

NEMRA[®]



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

FOR IMMEDIATE RELEASE

NEMRA Launches Lighting Division to Strengthen Advocacy and Resources for Independent Lighting Sales Agencies

November 25, 2024 – The National Electrical Manufacturers Representatives Association (NEMRA) announces the formation of the NEMRA Lighting Division, a strategic initiative dedicated to empowering independent lighting sales agencies and strengthening partnerships with lighting manufacturers. This new division marks NEMRA’s commitment to supporting the unique needs of the lighting sector as it adapts to an evolving industry landscape and to shaping a stronger future for independent agencies and those exploring opportunities in lighting.

The formation of the NEMRA Lighting Division integrates the American Association of Independent Lighting Agencies (AAILA) into NEMRA, whose mission closely aligns with NEMRA's.

Jim Johnson, President and CEO of NEMRA, commented, “This integration allows us to build upon AAILA’s goals within a larger framework, backed by NEMRA’s extensive infrastructure and resources. Together, we aim to enhance support for independent lighting agencies while advancing our shared objectives.”

Billy Hodges, Co-Founder of AAILA, added, “I am confident that NEMRA’s proven capabilities will allow us to elevate the voice of independent lighting representatives. Both organizations have a strong legacy of supporting this vital channel, and this partnership presents an exciting opportunity to further strengthen relationships with suppliers, manufacturer representatives, and customers alike.”

Johnson further emphasized, “As a distinct division within NEMRA, this integration offers a unique opportunity to pave a new path forward—enhancing resources and advocacy for independent representatives. We encourage independent lighting agencies and manufacturer partners to join us in shaping the future of lighting sales.”

More details and information regarding this new division will be shared in the coming weeks.

About NEMRA

Established in 1969, The National Electrical Manufacturers Representatives Association (NEMRA), is a not-for-profit association comprised of independent sales representatives and manufacturers in the electrical industry. Our mission is to promote the value, relevancy, and cost effectiveness of the independent representative to the electrical industry.

For more information, please contact:

Jim Johnson
President and CEO
jjohnson@nemra.org



National Electrical Manufacturers Representatives Association
1905 South New Market Street, Suite 257 • Carmel, IN 46032 • (317) 975-1999
www.nemra.org • nemra@nemra.org