
MAKE THE MOST OF IT

JAN 29 - FEB 1, 2019 | SCOTTSDALE, ARIZONA



ILLUMINATE2019
AOLP ANNUAL CONFERENCE & EXPO

Set yourself apart from the competition, gain respect, acquire knowledge and invest in your future by taking advantage of education and certification through AOLP. Our Annual Conference & Expo offers opportunities for both. Join us!

Attending conference might be one of the best things you can do for your career. You'll learn about industry trends, gain some new skills, and make connections. (And yes, Arizona in February isn't too bad either!)



TIPS TO MAKE THE MOST OUT OF THE CONFERENCE



Learn – Illuminate '19 sessions and panel discussions are scheduled with you in mind. We bring speakers and session topics to the event based on feedback from past conference participants. It's our goal to give you education that can help build your business.



Get Inspired – From seeing and hearing about award-winning projects, to visiting Taliesin West, and learning about how you might market your business differently, Illuminate '19 is chocked-full of opportunities and tidbits that you can take back to your business.



Schmooze – Conference is the time to meet new people and build on the relationships you already have. Enjoy spending time with like-minded people who "get" the ins and outs of your business.



And, if you haven't already... **Get Certified.** Come to conference a few days early and get started on taking your career to the next level. Becoming a Certified Low Voltage Lighting Technician and a Certified Outdoor Lighting Designer sets you apart from the competition.

CERTIFICATION

TUESDAY, JANUARY 29

Breakfast on Your Own

7:30 a.m. – 5:00 p.m.

Registration Open

8:00 a.m. – 5:00 p.m.

COLD Year 1 Session – Day One of Two

8:00 a.m. – 5:00 p.m.

COLD Year 2 Session – Day One of Two

WEDNESDAY, JANUARY 30

Breakfast on Your Own

7:00 a.m. – 5:00 p.m.

Registration Open

7:30 a.m. – 8:00 a.m.

Certified Low Voltage Lighting Technician (CLVLT) Study Group

8:00 a.m. – 5:00 p.m.

CLVLT Testing

8:00 a.m. – 5:00 p.m.

COLD Year 1 Session
Day Two of Two

8:00 a.m. – 5:00 p.m.

COLD Year 2 Session
Day Two of Two

5:30 p.m. – 7:30 p.m.

Welcome Reception

Dinner on Your Own

Don't miss the opportunity to become certified! Separate registration is required for both certifications. Visit www.aolponline.org for registration information or email certification@aolponline.org.

Certified Low Voltage Lighting Technician (CLVLT)

Wednesday, January 30

Review Session: 7:30 – 8:00 a.m.; Exam: 8:00 a.m.

Fee: \$450, includes study guide and conference call study session one month prior to exam

Certified Outdoor Lighting Designer (COLD)

Year 1

Tuesday and Wednesday, January 29 – 30

8:00 a.m. – 5:00 p.m.

Fee: \$250

Year 2

Tuesday and Wednesday,
January 29 – 30

8:00 a.m. – 5:00 p.m.

Fee: \$250



CONFERENCE SCHEDULE

THURSDAY, JANUARY 31

Breakfast on Your Own

8:00 a.m. – 4:00 p.m. Registration Open

9:00 a.m. – 9:30 a.m. President's Welcome
New Member and First Time Attendee Introductions

9:30 a.m. – 10:30 a.m. **Make the Most of Your Marketing Efforts (1 CEU)**
Michelle Keyser
Director of Communications, The Association of Outdoor Lighting Professionals



Michelle Keyser

Does marketing keep getting moved to the bottom of your TO DO list? Learn some tips, tricks and strategies to make the most of your marketing time, budget and efforts. Michelle Keyser, AOLP's director of communications, has over 25 years of experience in marketing and PR. She has worked with small business and industry alike to plan, implement and evaluate marketing, communications and branding strategies. In this session, she will discuss ways you can leverage conventional and non-conventional marketing methods to maximize your company's marketing impact.

10:30 a.m. – 10:45 a.m. Break

10:45 a.m. – 12:00 p.m. **Direct Mail Postcards – Hidden Secrets on How the Big Companies Make Huge Profits Using the Mailbox! (1 CEU)**
Tim Ross
CEO, Mudlick Mail - The Direct Mail Experts



Tim Ross

In this session, learn how you beat your competition by dominating your market using direct mail postcards. We will discuss how using direct mail gives you the opportunity to take your current customer profile through data mining and target similar customers in your market area. We will review how using a data driven approach to understanding your customer's behavior can help proactively target current, former or new customers

12:00 p.m. – 12:15 p.m. **St. Jude's – Making Dreams Come True**
Russ Laney
Director of Construction, St. Jude Dream Home Giveaway

The mission of St. Jude Research Hospital is *Finding cures. Saving children.*® The generous support of sponsors and volunteers is helping end childhood cancer and making dreams come true. Learn about the St. Jude Dream Home Giveaway and how AOLP members are getting involved.

12:15 p.m. – 1:30 p.m. Lunch

1:30 p.m. – 3:00 p.m. **Make Your Marketing Memorable: Video Marketing for the Outdoor Lighting Business (1 CEU)**
Tim Ryan, CLVLT
National Director of Design and Training, Lighthouse Outdoor Lighting



Tim Ryan

In the current digital age, communication and marketing has turned heavily to video. How many times have you tapped the play button when scrolling through social media or looked up a "how-to" on YouTube? The way we communicate with our clients and our own team members has changed and you as a business owner must adapt or be left behind. In this video marketing session, we will briefly cover and show examples of the specific types of videos you can produce as an outdoor lighting professional, as well as examples of the types of videos that can improve your online presence and communications with team members and prospects. We will also cover the nuts and bolts of video production cost and hosting as well as how to leverage your video content to generate more leads for your business. Don't miss this informative session that we are sure will inspire and empower you to invest in video marketing for your business in 2019.

3:00 p.m. – 6:30 p.m.

Expo and Reception

The Expo is the perfect time to network and socialize with a variety of manufactures and distributors. The Expo offers the opportunity to explore new and exciting products and learn how to utilize them in your lighting designs.

6:30 p.m.

Awards Presentation and Dinner

Join us for an evening of celebration as we recognize the best-of-the-best in lighting design when AOLP presents the 2019 Lighting Awards.

FRIDAY, FEBRUARY 1

Breakfast on Your Own

8:30 a.m. – 4:00 p.m.

Registration Open

8:45 a.m. – 9:00 a.m.

Welcome and Announcements

9:00 a.m. – 10:30 a.m.

Best Practices – Marketing, Advertising & PR in the REAL World (1 CEU)

This panel discussion will showcase AOLP members who have implemented the various strategies that we've all heard about. From direct mail, to videography and philanthropic efforts each experience is unique, with its own successes and pitfalls. Hear from your peers what worked for them and what didn't go so well. You've already heard from the pros – now get engaged with other AOLP members who will speak from experience!

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 12:00 p.m.

Best Practices: Lighting Design (1 CEU)

Listen to and interact with a panel of certified outdoor lighting designers as they discuss their design philosophy, methodology and best practices. See examples of their work and differing approaches to lighting design in individual markets. Although there are various approaches to any design, a foundation of fundamental principles forms the basis for all professional work. Pick up a few tips and pointers, or just learn to look at your next project through a new lens!

12:00 p.m. – 1:30 p.m.

Annual Membership Meeting and Luncheon

1:30 p.m. – 3:00 p.m.

The Necessity of Photography – Why it's Worth the Investment

Bryan Illguth

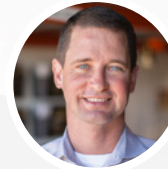
Marketing Director, DC Mosquito Squad

Patrick Harders

President & Owner, Enlightened Landscape Lighting LLC



Bryan Illguth



Patrick Harders

A picture is worth a thousand words, especially when showcasing your outdoor lighting talent. During this session, Bryan and Patrick will discuss how photography can make a difference in marketing your business. They will cover the ins and outs of low light photography and the basics of equipment, shooting and photo editing. They will also offer some insights on incorporating video and drone photography.

3:00 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:15 p.m.

Award Winner Session (1 CEU)

The 2019 Lighting Award winners will discuss the details of their award-winning projects during a Q&A with attendees.

4:45 p.m.

Attendees Board Bus for Taliesin West

5:30 p.m. – 7:30 p.m.

Taliesin West Tour and Reception

**Add-on Tour*

During this walking tour we will view the newly installed landscape lighting at the Taliesin West grounds. AOLP members came together and installed the lighting in two phases and there are plans for a third phase which will occur in 2019. A reception will follow with heavy hors d'oeuvres and complimentary beer, wine and soft drinks.

**Additional registration fee*



Taliesin West

WANT TO PLAY GOLF?

PLAN TO STAY AN EXTRA DAY.

AOLP Golf Scramble Saturday, February 2

For more information watch your email inbox or contact Jamie at eventspec@aolponline.org.



HOTEL INFORMATION



HOTEL

Illuminate '19, AOLP's Annual Conference and Expo, and Certification will be held at Embassy Suites by Hilton Scottsdale Resort in Scottsdale, AZ from **January 29 - February 1, 2019**. AOLP has negotiated discounted room rates for the days of the conference as well as three days before and three days after the conference based on availability. Reservations can be made by calling **1-800-362-2779** or online with the reservation link. The reservation deadline is **January 7, 2019**. Mention **AOLP 2019 Annual Conference** to receive the discounted rate.

Embassy Suites by Hilton Scottsdale Resort

5001 N. Scottsdale Road
Scottsdale, AZ 85250
480-949-1414

ROOM RATES

Single/Double Occupancy \$212 (plus state and local taxes) and includes a complimentary cooked-to-order breakfast and evening manager's reception.

All rooms in our block are available on a first-come, first-served basis. The negotiated room rate is only available until our block is full or the deadline date is reached. Deadline is January 7, 2019.

Check-in: 3:00 p.m. Check-out: 11:00 a.m.

RESERVATIONS

<http://group.embassysuites.com>
AOLP2019AnnualConvention

PARKING

Self-parking is available at the hotel and is complimentary. Valet is available at an additional charge.

SHUTTLE

Embassy Suites by Hilton Scottsdale Resort offers a complimentary shuttle within a 5-mile radius of the hotel.

AIRPORT

The recommended airport for the conference is Phoenix Sky Harbor International Airport (PHX).

Phoenix Sky Harbor International Airport

3545 South 28th Street, Phoenix, AZ 85040
602-273-3300
<http://skyharbor.com>

Additional transportation information can be found on our website at <https://aolponline.org/illuminate/>



Uber and Lyft operate across the Scottsdale area. Download their apps for availability.

Early Bird Registration and Cancellation Deadline: December 31, 2018

Please complete one form per attendee. All cancellations must be made in writing. No refund requests will be honored after the deadline date.

Attendee Name: _____
(As you would like it to appear on your name badge.)

Business Name: _____

Street Address: _____

City: _____ State: _____

Zip: _____ Country: _____

Phone: _____ Cell: _____

Email: _____

Emergency Contact Information

Name of Non-Attending Contact: _____

Relationship to Attendee: _____

Phone: _____

Activity Information

- I have registered separately for the CLVLT Certification Program.
- I have registered separately for the COLD Certification Program.
- I plan to attend the Awards Dinner on Thursday, January 31, 2019.
(This activity is included in your registration fee.)

Meal Preference: Standard Vegetarian Gluten-Free
If you require special accommodations to participate in the meeting please contact the AOLP office.

Registration Rates

(Registration includes all meetings, food functions and the Expo. The Taliesin West Tour is an additional fee.)

Early Bird <i>(on or before December 31, 2018)</i>	Registration <i>(after December 31, 2018)</i>	Taliesin West Tour <i>(Add-on Tour)</i>
<input type="checkbox"/> \$485 Member <input type="checkbox"/> \$685 Non-Member	<input type="checkbox"/> \$535 Member <input type="checkbox"/> \$735 Non-Member	<input type="checkbox"/> \$30

Payment Information

Total Amount Due: \$ _____

- Check (Payable to AOLP) Visa MasterCard Discover

Card Number: _____

Exp. Date: _____ 3-Digit Sec. Code: _____

Name on Card: _____
(please print)

Billing Address: _____
(if different)

City: _____ State: _____ Zip: _____

Country: _____

Signature: _____

Return to: AOLP, 2207 Forest Hills Drive, Harrisburg, PA 17112
Email to admin@aolponline.org or fax to: 717-238-9985
www.aolponline.org | Phone: 717-238-2504



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WANT TO BE PREPARED
FOR THE CONFERENCE?

New app coming soon for Illuminate '19.
Keep an eye on your email for details on how to download the app.

AOLP
Association of Outdoor Lighting Professionals
2207 Forest Hills Drive
Harrisburg, PA 17112