



# LUMEN PRESS

Cleveland Section

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# Sustainable Lighting New Trends

**Presenter: Bill McShane, Director of Sales**

**Philips Lighting Business Unit Professional Luminaires of North America**

Bill McShane will present his thoughts on the change that is happening in the lighting industry in regards to sustainable lighting. This change is not only being reflected by the emerging technology being released in the light sources but what owners are expecting in their lighting design. This program will look at what is happening across the country and how to get jobs moving forward in the right direction. Also, Bill will illuminate us on how once individuals are tapped into this movement, there is no going back. With Sustainable Design, we must move away from conventional thinking and be open to new trends.

Bill McShane is employed by Philips Lighting Business Unit Professional Luminaires of North America (previously the Genlyte Group), in the Supply Division in Union, New Jersey. Bill recently accepted the position of Director of Sales for the newly formed Sustainable Lighting Division.

Sign-in for this program begins at 11:30 am, Lunch is served at 11:40 am and the Program is from 12:00 to 1:15 pm. Please join us for our first program of the 2010-2011 Season.

*Please join us in this timely presentation on Sustainable Design.*

## RSVP

**by Sept. 3, 2010**

Wendy Turkuc  
(216) 636-5893

[turkuc@att.net](mailto:turkuc@att.net)

**WHERE:** Hilton Garden Inn Cleveland Downtown.  
1100 Carnegie Avenue, Cleveland, OH 44115

**WHEN:** September 9, (Thursday Lunch Program)

**COST:** \$25

# THIS MONTH'S ADVERTISING PAGE

## One System, One Source

Stonco, Philips and Sol

### Stonco Delivers the Entire Solar Package Sized for Your Application

Stonco makes it easy to get started in solar powered lighting by providing a complete package that includes **LED fixture, solar panel, controller, battery** and **pole**. One order gives you all the system components perfectly designed for your application.



Solar panels provide reliable lighting powered by the sun to ensure bright light every night, while producing no carbon and reduce load on the power grid

The system mounts on a standard pole; square, round, fiberglass, wood, steel, aluminum or concrete

Durable, adjustable bracket allows solar panels to be positioned at the optimum angle to capture the sun's energy.

NEMA 3RX rainproof, vented aluminum battery enclosure with removable doors

A wide variety of energy-efficient LED luminaires is available in architectural and contemporary styles powered by Philips technology



# PRESIDENT'S REPORT

## Welcome to the IES Cleveland Section 2010-2011 Program Year.

We would like to thank all of the members and non-members for your support last year during some very tough economic conditions and hope you will continue to support the IES Cleveland Section in the future. We try to provide the lighting community in the Section with current topics and up-to-date information about lighting design. If there is a topic you would like to hear at an IES Cleveland Section Program, let any of the Board Members know the topic or speaker you have in mind and we will look into it.

For this season, we have some new things we are trying as a Section that we hope you will like. From the response we have had last season, it seems the noon programs in Downtown Cleveland have been very well attended. We had 60 people at one event and 66 at another lunchtime presentation. So this year, we have more lunchtime seminars planned, the first in September on Sustainable Design. Later on in the Season, we are trying to have a link to PayPal on the Lumen Press for you to pay for programs using your credit card rather than using the credit card machine. Speaking of the website and Lumen Press, thanks to designer Chris Woodman, we'll have a new look for both which will be coming next month, so stay tuned for the new design!

Also, we have a few out of the ordinary things planned this year. In December is a Lighting Walk in Downtown Cleveland and in May, we are looking into a bus trip to the IES Lightfair in Philadelphia. Stay tuned for additional information on these events as they become available.

The cost per Lighting Program will remain at \$25.00 if the program has a sponsor. If we cannot find a sponsor for an event, the cost may need to be raised to \$30.00 for the program in order to cover the room and food costs. [The cost of the Golf Outing and Clambake will be posted in the Lumen Press at the time of these events.]

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The rates for advertisement in the Lumen Press have not been clearly posted in the past. Here are the current rates for Advertisement:

**(1) Business Card Size Company Card**

\$250.00/year (September-June)

**(1) Sponsorship of a Program** (plus 1 free full page Company Ad) the Month of the Program

\$250.00 Month of Program

**(1) Lighting Educational Program Advertisement\***

\$250.00 Full Page Ad (for one Month)

\$130.00 Half Page Ad (for one Month)

\$ 75.00 Quarter Page Ad (for one Month)

\*Note: If you have a total of 3 either program sponsorships (other than the Golf Outing) and/or full page lighting educational program advertisements during an IES Calendar Year (September to June) and again, the total is 3, you are entitled to one free Advertisement.

I hope you have a good year and take advantage of the programs we have to offer.

**Richard Rutledge**

*IES Cleveland Section President*

# CALENDAR OF EVENTS

## 2010

### SEPTEMBER (THURSDAY LUNCH)

9<sup>TH</sup> *Sustainable Lighting Presentation*  
*Hilton Garden Inn Cleveland Downtown*  
 Sponsor: Hawkins Sales

### OCTOBER (THURSDAY EVENING)

14<sup>TH</sup> *Clambake with Seminar on the Side*  
*Albion Woods Reservation, Strongsville*  
 Sponsor: Wolff Brothers

### NOVEMBER (THURSDAY LUNCH)

11<sup>TH</sup> *Topic to be Determined*  
*Hilton Garden Inn Cleveland Downtown*  
 Sponsor: Duffy & Associates

### DECEMBER (THURSDAY TWILIGHT)

9<sup>TH</sup> *Cleveland Downtown Lighting Walk*  
 Sponsor: None

## 2011

### JANUARY (THURSDAY LUNCH)

13<sup>TH</sup> *Topic to be Determined*  
*Unknown Location*  
 Sponsor: Myriad Lighting

### FEBRUARY (THURSDAY LUNCH)

17<sup>TH</sup> *Topic to be Determined*  
*Hilton Garden Inn Cleveland Downtown*  
 Sponsor: Intelligent Illuminations

### MARCH (THURSDAY LUNCH)

24<sup>TH</sup> *Outdoor Lighting Legislation Update*  
*Hilton Garden Inn Cleveland Downtown*  
 Sponsor: Venture Lighting

### APRIL (THURSDAY LUNCH)

14<sup>TH</sup> *IES Speaker Series – A Tale of Three*  
*Local Presentations*  
*Hilton Garden Inn Cleveland Downtown*  
 Sponsor: None

### MAY (TRIP)

14-15<sup>TH</sup> *IES Trip to Lightfair in Philadelphia*  
*Details Later*  
*Philadelphia, PA*  
 Sponsor: Unknown

### JUNE (THURSDAY LUNCH)

3<sup>RD</sup> *IES Golf Outing*  
*Pine Ridge Golf Course - Willoughby, Ohio*  
 Sponsor: Everyone

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