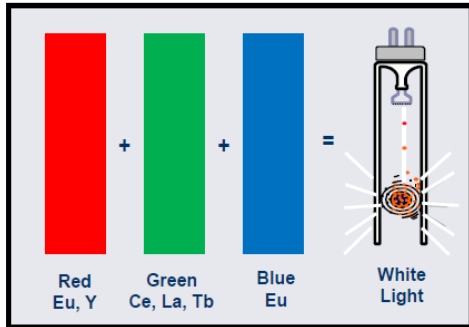


The Rare Earth Oxide Metals Crisis

Presented by: **Dan Ashline & Jeff Cassel**



An overview of the recent rare earth oxide metals crisis and its affect on the lighting industry.

Learning Objectives:

- Understand what Rare Earth Oxide Metals (Tri-Phosphors) are and their role in lighting industry.
- Explore the history of the rare earth oxide mines and how China became the sole supplier.
- Recognize the current financial situation: tariffs, projected shortages, and increasing costs.
- Discuss how fluorescent lamps may be affected.

Presenter Bios:

Dan has worked in the electrical installation industry since 1979. He was an electrician for 18 years before moving to sales in electrical distribution as a lighting specialist 8 years ago. Dan is the professional channel account manager for Philips Lighting in Upstate NY and VT.

Jeff has been actively involved in the lighting industry since 1996. During that time he has been a lighting showroom manager, a project estimator for contracting (distribution sales), and a lighting manufacturer's representative. He currently works for Philips as a specification sales manager for the mid-atlantic zone based out of the Syracuse area.

Fee Schedule:

Light Fare Included / Cash Bar

(Pay at the door by cash or check made out to 'Albany IES')

- \$25 / IES Member
- \$35 / Non-Member
- \$5 / Student

Course Credits:

- 1 PDH (NYS Professional Development Hour)
- 1 IES-CEU (Continuing Education Unit)

Certificate of Completion will be e-mailed to all attendees

If you would like to attend this meeting,

Please e-mail: dscheffer@novusengineering.com

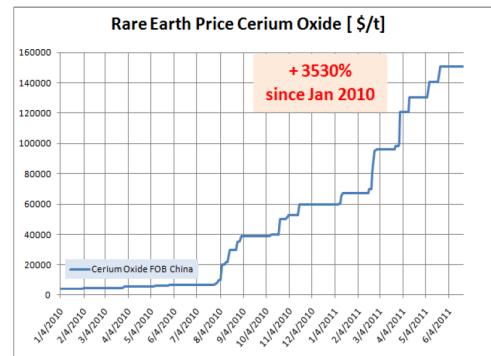
Tuesday, October 11th, 2011

7:00p—8:00p

Maggie's Café

1186 Western Ave., Albany, NY 12203

Please plan to arrive at 6:30p



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