

PAUL GREGORY, FOCUS LIGHTING, INC.

I would require all students working towards a degree in Architecture or Interior Design to take five courses in lighting. The truth is, "All you see is reflected light." You do not see the columns, the steel or the leather; you only see the light that bounces off it into your eye. Architects and interior designers need a basic understanding and appreciation of light as a major design element. They need to understand that light is as important of a design tool as the finishes the interior designer chooses or the structure and volume the architect designs.

**NAOMI MILLER,
NAOMI MILLER LIGHTING DESIGN**

I would change the structure of the industry so that there were fewer layers of companies between the specifier, the contractor, the representative, the distributor and the end user. I'd then get rid of the "packaging" games that jack up prices of specified products by having realistic prices for lighting and controls products posted on websites. That way, the end-user, specifier and contractor could check that they were receiving fair prices.

MARK CORCORAN, OSRAM SYLVANIA

I would require that the items on the following "To Do" list be completed:

1. Educate all consumers on sustainability issues resulting in a huge surge in sales for energy saving and environmentally responsible products.
2. Command that all transactions between B2B partners be conducted via electronic transactions to maximize speed, productivity and accuracy.
3. Teach all parties within the lighting industry to speak the same technical language and utilize a set of standard procedures for all transactions.
4. Design a line of merchandising racks that are always fully stocked and never need cleaning.
5. Develop an integrated advertising campaign that is customized for every customer and has measurable results.

DAVID D. RODSTEIN, RODSTEIN DESIGN

I would stop people from making hasty, myopic decisions. One cannot see cause and effect since consequences occur over a long time period. Quick fixes that compound previous mistakes would be stopped when a total redesign is necessary. Today's problems often result from yesterday's solutions. Consider these lighting analogies: Only increasing lamp wattages to increase light levels results in energy costs and visual discomfort levels going up; tri-phosphor lamps dramatically improve color at the expense of iridescent reflectors.

**FRED OBERKIRCHER,
TEXAS CHRISTIAN UNIVERSITY**

I would change the scale of our vision. Our ability to significantly improve our world has been lost in the commodity market. We think too small! Think "light" not "lighting." Because of my "powers," I would assemble the CEOs representing the industry—the entire industry from lamps to bio-luminescence, from solid state to light art, freed from their corporate constraints to delve into the power that light has on our lives. And then act on that power.

SAM GUMINS, LUXO

I would abolish daylight. Forget Far East imports; imagine how much more profitable we lighting companies would be if not for the direct competition of the sun. We'd sell at least twice as many fixtures, exponentially more lamps. We'd get prime exhibit space at LIGHTFAIR (no more Daylighting Pavilion). Our lighting calculations would be infinitely easier. It may sound outlandish, but as a Scandinavian company, we've learned firsthand that for many months of the year, daylight is over-rated, even unnecessary.

(If I could change one other thing, I would remove the letter "c" from czar. It's frankly confusing.) ♣