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## **NEWS RELEASE**

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**ENCELIUM TECHNOLOGIES' GARY MESHBERG APPOINTED 2010 PRESIDENT OF THE LIGHTING CONTROLS ASSOCIATION**  
*Well-Respected Industry Veteran Possesses More Than 25 Years of Experience in Lighting Controls Field*

TEANECK, N.J., Sept. 23, 2009 – Gary Meshberg, LEED AP, LC, director of sales of [Encelium Technologies](#), has been appointed president of the Lighting Controls Association (LCA). A lighting controls industry veteran with more than 25 years of experience, Meshberg will assume this new role on January 1, 2010.

The LCA is a consortium of lighting control manufacturers dedicated to educating the public about lighting control design and technology. LCA members include noted leaders in the manufacture of lighting automation and controllable ballasts such as Encelium, a technology development company specializing in energy management and control systems for commercial buildings.

"I am honored to serve as president of this organization, which is the highly respected voice of the lighting controls industry," said Meshberg, who is LCA's current vice president. "Lighting controls are playing an increasingly important role in energy management and the creation of healthy, sustainable buildings around the globe. At the LCA, we are committed to providing educational programs on all the aspects of lighting controls technology, design and application in order to maximize energy conservation as well as cost savings."

As Encelium's director of sales, Meshberg oversees all sales initiatives related to the company's hallmark product, the Energy Control System™ (ECS). The most advanced lighting control solution on the market, ECS reduces lighting use and energy costs at a faster rate than other environmental measures and has a relatively short payback on investment of two to five years on average. Since the company's founding in 2001, ECS has been installed in more than 17 million square feet of commercial space across North America and Europe. The rapidly expanding company is experiencing tremendous growth, posting a 200% annual increase in the past two years.

ECS utilizes six distinct energy management strategies. Those include daylight harvesting, which adjusts interior light levels according to available daylight; occupancy  
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controls to turn lights on and off automatically; smart-time scheduling to adjust light where occupancy sensors are not appropriate; task tuning to set default light levels to suit a particular workspace; personal software-based controls for individual occupants to adjust their workspace lighting by need or preference; and variable load shedding, which limits power demand peaks to reduce overall utility costs. The system contributes up to 18 points toward LEED certification, an important designation for buildings that meet certain criteria for improved sustainability and environmental quality, and in as many as 4 of 6 LEED categories.

“Gary is a highly respected member of the lighting controls industry and ideally suited for the office of president of the Lighting Controls Association,” said Craig DiLouie, education director of the LCA, which is administered by the National Electrical Manufacturers Association (NEMA) based in Rosslyn, Va. “We are excited about the kind of leadership he will bring to the organization as it continues to expand its educational mission. Gary is an excellent advocate for advanced lighting controls and will make an excellent ambassador for our industry.”

Meshberg is a sought-after guest speaker and lecturer. Recently, he presented at the 2009 LIGHTFAIR International as well as at several Illuminating Engineering Society of North America (IESNA), Custom Electronic Design & Installation Association, and Electronic House EXPO functions. In addition to his work with LCA, Meshberg is founder and a past chairperson of the Home Lighting Control Alliance and the education chairperson for the North Texas Section of the IESNA. He is also actively involved in the National Council on Qualifications for Lighting Professionals, Lighting Controls Association, Consumer Electronics Association, TechHome, and Home Lighting Control Alliance.

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