



National Electrical Manufacturers Representatives Association

News from NEMRA

April 2013

Data Management Services (DMS)

NEMRA's IT Division is now Processing Sales and Commission Reporting for over 150 Manufacturers

DMS is a subscription service that takes over the responsibility and burden of loading monthly sales data into your back office system, converting the myriad of spreadsheets you are currently wrestling with into valuable concise information. To manually load sales data it would take 2-3 hours on average per line per month.

DMS eliminates that burden.

DMS subscribers have the added benefit of professional assistance in building, generating and disseminating the reports you and your sales force find most beneficial.

NEMRA currently imports 150 manufacturer sales reports monthly for various representatives. Product weights can now be loaded as part of the DMS import process.

IRIS QuickBooks Interface (IQ)

NEMRA Reps Please Take Note Two Weeks Until MRPAR Deadline!



The April 30th deadline to submit your MRPAR spreadsheet is quickly approaching.

All NEMRA Representative Members who participate in MRPAR receive a free Rep Agent Profile Report summarizing the results of the data submitted by all participating firms.

You also have the choice of purchasing your own Personalized Report for \$275. The Personalized Report breaks the data down by agency size, warehousing vs. non-warehousing, by geographic region...giving you a good comparison to firms with similar characteristics as yours.

To Download the MRPAR Spreadsheet click here:
[MRPAR Spreadsheet](#)

If you have any questions about MRPAR or need assistance filling out your MRPAR spreadsheet, please contact the **Profit Planning Group (PPG)** at surveys@profitplanninggroup.com or **(303) 444-6212**

If you need further information about MRPAR please contact NEMRA headquarters at (914) 524-8650.



**NEMRA is pleased to
announce that the following**

NEMRA IT showcased its new interface with QuickBooks at the NEMRA Conference in Chicago.

Since then IQ has been rolled out to a group of field testers who have reported excellent results. IQ allows reps to maintain inventory, create and process orders in the IRIS system and upon completion seamlessly pass the order to QuickBooks for customer billing. A full roll out of IQ is expected by May 15th.

If you would like additional information or to see a demonstration of IQ please contact:

Jim Bannon at
(914) 524 8660 ext 201 or
jim@nemra.org



RepFiles LLC *What's New....*

RepFiles, LLC is pleased to announce the release of our online Plugin Manager with Secure Plugin Creation support. Now, Plugins can be created by content administrators directly from the RepFiles website at will, allowing for secure content delivery to individuals, companies, or user groups. This new feature will launch May 1st and be made available to existing RepFiles administrators upon request. Training is

**firms have recently joined our Association.
Please extend a warm welcome to these leading firms:**

NEMRA

Associated Representatives - Midvale, UT
Carter, Buck, Jordan and Associates - Raleigh, NC
Certified Electrical Sales LLC - Ambler, PA
Cooper Electrical Sales - St. Louis, MO
Donahue Sales, Inc. - Oceanside, CA
GOTTOGO Electric, Inc. - Leroy, NY
Illuminations Sales Reps - Salt Lake City, UT
Interwest Electrical Sales - Sandy, UT
LEADS Associates, LLC - Albuquerque, NM
Mercer Sales, Inc. - Neenah, WI
Solutions Sales Inc. - Strongsville, OH
Total Control - Newton, PA

CEMRA

A.L.G. Sales - Brampton, Ontario
Bartel Networks Inc. - Ridgeway, Ontario
Brodwell Industrial Sales Ltd. - Calgary, Alberta
Electrical Sales Network - Mississauga, Ontario
SLR Marketing Inc. - Ville St-Laurent, Quebec

NEMRA Manufacturers Group (NMG)

ABB Inc. - New Berlin, WI
Eaton Corporation - Evansville, IN
Halex - Bedford Heights, OH
LEONI Cable Inc. - Sugar Land, TX
Ohyama Lights LLC - Pleasant Prairie, WI
SATEC - Union, NJ



2013 Conference Recap &

Conference Committee Update

NEMRA's 43rd Annual Conference in Chicago boasted record attendance of over 1,700. The Educational Session

available by appointment.

RepFiles is also pleased to announce the following companies delivering content publicly through RepFiles. Agents selling these lines must contact their Regional Manager for access credentials in order to have access to content.

[Please click here to access the list of Manufacturers utilizing RepFiles](#)

Please contact sales@repfiles.net or visit www.repfiles.net if you have questions.



Be sure to update your company profile in the NEMRA Locator

It is important for both Reps and Manufacturers to keep your locator listing updated. By doing so, NEMRA is able to reach its members with important communications regarding the annual conference, new member benefits, industry announcements and other important topics.

breakouts were filled to capacity with over 1,200 pre-registrants enrolled. There was a heavy emphasis on technology in our educational sessions for both manufacturers and representatives. Improving communication, negotiation skills and developing strategy were other key areas of educational focus.

The Conference Committee has started planning for the 44th Annual Conference in Atlanta, GA, February 4-8, 2014. NEMRA has surveyed the membership to gather feedback from the 43rd NEMRA Annual Conference so we can improve the 2014 Conference experience. The Conference Committee will meet monthly to discuss speaker selection, educational session content, and technology to improve the conference experience.

If you did not complete the conference survey and you have some ideas please email them to:

nemra@nemra.org



IMARK Recognizes Platinum & Gold Rep Firms

The IMARK Group Gold/Platinum program recognizes agency rep firms that were fully engaged with IMARK Group and its member companies throughout 2012. The IMARK Gold/Platinum program is not a minimum standards program. It is designed as a guide for IMARK agency reps that intend to make the most of their status as the sales representative for one or more IMARK preferred suppliers.

We are pleased to announce that 91 agency rep firms earned Platinum status and 7 agency rep firms earned Gold status.

[Click Here to View the 2012 Agency Rep Firms](#)



Creating powerful opportunities

To be successful requires a commitment to continuous improvement and the ability to adapt to the complexities of today's market.

To keep pace and confront the current market challenges, we need

Please take a moment to update your company listing.

If you require assistance the NEMRA Staff are here to help!

Please call or email:

(914) 524-8650

nemra@nemra.org

NEMRA Future Conference Venues

2014

Atlanta Marriott Marquis

265 Peachtree Center Ave
Atlanta, GA 30303
Tel: (404) 521-0000
February 5 - 8, 2014

2015

Hilton San Diego Bayfront

1 Park Blvd.
San Diego, CA 92101
Tel: (619) 564-3333
January 28 - 31, 2015

2016

Hilton Anatole

2201 North Stemmons Freeway
Dallas, TX 75207
Tel: (214) 748-1200
February 3 - 6, 2016

2017

Marriott World Center

8701 World Center Drive
Orlando, FL 32821
Tel: (407) 239-4200
February 1 - 4, 2017

to be better educated and more highly trained. NEMRA is leading the way with programs and services to ensure that our members continue to thrive in the future.

To ensure the growth and strength of our industry, the NEMRA Educational Foundation has created the Empower Tomorrow Fund. Your generous tax deductible contribution will help us broaden our educational offerings for manufacturers and representatives, fund important industry research, and attract and mentor the next generation of outsourced sales professionals.

Please look for the Empower Tomorrow Fund mailer or access the donation form via our website at:

Empower Tomorrow Donation Form

Thank you for your support!

2013 Scholarship Donors & Recipients



NEMRA would like to recognize and thank the following individuals and organizations for their generous contributions to the NEMRA Educational Scholarship Foundation.

Individual Contributors:

Ms. Cathy Egan - In Memory of Donald & Eleanor Egan
Mrs. Nancy Egan Young - In Memory of Donald & Eleanor Egan
Lawrence Rodgers, Jr.

Representatives:

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Congratulations to the 2013 NEMRA Scholarship Recipients
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