

# WHY JOIN NEMRA?

Membership in NEMRA® helps your sales professionals and independent electrical representatives become more efficient, more effective, more innovative, and more profitable.

"We've been involved with several programs, Rep of the Future, helps us identify what we need our reps to do and how to respond."

**Carrie Schwabacher**  
Orbit Industries

## Networking

- The NEMRA Annual Conference provides excellent opportunities for business development and networking with industry influencers, collaborators, and colleagues.
- NEMRA provides NMG members with opportunities to join a council or committee.
- NEMRA's RepConnect Service connects NEMRA representatives to manufacturers in a professional and ethical manner.

"It's an association that truly encourages and facilitates collaboration between its member representatives and manufacturers."

**Chuck Oldaker**  
Service Wire Company

## Education



NEMRA University offers a complete software platform for NMG members to securely distribute product training, access soft skills courses, and tailor an LMS for improved onboarding and development of representatives.



Earn CEUs through Professional Development Bootcamps while enhancing sales, relationship, and leadership skills through strategic and tactical training based on a proven system.



NEMRA is a founding supporter of the Manufacturers' Representatives Educational Research Foundation (MRERF), offering NMG members an exclusive Grow Sales with Reps (GSR) Workshop.

## Mentorship

- The NEMRA Scholarship Fund allows NMG members to contribute to the development of manufacturer members' children and employees, aiding in industry attraction for the next generation.



## Research

- NEMRA publishes a quarterly E-newsletter, highlighting member discounts, industry insights, updates from NEMRA service providers and other industry-relevant resources.
- NEMRA's exclusive white papers and industry research studies help representatives and manufacturers understand, improve, and enhance their businesses and partnerships.



## Advocacy

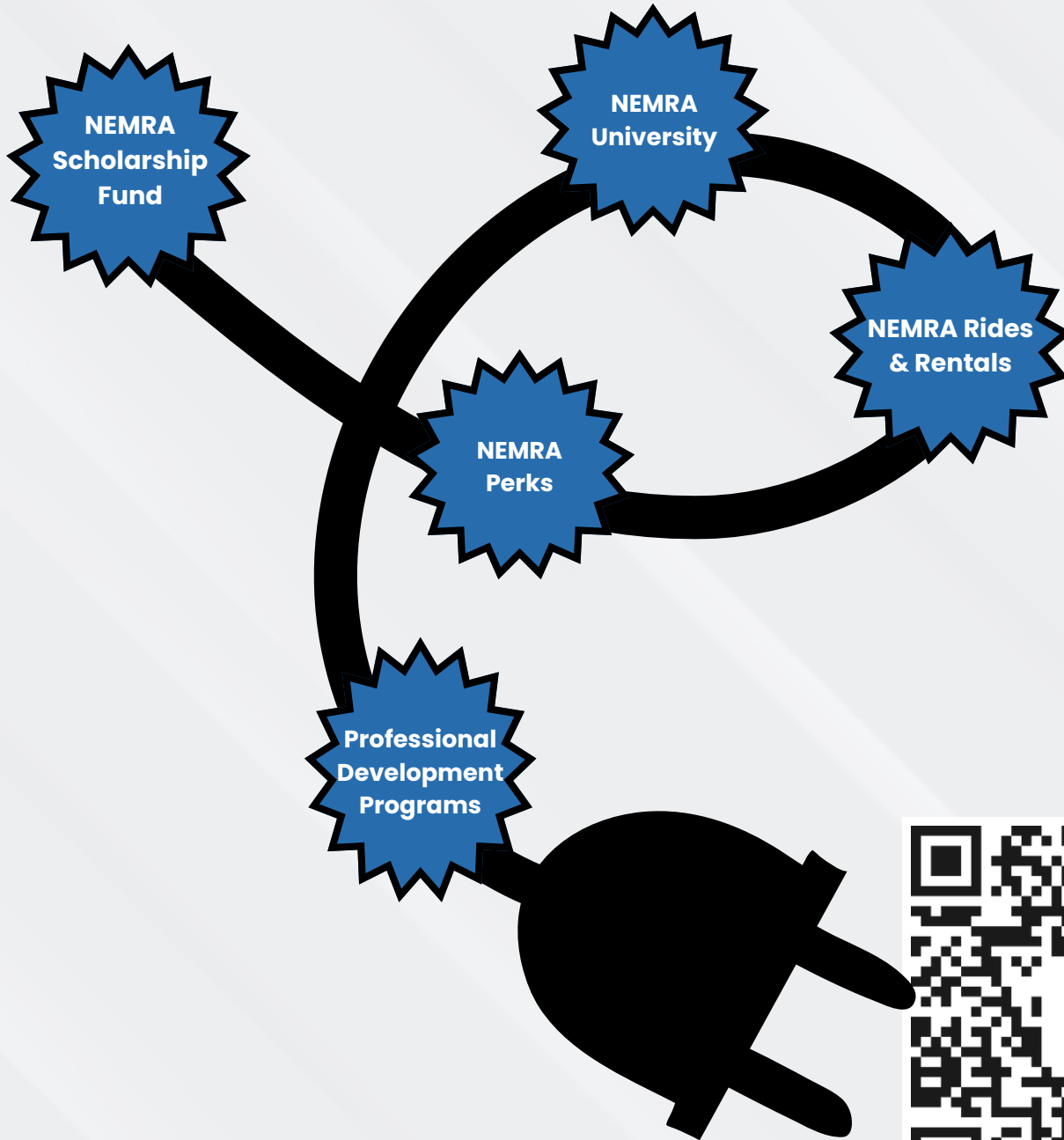
- We advocate on our members' behalf in Washington, D.C. through our partnership, involvement, and affiliation with the Small Business Legislation Council (SBLC).





# Charge Up Your Value

It pays to be a **NEMRA** Member



Your benefits are just a connection away...