



Northwest Trade Ally Network  
Commercial & Industrial Lighting

# Take a load off. Join the Network.



As a commercial or industrial lighting contractor you have the expertise to improve lighting energy efficiency for your customers, saving them energy and money. The Northwest Trade Ally Network for Commercial & Industrial Lighting supports your business with services and training to help you make new connections with customers and seal the deal on more projects. Membership is loaded with benefits and there is no cost to you. All you have to do is sign up.

## WHAT'S IN IT FOR YOU?

- ✓ Technical support and free workshops
- ✓ Information on lighting tools, resources and best practices
- ✓ Access to utility contacts and lighting incentives
- ✓ Increase revenue through more projects

## WHAT'S IN IT FOR YOUR CUSTOMER?

- ✓ Updated lighting to improve the work environment
- ✓ Latest energy efficient technologies to reduce operating costs
- ✓ Utility incentives to reduce project costs and improve payback

Sponsored by Bonneville Power Administration with support from Northwest utilities and energy efficiency organizations

**JOIN THE NORTHWEST TRADE ALLY NETWORK TODAY**  
Call us at 888.205.5756 or email us at [info@northwest-lighting.org](mailto:info@northwest-lighting.org).



# Northwest Trade Ally Network

## Commercial & Industrial Lighting

# Membership advantages add up

### EXPERTISE

- ✓ Members-only access to regional lighting specialists
- ✓ Expert installation and customer relations support
- ✓ Lighting audit and project consultation
- ✓ Advice on selecting the right products, maximizing incentives and ensuring optimal savings for customers

### NETWORKING

- ✓ Connect with utility program managers, field specialists, manufacturers and peers
- ✓ Enhance knowledge about best practices in lighting efficiency

### TRAINING

- ✓ Free regional workshops in Oregon, Washington, Idaho and Montana
- ✓ Learn about new technology, lighting controls, design strategies, sales techniques, expanding customer relationships, offers, tools and more
- ✓ Network with your peers

### ONLINE RESOURCES

- ✓ One-stop resource for trade allies at [nwlightingnetwork.com](http://nwlightingnetwork.com)
- ✓ Lighting tools for financial analysis and design
- ✓ Case studies highlighting best practices
- ✓ Training videos
- ✓ Technical solutions resources
- ✓ Links to utility websites and other essential contacts

### LIGHT SOURCE NEWSLETTER

- ✓ Six issues delivered right to your email inbox
- ✓ Updates on timely industry issues and trends
- ✓ Features on regionally relevant people, programs and projects
- ✓ Training and industry events calendar

### ENERGY EFFICIENCY

- ✓ Join a partnership of forward-thinking trade allies and regional utilities to achieve long-term energy savings
- ✓ Your involvement contributes to the long-term economic vitality of the Northwest

Over the next 20 years, 85 percent of future regional load growth will be achieved through energy efficiency. By working with your customers and your local utility to find and implement energy efficient lighting projects, you are doing your part to keep regional power prices lower for decades to come.

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