



### LILLIAN STRICKLER LIGHTING OKLAHOMA CITY

A fourth generation of customers in Oklahoma City now shops at Lillian Strickler Lighting. The popular local establishment can sell you a new light fixture, repair or restore an old favorite, or create an original design from scratch. The 2,200-square-foot store aims to offer customers the complete package, specializing in upscale chandeliers, sconces and portable lamps. The retailer boasts a bigger lamp shade assortment than any other store in the state. The shade selection is so big and the company is so skilled at repair and restoration that other stores send customers to Lillian Strickler.

There's also the "Lillian Strickler Way" — an old-fashioned approach to doing business that combines customer service, high-quality products and special services with a superior level of integrity.

Customers often remark that it must be fun to work at this store — and indeed it is. A small staff has more than 120 years of combined experience. Each staffer takes great pride in his or her work and will go out of the way to make a customer feel special. The company goes out of its way to make employees feel special, too. Working conditions were improved with a better-equipped break room. And the company has lenient policies about vacation and personal days off. A year-end bonus in 2009 was another gesture that went a long way toward boosting employee morale.

### *why we love...*

#### Kilohana Lighting Lihue, HI

Making the investment to launch a new store with a significant amount of in-stock items in a challenging economy.

#### PACE LIGHTING INC. SAVANNAH, GA

From its state-of-the-art order-entry system to the cutting-edge light fixtures and geothermal heating and cooling equipment it sells, Pace Lighting is committed to offering "a contemporary, exceptional and unique lighting and design experience for all customers, with unmatched quality and expertise."

The showroom uses no display boards. Rather, fixtures are cut into the ceiling or shown in home-like vignettes. Realism counts. Kitchen vignettes have wood cabinets and a home entertainment setting features a working flat-screen TV. A lighting control system isolates each fixture, a handy tool that brings focus to one item at a time. A dedicated outdoor lighting section shows everything as it would look at night. The showroom is designed so that a customer or designer with any budget or any level of product knowledge can walk into the showroom and easily find the right solution for his or her specific lighting situation. The shopping experience is meant to be fun, smooth and efficient. A wireless network makes it easy for salespeople to find instant pricing information and other details as they move through the store with customers, laptops in hand.

Pace employs electricians to install the products it sells. Typically, the call for installation help follows a bad experience (a failed do-it-yourself attempt, or the work of a lesser electrician). Having a company person in the home, making things right, has helped the store earn many life-long customers. Staff electricians are also available during business hours to provide technical advice and guidance.

