



# Strength in Community

NAVIGATING **55** YEARS -  
*REFLECTING ON NEMRA'S MISSION*



NEMRA<sup>®</sup>



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

# Strength in Community

Through NEMRA, you have the opportunity to connect with like-minded individuals, access valuable programs, information, and resources.

"It's a little unique for a lighting manufacturer to have NEMRA Reps exclusively, but we know they are the best salespeople for our product line."

**Terri Dumas**  
RAB Lighting

"NEMRA is a community in which best practices are shared. It provides a safe space to discuss what's going well in the industry and how we should work together to address the challenges."

**Deni Miller**  
ABB

"NEMRA means professionalism. NEMRA means continuous education. NEMRA means networking."

**Tim Klei**  
Allied Group Sales

"If we didn't have NEMRA, when would the entire industry get together? NEMRA is first rate and always available when we need help."

**Wayne Goodwin**  
Electra Sales

"It's important to join and participate in an association like NEMRA where we get to shape the future of NEMRA, and improve our own network."

**Carrie Schwabacher**  
Orbit Industries

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

**Chuck Oldaker**  
Service Wire Company

# Statement of Purpose

**Cultivating** strategic partnerships and collaborations with sister associations.



**Advocating** for representatives.

**Creating** opportunities for representatives to grow, acquire, and learn new skillsets.



## STATEMENT OF PURPOSE



The National Electrical Manufacturers Representatives Association, a trade association of independent sales representatives in the electrical industry, is organized :

**1. To create and foster a spirit of mutual respect and esteem among members and others in the electrical industry.**

...to encourage the operation of independent electrical manufacturers representatives in accordance with the highest standards of ethical conduct.

...to promote better understanding between independent electrical manufacturers represen-

tatives and the manufacturers they represent and the customers they serve.

...to encourage cooperation of independent electrical manufacturers representatives with other trade groups and associations.

**2. To educate the electrical industry as to the advantage of doing business through independent sales representatives.**

...to provide a national forum for the expression of views and ideas espoused by independent electrical manufacturers representatives.

...to gain recognition for the vital services provided by independent electrical manufacturers

representatives in getting goods to market.

...to promote the fullest use by manufacturers of the efficiencies and facilities provided by independent electrical manufacturers representatives.

**3. To promote the continued growth of its members and the improvement of their sales and management abilities.**

...to assist in the development of better business practices among independent electrical manufacturers representatives by recommending and instituting improved methods of accounting, record keeping and reporting.

...to provide an exchange of information on a variety of sales, promotional, administrative,

financial and operating procedures common to independent electrical manufacturers representatives.

...to develop within its membership stronger, more permanent organizations which offer to both manufacturers and customers the guarantee of stable, competent and enduring facilities.

**4. To assist members to better serve their customers and principals in the electrical industry.**

...to assist in the determination and analysis of market potential within specific sales territories.

...to be ever alert to and report on trends and industry practice which affect the business and livelihood of the independent electrical manufacturers representatives.

...to offer professional assistance in advertising and promotion, sales and product training, development of personnel to help improve the performance standards of independent electrical manufacturers representatives.

# President's Message



**James Johnson**  
President & CEO  
NEMRA

Fifty-Five years ago, NEMRA was founded with a clear mission - "To champion the independent sales representative".

As time has passed and technology has evolved, our mission has remained steadfast, serving as our guiding principle to this very day. Every decision we make, every initiative we undertake, and every allocation of resources must align with one question: How does it propel our mission forward?

It is imperative that our representatives, manufacturers, and even governmental authorities such as the IRS, who grant us tax exemption, comprehend the ways in which we advance this mission. By doing so, we can ensure a cohesive understanding and collaboration among all stakeholders.

Our conference is one of the most important examples of our mission in motion by gathering our members with their manufacturers, facilitating business meetings, and providing forums for networking among peers and new opportunities with sponsors and exhibitors. Throughout the conference you will see and hear the testimonials of many of your fellow members. While their tenure and experience in the industry varies from one another, they each have stories to share on how NEMRA's mission supported their journey and how they in turn engaged with NEMRA.

In addition to our conference, NEMRA also plays a vital role in bringing manufacturers to the table. We strive to help them understand our model and foster supportive relationships. Furthermore, we provide a platform for manufacturers to share their insights on how to best structure the representative relationship, and we disseminate this valuable feedback to our members. Moreover, we are committed to elevating the profession by educating on best practices and standards of conduct.

By highlighting the value of representatives, we embrace new manufacturers who meet NEMRA's requirements to become part of our respected community. We create opportunities for our members by engaging manufacturers who may not yet qualify for membership to take part in our conference as exhibitors. This ensures that representatives always have a steady stream of opportunities, fostering their continuous growth and success.

At NEMRA, our unwavering dedication to our mission drives us forward. We remain resolute in our efforts to support independent sales representatives, foster strong relationships with manufacturers, and create a thriving community that benefits all.

# NEMRA's Core Ideology

## Core Purpose of NEMRA

To promote and enhance the value of the independent sales representative to the electrical industry.

## Core Values of NEMRA

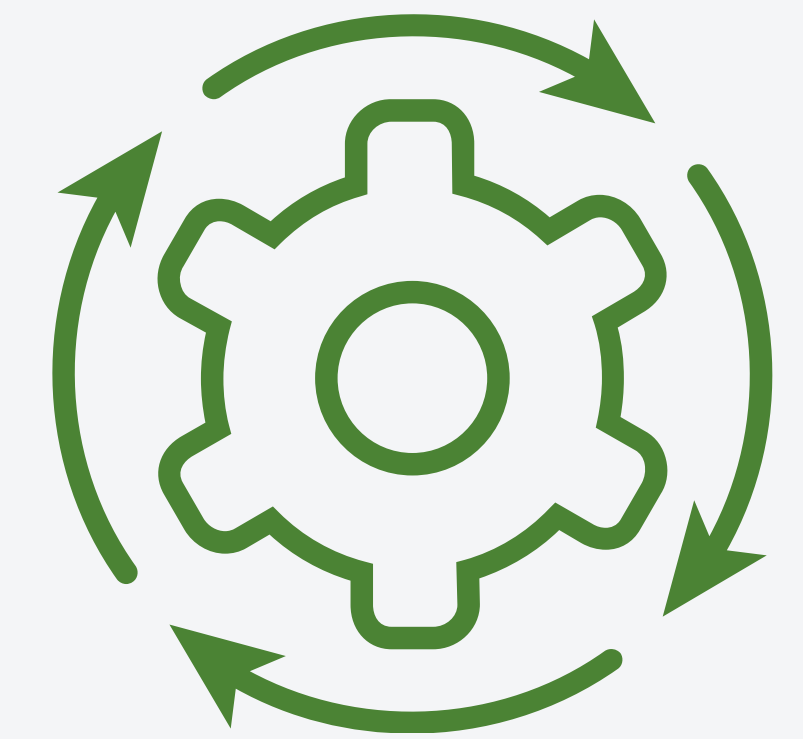
- **Networking** – Environments that create and foster professional and social relationships.
- **Education** – Resources that enhance and develop professional skills and marketability.
- **Mentorship** – Programs that strengthen current and develop future generations.
- **Relevance** – Policies, products and services that are in step with our members' needs.
- **Accountability** – Ethical and responsible representation of the values, interests, and expectations of our member companies.

# NEMRA's Envisioned Future

An association where every manufacturer has access to and employs a high quality, professional independent sales representative.

## Operational Excellence Goal

NEMRA members will be more profitable by exceeding our customer's expectations with world class service and operational performance.



## Employee Recruitment & Education Goal



NEMRA members will attract, develop, and retain a labor force that will become the best educated, best trained and most professional in the industry.




## Embracing the Future Goal

NEMRA members will recognize and understand the forces of change in the future.



# NEMRA by the Numbers

Notable achievements throughout 2023.

<p><b>55 Years</b> promoting the value, relevancy, and cost effectiveness of the independent NEMRA representative to the electrical industry</p>	<p><b>146</b> members participated in NEMRA professional development programs over past two years</p>	<p><b>1st</b> NEMRA appearance at NECA Convention &amp; Trade Show</p>	<p><b>1st</b> year volunteering at GSF's Snowball Express with NEMRA members</p>	<p><b>57%</b> increase in scholarship applications</p>	<p><b>\$207,500</b> awarded in scholarships</p>			
<p><b>Service Provider Discounts</b></p> <ul style="list-style-type: none"> <li>Market Intelligence</li> <li>Software</li> <li>PEO</li> </ul>	<p><b>15</b> new advisory &amp; council members</p>	<p><b>Industry Supply Chain 2.0</b></p>  <p>NECA NAED NEMRA NEMA</p>		<p>"Without NEMRA, Patriot would not be the company it is today...Great Agents help build Great Companies!" <b>Tom Click</b> CEO and President, Patriot Industries</p>	<p><b>\$70,000</b> donated to the Gary Sinise Foundation</p>	<p><b>EFC</b> CEMRA All CEMRA members are NEMRA members</p>		
<p>"As a proud supporter of NEMRA, I look forward to continued collaboration and engagement with the organization's educational initiatives." <b>Scott Lessing</b> COO, Ewing Foley, Inc</p>		<p><b>Industry Supply Chain 2.0</b></p>  <p>NECA NAED NEMRA NEMA</p>		<p><b>\$54,000</b> saved in free upgrades for NEMRA members using Rides &amp; Rentals</p>	<p><b>JUST 1</b> campaign launched, resulting in... <b>13</b> new NMG members &amp; <b>11</b> new Rep members</p>			
<p>The SBLC is advocating for your future as independent representatives</p>	<p><b>Address</b> CTA FRA</p>	<p><b>Protect</b> 199A TJCA</p>	<p><b>Career Development Toolkit</b></p> <ul style="list-style-type: none"> <li>Built-in Learning Management System (LMS)</li> <li>CEU opportunities through MRERF</li> <li>Real-time metrics &amp; reporting</li> <li>5 rep-curated training tracks</li> </ul>	<p><b>65%</b> increase in NEMRA U subscribers from 2022 to 2023</p>	<p><b>700</b> car rentals completed in the last year</p>	<p><b>180</b> NEMRA members enrolled in Rides &amp; Rentals Emerald Club</p>	<p><b>200+</b> NEMRA members have enrolled in the NEMRA Perks Program</p>	<p><b>\$4,500</b> in savings for NEMRA members using the NEMRA Perks Program</p>
<p><b>2024 SBLC Initiatives</b></p> <ul style="list-style-type: none"> <li>Infrastructure investment</li> <li>Tax policy</li> <li>Regulatory policy</li> </ul>		<p><b>NEMRA UNIVERSITY</b></p>	<p><b>23</b> manufacturers supplying NEMRA U content</p>	<p><b>Charge Up Your Value</b></p> <p>It pays to be a NEMRA member</p>  <p>Charge up today</p>		<p><b>300%</b> increase in impressions across all LinkedIn Posts</p>		

# NEMRA's Investments

## Just 1 Campaign

As an association, NEMRA was created to strengthen the relationship between the manufacturer and the independent sales rep.

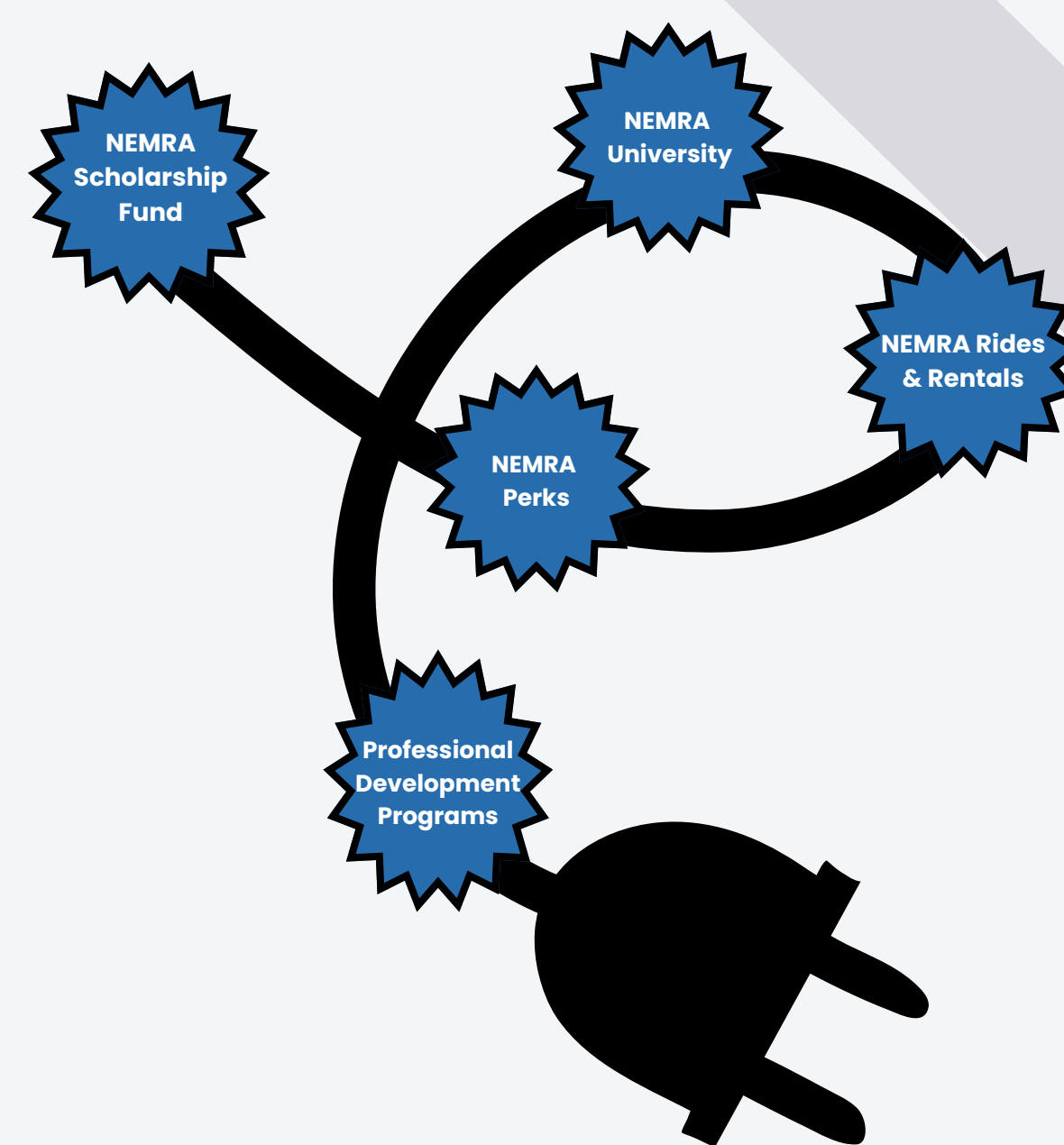
By referring "JUST 1" new member, you will strengthen your partnerships, professional network and advocacy for the role of the rep.



**JUST**

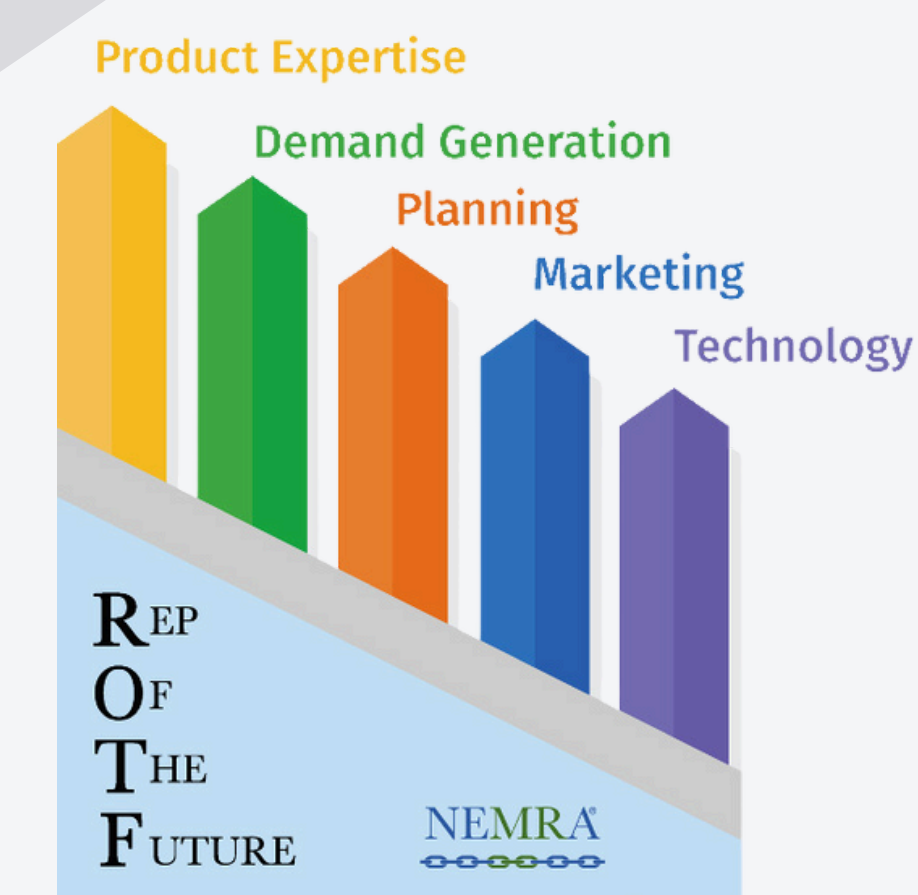
## Charge up your Value

At NEMRA, your benefits are just a connection away. Learn more about the NEMRA Scholarship Fund, NEMRA University, CEU Accredited Training, Rides and Rentals and the NEMRA Perks Affinity Program.



## Rep of the Future

The Five Pillars are the core practices and areas of expertise that will be crucial to a Rep's success moving forward and will help them become a dynamic 'Rep of the Future.' The Five Pillars cover product expertise, demand generation, planning, marketing and technology.



## Strategic Advisory Council

NEMRA's Strategic Advisory Council comprises three specialized groups:

- Role of the Rep
- Demand Generation
- NEMRA Insights

In 2024, the council plans to roll out an updated Rep of the Future Study and a new Manufacturer of the Future Study.

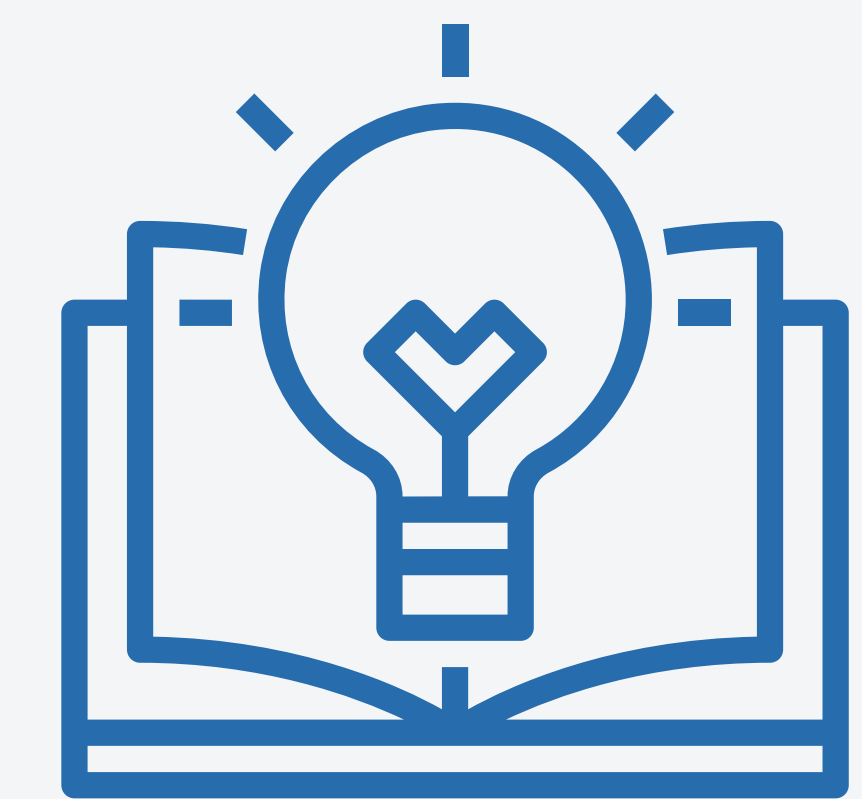




# Membership with NEMRA

A membership with NEMRA is an investment in the future of you and your company. This investment provides you with:

## Networking



## Education



## Mentorship

## Research & Data



## Advocacy





Website



LinkedIn

