

NEMRA



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April 2016

Financial Operating Report

Provides valuable benchmarking data to help analyze firm performance



NEMRA is pleased to announce that a new and improved Financial Operating Report, formerly known as MRPAR, is now available. Administered by Industry Insights, Inc., an industry leader in association reporting services since 1980 with over 200 association clients, the new report will tell you how your firm compares to the rest of the industry and help identify your company's strengths and weaknesses.

There is no charge to participate, it's easy to submit the data, and all data is kept in strict confidence.

Participants in the 2016 Financial Operating Report will receive:

- A copy of the full Industry-Wide Report
- A customized Company Performance Report with a "Graded Report Card"
- Access to interactive Online Reporting Tools

To get started, simply click on the button below to begin inputting your data. New this year, is the option of having the Industry Insights Financial Analysts transfer your company financial statements to this form for you, to the extent possible.

If you have any questions, please contact:

**Michael Becher, CPA and Vice President
Industry Insights**
Tel: (614) 389-2100 ext. 114
Email: mbecher@industryinsights.com

To Get Started →

2016 NEMRA Executive Development Program at Wharton

In This Issue:

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NEMRA Helps Grow Sales and Saves Time and Money with Technology Solutions for YOUR Industry



NEMRA-Network CRM:
Industry specific, fully integrated CRM designed for NEMRA rep firms and manufacturers for an annual expenditure as low as \$2,400.

For more information:
info@nemra-network.org •
Tel: (914) 848-7405

Independent Representatives Information System (iris):
Implement a custom business management

Don't Miss Out on This Exciting Learning Opportunity!



The 3 day program will be jointly designed between the Wharton program directors and NEMRA. Elements of existing Wharton program offerings and a customized NEMRA case study will be the basis for the curriculum. The custom case will be woven throughout sessions during the program.

The curriculum and case study will increase your knowledge and stimulate your thinking in all the functional areas of a business, including the following:

- Strategy Development and Strategic Thinking
- Marketing Analysis, Brand Positioning, and Customer Insights
- Negotiation and Collaboration
- Leadership and Talent Development
- Managing Change

[Register Now →](#)

NEMRA Guidelines

Suggested contract language, templates for negotiating agreements, planning outlines, and more.



NEMRA publishes a series of Guidelines designed to help representatives and manufacturers improve and enhance their business relationships.

Our most recent member guideline will assist you with [Negotiating Agreements Between Sales Reps and Manufacturers](#).

Login to the Members Resource Center of the NEMRA Website to access all of these valuable guidelines.

Please contact NEMRA Headquarters for login credentials: 914) 524-8650 or nemra@nemra.org

[NEMRA Member Resources →](#)

Association Relationships NAED and NAILD Offer NEMRA Member Benefits

NAED

As part of our ongoing collaboration with NAED, NEMRA would

system for a little as \$2,400

For more information:
irisinfo@nemra.org •
Tel: (914) 524-8660

Sales & Commission Reporting:

Accurate sales figures and monthly commissions for a low fee of \$35 per line per month. A quick and inexpensive alternative to manual entry.

For more information:
salesimport@nemra.org •
Tel: (914) 524-8660

[Sales & Commission Reporting Subscribers →](#)



2017 NEMRA Conference Orlando, FL Save the date!

Join us in Orlando for the 2017 NEMRA Conference February 1-4, 2017

Conference registration will open September 12, 2016!



like to extend an opportunity for our members to participate in NAED's online training. NAED offers over 120 online training modules within their VIP Core training package that may be beneficial for employees looking to expand their knowledge in the industry. VIP Core includes industry-specific courses, as well as business skill courses that cover a variety of topics relevant to any industry.

Industry Specific Course Categories

- Ethics
- Finance
- Inside Sales
- Operations
- Outside Sales
- Product Knowledge
- Professional Development

[Click Here for the Full Catalog](#)

How to Enroll

If you or one of your employees would like to enroll in the NAED Learning Center, please contact Kirsty Stebbins via email kstebbins@nemra.org. The member cost for access to this training is \$279 per user (1 year). You will have access to the courses/curriculums within the VIP Core training package for a period of one year from the date of purchase/registration.

Once registered, you will be provided with a profile in the NAED Learning Center and receive a license code and launch instructions to access the training.
Don't miss out on this convenient training opportunity!

NAILD

NEMRA has partnered with **NAILD** to offer the Lighting Specialist I online training. Among the range of lighting training programs in the industry, NAILD's LS I Program offers a unique combination of expert technical instruction and hands-on field experience in real-life settings delivered through a user-friendly, self-paced, online approach. With nearly 40 years of expertise in helping today's most elite distributors, contractors, and lighting professionals grow their businesses profitably through education, networking, and technology, NAILD's LS I Program has been the training curriculum of choice for hundreds of successful lighting professionals since its introduction in 2007.

Whatever your role in the lighting industry-whether you're brand new to the field of lighting or just want to brush up on foundation concepts that will help keep your best foot forward-the LS I Program is the beacon that can light you and your customers' way to a brighter future.

Select the NEMRA Registration Button, Sign Up Now and use Promo Code NEMRA2015 to receive member pricing.

For more information, www.naild.org

Sign up Now!

Register Now →

Welcome to our New NEMRA Members

NEMRA Representative Firms

ElecTech LLC - Covington, LA
Engineer Sales Industrial - St. Petersburg, FL
Electrical Systems Solutions - Holbrook, MA

NEMRA Manufacturers Group (NMG)

ATG Electronics - Rancho Cucamonga, CA
Eaglerise Power Systems - Meridian, ID
EasyPower - Tualatin, OR

Halbar Industrial - Kirkland, WA
Hallmarketing Inc. - Lake Oswego, OR
JAG Electrical Sales - New Castle, DE
Lake Michigan Sales - Lake Zurich, IL
RE Fulsom Co Inc. - St. Louis, MO
Robert L. Prather Sales - Fort Mitchell, KY

Enerlites - Irvine, CA
Green Creative - San Francisco, CA
Kobi Electric - Burleson, TX
Orion Energy Systems - Manitowoc, WI
Plymouth Rubber Europa - Canton, MA
Power Bus Way Ltd. - Brampton, ON
ProBuilt Professional - Mundelein, IL
Rex Power Magnetics - Concord, ON
Specified Technologies, Inc. - Somerville, NJ


National Electrical Manufacturers Representatives Association

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