

## Overview

The **Experiential Landscape Lighting Initiative (ELLI)** is excited to announce its first Collective training event that is hosted by the **Lighting Institute of Technology & Education (LITE)**, the **Lighting Trade School (LTS)**, and **Lifetime Lighting Systems** in beautiful San Diego, CA. We are offering an incredible opportunity to learn from some of top, leading-edge landscape lighting providers—**Mark Carlson, Nate Mullen, and Chris Mitchell**. Each instructor shares over 25+ years experience.

The “**Designer’s Collective Workshop**” is a comprehensive training program that is geared to all landscape lighting practitioners. No matter how many years you’ve been involved in this trade, you are guaranteed to learn from this event. Our goal is **to advance your position to better perform in all areas of this trade**. We will address distinct area to increase productivity in:

- **Design**—the design process, information gathering, zoning, switching, lighting applications, light levels & depth, and ‘affect’.
- **Selling**—use of demos, design fees, and developing design-centric relationships.
- **Installation**—transformers, measuring & testing, fixture types & use, cable distribution & coding, and mounting techniques.
- **Maintenance/Service**—As-built plans, documentation, Service Maintenance Agreements (SMAs), and future sales.
- **Psychology**—creating atmosphere, Visionscapes, and emotion.

In addition to these classes, we will be providing 3 evenings of nighttime observation studies—(1) pertains to lighting applications, (1) pertains to nighttime study of installed lighting projects, and (1) pertains to a nighttime study of ‘atmosphere’ and Visionscapes.

Each participant will benefit from personal time with each instructor, as well as the group. Most meals and happy-hours will be included as part of this program—this will maximize our time together.



## Live Training Event

# Designer’s Collective Workshop

All participants must arrive at Harrah’s by **4:30pm on Monday, 1/20/25** if they wish to attend our reception and happy-hour.

Our daily schedule will be full of educational content, so plan on not finishing the day until about 9pm or so, each night. We will have strategic breaks, but this is the only way we can fulfill our offerings. **This event will be well worth the money invested!**

Hotel accommodations will be at the **Harrah’s Resort S. California** in Rincon, CA. The dates for this event are Monday, **1/20/25** (check-in/reception) through Friday night, **1/24/25** (closing gathering) with check-out on Saturday morning.

Participants will have some out-of-pocket expenses. You are required to pay for: 1) your travel into and out of San Diego, CA, 2) your transportation from (at arrival) the airport to the resort and back (at departure)—about 49-miles one-way, and 3) two dinner nights at arrival day and on Thursday evening, and 4) extra personal expenses.

Transportation to and from the resort to the training sites is provided for by ELLI, as well as breakfast, snacks, lunch, happy-hours, and most dinners.

## Workshop Cost

Early sign-ups get extra discounts:

Sep. 23 to Oct. 31 = \$1,995.00

Nov. 1 to Nov. 31 = \$2,250.00

After Dec. 1 = \$2,495.00

## Event Schedule

### January 20 – 25, 2025

- **Jan. 20 Arrival to Hotel/Check-in (by 4:30pm)**—participants arrive to secure room before dinner and reception/introduction.
- **Jan. 20 Reception/Happy-hour (5pm-6:30pm)**—introductions and meeting participants. Participants have free time the rest of the evening for dinner and resort fun.
- **Jan. 21 Day 1: Day Training (8am-4:15pm)**—see ‘Training Class Schedule’. Shuttle pick up at 5:30pm to training site.
- **Jan. 21 Day 1: Night Training (6pm-9:30pm)**—see ‘Training Class Schedule’. Personal time after night training.
- **Jan. 22 Day 2: Day & Night Training (8am-9:30pm)**—see ‘Training Class Schedule’. Shuttle pick up at 9am to training site.
- **Jan. 23 Day 3: Day & Night Training (8am-9pm)**—see ‘Training Class Schedule’. All day & night at hotel training room.
- **Jan. 24 Day 4: Day Training (8:30am-3:45pm)**—see ‘Training Class Schedule’. Shuttle pick up at 5:30pm to training site.
- **Jan. 24 Day 4: Night Training (6pm-9:30pm)**—see ‘Training Class Schedule’. Shuttle back to hotel at 10pm.
- **Jan. 25 Departure to Airport or for Personal Time in San Diego (by 11am)**

Detailed Training  
Class Schedule



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## Live Training Event

# Designer's Collective Workshop



## Training Class Schedule

### Day 1 Training Jan 21 — Tuesday

- (8am-8:30am)--MC **Introduction to Schedule**
- (8:30am-10am)--CM **Design-Centric Client Relations & Design Fees**
- (10:15am-11:45am)--NM **Selling by Demos**
- (12pm-12:30pm) Lunch
- (12:30pm-1:30pm)—Guest Speaker #A
- (1:45pm-4:15pm)—MC/NM **Lighting Applications**
- (4:15pm-5:30pm) Break
- (5:30pm-6pm) Shuttle to training site for dinner & night studies
- (6pm-7:15pm) Dinner
- (7:15pm-9:15pm)—NM/MC **Understanding Lighting Applications at Night**
- (9:30pm-10pm) Shuttle to hotel

### Day 2 Training Jan 22 — Wednesday

- (8am-8:45am)—MC/CM **Recap to Day 1 Training/Breakfast**
- (9am-9:30am) Shuttle to training site
- (9:30am-10:30am)--NM **Tour of Lifetime Lighting Systems**
- (10:30am-12pm)—NM **Understanding Ohms Law & Test Equipment**
- (12pm-12:30pm) Lunch
- (12:30pm-1:30pm)—Guest Speaker #B
- (1:45pm-3pm)—NM **Transformers/Power Supplies, & Measurements**
- (3:15pm-5:30pm)—NM/MC **Fixture Mounting Techniques**
- (5:30pm-6:45pm) Dinner
- (7pm-9:15pm)--NM **Job Walks & Application's Studies at Night**
- (9:30pm-10pm) Shuttle to hotel

### Day 3 Training Jan 23 — Thursday

- (8am-9am)—MC/NM **Recap to Day 2 Training/Breakfast**
- (9:15am-11:15am)--MC **Information Gathering, Bubble Plans, & Zoning**
- (11:30am-12:30pm)--NM **Basic Controls & Switching**
- (12:30pm-1pm) Lunch
- (1pm-2pm)—Guest Speaker #C
- (2:15pm-3:45pm)—CM **Service & Service Maintenance Agreements (SMAs)**
- (3:45pm-5pm)--MC **As-Built Plans & Documentation**
- (5pm-6pm) Break
- (6:15pm-7:45pm) Dinner at hotel (participant's expense)
- (7:45pm-9:15pm)—NM/MC **Cable Distribution Methods & Cable Coding**

### Day 4 Training (1/24/25)—Friday

- (8:30am-9:30am)—MC/CM/NM **Recap to Day 3 Training/Breakfast**
- (9:30am-10:30am)--MC **Common Flaws in Landscape Lighting**
- (10:45am-12pm)—NM/MC **Light Levels & Depth**
- (12pm-12:30pm) Lunch
- (12:30pm-1:30pm)—Guest Speaker #D
- (1:45pm-3:45pm)—MC/NM **Emotion, Atmosphere, & Visionscapes**
- (4pm-5:15pm) Break
- (5:30pm-6pm) Shuttle to training site for dinner & night studies
- (6pm-7:15pm) Dinner
- (7:15pm-9:45pm)—NM/MC **Visionscapes at Night & Group Hang/Discussions**
- (10pm-10:30pm) Shuttle to hotel

**These types of learning opportunities are rare to find, so we encourage you to take advantage of them.**

ELLI and LITE are dedicated to advancing your knowledge and skill proficiencies.

**Don't delay because spaces are limited—Sign Up Now. We'll see you in San Diego!**

<https://www.landscape-lighting-initiative.org/live-training/>

For more information: [understand.elli@gmail.com](mailto:understand.elli@gmail.com) | (916) 532-9699