

# SEMINAR SPOTLIGHT

## SHEDDING LIGHT ON THE GROWING LIGHTING BUSINESS

### A HOME & MOBILE LIGHTING CLASS



*Macario Gracia*

#### Head of Technical Support

"Mac" is the head of technical support at Racesport. He has twenty years of experience in 12 volt retail sales and installation. He is MECP certified and views working on cars as not only a job but a hobby. Lighting can be tricky and in his position, MAC is defending the category every day.

His other loves include his wife and two kids as well as sports.

[racesportinc.com](http://racesportinc.com)



*Patrick Laidlaw*

#### WAC Lighting - Director of Business Development

Patrick has taught lighting design and worked with lighting classes at all levels and is a longstanding member of IES and ALA. He exercises solid lighting practices which include the consideration of the known effects of lighting on health and well-being.

Patrick's career started in his father's agency doing basic jobs at the age of 12 and became full time at 20 for seven years, before he moved on to become a principal partner in St. Louis. He then returned to Michigan to start his own agency, which he which he ran for 20 years, before joining WAC Lighting as Director of Business Development.

[waclighting.com](http://waclighting.com)

**WAC LIGHTING**  
Responsible Lighting®

The lighting business is a 4 Billion dollar business, but the electronics retailers have not yet been a common destination for consumers to purchase. Both home and mobile lighting are areas that the consumer electronics retailer

should be benefiting from. To date, other channels of stores have satisfied the hunger for this category. With LED technology and integration, further aspirations are achievable. Lighting combinations and opportunities will grow as accent lighting becomes more prominent.

Lighting can be tricky, but those who understand it offer lighting as another profit center. Learn how to make lighting a success in your store. Patrick Laidlaw- WAC Lighting.

Why not us! This is new business for a consumer electronics company. Take it!

You will be encouraged to ask questions in this class.