

Valued NAILD Member,

I want to personally wish everyone who receives this TLD Edition a Happy NAILD New Year! Last year was one that will probably not be missed from a business and economic standpoint. However, this New Year brings new opportunities and my ever-optimistic view has sprung way before any flowers or blossoms have had a chance to arrive here in New England!

I am grateful that the organizing of this year's convention with regards to the Speakers and the Educational Tracks has been finalized. Thanks goes out to Steve Espinosa, our convention chair, and all of the Staff at NAILD for their efforts to bring in a great schedule. This year's Speakers have guaranteed something for everyone:

A blend of general business and lighting specific track sessions will offer topics of interest for all attendees. A quick overview of topic titles:

- *The E-Myth Point of View* by Karin Iwata / E-Myth Worldwide
- *Applying the E-Myth Perspective: Your Plan for the Business* by Karin Iwata
- *Beginner LED Presentation* by Rick Laird / EiKO, Ltd.
- *The Hiring & Downsizing Process* by Jung Cha / Jordan Carlisle Enterprises, Inc.
- *Who's in Control? – Taking Charge of Your Sales Process* by David Rigot / CoAction Insight Group
- *Systemic Thinking & Solving Recurring Problems in Your Business* by Karin Iwata / E-Myth Worldwide
- *Lighting Control Technologies and Applications* by David Weigand / Leviton Mfg.
- *Advanced LED Presentation* by Rick Laird / EiKO, Ltd.

In addition to a powerful line up of speakers and sessions, we have upgraded the New and Value Added Product Showcase to include the "New Product Sprint" (sneakers not required). Immediately following the first round of OCCs, distributors will set up in groups and begin the fast paced New Product Sprint. Distributors will "Shotgun" each Vendor booth for a brief presentation of the features and benefits of their submitted product. During the open floor tradeshow time, Distributors can return to the vendors of their choice to open discussion on any of the new products information presented during The New Product Sprint. Of course...there will be beverages and hors d'oeuvres available during the tradeshow. "Vendors....this is a great opportunity to showcase your Newest or Value Added product...this is a must to participate in." Both vendor and Distributor members should also check out the NAILD website link to ElectricSmarts located under NAILD University. ElectricSmarts is an added membership benefit that can be used to learn about new products or provide product training to your sales staff right from your own desktop or conference room.

Would you like to be included with a small group of members who share many of your concerns, have a like minded business strategy a special group for networking? Brand new this is the formation of our BDG or Business Development Groups. This is a more formal example of the poolside "NAILD-Working". Interested in leading one of these special Groups? We will need some volunteers to lead a group of non-competing distributors. These groups will meet during the convention to discuss topics and challenges, and share ideas. There is a vast opportunity to continue to network during the year via blogging, tele-conference calls, special social networking venues or meeting in person at one of the other trade conferences such as Lightfair.

Are you or someone in your company a LS I Graduate? LS II will be available for purchase at the convention. Make sure you make an appointment with Paul Hafner during the tradeshow or OCC to view a preview of the new course.

Once again, I want to thank everyone for their continued support of NAILD – the last several months have been tough for almost everyone – personally and business. We appreciate your trust and belief that your relationship with NAILD is valuable. I look forward to seeing everyone in Panama City Florida this April! We will all be richer for the experience.

Steve J. Robinson, LC  
NAILD President 2009-2010