

AAiLA

# THE TIMES OF LIGHTING

A NEWSLETTER FOR THE MEMBERS OF AAILA



## FOUNDER'S CORNER

### WHY NOW?

[Jay Andrews](#) shares some of the motivations for creating AAILA in [Why Now?](#) and explores some reasons for lighting agents and manufacturers to consider becoming Founding Members before LEDucation 2022.

## MEMBERSHIP

### WHO ARE WE?

AAILA launched this month and our membership is growing. Check out the growing list of member agencies and manufacturers supporting professionalism in the commercial lighting sales channel here: [AAILA members listing](#)

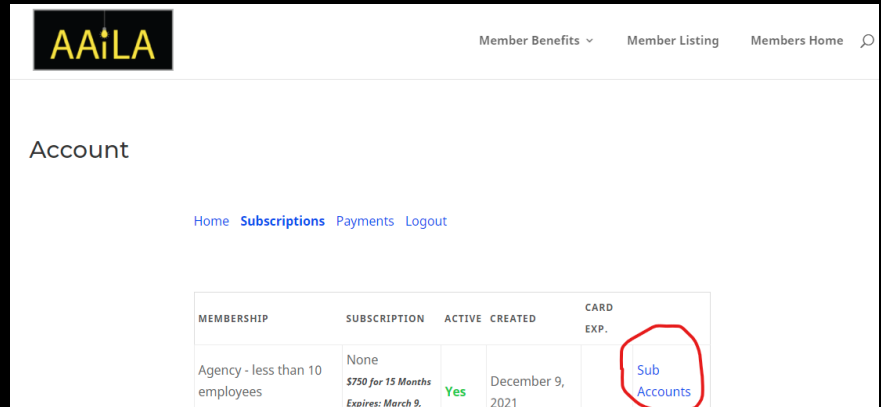
## CONTENT CORNER

### “SELLING LIGHT” SERIES

A top priority for AAILA is creating content to help lighting sellers. In “Selling Light” we seek to understand current lighting topics from an informed and non-proprietary POV. Together with [The Lighting Agora](#) we’re creating the first modules in this series to be consumable on demand.

## AGENT PRINCIPALS

Your membership is good for your whole team. Remember to add your roster to your member record so that each member of your sales team can enjoy the benefits of membership too!



# LIGHTING SALES 101

## AAILA CREATING "LIGHTING SALES 101"

Agents and Manufacturers train many people from other backgrounds to enter the lighting world. In collaboration with [The Lighting Exchange](#), AAILA is creating content modules that will be an on-ramp for new lighting sales recruits to learn about professional lighting sales. This online content will cover topics such as: the basics of lighting for salespeople, professional sales tools for lighting, and how the various lighting customers are unique.

If you're interested in being a part of the EDUCATION committee, please contact us at [info@lightingagents.org](mailto:info@lightingagents.org)

## INDUSTRY STANDARD CONTRACT?

AAILA is creating a Contracts Committee to create industry standard agreements that can be used by manufacturers and their agents to make the legal landscape more consistent saving time and money for both parties.

**IF YOU ARE INTERESTED IN BEING A PART OF THIS COMMITTEE, PLEASE SEND AN EMAIL TO: [info@lightingagents.org](mailto:info@lightingagents.org)**





## US LIGHTING TRENDS FEATURES AAiLA

Many thanks to [Linda Longo](#) for the nice write-up in [US Lighting Trends](#). She tells some of the backstory about how cofounders [Billy Hodges](#) and [Jay Andrews](#) were connected by [Al Uszynski](#) of [Inside Lighting](#). Check it out here:

## New American Lighting Rep Org Launches

## Coming Soon: Board of Directors

BOARD OF DIRECTORS TO BE FORMED IN 2022

### Possible Positions (subject to change)

- Past President
- President
- Treasurer
- Secretary
- Education Committee Chair
- Legal Committee Chair
- Events Committee Chair
- Membership Committee Chair

### Committees (subject to change)

- Executive Committee
- Membership Committee
- Education Committee
- Legal Committee
- Events Committee

## AAiLA

Focused on a more effective and professional commercial sales channel for the whole of the lighting industry.

**THANK-YOU TO OUR EARLY ADOPTER FOUNDING MEMBERS!**

December 2021 Founding Members

**EARLY ADOPTER FOUNDING MEMBER AGENTS:**CM Buck & Associates, IncCoresentialDigital FilamentsCAL+DNext Generation LightingGenesis LightingLight Build DesignLGIInfinity Architectural LightingLightspecO'Blaney Rinker AssociatesALESCOVisionz Architectural ProductsDavis & Associates Inc.**EARLY ADOPTER FOUNDING MEMBER MANUFACTURERS:**Ascenti LightingNanometer LightingInsight LightingLumux LightingDWM HoldingsPenn Globe**“FOUNDING”, “SUSTAINING” AND “ALA CARTE”  
SPONSORSHIPS AVAILABLE**

Our sponsors believe a professional & well-trained sales channel adds value to the lighting industry. Our sponsors want to support the networking, training, certification, and promotion of professional lighting salespeople at agencies and manufacturers.

TO BECOME A SPONSOR please contact [info@lightingagents.org](mailto:info@lightingagents.org)