

## Data Management Services (DMS)

What is DMS?

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 122 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 IT is looking for early adopters for its IRIS QuickBooks interface (IQ). This new program allows reps to create and process orders in IRIS and upon completion seamlessly pass the order to QuickBooks for accounting purposes.

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

Jim Bannon at  
(914) 524 8660 ext 201 or  
[jjim@nemra.org](mailto:jjim@nemra.org)



## "Connect in Chicago"

### Register Now for the 43rd NEMRA Annual Conference!

Sheraton Chicago Hotel & Towers  
January 30 - February 2, 2013

With over 900 attendees already registered you won't want to miss this fabulous educational and networking opportunity!

If your spouse/significant other is traveling to the conference with you be sure to tell them about the fantastic spouse program we have arranged in Chicago!

*Join James Beard Award Winner, Bravo Top Chef Finalist, Spiaggia Chef and Partner Tony Mantuano and his team of sous chefs for an exclusive NEMRA cooking class and luncheon at his nationally acclaimed restaurant on Michigan Avenue.*

[To View a Full Conference Agenda](#)

If you have any questions pertaining to the 2013 NEMRA Annual Conference in Chicago please contact:

Kirsty Stebbins  
NEMRA Headquarters  
Manager of Marketing and Member Services  
(914) 524-8650 ext. 103  
[kstebbins@nemra.org](mailto:kstebbins@nemra.org)



NEMRA is pleased to  
announce that the following  
firms have recently joined our Association.



## 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.

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](mailto:nemra@nemra.org)



## Email Newsletters Made Easy

Have you ever wanted to create newsletters for your customers, but couldn't find the time or had difficulty creating the content?

ElectricSmarts has taken the

Please extend a warm welcome to these leading firms:

### NEMRA

Bay Electrical Solutions, LLC - Glendale, WI  
Berry Sales - Milwaukee, WI  
Electrical Solutions & Design - Elk River, MN  
Franklin Sales - Port Richey, FL  
GM Sales - Louisville, KY  
Lone Star Lighting, Inc - San Antonio, TX  
Midwest Equipment Company - Cedar Rapids, IA  
Mountain States Agency - Bernalillo, NM  
Moriarty Sales Agency, Inc - Lake Ronkonkoma, NY

### NEMRA Manufacturers Group (NMG)

Atlas Lighting Products, Inc - Burlington, NC  
Eaton Corporation - Evansville, IN  
Keystone Technologies, LLC - Ambler, PA  
NewBasis - Riverside, CA  
OEL Sales - Palmer Lake, CO  
Service Wire Company - Culloden, WV  
Superior Essex Energy - Atlanta, GA  
Unistrut - Harvey, IL  
Zeus Battery Products - Bloomingdale, IL

## Board of Directors Meeting Recap



Your NEMRA Board of Directors recently held their Fall meeting in Boston. It was a completely full agenda touching on NEMRA operations and finances, the annual conference, and key programs and services.

Some highlights were:

- \* The 2011-2012 financial statements and the external audit report were reviewed and approved.
- \* NEMRA Service (iris) reported strong adoption rate of the new Data Management Service and a nice growth in the number of iris system users.
- \* Annual Conference registrations are very strong and well ahead of last year's pace. The new first time conference attendee option and the High Impact Sales Training are proving popular. Educational session registration also very strong. The Manufacturers' Best Practices course was filled in the first few days and is now waitlisted.
- \* Representatives from SalesForce.com presented a proposal for a NEMRA partner portal as part of our CRM and Sales Reporting project.
- \* The Board approved a new Constitution and By-Laws. This will be presented to the membership for approval.

challenge out of creating eNewsletters.

The only requirement is that you have an ElectricSmarts Content Partner link on your company website.

This takes minutes to set up.

If your manufacturers are working with ElectricSmarts their content will be available to populate your eNewsletters. You will be able to create an eNewsletter in less than 15 minutes.

Smart eBlast includes Feature Stories, Videos, New Product News, e-Learning and eCatalog content directly from Manufacturers Contact ElectricSmarts today to see how easy this is!

Pam Courtois  
[pcourtois@electricSMARTS.com](mailto:pcourtois@electricSMARTS.com)  
Phone: (877) 400-5991

Please access the following link for more details:  
Smart eBlast Flyer

## Call for Member News!

NEMRA would like to recognize it's members for any awards, recognitions, honors, and achievements received or anniversaries that take place.

Please send all news items to  
[nemra@nemra.org](mailto:nemra@nemra.org) for distribution.



\* Membership in NEMRA is growing with over 70 new representative and manufacturer members last year and the first quarter of this fiscal year.

#### *Pictured Above:*

Back row, left to right: John Satagaj - NEMRA Legal Counsel, William Devereaux - R/B Sales Corporation, Larry Jacob - New Century Sales, Roger Vaught - Atkore International, Mike Gorin, NEMRA Past Chairman - Gorin-Hopper-McCoy, Inc., Ken Hooper - NEMRA President, Scott Silvey - General Power & Control Corp

Front row, left to right: Mark Gibson, NEMRA Chairman - Agents Midwest, Gary Lessing - Ewing-Foley, Inc., Cindy Doherty - Intralec Electrical Products, Ltd., Tim Klinger - I-PRO, Inc., Greg Reynolds, Chairman/Elect - Flynn & Reynolds Agency, Inc., Greg Baker, Secretary/Treasurer - J.D. Martin Company, Inc., Joseph Henry - Cusick Electrical Sales, Inc.

### NEMRA Member Benefit - New Affinity



#### Program

As a member of NEMRA you receive many professional and business benefits. Now you can take advantage of a program that will benefit you personally as well.

Through NEMRA's AchieveLinks program you can earn *Links* loyalty points for items that you purchase online everyday, whether for business or personal needs. Similar to airline miles and hotel stays programs where you can earn 'Free' miles and nights when you travel, you earn *Links* through the AchieveLinks program that can be redeemed for unique and useful rewards.

[For Full Details Click Here](#)

### Health Care Insurance Planning Tool for NEMRA Members

As the Patient Protection Affordable Care Act (PPACA) changes the health care landscape it is going to present decisions for businesses of all sizes regardless of whether the business is required to accept certain responsibilities by law or not. While many pieces to the puzzle of what your business should do are still missing, and won't be known until the system is fully operational in 2014, it is not too soon to at least start thinking about the next steps for your business.

We are pleased to be able to provide you with a health care reform planning tool application:

<http://www.sblc.org/healthcare.htm>

This planning tool is designed to help you sort through the decision making process. It identifies some of the questions, concerns and effects that you need to consider as you move forward.

*This planning tool application is provided by NEMRA'S membership in the Small Business Legislative Council (SBLC), a long-time coalition of trade associations like*



*NEMRA that share a common commitment to the small business sector of the economy. No password is required, but this material is protected under copyright law and contains confidential information. It is for the sole personal, informational use of NEMRA members. It cannot be distributed, reprinted, quoted, retransmitted, or otherwise made public.*