

2012 NAILD Conference Presenters

MONDAY, APRIL 23

9:00 AM General Session – Steve Epner, CSP

Knowledge, Insight, Power: Increasing Industrial Distribution Profitability Through Segmenting Customers, Suppliers and Products



This is a program on how to capture and utilize the vast amounts of data in a computer system. Spreadsheets are one part of the problem most people have. This session will show members how improvements in forecasting accuracy will reduce supply chain cost, increase service levels and greatly increase profitability. We will briefly discuss (to make sure) how we are delivering education that you will be able to walk away with and do something with the next day in the office.



MONDAY, APRIL 23

10:45 AM Educational Track Sessions

Knowledge, Insight, Power: Increasing Industrial Distribution Profitability Through Segmenting Customers, Suppliers and Products

Continuation of General Session

What you need to know about Credit Card Processing – David Finete



- Benefits of having a merchant account and what types of merchant accounts are there?
- How to shop for a good credit card processing company and the best questions to ask?
- How to correctly process transactions and avoid charge backs, fraud and disputes.
- How to read your merchant account statements and understand your fees?

Lighting Legislation & Its Effects on the Evolution of Future Lamp Product Technologies & Offerings – David Nelkin



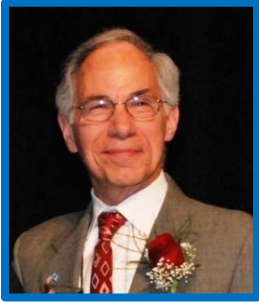
This presentation will focus on the upcoming (and at the time of the presentation recently enacted) lamp legislations that affect various product technologies, including incandescent, halogen and linear fluorescent lamps. After a brief discussion of the legislations and what products will be eliminated, the core of the presentation will focus on what current products remain available to address various applications where lamps will be eliminated and which products are the most appropriate choices for different applications. This session will touch on some of the newer technologies and discuss how they also will affect the evolution of

lamp manufacturer's product offerings.

TUESDAY, APRIL 24

8:45 AM Educational Track Sessions

Who's in Control? It better be You! – Gary Thomas



The 'Who's in Control: It better be You' workshop is designed to show how to produce greater, more effective results each day. By uncluttering personal disorganization, identifying and reducing impediments to continuous progress, and pinpointing high value tasks, participants will realize the potential for greater control in their daily actions by more effectively using the talents they already possess! The "Take-aways" are: The process can be used immediately; Highest value tasks will be completed first, and; "time management" related stress will be greatly reduced.

LEDs and the Implications of a Semi-Conductor Lighting World – John (Jack) W. Curran, PhD



Solid-state lighting technology has been steadily advancing. From the traffic signals and exit signs of a decade ago to the general roadway and building interior luminaires of today, this technology has been finding uses in more and more lighting applications. It is obvious that LED devices will play a significant role in the future of lighting. What may not be as obvious is LEDs' heritage in the semi-conductor world and the profound and far-reaching implications of that lineage. Economics, rate of product development, control and range of applications are just some of the areas impacted. This presentation will discuss that ancestry as well as its affect on the future of the lighting industry.

Members will learn: The need to insure that there is a minimum competency in lighting controls and communications within their company; having an infrastructure in place that allows for the rapid evolution in LED lighting products and; Understanding what steps must be taken to insure sustainable quality in the lighting distribution channel.

'5 Digital Tactics Your Competitors Will Be Doing Next Year' (Basic) – Kim Williams



This presentation will include a high level overview of the elements of digital marketing and then an advanced look in to the role Search and Social Media Marketing must play in your internet marketing strategy.

Internet marketing is the voice of a company's digital presence speaking the facts and benefits of your products and services across the web. Understanding the venues and strategies available is essential for online success. Participants will leave with an understanding of the importance of solid hosting, the dynamics of a great website, the need for reliable analytics and a series of digital marketing channels as required for effective digital marketing.

TUESDAY, APRIL 24

10:30 AM Educational Track Sessions

5 Digital Tactics Your Competitors Will Be Doing Next Year (Advanced) – Kim Williams

Search Marketing and Social Media are key unique marketing tactics that require a company to position itself online. Search marketing is about being visible. Social Media Marketing is about creating an environment for brand and product advocates to gather and engage with your product/service. Participants will leave with an understanding of the key elements of Search and Social Marketing, including SEO, PPC, Facebook, LinkedIn and Twitter.

LEDs and the Implications of a Semi-Conductor Lighting World (Repeat) – John (Jack) W. Curran, PhD

Who's in Control? It better be You! (Repeat) – Gary Thomas