

SCHEDULE, SPEAKERS AND PROGRAMMING

All times are displayed in the Central Time Zone.

Monday, October 5

- 12:30 p.m. Virtual Doors Open
(Login early to ensure no issues or downloads are needed.)
- 1:00–1:55 p.m. Burning Shield
Jason Schechterle, <https://burningshield.com/>
- 1:55—2:15 p.m. Break
- 2:15–3:00 p.m. UV Lighting, *Jeannine Fisher Wang, PE LC, Director Technology Solutions, Acuity Brands; Ron C Schimmelpfenning, Vice President Technology Solutions, Acuity Brands; Bernard J. Erickson, CLEP, LC, CLMC, IES Emeritus, Executive Vice President, Facility Solutions Group; Frank Agraz, Jr., LC, Senior Director of Strategic Initiatives, Eco Engineering, Inc.*
- 3:00–4:00 p.m. Break
- 4:00–5:00 p.m. Networking Event and Game - It's 5:00 Somewhere Happy Hour

Tuesday, October 6

- 12:30 p.m. Virtual Doors Open
(Login early to ensure no issues or downloads are needed.)
- 1:00–2:05 p.m. The New Normal: Five Patterns that Will Change and Five that Might,
Chris Kuehl, Ph.D., Managing Director, Armada Corporate Intelligence
- 2:05–2:35 p.m. NALMCO State of the Association and Installation of Officers
- 2:35–3:20 p.m. Selling in a Recession: Put the Wind Back in Your Sales™
Mark Jewell, President, Selling Energy

THANK YOU NALMCO SUPPORTERS

We thank those who committed to sponsoring the 67th Annual Convention & Trade Show through the pivot to a virtual event and who committed to continuing supporting NALMCO's 68th Annual Convention & Trade Show, October 10–13, 2021 in ChampionsGate, Fla.

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Burning Shield, Jason Schechterle, <https://burningshield.com/>



Growing up, Jason had one dream - to serve as a Phoenix Police Officer. Inspired by his brother and the tragic loss of a local law enforcement hero, Jason worked persistently towards his dream.

After serving four years in the Air Force, at the age 26, Jason achieved his goal to work on the streets of Phoenix as a rookie police officer. Then, only 14 months into what was supposed to be a life-long career, Jason's life took an unexpected tragic turn.

On the night of March 26, 2001, a taxi cab, traveling at over 100 mph, crashed into the rear of Jason's patrol car. Upon impact, Jason's car burst into flames, trapping him inside.

Through a series of miraculous and fateful circumstances, Jason survived the crash and ensuing physical and emotional catastrophe. He suffered severe burns to over 40% of his body which drastically altered his appearance. He has undergone more than 50 surgeries just to have the ability to accomplish simple daily tasks we often take for granted.

Jason's journey chronicles his fight for life, his triumph over tragedy and the inspiration that enables him to continue to overcome unimaginable adversity. His personal narrative exemplifies that the power of the human spirit can never be underestimated or extinguished.

His story is one of life, rebirth, and transformation. Jason represents the human experience at its very best - an ascent from despair to describing himself as the luckiest person alive!

UV Lighting, Acuity Brands Lighting and Panel of Experts

Jeannine Fisher Wang, PE LC, Director Technology Solutions, Acuity Brands

Ron C Schimmelpfenning, Vice President Technology Solutions, Acuity Brands

Bernard J. Erickson, CLMC, CLEP, LC, Regional VP North East, Facility Solutions Group

Frank Agraz, LC, MIES, Senior Director of Strategic Initiatives, Eco Engineering

An in-depth overview of UVC/Germicidal lighting focusing on UV energy, differences between wavelengths, effectiveness vs exposure time, potential harm and variability. Things to be aware of when choosing a UVC/Germicidal source and practical advice provided by General Members who have been successful in these projects. The format will be 25-minute technology overview and 20-minute practical application overview with a continuous Q&A stream throughout.



Jeannine's 30+ year career has emphasized lighting technology, application and design in a comprehensive combination of product design & engineering, marketing, communications, market transformation and leadership roles. She currently holds the position of Director Technology Solutions for Acuity Brands and is based in Oakland, California, where Jeannine has a leading role in accelerating market adoption of cutting-edge design platforms such as OLED Lighting, Circadian and Dynamic Lighting, and UV Light Disinfection Technology. Ms. Wang earned her Bachelor of Architectural Engineering from Penn State University in 1987 and a Masters of Business Administration from Dominican University of California in 2002. She is a Registered Professional Engineer (PE) in California, electrical discipline, and Lighting Certified (LC) by the National Council on Qualifications for the Lighting Profession (NCQLP).

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Ron Schimmelpfenning is currently Vice President Technology Solutions for Acuity Brands. Based in Winona, Minnesota, Ron leads a diverse team responsible for custom architectural lighting solutions as well as technology innovation and market transformation. Ron has over 35 years of experience in lighting design and manufacturing. Ron leads a team to design, estimate, and engineer Winona custom lighting projects as well as modifications to standard products for the Peerless, Mark, Hydrel, Healthcare Lighting and Winona brands. He continues to hold a key role in business management, technology and innovation for Acuity Brands. Ron is frequently a featured speaker at Acuity Brands' Center for Light & Space education and training events as topic expert in Custom Lighting, OLED & LED Technology, Dynamic Lighting, and Integrated Power Distribution and Control Systems, and UV Light Disinfection Technology. He has also been an invited speaker at numerous local and national events sponsored by organizations such as the Illuminating Engineering Society, the Designers Lighting Forum, LightShow West and Strategies in Light.



Bernie Erickson has over 40 years of experience in the electrical industry. He has successfully re-lit many Fortune 500 company facilities throughout the United States, with projects in the public and private sectors. Bernie currently serves as President and member of the board of NCQLP.



Frank Agraz has worked in the energy efficient lighting community for 27 years and is currently Senior Director of Strategic Initiatives at Eco Engineering. He is responsible for improving the customer experience by enhancing the company process and raising awareness of Eco Engineering as a leading design-build lighting retrofit provider. Prior to his current role, he founded Maneri-Agraz Enterprises, a national turnkey energy services company. Mr. Agraz is Lighting Certified by the NCQLP and is currently its Exam Committee Chair, the group that develops and maintains the content of the annual exam. He serves on the board as an At-Large Director for the Illuminating Engineering Society. Mr. Agraz graduated from Texas A&M University with a BS in Industrial Distribution.

The New Normal: Five Patterns that Will Change and Five that Might, *Chris Kuehl, Ph.D., Managing Director, Armada Corporate Intelligence*

The five areas that will see change (in my estimation) will be

- global supply chain,
- employment patterns,
- use of technology for work and at home,
- role and reach of government and
- status of globalization.



The five patterns that might change may be

- consumer behavior,
- the state of capital and lending markets,
- the role of education and training,
- political direction and orientation and
- the role of the medical community.

This one presentation is designed to be more forecast centered and to pose strategic questions as opposed to reporting on the latest nuance in the economy and the latest development in the virus battle.

Chris Kuehl, Ph.D. provides forecasts and strategic guidance for a wide variety of clients around the world. He is the chief economist for several national organizations and is a regular speaker at the NALMCO Annual Convention & Trade Show. Chris is the author of Business Intelligence Briefs and Executive Intelligence Briefs, both publications from Armada and found online, <https://www.armada-intel.com/publications>. Prior to starting Armada in 1999 he was a professor of economics and finance for 15 years – teaching in the US, Hungary, Russia, Estonia, Singapore and Taiwan. He holds advanced degrees in economics, Soviet studies and East Asian studies.

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NALMCO State of the Association and Installation of Officers

Important NALMCO updates pertaining to the organization and leadership will be given and let's congratulate our outgoing and incoming Board of Directors!

Selling in a Recession: Put the Wind Back in Your Sales™, Mark Jewell, President, Selling Energy

When it comes to reacting to what is happening in the economy today, you have two choices. Give up or step up. Outside sales professionals will need to prospect for and close business deals remotely. Inside sales professionals will need to engage and motivate distracted prospects and customers. Customer service and other support staff will need to “embrace their inner sales professional” so they can help drive revenue. As keen observers of the previous three recessions will attest, many top performers not only prevailed, but also gained market share despite the turbulence. This fast-paced session will provide actionable tips to “put the wind back in your sales” so that you can continue to create value for your customers. Learn the importance of



- Remaining optimistic, motivated, and focused to win
- Prevailing despite multiple constraints, such as social distancing and spending freezes
- Making the switch from outside sales to inside sales
- Changing from reactive to proactive sales approaches
- Using downtime to “sharpen the saw” and plant seeds for future quarters
- Reframing your solutions to match specific challenges your prospects are facing today
- Revitalizing ignored, stalled, or rejected proposals
- And much, much more!

Mark Jewell is an internationally recognized subject matter expert, coach, speaker and Wall Street Journal bestselling author focused on selling building-related solutions. He is a two-time recipient of the prestigious Stevie Award® for Sales Training or Education Leader of the Year. His company, Selling Energy, appeared on Selling Power magazine's list of Top 20 Sales Training Companies. Over the last 25 years, Mark has influenced building-related decisions in more than three billion square feet of real estate. Mark received his B.S. in Economics and Finance from The Wharton School at the University of Pennsylvania.