

May 2004

IES



The Lantern

The Newsletter of the Mother Lode Section of IESNA



Lighting for Video Teleconferencing

Compared to the human eye, the video camera is extremely limited in its ability to compensate for varying light levels that create different contrast ratios in a room or on a given subject. Light is the primary tool in shaping an image for its visual presentation. The television medium is two-dimensional. With the proper placement of light sources in a room, a

video image can create the illusion of being three-dimensional.

Join us as acknowledged industry expert Sam Cercone provides the tools and knowledge to convert an ordinary office or meeting room into a video-conferencing ready studio using broadcast standards in an architectural application.

Date

Tuesday, May 18, 2004

TIME

Board Meeting	5:00 PM
Dinner	6:00 PM
Presentation	7:00 PM

ADMISSION

Graduates from our most recent ED-100 course, which finished this past March 1st, are invited to be our guests at this month's meeting.

Member w/reservation	\$25
Member w/o reservation	\$30
Non-member w/reservation	\$30
Non-member w/o reservation	\$35
Technical presentation only	\$ 5

LOCATION

Sacramento Municipal Utility District
Lighting Classroom
6301 S Street
Regional Transit/Light Rail station within
one block (University/65th St. Station)

MENU

Cuisine will be catered

RESERVATIONS

Please contact Tim Welch, CJS Lighting,
before 3:00 PM, Friday, May 14
916-787-6630
tjw@cjslighting.com

PLEASE NOTE:

Because we are charged, we must bill for reservations made but not kept

NEWS FLASH: Yosemite Section Introductory Meeting

Please see page 3 for more information

Please share this Newsletter in your office.

Our May Presenter:

2004 marks the 30th consecutive year of Sam Cercone's prolific career in the lighting industry. Over the last three decades, Sam has amassed an unprecedented portfolio with thousands of media specific lighting projects from London to Tokyo. These projects encompassed Theatres, Television Studios, Videoconferencing Centers and Motion Picture projects.

Residing in Pittsburgh, Pennsylvania, Mr. Cercone started his professional career in 1975 with Strand Lighting, where he covered multiple states as factory representative. By the mid-eighties, the Performance Group (PG) companies were created. Performance Lighting became the largest Production Lighting rental house between New York and Chicago, serving the television and feature film industries. PG designed and built many premiere studio facilities throughout the country such as the 1984 World's Fair Broadcast Center and the NBC Tower in Chicago that featured multiple

production studios and the first all HMI Newsroom.

In the early 90's, Mr. Cercone embraced the energy-efficient movement, converting many television studios around the world to green operations. As VP of Sales and Marketing for the original Videssence Company, Mr. Cercone was a key influence in establishing studio fluorescent lighting as a world standard.

In the late 90's, Mr. Cercone co-founded *brightline*. The company's charter is to continually advance the art of energy-efficient lighting for media. *brightline's* award-winning products are recognized as the gold standard in Videoconferencing, Architectural and Broadcast lighting applications.

Sam Cercone can be reached at:

brightline

33-4 McGovern Blvd.

Crescent, PA 15046

(724) 457-0717

scercone@brightlines.com

Prez Sez

We had a great deal of interest in our April meeting where we joined the Golden Gate Section on a tour of the Robert and Margrit Mondavi Center for the Performing Arts at UC Davis. The attendees were separated into two tour groups. Our gracious hosts answered lots of questions. It was an exceptional opportunity to listen to the professionals who were personally involved in the design, and to visit locations that are normally

inaccessible to most patrons.

The May meeting will be our final technical presentation for the 2003-2004 season. Please stay tuned for information on next month's summer social.

Ballots have gone out for next year's Board of Managers. Your voice is important for the continuation of our Section.

It is exciting to see that the resurrecting Yosemite

Section will be holding their first meeting this month. I encourage all IESNA members residing within the boundaries of that new Section to participate in this initial meeting.

Please frequently check out the Mother Lode Section website:

www.iesmotherlode.org

Gary Flamm

Section President
2003-04

More in '04
Recruitment
Campaign

All sections are invited to participate in a competition to see which group can recruit the most members in a given time period. The "given time periods" are as follows:

- March through June 30, 2004.
- September, 2004 through January, 2005
- February, 2005 through June, 2005
- September, 2005 through January, 2006
- And so forth

Here is what Sections can win:

- Each NEW member (not students, those in suspense, or removed members) will receive a free copy of the IESNA Ready Reference upon payment of a year's dues.
- A \$1,000 grant directly into the Treasury account of the winning Section.
- Top 5 Individual Recruiters will receive a \$50 coupon toward IESNA products, a recognition plaque, copy of IESNA Ready Reference, and an IESNA golf shirt.
- The winning Section and top five recruiters will be recognized in LD+A, and during the Annual Conference.

Please contact your Section President for membership brochures/applications, and other assorted promotional material to begin recruiting.

IIDA

Now is the time to be thinking about getting those submittals in for next year's awards. January will come up quickly!

The IIDA program of the IESNA provides a unique opportunity for public recognition of professionalism, ingenuity, and originality in lighting design based upon the individual merit of each entry judged against specific criteria.

If you have any question please contact me.

Frank Frounfelker

IIDA Chair 2003-04
916-725-1903

"The man who does things makes mistakes,

but

he never makes the biggest mistake of all

- doing nothing."

Benjamin Franklin,
1706-1790

Yosemite Section
Introductory
Meeting

The Yosemite Section is scheduled to have an introductory meeting on Tuesday, April 11 from 12:00 – 1:00 at the Pacific Gas & Electric Clubhouse, located on California & Orange Avenue in Fresno. An open invitation is being extended to anyone interested in becoming familiar with the (IES) Illuminating Engineering Society and participating in the Yosemite Section's educational initiative. We encourage everyone to attend this introductory meeting as we will be joined by Tom Tolen, Regional Vice President of the IES -South Pacific Coast Region.

Please note:

Pacific Gas & Electric has allocated their Clubhouse to the Yosemite Section – IES because of the accommodating size of the facility. Participation of less than 25 people will require a change of venue. Please reply directly to Jay Marshall as soon as possible for reservation information. Lunch will be provided.

Jay Marshall

Holophane Lighting
2742 Swift Avenue
Clovis, CA
559-291-1256 (Office)
559-291-1732 (Fax)
jmarshall@holophane.com

Education

Graduates from our most recent ED-100 course, which finished this past March 1st, are invited to be our guests at this month's meeting.

For this Fall, we are setting up a one-day "Introduction to Light and Lighting" course for Saturday, October 2nd. This course is a basic introduction for people entering into the field of lighting. The course will also be useful as an introduction for people with little lighting experience who wish to follow-up with the IESNA ED-100 course.

The Fall schedule will also include an ED-100 course scheduled to start around the second week of October.

The ED-100 course is a fundamental level lighting course for people who have some knowledge of lighting and either work in the field or wish to enter the field of lighting.

Please contact me to put your name on a contact list of students, or for further information.

Mark Crume

Education Chair 2003-04
rcrume@smud.org
916-732-6672

E&TC...

SMUD Energy & Technology Center May Lighting Programs:

Lighting the Electronic Office

Ever hear of Ergonomic Lighting? Come explore lighting that is not only energy efficient but also considers the physical and psychological needs of people working in an office environment

Presenter: Kathleen Peake,

Wednesday, May 12
8:00 a.m. - Noon
Pre-registration required
Course Fee - \$25
Continental breakfast

Light & Shadows

New research is in regarding interior lighting quality issues such as overhead glare, room surface brightness, and modeling of faces and objects. The second half of this seminar will focus on how we see light through shadows.

Presenter: Naomi Johnson Miller, FIES, IALD, LC

Thursday, May 20, 2004
8:30 a.m. - Noon
Pre-registration required
Course Fee - \$25
Continental breakfast

To register for either of these courses:

www.smud.org/etc
Call (916) 732-6738
E-mail etcmil@smud.org
Fax (916) 732-6229

Contact: Connie Buchan
cbuchal@smud.org

At the CEC

On May 5 the CEC approved a new limited-term Compliance Option for early compliance with the residential lighting standards portion of the 2005 Building Energy Efficiency Standards.

The Compliance Option establishes a limited-term performance credit for eligible residential buildings, and will be available until the date the 2005 Building Energy Standards take effect.

For additional info contact:

Gary Flamm
916-654-2817
gflamm@energy.state.ca.us

Question - How can you throw a golf ball with all your might and - without hitting a wall or any other obstruction - have the ball stop and come right back to you?
Answer in next month's Lantern

SUSTAINING & SUBSCRIBING MEMBERS

Capitol City Design	Tony Baker
City of Sacramento	Wes Hiratsuka
CJS Lighting	Robert O'Flaherty
Gale Spencer	Gale Spencer
Interface Engineering, Inc.	Stuart Lindsay
Lighting Systems	Keith Roberts
M. Neils Engineering, Inc.	Mike Neils
Sacramento Municipal Utility District	Connie Buchan

MOTHER LODE SECTION 2003-2004

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PROGRAMS - Tim Welch, CJS Lighting

MEMBERSHIP, PUBLICATION SALES

Gale Spencer, IESNA

PR/AWARDS, LANTERN - Gary Flamm



IES

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