

The exterior of the new ProSource Lighting Technology and Education Center in Dallas.

The ProSource Lighting Technology & Education Center: OPEN FOR BUSINESS

WHAT A CRAZY SIX MONTHS! A year ago we announced the Lighting Technology Certification program and last summer the online Level 1 Certification went live. Hundreds have begun the training and over 40 have completed all units and become certified. We hear fantastic reviews from integrators and are seeing entire sales teams go through the LTC at the direction of their leaders. A year ago we thought we would build a traveling demonstration room but this month we wrapped up construction on a permanent showroom in the Dallas Market Center that features a landscape area and a fully built smart space with lighting and controls. Mark Langston, Light Can Help You partner, has poured untold hours into the center to get it up and running, and it looks absolutely stunning.

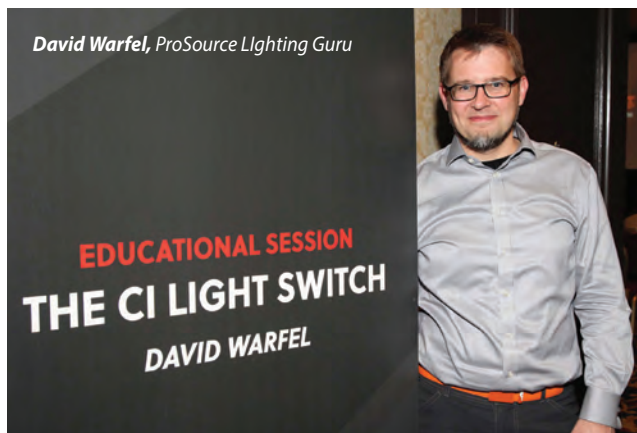
The ProSource Lighting Technology and Education Center will be the home of Level 2 Certification and a great place to train integrator teams, build content to reach trade partners like architects and builders, and even take clients through the experience. Nothing sells lighting like an experience, and ProSource will be able to deliver an incredible experience.

Vendor Support

The vendors continue to be incredibly supportive of the effort and are more aware than ever that dealer training is the key to unlocking enormous success in the lighting category.

Our manufacturer partners have sent their best gear to go on display and put their brightest minds to work helping us figure out how to make three different control systems talk to each other and how to blend hundreds of DMX channels into a cohesive experience.

Lighting Guru and
Light Can Help You Partner
David Warfel takes ProSource
Members on a Tour of the
Dallas Market Center
State-of-the-Art Facility



David Warfel, ProSource Lighting Guru

Mark Langston of Light Can Help You and ProSource's Samantha Summerville and Brandy Langle do the opening honors.



The scripts are written and the vendors have mapped out the scenes in the control systems. It was a race to get it all done, but we have had local support from ProSource dealers such as Davis Tyson, President of DB Media Solutions and vendor partners to make it happen.

The Virtual Content

The virtual content has now been live for over six months and we're hearing that it is very useful... and that the quizzes are no cakewalk!

Lighting is an incredibly complex industry and profession and that means the learning is taking time, on average 16-24 hours for the training. The online learning portion has gone over so well we have had multiple requests from outside of ProSource to gain access to the training, but we're keeping it exclusive for our members.

Lighting at the Forefront

We're seeing more and more dealers and manufacturers move lighting to the forefront of their story online, in showrooms and with product. It is not easy to get up to speed in lighting, but it is happening and we've seen integrators add seven figures to the bottom line in just a year or two.



Multimedia Solutions Group and Sound Ideas get the full tour.



ProStream Members Todd Wilcox and Bob Bobo in the digital living room.

Now we're hoping to share what we've all learned with other ProSource dealers to help them get into the lighting world. ProSource vendor partners are investing in the channel and that is bringing awesome new CI-exclusive brands and products to help protect dealer margins and sales, so we really have all of the pieces in place for tremendous growth.

When COVID hit there was an initial enormous interest from integrators to take advantage of the downtime and get into lighting, but for many, the downtime was rapidly replaced with extraordinary demand. That slowed us down in the lighting channel, but that means we're still leaving a lot of money on the table.

It's not unusual to double or triple the sale of controls with light fixtures, and that can be a great addition to any existing project!



“ We see a huge opportunity in lighting, which is why we've asked all of our salespeople to complete Level One certification now. ListenUp is dedicated to offer complete technology solutions to our customers and we see lighting as a big part of that. Offering a wide range of lighting solutions will definitely provide incremental growth to our bottom line.”

PHIL MURRAY, VICE PRESIDENT MARKETING
AND E-COMMERCE, LISTENUP



“ It was a challenging certification that really taught me a lot. I now have the knowledge to start conversations about lighting and with the excellent ProSource lighting vendor support, I have the tools and resources to help my clients. The training has helped me to spot poor lighting and how to fix it. I will absolutely grow lighting in my business.”

TOM CURNIN, OWNER,
BRAVOAV



Attention to detail and design is evident everywhere throughout the Lighting Technology and Education Center.

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Landscape lighting is an integral part of the Lighting Design Center.



“We are delighted to be a featured vendor partner of the ProSource Lighting Technology and Learning Center. In addition to the hands-on live Level 2 curriculum for the exclusive ProSource Lighting Technology Certification program, the space provides a unique opportunity.

The Dallas Market Center retail and design-build customers can learn about lighting applications and advancements available for individual ProSource members and vendors and the space can be used to host exclusive influencer and customer events.”

MIKE LIBMAN, DMF LIGHTING NATIONAL SALES DIRECTOR, RESIDENTIAL SYSTEMS

“Colorbeam Lighting is extremely excited about our sponsorship and participation in the ProSource Learning Center.

The space will allow for a unique demonstration and learning experience for our resellers, representatives and specifiers. We congratulate ProSource and all participating vendors on the initiative and participation.”

MIKE TEOLIS, PRESIDENT, COLORBEAM LIGHTING





“ I couldn’t be more excited about the Lighting Technology and Education Center and what it will do for the ProSource members that are participating. I love the fact that people can touch, see and experience what good lighting design can do within a space.

This is an opportunity for custom integrators to really learn lighting design, applications and the terminology needed to sound like an expert.”

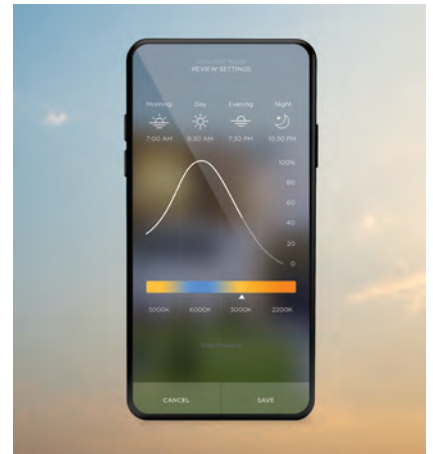
JENNIFER KIRKPATRICK, NATIONAL SALES MANAGER,
RESIDENTIAL LIGHTING AT AMERICAN LIGHTING



“ We have been very much involved in the Lighting Center, it is the best fit ever for the industry. It will truly be a place where dealers will become educated through hands-on experience with human centric lighting. There is an enormous revenue benefit for the dealers. This is also a place where they can bring their clients, lighting contractors, designers, it is a huge benefit. A great chance to learn, not at a trade show but in a real-life environment.

I can’t think of anywhere else where they can have a private presentation, see lighting control solutions and fixtures from a variety of manufacturers all in one place and immediately see how it can benefit their family and their lifestyle.”

DAVE KELLER, VP OF NORTH AMERICAN SALES, VANTAGE CONTROLS



SAVANT **USAI**
Lighting



“Unfortunately, lighting has become commoditized over the years and it is too often looked at as a standard component and not an emotional component in the building process. We know more about the human body and how it is affected by light than we ever have in the history of humankind and the LTC can now demonstrate how the power of light can evoke emotion within us that cannot be described in words.

The ProSource member must first be educated on the fundamentals of quality lighting and intentional lighting design verses, ‘the general lighting of a space’. The online modules lay a great foundation for the first steps, and following that is to actually experience for themselves how light can be ‘felt’ rather than just ‘seen.’ This will create the confidence the dealer needs to speak with conviction when addressing their clients and delivering a lighting ‘experience’ verses just a lighting plan. Knowing every project is the integrators’ signature, with focused effort they can be taken to an entirely new level!”

PATRICK LAIDLAW, DIRECTOR OF BUSINESS
DEVELOPMENT-INTEGRATION AISPIRE
AND WAC LIGHTING



“Savant and USAI Lighting have created an unforgettable demonstration of intelligent lighting. The premium WRGB and Tunable White lighting solutions from USAI Lighting, showcased through Savant’s highly intuitive Daylight Mode and TrueImage user interfaces, provide the ultimate demonstration of intelligent lighting solutions that incorporate wellness features into the home.

All visitors to the facility can experience the wellness benefits of tunable white lights, which maintain the natural circadian rhythm through the progression of each day, as well as the unmatched convenience of personalized scenes for every room or occasion.”

IAN ROBERTS, DIRECTOR OF EDUCATION AND
CUSTOMER EXPERIENCE AT SAVANT

