



FOR IMMEDIATE RELEASE
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CONTACT: Scott Ruhoff
888-845-8542

**Low Voltage Lighting Institute of the Americas (LVLIA)
Appoints Michele Swetesich as Executive Director**

Phoenix, AZ – The Low Voltage Lighting Institute of the Americas (LVLIA) is pleased to announce the appointment of Michele Swetesich as Executive Director. The appointment was made at the organization's annual conference held this past February in Scottsdale, AZ.

Ms. Swetesich has been a very active member of the LVLIA for over five years. She has spent four of these years serving on the organization's Board of Directors in various capacities, including President. Michele's transition to Executive Director opens up new opportunities for the LVLIA while helping to maintain the continuity of its day-to-day operations.

"I am honored to represent this industry and those who make it up," said Swetesich.

In addition to her role as the organization's Executive Director she will also continue her responsibilities as president of Night Art, providing landscape lighting services in and around Scottsdale, AZ.

The Low Voltage Lighting Institute of the Americas members are contractors, manufacturers, lighting designers, and landscape architects from the United States and Canada who share the common goals of improving the low voltage landscape lighting industry while exemplifying professionalism, integrity and excellence in their businesses. For more information on the LVLIA visit their website at www.lvliia.com or call 888-84-LVLIA (58542)

Photo Enclosed.

Photo Caption: Michele Swetesich, Executive Director of LVLIA

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**P.O. Box 31027 • Phoenix, Arizona 85046-1027
888-84-LVLIA (58542)**



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