



April 20th, 2020

To our colleagues, fellow associations, competitors, and friends,

In these unprecedented times, we at NAILD want to remind this industry to lobby governments and legislators to consider assigning or making available stimulus funds to aid in the improvement of our national lighting infrastructure. While there are many reasons that lighting-related infrastructure is a good investment for the country, we see the following three as strong starting points to begin the conversation:

1. Lighting has the best ROI and fastest payback of any infrastructure investment. It is also the easiest to verify, and benefits a host of stakeholders, including:
 - a. Whoever pays the electricity bill will receive immediate financial returns;
 - b. The people accessing the space enjoy an improved experience;
 - c. The utilities and generators have reduced demand and consumption;
 - d. And society as a whole benefits because reduced energy consumption means less pollution.
2. Furthermore, our industry has the measurement and verification framework already in place. Governments and legislators can rest assured that electrical utilities have existing programs that can simply be funded without having to be set up. Unlike many other industries, the lighting sector has decades of experience managing the distribution of funds through a network of utilities, engineers, distributors, contractors, and consultants.
3. Finally, lighting is critical infrastructure and fundamental to our national security and sovereignty. And the timing couldn't be better with the emergence of Bluetooth mesh and other wirelessly addressable lighting technologies. Stimulus related improvements to lighting infrastructure can be the platform for the "Internet of Things".

Governments and legislators everywhere need to know that our industry is ready and that every dollar spent on lighting related infrastructure will serve our nation well into the future. Please join our efforts to ensure our industry contributes in every way it can to the recovery of our nation.

Spencer Miles,
President, The National Association of Innovative Lighting Distributors