

THE NEXT WAVE

Catch it. Ride it.

2012 NEMRA CONFERENCE
FEBRUARY 1-4 * SAN DIEGO, CA

NEMRA[®]

WEDNESDAY, FEBRUARY 1, 2012

- 9:00 AM–6:30 PM** **Conference Registration Open**
- 9:30 AM–12:00 PM** **NEMRA Board of Directors Meeting**
- 12:00–2:00 PM** **CEMRA Board Meeting**
- 12:00–5:00 PM** **Financial and Business Planning—By Appointment Only**
Cherry Street Partners will contact you to schedule an appointment. Brett Howard & Paul Lambert of Cherry Street Partners, NEMRA’s Business and Financial Planning Service Provider, will be in attendance and available for private appointments. Their areas of expertise include: Business Continuation (Succession) Planning, Estate Planning, 401K Structure and Compliance, Retirement Planning, Tax Planning.
- 12:00–6:00 PM** **Product Showcase and Business Service Exposition Booths Open**
- 2:00–4:30 PM** **Educational Sessions**
- 2:00–3:00 PM** **“Clean Energy 101” (Session 1)**
Clean Energy is changing the face of the electrical industry. Christian Siebens, Director of Clean Energy at Affiliated Distributors (A-D), will break down the energy efficiency, renewable energy, and Smart Grid clean energy segments, and explain how the NEMRA Rep can participate in this rapidly expanding market.
- 2:00–3:15 PM** **“Only Selling is Selling—What Sales Superstars do Differently” (Session 1)**
Want to know what the top 10 percent of sales superstars do? Sean Leahy, sales trainer and President of the VANTAGE GROUP, a consortium of some of the largest electrical distributors in the world, will present his observations of what the best of the best do to excel in sales.
- 2:00–3:00 PM** **“Selling with Tablets—Grow Sales with Mobile Marketing”—Android OS Session**
In this session, John Hoelz, NEMRA member and President of RepFiles, will demonstrate how his firm uses tablet computers to make more impactful sales calls. If you’re thinking of getting a tablet, come learn how it can help you sell.
- 2:00–3:15 PM** **IRIS Technology and User Forum**
NEMRA’s Services division offers a wealth of productivity saving tools. Come hear Jim Bannon tell you how Data Management Solutions and tools can ease your administrative burden. This session is open to non-IRIS users who are looking to streamline their business and find more time for selling.
- 2:00–4:00 PM** **NMG Executive Committee Meeting**
- 3:30–4:30 PM** **“All You Need to Know about MRPAR” (Session 1)**
Now in its second year, MRPAR is the NEMRA tool you need to measure and improve your firm’s operations and financial performance. Tom O’Connor of The Farmington Consulting Group will explain MRPAR and the benefits you receive from participating.
- 3:30–4:30 PM** **“Clean Energy 101” (Session 2)**
Clean Energy is changing the face of the electrical industry. Christian Siebens, Director of Clean Energy at Affiliated Distributors (A-D), will break down the energy efficiency, renewable energy, and Smart Grid clean energy segments, and explain how the NEMRA Rep can participate in this rapidly expanding market.
- 3:30–4:30 PM** **“Selling with Tablets—Grow Sales with Mobile Marketing”—Apple iOS Session**
In this session, John Hoelz, NEMRA member and President of RepFiles, will demonstrate how his firm uses tablet computers to make more impactful sales calls. If you’re thinking of getting a tablet, come learn how it can help you sell.
- 5:00–6:00 PM** **NEMRA/CEMRA Members Only General Session**
- 6:00–7:00 PM** **NEMRA Cocktail Reception for all Registered Conference Attendees**

Registration Badge Required for Admission to all Events

THURSDAY, FEBRUARY 2, 2012

6:30 AM–5:00 PM	Conference Registration Open
7:00–8:00 AM	Continental Breakfast
7:00 AM–5:00 PM	Product Showcase and Business Service Exposition Booths Open
8:00–9:00 AM	“Selling with Tablets—Grow Sales with Mobile Marketing”— General Overview In this session, John Hoelz, NEMRA member and President of RepFiles, will demonstrate how his firm uses tablet computers to make more impactful sales calls. If you’re thinking of getting a tablet, come learn how it can help you sell.
8:00–9:00 AM	All You Need to Know about MRPAR (Session 2) Now in its second year, MRPAR is the NEMRA tool you need to measure and improve your firm’s operations and financial performance. Tom O’Connor of The Farmington Consulting Group will explain MRPAR and the benefits you receive from participating.
8:00 AM–5:00 PM	Financial and Business Planning—By Appointment Only Cherry Street Partners will contact you to schedule an appointment. Brett Howard & Paul Lambert of Cherry Street Partners, NEMRA’s Business and Financial Planning Service Provider, will be in attendance and available for private appointments. Their areas of expertise include: Business Continuation (Succession) Planning, Estate Planning, 401K Structure and Compliance, Retirement Planning, Tax Planning.
8:00–9:00 AM	Networking Session for Smaller Rep Firms and Manufacturers
8:00–9:15 AM	Only Selling is Selling—What Sales Superstars do Differently (Session 2) Want to know what the top 10 percent of sales superstars do? Sean Leahy sales trainer and President of the VANTAGE GROUP, a consortium of some of the largest electrical distributors in the world, will present his observations of what the best of the best do to excel in sales.
9:30–10:30 AM	Manufacturer Sales Meeting #1/Optional Business Review Session
10:45–11:45 AM	Manufacturer Sales Meeting #2/Optional Business Review Session
12:00–1:00 PM	Manufacturer Sales Meeting #3/Optional Business Review Session
1:15–2:15 PM	Manufacturer Sales Meeting #4/Optional Business Review Session
2:30–3:30 PM	Manufacturer Sales Meeting #5/Optional Business Review Session
3:45–4:45 PM	Manufacturer Sales Meeting #6/Optional Business Review Session

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FRIDAY, FEBRUARY 3, 2012

- 6:30 AM–5:00 PM** **Conference Registration Open**
- 6:30–7:45 AM** **Continental Breakfast**
- 7:00 AM–5:00 PM** **Product Showcase and Business Service Exposition Booths Open**
- 8:00–10:15 AM** **All Industry General Session**
Kirk Hachigian, Chairman and CEO of Cooper Industries, and Marcus Lutrell, Decorated Navy SEAL, will address the conference during the All-Industry General Session.
- 10:30 AM–3:00 PM** **Financial and Business Planning—By Appointment Only**
Cherry Street Partners will contact you to schedule an appointment. Brett Howard & Paul Lambert of Cherry Street Partners, NEMRA’s Business and Financial Planning Service Provider, will be in attendance and available for private appointments. Their areas of expertise include: Business Continuation (Succession) Planning, Estate Planning, 401K Structure and Compliance, Retirement Planning, Tax Planning.
- 10:30–11:30 AM** **Manufacturer Sales Meeting #7/Optional Business Review Session**
- 10:30 AM–3:00 PM** **Spouse Program (off-site) La Jolla, The Birch Aquarium at Scripps, Lunch at George’s at the Cove**
One of the largest oceanographic museums in the country, The Birch Aquarium at Scripps, is beautiful and sits above the sea on cliffs of Torrey Pines, offering outstanding views of the Pacific Ocean. Tour the Hall of Fishes, Hall of Oceanography, then venture outside to the tide pool. Upscale designer boutiques, world-class restaurants and an array of art and antique galleries all make La Jolla one of the most popular destinations in the world. La Jolla’s coast line curves into natural coves that are backed by lush hillsides, covered with the most beautiful custom designer homes worth millions. A group luncheon will be held at George’s at the Cove, one of La Jolla’s exclusive dining establishments known for their first-class service and elite top chefs.
- 11:45 AM–12:45 PM** **Manufacturer Sales Meeting #8/Optional Business Review Session**
- 1:00–2:00 PM** **Manufacturer Sales Meeting #9/Optional Business Review Session**
- 2:15–3:00 PM** **Business Review Session #1**
- 3:15–4:00 PM** **Business Review Session #2**
- 3:15–3:35 PM** **Mini Business Review Session #2A**
- 4:15–5:00 PM** **Business Review Session #3**
- 4:15–4:35 PM** **Mini Business Review Session #3A**
- 5:15–6:00 PM** **Business Review Session #4**
- 5:15–5:35 PM** **Mini Business Review Session #4A**

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SATURDAY, FEBRUARY 4, 2012

6:30 AM-5:00 PM	Conference Registration Open
6:30-7:45 AM	Continental Breakfast
7:00-7:45 AM	Business Review Session #5
7:00-7:20 AM	Mini Business Review Session #5A
7:25-7:45 AM	Mini Business Review Session #5B
8:00-8:45 AM	Business Review Session #6
8:00-8:20 AM	Mini Business Review Session #6A
8:25-8:45 AM	Mini Business Review Session #6B
9:00-9:45 AM	Business Review Session #7
9:00-9:20 AM	Mini Business Review Session #7A
9:25-9:45 AM	Mini Business Review Session #7B
10:00-10:45 AM	Business Review Session #8
11:00-11:45 AM	Business Review Session #9
11:45 AM-12:45 PM	Business Review Session #10
1:00-1:45 PM	Business Review Session #11
2:00-2:45 PM	Business Review Session #12
3:00-3:45 PM	Business Review Session #13
4:00-4:45 PM	Business Review Session #14
5:00-5:45 PM	Business Review Session #15

CONFERENCE ADJOURNMENT

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