

Love is in the Air, and Snow on the Ground

ELECTRICAL SERVICES * SIGN INSTALLATIONS & REPAIRS * LIGHTING MAINTENANCE

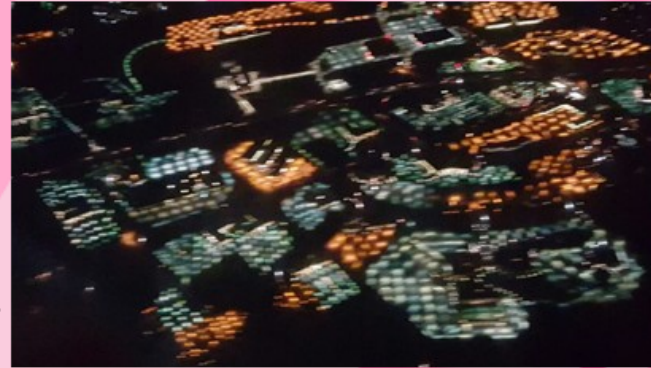
NORTHSTAR ELECTRICAL SERVICES

PENNSYLVANIA * NEW JERSEY * DELAWARE

CITY LIGHTS FROM 30,000 FEET

While recently traveling, I looked out of the plane at night and saw the difference between the lighting colors of the cities. It dawned on me that those color differences are from LED and metal halide lights versus the older style high pressure sodium type lighting and some fluorescent lighting in signs.

I took the best photos possible through the plane window while it was snowing/raining in turbulence and traveling at over 500 miles per hour. So I do apologize for the blurry photos.



Once we got closer to the ground it really became clear as to how much brighter the ground was in the areas where the metal halide lights were used and in some cases you could really tell which ones were LED by the brightness and lighting coverage.

When a location decides to retrofit with LED, all the current poles and wall mounts typically

stay in the exact same places. Only the fixtures are retrofitted with the new LED fixtures, there are no new additions.

It's worth the upgrade to get the brighter, clearer lighting!



FREE DINNER

[Respond to this email](#) and we will enter you in our drawing for a \$50 gift card to your choice of restaurants or gift cards*. Good luck!

Congratulations to January's Winner:

William Gardner
Facility Solutions Group

Respond by February 15th to be entered in the drawing.

* gift cards listed at bottom left

WIN \$100 American Express Gift Card!

Give us a review on Sign Search and we will enter you in our drawing for a \$100 American Express gift card!

Any review on Sign Search will qualify you. Let us know you reviewed us, the name used and date submitted.

You can easily link to the review page [here](#).

We appreciate our customers and we want to know how we can improve our services. Please let us know!

The winner will be announced in next month's newsletter.

February Fun Days!

- 2nd—Groundhog's Day
- 5th—National Wear Red
- 8th—Chinese New Year (Year of the Monkey)
- 7th—Super Bowl
- 9th—Mardi Gras
- 10th—Ash Wednesday
- 14th—Valentine's Day
- 15th—President's Day
- 15th—Grammy Awards
- 20th—Love Your Pet Day
- 26th—Carnival Day
- 28th—Academy Awards
- 29th—Leap Day

For a list of more, check out this [site!](#)

NORTHSTAR FEBRUARY CELEBRATIONS

Chris is having a birthday! Happy birthday and enjoy some cake and ice cream!

Alex is having his 1st year work anniversary! Thank you for your dedication and hard work!

IT'S LEAP YEAR! 366 DAYS FOR US.

This year, as happens once every four years, we get to enjoy an extra day on the calendar. This keeps us in sync with the Earth's movements around the sun. If we didn't add the extra day, we would lose about 6 hours off of the calendar each year. That adds up to 25 days over the course of 100 years!

The Egyptians were the first to come up with the concept of adding an extra day to every fourth calendar year, but the Romans picked February 29th as the official date.

It's not quite as cut and dry as simply adding a day every four years, though. The Earth's orbit around the sun is actually 11 minutes and 14 seconds short of being 365.25 days. This means adding a day every 4th year actually puts our calendar year ahead of the Earth's orbit. Therefore, more complex rules are in place. One rule in place is that a century year is not a leap year unless it is divisible by 400. Confused? It's a lot of calculation that took many years of studying the heavens, cyclical patterns, and the alignments of the stars, the moon, and the Earth. All of this makes our calendar year sync with the Earth's orbit (at least within a minute of it).

This is what keeps our seasons in place and makes the daylight savings clock work (pun intended).

Historical events on February 29th

1848 - Neuchatel declares independence of Switzerland

1920 - Trying to maintain independence from Germany and the USSR, Czechoslovakia adopts a constitution

1936 - FDR signs 2nd neutrality act

1968 - Beatles' "Sgt Pepper's Lonely Hearts Club Band" wins Grammy

1980 - Gordie Howe becomes 1st NHL player to score 800 career goals (Go Red Wings!)

Famous leap day babies:

1916: Dinah Shore—actress & singer

1976: Ja Rule—rapper

1984: Cam Ward—hockey player

* PF Chang's, Maggiano's, Chili's, Cheesecake Factory, The Capital Grille, Legal Seafood, Season's 52, California Pizza Kitchen, Ruth Chris Steakhouse, Flemings Prime Steakhouse, Home Depot, Barnes & Noble, Nike, Zappos.