



FRANK BARTLETT

John Carrington/BiS

profession

President of Pace Lighting, 7 Southern Oaks Court

hometown

Born in Brooklyn, N.Y.; attended high school in Canton, Ga.

when did you move to Savannah?

In 1985 as an electrical contractor.

family

Married Denise 20 years ago. Three children and one grandchild.

hobbies

Riding motorcycles

what's special about Pace Lighting?

"The store started in 2000. I tried to keep it neat and clean.

"With changes in this industry, I decided to use a contemporary style. We have all upgraded materials. It's just about the fixture now, not about the mounting method."

who taught you about design?

"I'm not the best. I'm more mechanical. We rely

on our staff of interior designers, and we use SCAD interns."

what is your role as president?

"I help out in the back. It's not a glamorous title. Our economy has made us double up. Our customers require individual attention."

where did you go to college?

"I did not finish college."

who taught you?

"Electrical contracting found me. When I was 18, I bought a gas station. A year later, someone wanted to buy it and he worked as an electrical contractor. Before that, I did silly jobs making \$2.50 an hour. I like electrical contracting. The retail end of what we do is fascinating. People are starting to pay attention to lighting."

how has your business changed?

"I'm glad that building crazy era is over. We took bulk orders from builders who ordered chandeliers for every house in a subdivision. Now, it's much more custom. It's way more fun. When you go to Home Depot, you're looking for the nicest. In here, you are looking for the perfect fixture. It's supposed to make you feel comfortable," he said of the lighting store. In

December 2008, Pace Lighting expanded from 4,000 to 16,000 square feet.

how is lighting changing in the industry?

"We're in a phase of energy efficiency. In June 2012, the incandescent bulb is dead. We're been lazy in this industry. We're talking about the price vs. total long-term cost. It's more expensive to buy the cheaper bulb during the life of the bulb."

what's your favorite quote?

"The dictionary is the only place that success comes before work." — Vince Lombardi

what do you do for fun?

"I really don't do that much. I hang out downtown."

contact

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Compiled by Tina Brown