



FOR IMMEDIATE RELEASE
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**ASSOCIATION OF OUTDOOR LIGHTING PROFESSIONALS
HOSTS SUCCESSFUL CONFERENCE & EXPO
*ANNOUNCES DATES FOR 2012 IN ORLANDO, FL***

HARRISBURG, PA- Earlier this month, the Association of Outdoor Lighting Professionals (AOLP) hosted its 2011 Annual Conference & Expo in Scottsdale, Arizona. The conference featured two certification training sessions, numerous industry experts as speakers, educational seminars and its annual awards banquet where professional excellence in outdoor lighting design is honored each year. This year's meeting attendance was almost double that of last year's, and almost half of the 2011 attendees have already pre-registered for the 2012 conference!

Conference session highlights included an LED expert panel discussion with Jack Miller, CLVLT, from Kichler Lighting; Janet Lennox Moyer, COLD, of Jan Moyer Design; Michael Reibling from Philips Hadco; and Glenn Tyson of Vista Professional Outdoor Lighting. Another great session titled *Sales Ideas that Get Results!* got a lot of attention by attendees. The session speakers were Paul Gosselin, Sr., CLVLT, of Night Scenes Landscape Lighting Professionals; Tommy Herren, The Lighting Geek; and Oscar Welch, COLD, CLVLT, from Welch Creative Lighting.

Besides two roundtable discussion sessions, Kale Lacroux of Lacroux Streeb Lighting Design spoke on how he wired his design/build firm for success and Tom Williams, COLD, CLVLT, of Williams Landscape Lighting Design, lead a lively talk on responsible landscape lighting techniques. Other sessions included a fundamentals of lighting installation class taught by Chris Mitchell, COLD, CLVLT, of NiteLiters, Inc. and Brooke Perin, COLD, CLVLT, from Wolf Creek Company, Inc., and a commercial lighting course taught by Matthew Broyles, COLD, CLVLT, of Firefly Lighting LLC and Lew Waltz from Philips HADCO.

The big night at the conference was Thursday, February 3, 2011. The evening started with a wonderful Expo

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and cocktail reception and ended with the annual banquet, where top industry designers were recognized and the Lighting Awards competition winners were announced and presented with their awards. This year the banquet also included a graduation ceremony for the first-ever class of Certified Outdoor Lighting Designers (COLD).

Many thanks to the following sponsors and exhibitors who continue to be leaders in supporting AOLP and the outdoor lighting industry as a whole: Brilliance LED, LLC; Continental Inc – Solas Ray; CopperMoon; Fusa Corp.; FX Luminaire; HK Lighting; Illumicare Group Ltd.; Kichler Landscape Lighting; Paige Electric; Philips HADCO; Simply Automated Inc.; SPJ Lighting, Inc.; The Lighting Shrink.com; Universal Lighting Systems; and Wolf Creek Company.

Here are just a few of the testimonials received by attendees through the conference survey:

“There is only ONE time and place to be motivated and educated by the best the outdoor lighting industry has to offer and that is at the annual AOLP conference. I won't miss another!”

-Michael Deo, NatureScape Lighting, Millington, NJ

“I attended the 2011 AOLP Conference in Scottsdale, AZ to "test the waters", so to speak. I was not a member nor did I really have the funds to attend at the time. However, my investment was well worth the knowledge I gained, the seeing of old friends and the making of new! I will become an active member this week and will be attending future conferences!”

-Edwin Wright, Wrightscapes Outdoor Illuminations, Gulfport, MS

“To succeed in the outdoor lighting business, the AOLP annual conference is a must! Every aspect of the industry is covered, from new products and technology to the very basics of design and installation. AOLP is a very welcoming community of great lighting designers willing to share a wealth of knowledge... thank you all!”

-Eduardo Tamayo, Eduardo Tamayo, Key Biscayne, FL

“Missing the 2010 conference and coming back in 2011 reminded us of how important AOLP is to the success of our business and reconnecting with friends is a bonus. It's an amazing group of people willing to share their expertise so we're all the best in this industry. Thank you to the staff, board and committees for a great 2011 conference. We're already signed up for 2012!”

-Vicki & Mike Rolf, Lawn Master Systems, LLC, Overland Park, KS

The 2012 Annual Meeting and Expo will be held at Disney's Contemporary Resort in Orlando, Florida from February 9 - 11, 2012. For more information about AOLP or the 2012 conference, visit our website at www.aolponline.org. The Association of Outdoor Lighting Professionals is a national organization representing the interests of lighting professionals. The mission of the organization is to establish standards, educate industry professionals and increase awareness of the outdoor lighting industry.

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Conference photos available.

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