



National
Association of
Independent
Lighting
Distributors

FOR IMMEDIATE RELEASE

Media Contact:

Greta Cuyler, Media Relations

NAILD

609-297-2208

gcuyler@naild.org

**Headshot of speaker attached to press release

Baseball Legend Jim ‘The Rookie’ Morris to Headline Annual Conference

Texas Baseball Icon Inspires with True Tale of Achieving Impossible Dream

PRINCETON JUNCTION, N.J. — Dec. 16, 2015 –The National Association of Independent Lighting Distributors ([NAILD](http://www.naild.org)) announced today that Jim ‘The Rookie’ Morris will be the keynote speaker at its 2016 Annual Conference, April 10 – 13, 2016, at La Cantera Hill Country Resort in San Antonio, Texas.

The NAILD Annual Conference offers top lighting distributors and vendors from across the nation the experience of top-notch professional development and industry networking, while staying on top of current trends, best practices and new products.

The 2016 conference will be illuminated by Jim ‘The Rookie’ Morris — whose life story inspired the Walt Disney Pictures’ hit film of the same name starring Dennis Quaid. Morris was a 35-year-old teacher when, in an effort to motivate his rag-tag high school baseball team, he promised to try out for Major League Baseball if his team won a district championship. The team won and Morris followed through on his promise, throwing 12 consecutive pitches- at 98 miles per hour- during tryouts. Three months later, he achieved his dreams of pitching in the big leagues by striking out the first hitter he faced. And while his story takes place on a baseball diamond, it’s really a tale about life.

“The NAILD Annual Conference is the perfect forum for lighting professionals to gather to discuss the future of the lighting industry,” said Greg Ehrich, NAILD president. “Jim ‘The Rookie’ Morris will inspire attendees to achieve their dreams in the ever-changing landscape of the lighting industry.”

Two unique features at the conference will return this year: Organized Casual Conferences (OCCs) and the Product Sprint.

- The OCCs are the best way for NAILD members to get in front of new customers in an organized networking format. Exhibitors will have an opportunity for one-on-one introductions with distributors.
- During NAILD's Product Sprint, exhibitors will have an opportunity to showcase their newest products with distributors.

Morris' message about following one's dreams and having a game plan for success connects with audiences and will surely resonate with lighting distributors looking to create a path in an ever-evolving industry.

The NAILD Annual Conference is the meeting place for industry professionals to discuss changing technologies, developments, products and more. Lighting distributors and vendor manufacturers go to the conference year-after-year to continue their professional development, grow their networks and strategize with colleagues on emerging business topics.

For more information on NAILD's Annual Conference, visit www.naild.org/events/annual-conference.

To learn about Jim 'The Rookie' Morris, visit: www.speakinc.com.

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About The National Association of Independent Lighting Distributors (NAILD)

Founded in 1977, The National Association of Independent Lighting Distributors (NAILD) is a non-profit trade association made up of specialty lighting distributors and vendor/manufacturers of lighting goods and supplies used in the operation of specialized lighting distributors. NAILD's mission is to provide its members the opportunity to grow their businesses profitably through education, networking, and technology. For more information, visit www.naild.org.

About Jim 'The Rookie' Morris

The Cinderella story of Jim Morris serves as testimony to the power of dreams and their ability to inspire and transform human life. Jim Morris's meteoric rise from 35 year-old high school teacher to flame-throwing major league pitcher in 3 months, made cinematic history with the release of The Rookie starring Dennis Quaid. Morris lives with his family near San Antonio and travels the world as an inspirational and motivational speaker. His story has become an inspiration to anyone interested in living their dreams.