



NXT LEVEL DESIGNEE SPOTLIGHT

NUANCED EXPERTISE FOR NUANCED SOLUTIONS

With more than 19 years of experience in the electrical distribution field, Patty Sylvester has embraced a wide range of audience needs. Over the years, Sylvester has come to know and anticipate the perspectives of engineers, architects, designers, contractors and end users to offer a variety of nuanced lighting-design solutions that satisfy a vast number of requirements, challenges and circumstances.

Sylvester brings this finely tuned expertise to her role in Lighting Sales at DMA Lighting in Boise, Idaho, where she's worked since 2006. Despite decades of experience, Sylvester doesn't rest on her laurels. She continues to provide creative lighting solutions by honing her understanding of varying customer perspectives, along with her knowledge of the latest lighting technologies and trends.

To this end, Sylvester achieved her NXT Level 2 designation to stay sharp and aware of the latest lighting techniques. But that wasn't the only reason: She also achieved it to signal to her customers that she's an expert they can trust. "My NXT Level 2 designation demonstrates my credibility in the marketplace and my commitment to keep updated for my clients," said Sylvester. "By keeping up with market changes, I can apply the correct type of products to fit budgets and design, stay on top of energy program rebates, and, ultimately, provide a variety of beneficial options to customers. All of this ensures a happy customer, which is what my job is all about."



A recent DMA Lighting project.



**PATTY
SYLVESTER, LC**



TITLE:
Lighting Sales

COMPANY:
DMA Lighting

LOCATION:
Boise, ID

YEARS OF EXPERIENCE:
33

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Lighting design was very consistent for many years. But with the advent of LED technology, products are evolving at a rapid pace. It has become essential to stay on top of these changes to know exactly how advanced technology can affect the design process and the project overall.

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– Patty Sylvester
Lighting Sales, DMA Lighting

MORE CUSTOMER CONTROL, HIGHER CUSTOMER SATISFACTION

For Sylvester, Luminaire Level Lighting Controls (LLLCs) have been among the more notable technologies to gain market prominence over the past few years. LLLCs combine LEDs with integrated controls and sensors to improve building performance and occupant comfort like never before. In an effort to ensure she could provide the most accurate and nuanced LLLC guidance, Sylvester installed LLLCs in her home garage, downloaded the mobile application, and experienced the technology herself.

By staying informed on advanced lighting controls through personal experience and advanced lighting trainings, Sylvester is able to approach clients with a wealth of experience and information to motivate the adoption of technologies with which they might otherwise be unfamiliar. “At first, some clients are hesitant to adopt technologies like LLLCs because they’re afraid it might be too expensive or complicated,” said Sylvester. “But when I can explain the many economic, energy, and health benefits, and the incredible control they’ll have over their lighting, they end up getting really excited about it.”

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NXT Level 2 training very clearly demonstrates how to properly perform a lighting energy audit. The training places an emphasis on providing clarity to the customer, which should always be the primary goal.

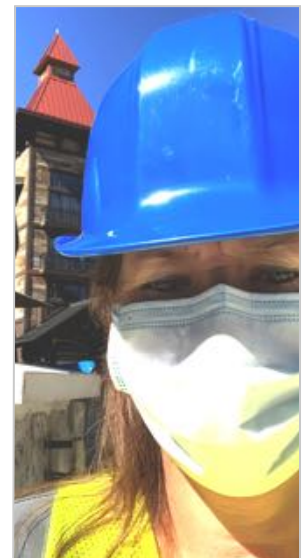
– Patty Sylvester

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EFFICIENT—AND HEALTHY—LIGHTING SOLUTIONS

Sylvester prides herself on designing healthy lighting environments, and she appreciated NXT Level training’s focus on this important topic. “Our customers are becoming increasingly aware of the many health benefits offered by well-designed lighting,” said Sylvester. “And we’re very happy that they know they can come to DMA Lighting for that advice.”

Increasingly over the past several years, Sylvester has noted rising customer awareness of the importance of circadian rhythms to our overall health. Circadian rhythms, the internal biological clocks that guide our metabolism and sleeping cycles, are directly improved by advanced lighting features including tunable LEDs, acoustical sensors, and the ability to program and control for time-of-day activities. “Our clients include those who are managing assisted-living buildings or schools,” says Sylvester. “The health of their occupants is their main concern, and we’re very happy to provide advanced lighting guidance to help them provide the absolute healthiest indoor environments.



To learn more about the training, or to find a NXT Level designee in your area, visit nxtleveltraining.com.

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