



2010 NAILD ANNUAL CONVENTION, TRADE SHOW & OCC *'CHARTING A NEW DIRECTION'*

EDUCATIONAL OPPORTUNITIES AT A GLANCE. . .

MONDAY, APRIL 19

8:00 – 9:30 AM – General Session

'The E-Myth Point of View' by Karin Iwata / E-Myth Worldwide



To achieve higher productivity, drive revenue growth, gain a competitive advantage and get more out of life you need to think and act like an entrepreneur. Learn how your dominant thinking perspective influences how you focus your time and attention – and determines your results. Gain a deeper understanding of how you spend your time and how to bridge the gap between where you are now and where you need to be in order to create a successful and sustainable business.

9:45 – 11:15am – Educational Track Sessions (90 minutes each)

➤ ***Applying the E-Myth Perspective: Your Plan for the Business*** by Karin Iwata / E-Myth Worldwide

Most business owners have no long term strategic plan – the business simply operates day to day, lacking a sense of purpose and direction for both employees and customers. Become clear about where you are going and why. Craft a vision for your life and business that inspires you and positively infuses how you and your staff approach everything in your business.

➤ ***Beginner LED Presentation*** by Rick Laird / EIKO, Ltd.

LEDs Basics & Building Blocks – Purpose: To introduce to the participant LED technologies and how they relate to lighting today, including some recent advances to include: LEDs – How they work; Basic Terms Features/Benefits; Drawbacks and Recent advances in chip technology.

➤ ***The Hiring & Downsizing Process*** by Jung Cha / Jordan Carlisle Enterprises, Inc.

Are you hiring or laying-off? You will learn how to hire the right person by putting a method to the madness. If you are laying-off, learn how to do it in a way that maintains good will and reduces the risk of negative backlash.



TUESDAY, APRIL 20

8:30 – 10:00am – General Session

Who's in Control? – Taking Charge of Your Sales Process by David Rigot / CoAction Insight Group



Someone has to be in charge and decide how potential clients will be handled. Having a coherent sales process that is measurable throughout will allow you to regain control of what happens to your potential clients. Focusing on managing daily activities rather than month end results leads to immediate results. But it doesn't just happen. You have to have a plan. Controlling the sales process is the key to controlling the profitability of your business. Systematic lead oversight combined with accountability for daily activities skyrockets the results sales teams can achieve.

10:15 – 11:45am – Educational Tracks (90 minutes each)

- **Systemic Thinking & Solving Recurring Problems in Your Business by Karin Iwata / E-Myth Worldwide**
Learn a valuable problem solving technique and develop the skill of systems-based thinking. Deal with immediate business frustrations in a way that will eliminate them and even prevent their recurrence.
- **Who's in Control? – Taking Charge of Your Sales Process by David Rigot / CoAction Insight Group**
Continued in-depth presentation from general session.
- **The Hiring & Downsizing Process (repeat) by Jung Cha / Jordan Carlisle Enterprises Inc.**
REPEAT
- **Lighting Control Technologies and Applications by David Weigand / Leviton Mfg.**
This presentation will focus on how wireless lighting controls can save energy, labor, provide flexibility and how they work. Technologies involved: ZWAVE, ZigBEE, Radio Frequency and Power Carrier. Applications shall include best strategies, labor saving, mixed installations with hard wired systems and example layouts.



1:00 – 2:30pm – Educational Track Sessions (90 minutes each)

- **Fitting the Pieces Together in Your Business by Karin Iwata / E-Myth Worldwide**
The best approach for building a successful business is to view your operation as a franchise prototype – a proprietary system of doing business that can be replicated and run without you. This gives you a distinct position in the marketplace and the freedom to grow and prosper.
- **Advanced LED Presentation by Rick Laird / EiKO, Ltd.**
LED Applications – Retrofits and Fixtures – Purpose: To introduce to the participant how LED technology is being put to use in the real world to include: Recent advances in chip technology; Recent advances in system technology (cooling, packaging densities, etc.); LED Retrofit Lamps – The +/- and LED Fixtures – The Real Future of Lighting?
- **Lighting Control Technologies and Applications by David Weigand / Leviton Mfg.**
REPEAT

2:45 – 3:45pm – Cracker Barrel Session – (Panel with Track Presenters)

WEDNESDAY, APRIL 21

12 Noon – NAILD Education Update by Paul Hafner, LC



This year's Education Update will focus on the changes that are taking place with NAILD LS I – namely: Hosting the program on the NAILD website; Extending NAILD LS I to the larger lighting community; Automation of correcting and providing feedback for the final exam, and; Use of an on-line FAQ to improve management of program, while reducing demands on administration staff. Second, it will provide a detailed outline of NAILD LS II, including: Qualifications to take the program; Scope and focus of NAILD LS II; What participants should expect to invest in time and effort; The structure of the Final Exam, and; What participants can expect to be able to do in lighting upon completion.

2:30 – 4:00pm – Business Development Groups (BDG) (Distributors Only)

We are putting together BDG's of like minded distributors who are interested in sharing best practices with noncompetitive members. To establish a BDG we need a company to provide a leader, someone who can help put a group together; get the agenda for the group together; get the agenda for the group in advance of our convention; and be a moderator during the meeting to move through the agenda. Interested Leaders, contact Steve Espinosa at espo@lightingcompany.net. These groups can be set-up based on business with similar business models; or a group of dedicated business operational people. Once in a BDG, we want to create at least one time during the year that the group can meet at convention and work together to strengthen their business relationships with members of their BDG.

