



## FREQUENTLY ASKED QUESTIONS (FAQ'S) REGARDING THE ESTABLISHMENT OF LIGHTING DIVISION

### Establishment of Divisions

#### *What are Divisions?*

Divisions are structured forums for the exchange of specialized resources and information affecting a particular segment of the electrical industry.

#### *Why is NEMRA proposing to establish Divisions?*

NEMRA is proposing to establish Divisions to:

-Offer Tailored Services and Support - Divisions can focus on the unique needs, challenges, and interests of specific member groups. This allows the association to provide more relevant resources, programming, and advocacy, leading to higher member satisfaction and engagement.

-Provide Expertise/Professional Development - Divisions enable the association to develop and concentrate expertise in particular areas. This specialization can enhance the quality of services offered and position the association as a leader in specific fields.

-Improve Member Engagement - By aligning divisions with members' specific industries, professions, or interests, the association can foster a stronger sense of community. Members may feel more connected and valued when they see their needs being directly addressed.

-Provide Strategic Growth - Divisions can help the association expand into new areas or markets. By establishing a division focused on emerging trends or technologies, the association can attract new members and stay relevant in a rapidly changing landscape.

-Allocate Resources Effectively - Divisions allow the association to allocate resources more effectively. By understanding the specific needs of different member groups, the association can prioritize initiatives that provide the most value, optimizing the use of funds, staff, and time.

-Increase Member Retention and Recruitment - When members see that an association is actively addressing their specific needs through dedicated divisions, they are more likely to remain involved and renew their membership. Additionally, prospective members may be more inclined to join an association that offers specialized support and opportunities.

#### *How would the establishment of Divisions affect my NEMRA membership?*

The establishment of Divisions would affect your NEMRA membership by enhancing its value. The Divisions would foster a sense of belonging and allow for specialized focus while still maintaining the overarching unity of the association. There would be collaboration between the Board of Directors and Divisions to ensure that the association remains cohesive and serves the interest of all members.





*Would the value of my membership be diluted?*

No – the value of your NEMRA membership will not be diluted. All members voices will continue to be heard and valued. The current structure of the Board of Directors, the NMG Executive Committee, the Strategic Advisory Council would continue and would be involved in the planning process for the new divisions, ensuring members have opportunities to contribute their insights. The Divisions would enhance the influence of the association as a whole by bringing in new perspectives and expertise without diminishing the influence of other members within the association.

*Would the identity of NEMRA change as a result of the Divisions?*

No – NEMRA’s identity would not change as a result of the Divisions. NEMRA values the strong connection its members have to the existing identity and culture of the association and understands the concern that the creation of Divisions might be perceived as a threat to this identity, especially if the new divisions cater to groups with different perspectives.

In fact, the creation of Divisions is an evolution of the association’s identity, rather than a departure from it. The charters of the Divisions would align with the association’s core mission and values and strengthen the association’s identity by making it more inclusive and responsive to the changing needs of the membership.

*Could nonmembers join a Division?*

No – in order to be a member of a Division, companies must be a member of NEMRA – either as a representative or as a manufacturer.

*What resources would be allocated to Divisions?*

The Divisions would be self-sustaining by having separate “P&L” statements with a clear line of accountability to the Board of Directors. Divisions would not pull away funds, staff and attention from existing programs and services.

*How are Divisions governed?*

Divisions would be governed by a charter which has been approved by the Board of Directors. The Division Council, together with the Division Vice President, would be accountable to demonstrate the fulfillment of such charter and the compliance with budget and other performance metrics established by the Board of Directors. The Division Council would receive feedback from members of the Division to ensure that the programs and resources align with their needs.





*Who will serve as staff for Divisions?*

Each Division would have a designated staff member whose compensation has been accounted for in the Division's budget. Such staff members would report to NEMRA's President and CEO as well as the Division Council.

*Would additional Divisions be part of the NEMRA Conference?*

Since members of the Divisions are also members of NEMRA, those members would be welcome to participate in the NEMRA Conference as is the case with other members. NEMRA does not anticipate hosting any Division-only or Division-specific events at the NEMRA Conference. The Divisions may propose hosting their own programs however such programs would be subject to the Board's approval and demonstration of the financial and business sustainability of the program.

### **Advisory Seats to Board of Directors**

*Why are seats being added to the Board of Directors for Division representatives?*

Seats would be added to the Board of Directors to ensure that a representative from each Division can collaborate on cross-cutting issues, ensuring that the association remains united around its core mission of improving the value proposition.

*Do Division representatives get to vote on Board matters?*

No – Division representatives serve only in an advisory capacity and do not have the right to vote on Board matters.