



FOR IMMEDIATE RELEASE
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ASSOCIATION OF OUTDOOR LIGHTING PROFESSIONALS HOSTS SUCCESSFUL CONFERENCE & EXPO

HARRISBURG, PA- AOLP hosted its Annual Conference & Expo in Lake Buena Vista, Florida, February 9-11, 2012. The conference featured both CLVLT and COLD certification training sessions, numerous industry experts as speakers, educational seminars, a grand Expo and its annual awards reception where professional excellence in outdoor lighting design is honored each year. This year's conference was definitely a success – we had an increase in attendees and almost 40% of them have already pre-registered for the 2013 conference!

This year's conference began with a unique opportunity for attendees to visit Walt Disney World®'s Animal Kingdom to observe and learn about the lighting at Kidani Village. This unusual lighting project had to recreate the inhabitants' natural environment of the savannah to bring the animals closer to the buildings. Many thanks to our host for this very special evening, Philips HADCO.

Conference session highlights included an excellent presentation by Randall Whitehead of Randall Whitehead Lighting, Inc. and Darin Ayres from FX Luminaire titled *Designed to Sell: Exploring Sales Strategies and Design Techniques for the Residential Outdoor Living Space*. Another great session titled *Putting the "Professional" in Outdoor Lighting Professional: How to Provide More Value to your Customers While Creating Dream Designs* got a lot of attention by attendees. This session's speaker was Michael Riebling from Philips HADCO.

Two roundtable discussion sessions were held – one on industry hot topics and one in which select AOLP members shared their best practices. Sal Aliotta from Winning Sales Strategies, Inc. gave two presentations on communicating with customers and sales strategies.

The big night at the conference was Thursday, February 9, 2012. The evening started with a wonderful Expo and ended with the annual awards reception, where top industry designers were recognized and the Lighting Awards competition winners were announced and presented with their awards.

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Many thanks to the following sponsors and exhibitors who continue to be leaders in supporting AOLP and the outdoor lighting industry as a whole:

- Platinum Sponsor including Welcome Event & Educational Session: Philips HADCO
- Expo & Educational Session Sponsor: FX Luminaire
- Gold Sponsor: CopperMoon
- Gold Sponsor: Florida Outdoor Lighting Distributors
- Gold Sponsor: Kichler Landscape Lighting
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Alliance Outdoor Lighting	Illumicare Group Limited
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Fusa Corporation	Philips HADCO
FX Luminaire	Solas Ray Lighting
H.K. Lighting Group	Unique Lighting Systems
Halco & Sollos / Greenlee	Universal Lighting Systems
	Vision3 Lighting

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

“As a first time attendee, I found the conference to be enlightening and a great learning environment. I walked away with numerous actionable takeaways that I am now applying to my business - it was money well spent. Before the end of the conference, I paid my deposit for next year and am looking forward to the 2013 AOLP Conference in Atlanta.”

-Rick Bequette, Brilliant Nights, Tampa, FL

“It was a great experience being able to meet so many other talented design professionals and to be a part of such an educational weekend. This was my first conference and AOLP did a tremendous job in all aspects of making the experience educational, informative and engaging.”

-Matt Carli, Moonlighting Landscape Lighting Systems, Charleston, SC

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“Every year that I make the decision to invest in myself and attend I find it worthwhile - I think the conference is the best opportunity available anywhere to meet face-to-face with lighting design professionals, manufacturers, distributors, etc. It's always a good kick-off to my season - meeting and talking with the high level of professionals who attend also always raises the bar and causes me to push myself that much harder to excel in my own business practices.”

-Scott Ruhoff, CLVLT, After Dark Landscape Lighting, Boise, Idaho

“I learned a lot and had a great time at the AOLP Conference. I only wish that I attended years ago! This is a great way to keep in touch with the industry and the other professionals that are in it. See you next year!”

-Leon Hordyk, Shademaster Landscaping Ltd., Waterdown, ON Canada

The 2013 Annual Conference and Expo will be held February 14-16 in Atlanta, Georgia. For more information about AOLP or the 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.