

NEMRA™



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

NMG Chair – M. Jenks 2025/26 Initiatives:

How best to incorporate adjacent industry groups into the Rep Value Portfolio?

- *Industry: NECA, IEC, NEMA, Skills USA*
- *NEMRA: Expansion beyond traditional electrical rep (Utility / Datacom)*

Clearly identify & market the value that NEMRA Reps bring to Distributors & Manufacturers

- *The possibility of adding performance related branding:*
 - *“ABC Rep – Moosejaw Montana, NECA certified” how for Reps to distinguish themselves in their space*

Provide additional avenues to engage and network with NEMRA and adjacent industry groups

- *Possibility of adding mentoring network, build talent pipeline, job opportunities board, etc.*
- *Goal is to retain talent within the electrical industry*



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