



POWERING POWER **PACT** FORWARD >



JANUARY 31–FEBRUARY 3, 2018
MARRIOTT MARQUIS SAN DIEGO MARINA



NEMRA**18**



NEMRA 18

48th NEMRA Annual Conference AGENDA



TUESDAY, JANUARY 30, 2018

- 12:00–6:00 PM** Conference Registration Open
- 2:00–4:30 PM** NEMRA Board of Directors Meeting

WEDNESDAY, JANUARY 31, 2018

- 6:30 AM–6:00 PM** Conference Registration Open
- 8:00–10:00 AM** NEMRA Manufacturers Group Executive Committee Meeting (NMG)
- 10:00 AM–4:00 PM** Business Review Sessions
- 12:00–5:00 PM** Product Showcase & Service Provider Expo Booths Open
- 12:00–2:00 PM** CEMRA Members Meeting
- 1:00–4:30 PM** NEMRA Educational Sessions
Descriptions on next page
- 4:45–6:00 PM** NEMRA/NMG Members General Session
Open to all conference attendees, this session will feature the best practices reps and manufacturers can utilize to form a more profitable Power Pact relationship. New this year, we will recognize leading reps and manufacturers with The NEMRA Power Pact Awards...the Nemmys.
- 6:00–7:00 PM** NEMRA Cocktail Reception

THURSDAY, FEBRUARY 1, 2018

- 6:30 AM–6:00 PM** Conference Registration Open
- 7:00–8:00 AM** Continental Breakfast
- 7:00–8:00 AM** NEMRA Cafe
- 7:00–8:00 AM** Women's Breakfast
How to Communicate with Anyone, Anywhere! In this session you will discover simple tips to reduce your stress factor, enhance your communication skills, and elevate service & authentic connection all while keeping your sanity!
- 7:00 AM–5:00 PM** Product Showcase & Service Provider Expo Booths Open
- 8:15 AM–4:45 PM** Manufacturer Sales Meetings #1-7
Business Review Sessions
- 9:30–10:30 AM** Spouse Coffee



FRIDAY, FEBRUARY 2, 2018

- 6:30 AM–6:00 PM** Conference Registration Open
- 6:30–7:30 AM** Continental Breakfast
- 6:30–7:30 AM** NEMRA Café
- 7:45–8:45 AM** General Session—Featuring **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 & Service Provider Expo Booths Open
- 10:30 AM–2:30 PM** Spouse Offsite Tour and Lunch
- 2:15–5:00 PM** Business Review Sessions #1-3
- 2:15–4:35 PM** Mini-business Review Sessions #1A-3A



SATURDAY, FEBRUARY 3, 2018

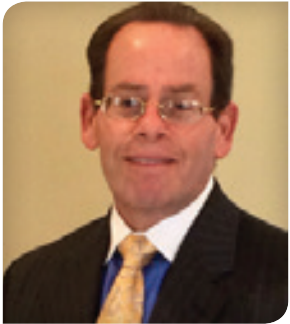
- 6:30 AM–1:00 PM** Conference Registration Open
- 6:30–7:30 AM** Continental Breakfast
- 7:00 AM–12:45 PM** Business Review Sessions #4-9
- 7:00–11:20 AM** Mini-business Review Sessions #4A-8A

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 multigenerational 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 and 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 focus on the competitive advantage of information and how to best use and apply “industry benchmarks” 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 coupled with recommendations on how to craft plans for better sales performance.