

NAILD is YOU --- WE NEED YOUR INVOLVEMENT

Valued Member...

Change is upon us with new products and shorter product cycles; new ways to communicate; massive regulatory changes; and new forms of quality competition approaching. NAILD needs to change to meet the new challenges and develop value added products to help its members succeed and thrive in this new environment. In order to accomplish this daunting task, WE NEED YOUR INVOLVEMENT!

Get involved in one of our committees today. Your input will help guide NAILD through these upcoming changes and enable us to deliver the quality products that will benefit your business. To follow are the current Committees and their respective Chairman. Select the committee that matches your passion and contact the committee Chairman:

Membership – Significant new member policy overhaul, send us two or three companies in your market that would benefit from NAILD membership so we can add to our database and contact them. We are looking to create a new member category called “Associate Member”. This pending new category will offer potential membership to non-distribution companies who wish to participate in NAILD and can contribute to the goals of the organization. The application will use different criteria in the evaluation process for final Executive Board approval. *(This will require a by-law addition and will be presented in accordance with Article XVII – Amendments to the By-laws & Article III Section 3 Voting. Be watching your mail in the coming weeks for details on this important revision.)*

Membership Chairman: Michael Colligan, Mcolligan@atlaslighting.ca

Education – Education is the future of NAILD. With the rapidly changing business environment, the lighting industry is more important now than ever. The industry is becoming much more technical and we need to offer ways for our members to maintain their competitive advantage. This makes knowledge the power and it becomes essential to stay competitive. NAILD is looking at updating LS I to include LED, offering a standalone LED module for training and working with vendors to set-up webinars. What other ideas do you have?

Education Chairman: Pete Gray, Pete@cnrlight.com

Marketing – The focus of the NAILD marketing committee is to internally and externally promote NAILD as the education and knowledge resource in the lighting industry. The Marketing Committee works with Membership, Education, and the Convention to get the message to the members. This is accomplished through the Web site, emails, standard mail, TLD and other niche communication pieces. We need those NAILD members who have the gift of marketing to join our committee and help us use the best methods to deliver marketing for the NAILD organization. We look forward to your participation and ideas.

Marketing Chairman: Diane Shellenhamer, dshellenhamer@sydist.com

Convention – As you know, we have made a number of changes to the Convention, with one of our most successful updates with the Product Sprint. We want to do more but we need your participation on the committee and ideas to get the NAILD Convention to the next level. Help lay the ground work for our epic 2011 Convention in Indian Wells at the Hyatt Grand Champion.

Convention Chairman: Jeff Renzulli, jeffr@allstateslighting.com

TLD – We are looking at ways to expand the capabilities of TLD through a dynamic electronic version. We need your help and ideas. We want to create a pool of writers and presenters that can help expand our education through the TLD and be the source of lighting information in the industry. Have you recently heard a great speaker discussing issues that you feel would be important to the lighting industry? How about a great article? Send us the contact information or article so we can build a database of industry experts to use in our TLD. Paul Hafner will be helping develop content for the expanded offering. We hope to use this platform to showcase the NAILD knowledge base and also market the NAILD organization to the lighting world. Come and join us and help create this unique opportunity!

Chairman: Cathy Heldt, nauld@mchsi.com

Your involvement will keep us “On Course To Success”, join a committee this month!

Regards,
Steve Espinosa, CPA
NAILD President 2010 - 2011