

### ***Resources, what Resources?***

As I write this, the heat of the summer is in full swing, and what a summer it has been. With rapidly advancing LED technology, looming energy – efficiency mandates, a struggling economy, and of course the Rare Earth Oxide issue. To top it off, I just heard about solar flares and solar storms that could wreak havoc on our communication satellites and other electronic equipment over the coming weeks!

It just goes to show that you never know what is coming next. In our industry, change has become the norm. With change comes uncertainty. With uncertainty people start to question what they should do next. That is where NAILD comes in; NAILD is the constant. Our association is the resource we should look to for help with our questions. It seems as though many of us may have forgotten the resources we have in NAILD. The amount of collective experience and knowledge we have is staggering. We need to take advantage of the resources NAILD has to offer.

This year we are offering the PAR, the Performance Analysis Report (PAR). It is a comprehensive benchmarking tool that is extremely beneficial to businesses of all sizes. Where else can you get valuable information about how your business stacks up to others in NAILD and the industry in general? The PAR is a free resource for our distributor members and if you ask some people it is the most important resource NAILD has to offer. The Performance Analysis Report is best when we have the most participation possible, so please participate. It is completely confidential and will prove to be very beneficial.

The Lighting Specialist program is now officially on BlueVolt. If you haven't signed up for the Lighting Specialist I or II programs now is the time. The Blue Volt platform allows us to handle more participants with greater ease. LS I has been updated with a full LED module while LS II is seeing its first group proceed through the course on the Blue Volt platform. It's never been easier to get quality lighting education from NAILD for you and your staff.

NAILD-working has always been an informal networking opportunity around the pool. Over the past two years we have tried to establish a more formal networking structure so that members can communicate throughout the year and not just at the annual conference. I encourage everyone to keep in contact with their colleagues throughout the year and take advantage of the networking opportunities.

As always, the annual conference is the big Kahuna of all NAILD resources. Right now, we are in the planning stages and as always we are planning for a great conference with plenty of education, networking and camaraderie. 2012 is our 35th Anniversary year so please plan to attend for this special occasion. More to come regarding the conference in the upcoming issues of TLD.

In this article I briefly listed some of the many resources NAILD has to offer but, by no means is it a complete list. The NAILD board is continually looking for ways to bring more value to all our members. Please see the committee articles in this issue of TLD for more details on what the committees are working on. If anyone has ideas or thoughts they would like to share or pass on, please contact a committee chairperson or myself and we will be sure to listen. In this time of change and uncertainty communication is critical to our success in our businesses and our association as well. You have resources in NAILD, please take advantage of them.

Pete Gray, LC  
NAILD President 2011 – 2012