



2012 Showroom of the Year Winners

The winners of the third annual Showroom of the Year Awards were announced on June 21 at a cocktail reception on the opening night of the Dallas Market. The awards were sponsored by *Residential Lighting* and Dallas Market Center. One retailer was honored as Showroom of the Year in

decorative product mix each year. Passion Lighting also features the only landscape lighting and in-house installation company in the North Texas region, which makes up more than 10 percent of the showroom's annual revenue. Judges praised the showroom for its "internet marketing savvy" and "wonderful looking store."

Norburn Lighting & Bath Centre is a 15,000-square-foot showroom in business since 1946. The showroom's core philosophy is that quality service comes from quality employees. The staff is known as much for its technical knowledge as for customer service. During the past year, the store introduced a Recessed Lighting Theatre, displaying lighting types and techniques. Judges praised Norburn for this investment, as well as for its customer service strategy.

Judges selected Living Lighting on King as the Most Significant Accomplishment award winner because of the engaged, passionate staff. The past year presented several personal struggles for staff members, but by coming together to support one another, the team overcame these issues while also increasing sales and profit margins. Judges called Living Lighting on King "a wonderful example of a what a lighting showroom should be doing to

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Jenna Johnson and Lisa Dixon from Pace Lighting; Jodie Orange from Living Lighting on King; Norm Brown, CLC, from Norburn Lighting; and Gloria and Bruce Paul from Passion Lighting accepted Showroom of the Year awards in Dallas.

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Union Lighting and Furnishings, the 2011 \$5 Million and Over winner, took home the 2012 Outstanding Merchandising Display Award. The 100,000-square-foot showroom is Canada's largest, and recently devoted 7,000 square feet to a new customer service zone and an enhanced pick-up area. Products are grouped by style for easier navigation, with store maps also available. The showroom's most noteworthy displays are in the outdoor section with two complete house facades, a deck with a pergola, stone walls and 12-foot trees. Judges said this display "not only allows customers to envision how light will enhance their outdoor spaces, but also acknowledges that consumers are embracing outdoor living more each year."

Lucia Lighting & Design won this year's award for Exceptional Community Involvement. The showroom established the Cynthia Balesteri Ray Memorial Scholarship in honor of a 30-year-old Lighting Specialist who was killed by a drunk driver in 2010. The fund was started at her alma mater, Endicott College, and goes to an outstanding interior design major. The store also held raffles to raise money for a local town hit by tornadoes. Judges said, "While most showrooms make contributions of merchandise or money, Lucia Lighting & Design took a far more personal approach."

each of three dollar-volume categories, as well as three specialty categories. Judges for this year's awards were Michelle Lamb, Jon Schallert and Crystal Vilkaitis. This year's winners were: Pace Lighting Inc., Savannah, GA, for Revenue Under \$2 Million; Passion Lighting, Grapevine, TX, for Revenue Under \$5 Million; Norburn Lighting & Bath Centre, Burnaby, BC, for Revenue \$5 Million and Over; Living Lighting on King, Toronto, ON, for Most Significant Accomplishment; Union Lighting and Furnishings, Toronto, ON, for Outstanding Merchandising Display; and Lucia Lighting & Design, Lynn, MA, for Exceptional Community Involvement.

Pace Lighting is the first two-time winner in the same category, earning the award in 2010. This 18,500-square-foot showroom opened in 2008 with the tagline "Be inspired." The showroom uses vignettes to show what fixtures would look like in a kitchen, bathroom or living room, as well as outdoors. In the past year, Pace Lighting launched an online e-catalog, which is also displayed in the showroom using flat-screen TVs. Judges praised the showroom for exceptional social media use and strong customer communication.

Passion Lighting aims to offer the widest selection in a constantly evolving display. Wall colors and materials change frequently, and the showroom turns more than half of its