



# NXT LEVEL DESIGNEE SPOTLIGHT

## STAYING ON TOP OF A RAPIDLY SHIFTING INDUSTRY

After seven years in the lighting industry, Alison Miles, Project Manager and Utility Coordinator at Pacific Lamp & Supply Company, has witnessed a dramatic evolution. “When I first started, the lighting industry was very straightforward,” she said. “Back then, when a fluorescent tube went out, you just went in and replaced it. With the switch to LEDs, it’s become far more complicated.”

With the goal of staying on top of a rapidly evolving industry, and at the encouragement of her manager at Pacific Lamp & Supply Company, Alison enrolls in a wide range of training opportunities to stay ahead of the curve. In addition to regular lunch and learns with manufacturers and sales representatives, Alison has taken a variety of online trainings to stay up to date. It was this commitment to staying at the forefront of her industry that led Alison to NXT Level trainings offered on behalf of Northwest utilities.

## REACHING THE NEXT LEVEL OF LIGHTING EXPERTISE—AND CUSTOMER SERVICE

“When we first heard of NXT Level training, it sounded like something we couldn’t pass up,” said Miles. “We knew right away it would help us stay ahead of the competition.” By helping lighting professionals learn to better design, sell and install more advanced and comprehensive lighting retrofits, NXT Level training was exactly what Alison and Pacific Lamp & Supply Company were looking for.

Offering a combination of online and in-person training across two levels—NXT Level 1 and NXT Level 2—these trainings helped Alison further her commitment to giving customers what they need, regardless of project specifics. “It’s so important to adapt the approach to each customer,” said Miles. “I loved that NXT Level 1 emphasized not just lighting techniques and technologies, but also how to work with customers’ needs. Then, with the hands-on approach of NXT Level 2, I learned how to create proposals that would help customers truly understand the value of advanced lighting.”



## ALISON MILES



### TITLE:

**Project Manager  
and Utility Coordinator**

### COMPANY:

**Pacific Lamp & Supply Company**

### LOCATION:

**Seattle, WA**

### YEARS OF EXPERIENCE:

**7**



When we heard about NXT Level training, we knew we couldn’t pass it up. Our philosophy is: to help us stay ahead of the competition, the more training, the better. The more we learn, the happier our customers are.



— Alison Miles  
Project Manager and Utility Coordinator,  
Pacific Lamp & Supply Company

## MOVING FROM THE CLASSROOM TO THE REAL WORLD

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Beginning with the online coursework of NXT Level 1, Alison honed her understanding of every aspect of a lighting retrofit project. Upon earning her NXT Level 1 designation, she quickly moved on to the more advanced NXT Level 2 coursework. “I really would recommend doing both levels,” said Miles. “If you want to get the full benefit of NXT Level, achieving NXT Level 1 and 2 is key.”

NXT Level 2’s combination of in-person, web and field-based coursework provided Alison with an advanced and nuanced curriculum to help her take the knowledge from the classroom to the real world. “NXT Level 2 took a more hands-on approach,” said Miles. “This coursework allowed me to take what I learned and apply it to real-life projects. It’s one thing to read a book or a lecture, but to be able to execute it in real life is the most important part of learning.”

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The lighting industry is so complicated and convoluted. And it keeps evolving all the time. It’s essential for us to continue our education and earn advanced designations like NXT Level 2.

– Alison Miles

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## ADVANCED TRAINING THAT KEEPS THE CUSTOMER FIRST

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Alison and her company, Pacific Lamp & Supply Company, have firmly established their reputation for customer-first excellence. Their company works hard to give their customers as many options as possible, regardless of the projects scope, budget or particulars. With a wide variety of customers, Pacific Lamp & Supply Company wants to make sure each of them knows they’re receiving tailored service, and not a one-size-fits-all proposal. “Really, these trainings are about building strong communication and trust with our customers,” said Miles. “It’s so important to adapt our approach to every customer we serve.”

“We’re a small team, so designations like this help us maintain a leg up on larger firms through advanced customer service,” Miles continued. “Taking the time to show that we’re dedicated to staying on top of the latest techniques and technologies is key to encouraging customers to choose us instead of the competition.”



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**Achieve your NXT Level designation while earning continuing education units. To learn more, visit [nxtleveltraining.com](http://nxtleveltraining.com).**

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**NXT**  
- LEVEL -

