



“As the director of online retail for Quozel Lighting, I appreciate platform the ‘YE’ provides. It offers an opportunity to casually meet with younger, talented counterparts. Today’s consumers shop with no boundaries, forcing our industry to meet new consumer expectations. Most solutions will generate from the younger generation with the guidance and experience of our lighting veterans.”

— **Michael Van Derlofske**, Quozel, Goose Creek, SC



“The ALA’s Young Executives Under 40 group is highly beneficial to lighting professionals in this age bracket. I attended my first ALA Conference when I was 19, and now I am 25 years old with four ALA Conferences under my belt. During the conferences, the Under 40 group has offered tremendous opportunities to help break the ice, network, and meet with our peers in a special, relaxed, environment. Young lighting professionals from manufacturers, showrooms, and rep agencies build relationships and share important information that helps promote all of our businesses and careers. We discuss a wide range of topics including sales, marketing, manufacturing, and more, and I found the experiences and the new relationships that result from them invaluable.”

— **Max Cohen**, Meyda Lighting, Yorkville, NY



“The primary benefit to me of being involved in a group like Young Executives is connecting with peers in my age group who are all as passionate about lighting, design, and the retail experience as I am. Our backgrounds are so varied that there is something to learn from everyone, and so many of the Young Executives have great new ideas about running a lighting showroom! Combining the fresh perspectives with our ‘Old School’ information learned over the years is a great combination of ideas and perspectives and has led to some successes for us, especially in terms of marketing.”

— **Lisa Dixon**, Pace Lighting, Savannah, GA



“Being part of the Young Executives helps to keep you connected to your peers who share your same interests in business. It allows for opportunity to see how others are promoting product and seeing what is working and what is not. We live a world that is changing fast; we need to keep up with changing ideas and new ways of doing business. The Young Executives Club is great way to stay connected. It helps me to lead the most successful firm in the Midwest.”

— **Carsten Doerner**, Doeren Sales & Associates, South St. Paul, MN