



# AAiLA

## THE TIMES OF LIGHTING

A NEWSLETTER FOR THE MEMBERS OF AAILA



**LEducation 2023 is right around the corner - be sure to join us on Monday, March 6!**

LEducation will be held in-person March 7-8, 2023, at the New York Hilton Midtown hotel in New York City. AAiLA is once again exhibiting and hosting a member-only event on Monday. Agency Principals are invited to join us for some expert education featuring Daniel Beederman (learn more on the next page).

Principals should plan to join us around 1:30 pm and then at 5:00 pm, we welcome our Manufacturer Members for cocktails and apps. Registration is free and only available to AAiLA Members, register today! <https://lightingagents.org/march-member-exclusive-event/>  
(Pictured above is our inaugural event in 2022.)

Some of the biggest names in the industry are confirmed to exhibit, including many AAiLA manufacturer members. For more information on AAiLA membership visit, <https://lightingagents.org/>



**Daniel Beederman - Attorney**

### **AAILA Member Exclusive Featured Speaker**

AAiLA is bringing an important presentation to agency principal members on Monday, March 6, 2023 located in the New York Hilton Midtown, home of LEDucation.

Daniel Beederman, an attorney with 40 years experience counseling independent sales representatives will present, *“Achieving and Maintaining Success as a Sales Representative - A Two-Part Presentation”*.

You must register to attend this exclusive event and the AAiLA Networking Reception held the same evening.

<https://lightingagents.org/march-member-exclusive-event/>



**Sarah Hagy - Executive Director**

### **Founders Appoint New Executive Director for AAILA, Meet Sarah Hagy, CAE**

AAILA is growing! We're pleased to welcome Sarah Hagy as our new Executive Director. Sarah brings us a wide breadth of association management experience, having represented a variety of trade associations over her nearly 20-year career. A Certified Association Executive since 2012, Sarah currently serves as the Board President for her local professional association, the Mid Atlantic Society of Association Executives. Be sure to stop by and meet Sarah either at the Member Exclusive Event on Monday, March 6 or at the AAILA table at LEDucation.

Contact Sarah:

[sarah@lightagents.org](mailto:sarah@lightagents.org)

(215) 200-6404

## Welcome New Members

- Traxon e:cue
- Illumination Technology Group
- Empire Lighting, a Division of Thea Enterprises
- City Lighting Representatives
- *Your Company Name Here*

## AAiLA Member Benefits

- Agency 101 Series Webinars
- Industry News
- Member Exclusive Events at LEDucation & Lightfair
- Volunteer Opportunities
- Member Discounts

To review member benefits and join AAiLA, visit

<https://lightingagents.org/member-benefits/>

## Join the AAiLA Board of Directors!

The next phase of AAiLA is upon us – it is time to build our governing board! AAiLA Founders are seeking interested members, either agency principal or manufacturer members, to volunteer their time and talents to help shape the future of the lighting sales channel. Maximize your membership investment by getting involved at the leadership level of AAiLA, where you'll be part of a team that will ensure the association will thrive for years to come.

Self-nominations are encouraged! Interested candidates should contact [Jay Andrews](#) or [Billy Hodges](#) to learn more.

# AAiLA Welcomes New Gold Sponsor, Casambi

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