number 51



FLASH

SCLP has begun a new round of end-user marketing in the Albany (tri-cities), Syracuse, and Westchester / Rockland County areas.

We will be promoting **The Right LightSM** in daily and weekly newspapers, local business journals, and on the radio.

Take advantage of this marketing campaign by identifying your business as an SCLP Ally. Details on the media schedule and how you can leverage this marketing campaign are available from your Account Manager or the SCLP hot line.

Please pass this newsletter along to your colleagues or customers who might find the contents valuable.

To: SCLP Ally

Program News and Highlights

* **Reaching Out.** SCLP has an aggressive end-user outreach program in place for June, including radio spots and print advertisements. This is a great opportunity for our Allies to promote **Right LightSM** solutions to your customers.

From June 5th to 18th we will be running the SCLP radio spots on stations in the Albany, Syracuse and Westchester/Rockland County markets seven days a week. This will include morning and evening drive times, mid-day, and weekends, including sponsorship of traffic and weather reports. In addition to the recorded spots, there will be live DJ, traffic reporter, and weather reporter announcements. Radio spots can be heard on the following stations:

Albany	WGY-810 AM (News/Talk)
	WTRY-98.3 FM (60's/70's)
	WPYX-106 FM (Classic Rock)
	WRVE-99.5 FM (70's to Today)
Syracuse	WSYR-570 AM (News/Talk)
	WYYY-94.5 FM (70's to today)
	WBBS-104.7 FM (Country)
Westchester and Rockland	WHUD-100.7 FM (Hudson Valley's Music Station)
	WLNA-1420 AM (American Standards)
	WBNR-1260 AM (American Standards)

SCLP print advertisements will also appear in the following publications during June:

- June 1 and 28 - 26 *Spotlight Community Newspapers* (Albany & Syracuse)
- June 2 and June 23 - *Central New York Business Journal* (Syracuse)
- June 19 - *Westchester Business Journal* (Westchester / Rockland)
- June 23 - *Albany Business Review* (Albany)
- June 28 - *North County News* (Westchester)

In addition, SCLP end-user brochures and information will be available at the **2006 Walk to D'Feet ALS** on Sunday June 11th at Tibbett's Brook Park in Yonkers. This fundraising event is a 5K (3.1 mile) walk to help those affected by ALS (known as Lou Gehrig's Disease).

* **If You're Within the Sound of My Voice ...** For our Allies in the Albany radio-listening area, SCLP and **The Right LightSM** will be featured on Laurie Reilly's radio show, to be broadcast on Sunday June 18th between 10am and 1pm on WGY-AM (AM 810). The show features an interview with Marilyn Dare, NYSERDA's SCLP Project Manager, and ICF International's Jeff Schwartz, SCLP's Lighting Technical Specialist. The 26-minute segment will be repeated on other Clear Channel stations in the Albany area (WOFX, WRVE, WPYX, WTRY, WHRL, and WKKF). With 50,000 watts of power, WGY is one of the most powerful stations in the region. Let your customers know about the interview – it will help them understand the benefits of effective, energy-efficient lighting.

SCLP Update Alert!!

During June, we will be distributing a special edition of the SCLP newsletter with news on the future of the **New York Energy SmartSM** Small Commercial Lighting Program and PON 809 incentives. **Please watch for this important update.**

Contacting the
New York
Energy SmartSM
Small Commercial
Lighting Program

Phone (toll-free):
1-866-698-8177

Fax:
518-452-2149

E-mail: **NEW**
sclp@icfi.com

We're on the Web!
www.nyserda.org/sclp

Reminder:

**The 2nd Quarter
2006 Installation
Competition runs
from April 1
through June
30th, 2006. Good
luck to our Ally
Contractors and
Distributors!**

**SCLP Helps You
Bring Your Clients
and Customers
The Right
LightSM
Effective, Energy-
Efficient Lighting.**



Tech Tip: Lighting Design Elements

As our Allies know, SCLP promotes **The Right LightSM** to small businesses across New York State. In print and on the radio, end-users are being shown the benefits of upgrading their lighting to an effective, energy-efficient solution.

As an SCLP Ally, you have been trained to understand **The Right LightSM** concept and how to go beyond saving energy for your customers. As a reminder, an effective, energy-efficient solution provides the appropriate **quality** of light while using the least amount of energy.

One important characteristic of **The Right LightSM** is appropriate light levels for tasks performed in the lighted space. Uniformity of lighting also is important for most applications. Uniformity can be achieved by always spacing the lighting fixtures within the manufacturer's spacing criteria, found on the fixture cut sheet or photometric report.

Limiting glare creates a more comfortable work environment. SCLP's guidelines for luminous intensity helps to assure customer satisfaction (300 candelas maximum at 55° for open office areas; 600 candelas maximum at 65° for most other applications; and 1000 candelas maximum at 65° for highbays and lowbays).

And finally, in order for objects and people to appear naturally under the lighting, good color rendering lamps are required. The Program requires a minimum of 70 CRI, and recommends a minimum of 80 CRI in retail and health care applications. The CRI of any lamp can be found in the manufacturer's catalog. Put these elements all together and you can provide **The Right LightSM** solution for your clients.

While SCLP does not promote specific lighting technologies or products, today's new systems like high-performance T-8 lamps and ballasts, pulse-start metal halide fixtures, compact fluorescent downlights, T-5 and T-5HO indirect-direct suspended luminaires, and T-8 and T-5HO linear fluorescent highbay and lowbay systems offer you numerous avenues to serve your customer's needs.

So, the next time you speak to your clients, be sure to let them know your company can help them find **The Right LightSM** solution.

Allies in Action

✱ **Break the Ice with The Right LightSM**. Among the portfolio of SCLP incentives is one that we consider to be chillingly effective – the **Ally Contractor Break the Ice Incentive**. This is a one-time bonus paid to Ally Contractors for their first qualified SCLP project. And the \$300 incentive is in addition to the **Qualifying Project Incentive** for that first project.

Since we started to offer the **Break the Ice Incentive** in 2003, it has been claimed by 64 Ally Contractors – and that includes 10 incentive payments made this year alone. All Ally Contractors who have not previously submitted qualifying projects are eligible, whether they have completed a live SCLP training or have opted for the Self-Qualification process to become SCLP Allies.

Most recently, Ally Contractor **William J. Murray, Inc.** submitted the 20,500-square foot Citizen Advocates Malone Mental Health Facility project. Proper light levels for this combination office building and mental health treatment facility were provided at only 0.87 watts per square foot. William J. Murray, Inc. received both the **\$1,000 Qualifying Project Incentive** plus the **\$300 Break the Ice Incentive** for a total of \$1,300.

Congratulations to all of the contractors receiving the **Break the Ice Incentive** for a job well done! If you would like help qualifying your first project, please call the SCLP toll-free hotline at (866) 698-8177.