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Senske Showcase of Lights

About 70,000 lights dance to music at the *Senske Showcase of Lights*, free to the public during the holidays. The animated light show is active from 5 pm-midnight every night at the Senske Corporate Office at the corner of Deschutes and Quay in Kennewick.

The lights are synchronized to five classic Christmas songs playing in a continuous loop. The music is broadcast over the radio on 101.7 fm and through speakers.

Senske is "going green" this season, featuring all energy-saving LED lights on its grounds. Programmed with the same computer software used at major theme parks and by the entertainment industry, Senske's light show is unique to the Mid-Columbia.

President Chris Senske said the display demonstrates the newest technology and energy conscious options for holiday décor. The company, which provides year-round lawn care services, landscaping, weed and pest control, tree trimming, and shrub pruning for homes and businesses, specializes in holiday décor and lighting during the winter.

While the LED lights cost about six-to-eight times more than incandescent bulbs, they use about 90% less power and last longer, Senske said. Not all LED lights are created equal, he explained. Lower cost LED bulbs often flicker at a rate that can irritate the eye, and some of the clear strings have a very cold, uninviting color.

"Through our supply organization, we have the only warm white bulbs that mimic an incandescent bulb," Senske said.

The LED lights on their building and in the trees use about 3,000 watts – or 30 amps – of power, estimated Senske. The animated light show costs about \$40,000.

From small projects like a home to larger properties such as a shopping mall, Senske uses the same equipment and techniques animating its *Senske Showcase of Lights* to control devices other than just lights, such as snow or smoke machines, motion lights, strobe lights, spot lights and other animated figures.

Senske provides lawn care services, landscaping, weed and pest control, tree trimming, shrub pruning and Christmas Decor holiday lighting for homes and businesses. Senske is a family owned business established in 1947, and provides service in the greater communities of Spokane, Tri-Cities and Yakima, Wash.; Boise and Coeur D'Alene, Idaho; and Salt Lake City.

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