

NEMRA18

Tuesday, January 30, 2018

12:00 PM - 6:00 PM
Conference Registration Open

2:00 PM - 4:30 PM
NEMRA Board of Directors Meeting

Wednesday, January 31, 2018

6:30 AM - 6:00 PM
Conference Registration Open

8:00 AM - 10:00 AM
NEMRA Manufacturers Group Executive
Committee Meeting (NMG)

10:00 AM - 4:00 PM
Business Review Sessions

12:00 PM - 5:00 PM
Product Showcase & Business Service
Expo Booths Open

12:00 PM - 2:00 PM
CEMRA Members Meeting

1:00 PM - 4:00 PM
NEMRA Educational Sessions
**Descriptions on next page*

4:00 PM - 6:00 PM
NEMRA/NMG Members General Session

6:00 PM - 7:00 PM
NEMRA Cocktail Reception

Thursday, February 1, 2018

6:30 AM - 6:00 PM
Conference Registration Open

7:00 AM - 8:00 AM
Continental Breakfast

7:00 AM - 8:00 AM
NEMRA Cafe

7:00 AM - 8:00 AM
Women's Breakfast

7:00 AM - 5:00 PM
Product Showcase & Business Service
Expo Booths Open

8:15 AM - 4:45 PM
Manufacturer Sales Meetings #1-7/
Business Review Sessions

9:30 AM - 10:30 AM
Spouse Coffee

Friday, February 2, 2018

6:30 AM - 6:00 PM
Conference Registration Open

6:30 AM - 7:30 AM
Continental Breakfast

6:30 AM - 7:30 AM
NEMRA Cafe

7:45 AM - 8:45 AM
General Session - Never Quit
Rob O'Neill, *Former Navy Seal and Special
Operator*

9:15 AM - 2:00 PM
Manufacturer Sales Meeting #8-11/
Business Review Sessions

9:15 AM - 5:00 PM
Product Showcase & Business Service
Expo Booths Open

10:30 AM - 2:30 PM
Spouse Offsite Tour and Lunch

2:15 PM - 5:00 PM
Business Review Sessions #1-3

2:15 PM - 4:35 PM
Mini Business Review Sessions
#1A-3A

Saturday, February 3, 2018

6:30 AM - 1:00 PM
Conference Registration Open

6:30 AM - 7:30 AM
Continental Breakfast

7:00 AM - 12:45 PM
Business Review Sessions #4-9

7:00 AM - 11:20 AM
Mini Business Review Sessions
#4A-8A



NEMRA18

Education Session Descriptions:

Wait! Before you sign that Contract

Join attorney Dan Beederman, who has over 35 years of experience in providing legal counsel to independent sales representatives, in this interactive clinic where you will "learn by doing." Participants will review, analyze, and revise provisions taken from actual sales representative agreements, including those dealing with term and termination, commissions and post-termination commissions and indemnification. Dan also will discuss essential contract terms and effective strategies for negotiating with your principals.

Are you an Inspiring Leader?

No one enjoys being managed yet everyone yearns to be inspired! In this insightful and humorous session, presented by Don Benenson, you will learn how you need to rethink your communications practices, how you set performance expectations and how you develop and mentor employees. You'll gain greater insight into the concept of engagement through connectivity and how to use this concept with a multi-generational workforce with emphasis on millennials.

How to Value and Sell a Rep Firm

More and more manufacturers are basing rep choices not just on projected sales performance, but also on their comfort level with rep firms' long-term plans to maintain continuity when the primary owner retires. In this session, Charles Cohon, CEO of MANA, will discuss how retiring owners can value and sell their firms, and what prospective buyers will look for in a succession and buyout plan.

Identifying Profit Opportunities from the NEMRA Financial Operating Report

In this session, Mike Becher of Industry Insights, will identify a number of key trends & metrics that consistently lead to superior company performance. Citing results from the 2017 NEMRA Financial Operating Report, an analysis of the "industry profit leader group of companies" will be presented, with an emphasis on what we have learned from these "industry winners". In addition, a discussion will be included that focuses on the competitive advantage of information and how to best use and apply "industry benchmarks" in order to identify profit improvement opportunities in your own company.



Compensating Your Sales Team

Is there a better way to compensate your sales team? A better compensation method to help drive alignment and sales growth? In this session, John Drosos, of the Alexander Group, will present the findings of the new NEMRA Study on Sales Compensation. Current compensation practices (philosophy, pay mix, pay rates, measures and pay mechanics) along with compensation challenges and pain points will be presented along with recommendations on how to craft plans for better sales performance.