



CMP's Lighting Connection

Bright ideas to improve your bottom line

Central Maine Power Company, 83 Edison Drive, Augusta, Maine 04336

Lighting used to update image, increase sales

Mention the Eastland Park Hotel to anyone doing business in the Portland area and they're sure to remember at least one function they attended there.

The years have not always been kind to the Eastland Park Hotel though. The landmark hotel has seen many changes in ownership, and upkeep on the building has not been consistent. As with many things, time is the enemy of electrical and mechanical systems, and the inner workings of the Eastland Park Hotel aged badly.

Lighting a top priority

As a first step in the hotel restoration, Chris Coose, Chief Engineer of the Eastland Park Hotel, and his team spent time evaluating the building and developing a remodeling strategy.

They started with lighting the entryway and lobby. These are the areas most visible to the public.

Using light to say, "Welcome!"

Coose included new lighting, knowing it would make a positive statement, while contributing to safety and comfort. He's quite pleased with the choice of under-canopy lights. "The entry is easy to see at night, even with the street lights and all the other lights in the area. The addition of great canopy light creates a well-lit path to our front door. It helps direct people into the hotel."

"Lighting first captures the attention, then holds it, then sets expectations. With it we are a distinctive, elegant place, without it we are just another large brick building."

*Chris Coose,
Chief Engineer
Eastland Park Hotel, Portland*

Inside the main entrance, thoughtful lighting plays a role in reflecting the tradition and elegance of the Eastland

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Chris Coose



Lighting to update image...



Lighting in the lobby of the Eastland Park hotel adds to a wonderful "first impression" of high quality and graceful ambience.

Park Hotel. The soft hues of the carpet and marble floor are brought to life by the light from a large chandelier hanging overhead. The chandelier uses clear, incandescent lamps which bring out warm tones. Other lighting includes column-supported sconces which emphasize the lobby's seating areas. Recessed ceiling fixtures with flood lamps are employed for general illumination. These fixtures have baffles that make them less obtrusive and help shield unwanted glare.



The flexible lighting in the Grand Ballroom can accommodate a variety of events from presentations to workshops to receptions.

"The use of color corrected and enhancing lamps is very important to the Eastland Park Hotel. Can you imagine the concerns from patrons if a formal reception was going on in our ballroom and the lighting caused a very expensive gown's color to look totally different from what it was supposed to be? While this may seem a small issue to some, to

the patrons it isn't. Ours is a very competitive business, so all details are critical to us." Coose continued.

Lighting for attention

Lighting will continue to play an important role as restoration of the Eastland Park Hotel moves forward. "Our function rooms might host a Fortune 500 meeting, a small business meeting, and a scattering of seminars for 15 to 30 attendees all the same day. Each of those activities has specific and different lighting requirements. So you can see the diverse use we ask of lighting," Coose explained. Guest and apartment suites won't be



Dining at the Eastland Park restaurant is designed to be intimate — and the lighting works to accomplish that goal.

neglected. The hotel will use a mix of fluorescent and incandescent lamps to address decorative, occasion, and business lighting needs.

When asked to summarize the importance of lighting to the Eastland Park Hotel, Coose stated, "Lighting first captures the attention, then holds it, then sets expectations. With it we are a distinctive, elegant place, without it we are just another large brick building." With a great start on the renovation, and ambitious goals for the future, the Eastland Park Hotel is well on its way to living up to its motto of "A Glorious Past. A Magnificent Future." The next time you're in Portland's Arts District, stop by and take a look.

Electric solutions to
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Quality lighting is top complaint of hotel customers

The hospitality industry recently gathered information from hotel, motel, and inn guests to find out about their likes and dislikes. You may be surprised to learn what topped their complaint list. It wasn't lumpy beds, small towels, or even room rates. It was the amount and quality of the lighting.

Under *Top 10 Design Errors in Guestrooms**, lighting topped the chart, with lack of lighting and dim lighting at #1. (Poor location of light switches came in at #6.)

Under *Top 10 Components with Most Design Errors in Guestrooms**, lighting and lamps hit the list at #2. (Second only to insufficient or poor work area.)

Your business travelers need strong illumination for poring over reports, taking notes during phone calls, and getting ready for the next day's meeting. Your vacationing guests want ample light for reading in bed, writing postcards, dressing the kids, and checking maps and brochures.

Identify lighting problems with an easy walk through audit

The tourist season is almost upon us. So this is an excellent time to take a look at your accommodations — from your guests' point of view.

Walk through your guestrooms. Turn on the lights and think about the activities that will take place in each room. Are there enough fixtures? Are they well positioned? Are they bright enough?

Here's a list of some of the most common problems. Use it to evaluate the lighting in your rooms.

- Too few lights — these can result in constant calls and complaints from guests
- Dim lights — these make it hard to read or write in

the room

- Insufficient work light — many hotel rooms are poorly lit for working on laptop computers
- Insufficient bathroom light — nobody likes to shave or apply makeup in a dim room
- Room lights in wrong positions — lights are pretty useless if not placed where needed
- Light switches located under shades — shade goes crooked every time lamp is turned on
- Lamps with switches at base — no problem, unless it's a floor lamp!
- Inconvenient light switches — guests want easy access to room entry and bathroom lights
- Wall light switches not lit at night — making guests fumble in the dark
- Noisy lights — old fluorescents can create an annoying hum, and dim or brighten on their own
- Interference with cell phones and hearing aids — from the electro-magnetic waves emitted by some compact fluorescents

Correct lighting problems now

There are essentially three main problems to correct: the number of lights, the quality of light, and the position of the lights. There's no longer a need to sacrifice guest comfort to save on energy costs. Today's technology offers a wide variety of choices. It's easier than ever before to find the right combination of fixture style — light output — color correctness — energy efficiency — heat output control — and bulb life. And there are options for every budget. Discuss your lighting with an expert — they stay tuned to the latest trends and technologies.

It's all a question of your bottom line. Unhappy customers will not return. Customers who are satisfied by a stay at your establishment will visit again and again, as well as spread the word to others. And your lighting strategy will go a long way in deciding which group this season's visitors will fall into!

*(www.wgaarchitects.com/survey/survey.html)



ASK the LIGHTING EXPERT



I've been hearing about business lighting through CMP's Lighting Connection newsletters, bill inserts, and phone representatives. I have a lighting project planned. Can you please explain how CMP could play a role in my project? What can you do for me?

CMP acts as your energy project consultant. You set the goals and select your lighting partners. I can give you ideas to help ensure your project is on track to meet your objectives — for FREE!

You're the expert when it comes to your business, but you may feel uncomfortable evaluating proposals or making decisions that involve color temperature, color rendering, lamp placement, or other unfamiliar territory.

In your case, your project partners might include electrical tradespeople, an architect or engineer, and electrical wholesalers. Next, you're invited to use CMP as a

"second set of eyes." CMP is available to review your plans, double-check specs, raise questions, or make suggestions about the lighting solutions proposed by your project partners. A FREE second opinion!

As an example, I recently assisted a customer who wanted to review parking lot and entry lighting at her restaurant. The fixtures selected were commonly used 175-watt globe area lights. My suggestion was to change these to square exterior fixtures — they direct the light where needed. These fixtures have excellent light control, are very efficient, and do not add to light clutter. For the walkway leading to the entry, I suggested bollards (4-ft. tall post light that casts light downward) to create a well-lit path to the entrance. For the entry I suggested she light with a couple low-mounted floods to make it stand out. After review of my suggestions and understanding how lighting could affect her patrons, her business security, and her bottom line, she implemented the changes — but now based on informed decisions!

The effort on my part is to educate, suggest, and, yes to promote, the use of electricity so your business can be more profitable. I do so in a manner that can help you make a business decision whether to use additional lighting, or any electrical product, or not. Give us a call today!

Dick Bacon, CMP's Lighting Expert, has over 25 years of experience in the lighting business working for major electrical wholesalers and Central Maine Power Company. Dick is a member of the Illuminating Engineering Society of North America (IESNA). If you have a business lighting question, please contact our Lighting Expert: E-mail: lighting.expert@cmpco.com or call the Business Lighting Hotline: Toll-free: 1-800-649-1169

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