



THE TIMES OF LIGHTING

A NEWSLETTER FOR THE MEMBERS OF AAILA



FOUNDER'S CORNER

HOW CAN WE HELP?

Several [#FoundingMembers](#) have expressed an interest in [#volunteering](#) in some capacity with AAILA. The initial board will be installed this year and we plan to announce open [Committee Positions](#) next month.

Interested in [#volunteering](#)? Please send an email to: info@lightingagents.org

MEMBERSHIP

WHO ARE WE?

AAILA launched at the end of 2021 and our member numbers are growing steadily. [#JoinUs](#) before LEDucation to be a [#FoundingMember](#). This is the [#OneChance](#) for a new member to earn that designation.

[AAILA members listing](#)

CONTENT CORNER

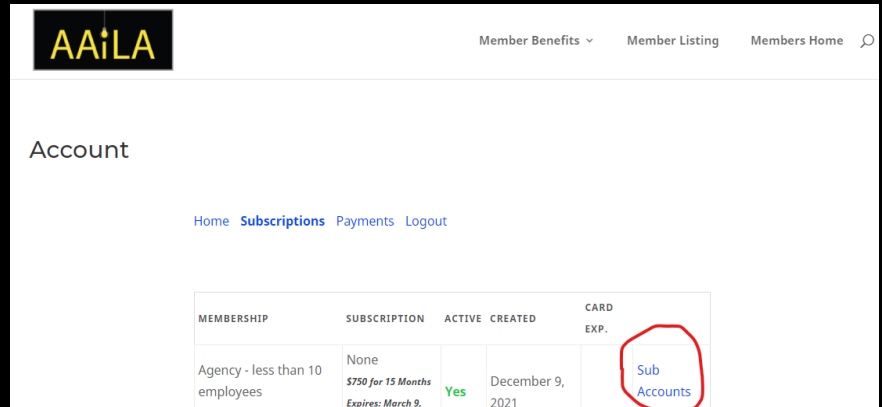
FIRST EPISODE OF THE "SELLING LIGHT" SERIES WITH DAN BLITZER FINISHES PRODUCTION

Together with [The Lighting Agora](#) AAILA's first content is produced and available in your Member Portal. Guests [Shirley Coyle](#), [Bob Parks](#), & [Leni Schwendinger](#) discuss "selling light" for the nighttime environment.

[#FoundingMemberBenefit](#)

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!



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.

LIGHTING AGENT 101

If you're interested in being a part of the EDUCATION committee, please contact us at info@lightingagents.org

INDUSTRY CONTRACT STANDARDS?

AAILA is creating a Contracts Committee to create industry standard contract language 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





TRENDS FEATURES AAILA

Many thanks to [Al Uszynski](#) for the opportunity to answer [Inside Lighting's #5BigQuestions!](#) Check it out here:

[5 Big Questions: The Association for Lighting Agents](#)



Thank-you SPONSORS!



THE LIGHTING EXCHANGE[®]

FOUNDING BOARD

BOARD OF DIRECTORS TO BE FORMED IN 2022

Committees Forming

NOMINATE OR VOLUNTEER BEFORE MARCH :

- EDUCATION COMMITTEE
- CONTRACT COMMITTEE
- EVENTS COMMITTEE
- MEMBERSHIP COMMITTEE

AAILA

FOR THE PROFESSIONAL ADVANCEMENT OF OUR INDEPENDENT SALES REPRESENTATIVES AND THE LIGHTING AND CONTROLS MANUFACTURERS WE REPRESENT.

THANK-YOU TO OUR FOUNDING MEMBERS!

FOUNDING MEMBER AGENTS:

<u>ALESCO</u>	<u>Fisher Lighting and Controls</u>	<u>Metro Area Sales Inc</u>
<u>ASI Lighting</u>	<u>Genesis Lighting</u>	<u>Mid-Atlantic Lighting</u>
<u>Bell & McCoy</u>	<u>Infinity Architectural Lighting</u>	<u>Next Generation Lighting</u>
<u>CAL+D</u>	<u>KSA Lighting & Controls</u>	<u>O'Blaney Rinker Associates</u>
<u>CM Buck & Associates, Inc</u>	<u>LGI</u>	<u>Professional Lighting Services</u>
<u>Coresential</u>	<u>Light Build Design</u>	<u>Slater Lighting</u>
<u>Davis & Associates</u>	<u>Lighting Environments</u>	<u>Stevens Sales Company</u>
<u>Digital Filaments</u>	<u>Lightspec</u>	<u>Visionz Architectural Products</u>
	<u>Litesource LLC</u>	

FOUNDING MEMBER MANUFACTURERS:

<u>Ascenti Lighting</u>	<u>ETi Solid State Lighting</u>	<u>Lux Illuminaire</u>
<u>Barn Light Electric</u>	<u>Evluma</u>	<u>McWong Lighting Controls</u>
<u>Beghelli USA</u>	<u>Global Lighting & Controls</u>	<u>Nanometer Lighting</u>
<u>BETA-CALCO</u>	<u>Heper</u>	<u>Penn Globe</u>
<u>Cree Lighting</u>	<u>ILLUMUS</u>	<u>Prudential Lighting</u>
<u>Designplan Lighting, inc.</u>	<u>Insight Lighting</u>	<u>United Lighting Standards</u>
<u>ERALUX</u>	<u>Lumux Lighting</u>	<u>Verozza Lighting</u>

SPONSORSHIPS AVAILABLE FOR COMPANIES SEEKING TO CONNECT WITH LIGHTING AGENTS AND MANUFACTURERS

Our sponsors believe a professional & well-trained sales channel adds value to the lighting industry. Our sponsors seek to bolster relationships with 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