

TRANSFORMING WITH PURPOSE



NEMRATM



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION



Table of Contents

Introduction	2
President's Message	3
Our Mission & Vision.....	4
Our Transformation Plan.....	5
What We're Invested in.....	6
Our COVID-19 Response.....	7
Membership with NEMRA.....	8
Our Commitment to Support You.....	9

HIGHLIGHTS

03

President's Message

NEMRA's new brand, and new commitment to its members.

04

NEMRA's Vision & Mission

Every business decision we make is made in conjunction with our vision and mission.

06

What We're Invested In

Our brand, our technology, our programs and services, our philanthropy, and YOU – our members.

08

Membership with NEMRA

Membership with NEMRA is an investment in the future of you and your company. This investment provides you with Networking, Education, Mentorship, Research & Data Insights, and Advocacy.

Transforming with Purpose



At NEMRA, we believe that membership is ...

- A partnership, not a goal.
- An investment, not an expense.

Driven by our mission, NEMRA is transforming the way we do business.

With this transformation, comes a new commitment. Now, more than ever, NEMRA is committed to providing professional resources, programs and services to make YOUR membership invaluable.

President's Message – NEMRA's New Brand



“ In 2020, I eagerly shared that NEMRA was embarking on a transformation, built on our strong financial foundation, to become a holistic membership services organization. We emphasized NEMRA’s commitment to growth and relevance to serve generations, now and into the future.

The year that followed could not have been anticipated or imagined.

I’m pleased to share that NEMRA not only weathered the challenging and difficult times, but we managed the business well and made a number of strides towards our goals.

We were beside you each and every day – providing information and resources to navigate the uncertainties of the times and the relevancy of the independent representative. From our *call to support* letter, to our *positioning you for success* campaign, and our numerous communications and seminars, we can proudly say we were there when you needed us most.

Despite the challenging environment which saw many associations face devastating financial consequences, NEMRA did not lose money nor find it necessary to dip into financial reserves, a testament to our diligent financial stewardship on your behalf.

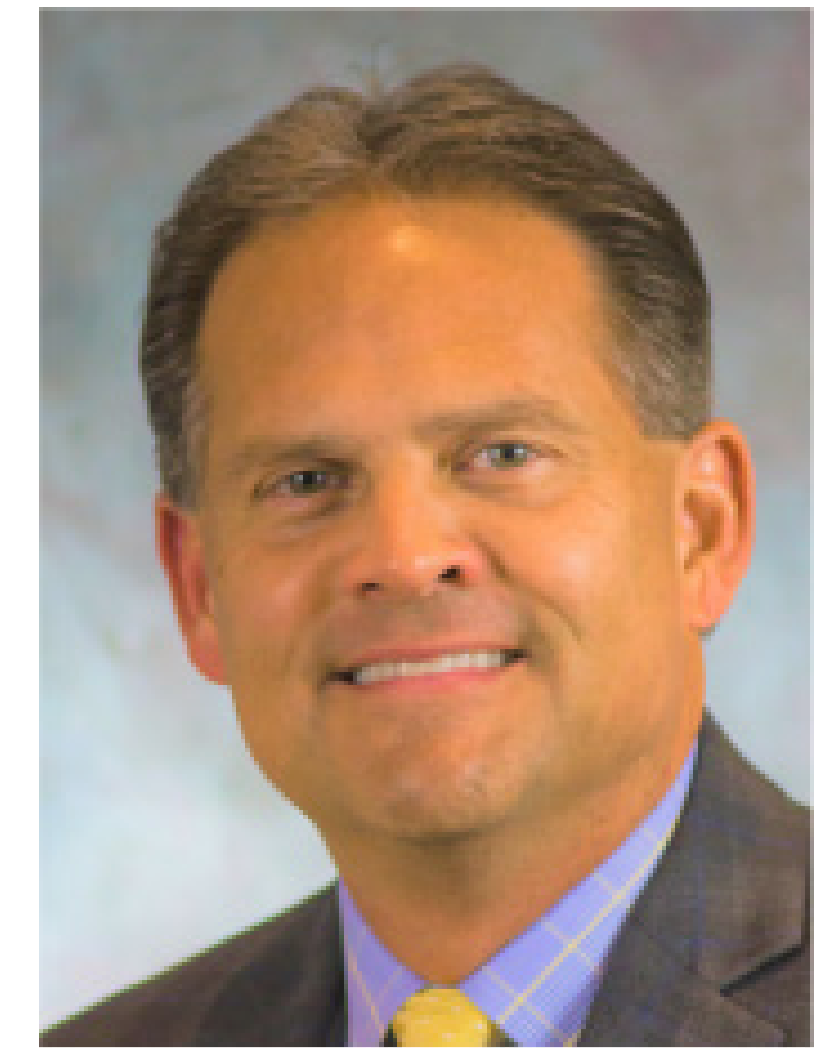
As part of our transformation, we made investments and changes in our business with you in mind. We created a Strategic Advisory Council, to not only ensure business continuity, but to guide our Strategic Planning Discovery Process. We revamped and relaunched our professional development and educational resources, bringing them into the digital realm and making them more affordable and accessible to more. We re-imagined the annual conference, going from a robust F2F meeting, to an interactive, virtual conference that brought forth the industry’s top executives and thought leaders to show how participative leadership brings the industry together. Our newly redesigned website is all about understanding and promoting the role of the rep and the value of membership. Making it easier to connect with us and to navigate the breadth and depth of our services and offerings.

We also invested in NEMRA’s future, by reimagining our brand. Our new brand reflects how we’re different – how we see membership as a partnership , not an expense. We’re an investment in your business ... for today and tomorrow. We launched our first-ever national advertising campaign on all social media platforms to build awareness. Today, when you explore nemra.org, see us on LinkedIn or read about us in publications, you will experience our purpose-driven approach to membership.

Through our brand, we’re going to tell NEMRA’s story in a new and compelling way. And, the central part of that narrative is you.

Our long legacy of generosity- through our Educational Foundation – remains as strong as ever. We are honored to support the continuing education of the young men and women of our representative members, while also joining together, collectively, with the Gary Sinese Foundation to serve our nation by honoring our defenders, veterans, first responders, their families, and those in need.

Thank you for trusting us to help you thrive and succeed for years to come. ”



James C. Johnson
President & CEO
NEMRA

Every business decision we make is made with our current and future members in mind, in fulfillment of Our Mission and Our Vision.



Our Mission

To promote and enhance the value and viability of the Independent Representative to the electrical industry.



Our Vision

NEMRA envisions an industry where every manufacturer has access to and employs a high quality, professional independent representative.



Invested in Transformation



At NEMRA, we're on a journey to share our mission-based approach with our current and future members. We're making investments so we can better serve and support you and future generations – today and tomorrow.



This fiscal year, we invested in...

Our brand, our technology, our programs and services, our philanthropy, and YOU – our members.



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION



NEMRA EMPOWER
TOMORROW



Our Brand

Our Brand

We introduced our new brand and our first-ever national campaign (see President's Message) to help more members experience our mission-driven approach to membership.

Our Technology

Our Technology

NEMRA has invested in its digital transformation. We transformed our professional and educational programs into digital platforms to better serve you in a virtual environment. We created a new website, making it easier than ever for you to connect with us and discover our services and offerings. We are also investing in an automated database to better serve, understand and interact with our members.

Our Programs & Services

Our Programs & Services

We expanded our training, development and affinity programs to maximize the value of your membership and to meet your goals of professional development. We introduced:

- NEMRA University
- Revamped Kellogg Executive Education with Craig Wortmann
- Sales Concepts
- Association Health and PEO plans
- Rides and Rentals and other business services

Our Philanthropy

Our Philanthropy

We offered various opportunities to give back and donate.

- Gary Sinise Foundation
- Empower Tomorrow Scholarship Fund

We also provided a digital platform and restructured our website to make giving back a collective and simpler effort.

Our Members

Our Members

Everything we do is based on your needs and goals. We are transforming the way we do business to ensure the experiences you have with NEMRA are better than ever before, from more digital-first experiences that are more intuitive, as well as new programs and services to meet even more of your needs.

Responding to COVID-19 with Resilience and Care

Early in 2020, COVID-19 came on the scene with a vengeance and disruption at a speed and scale unprecedented in the modern era.

NEMRA moved swiftly to provide guidance and support.

In a fiscal year marked by the pandemic, we took a holistic approach and we were there to fulfill our promise of bringing the industry together.

OPEN

BUSINESS AS

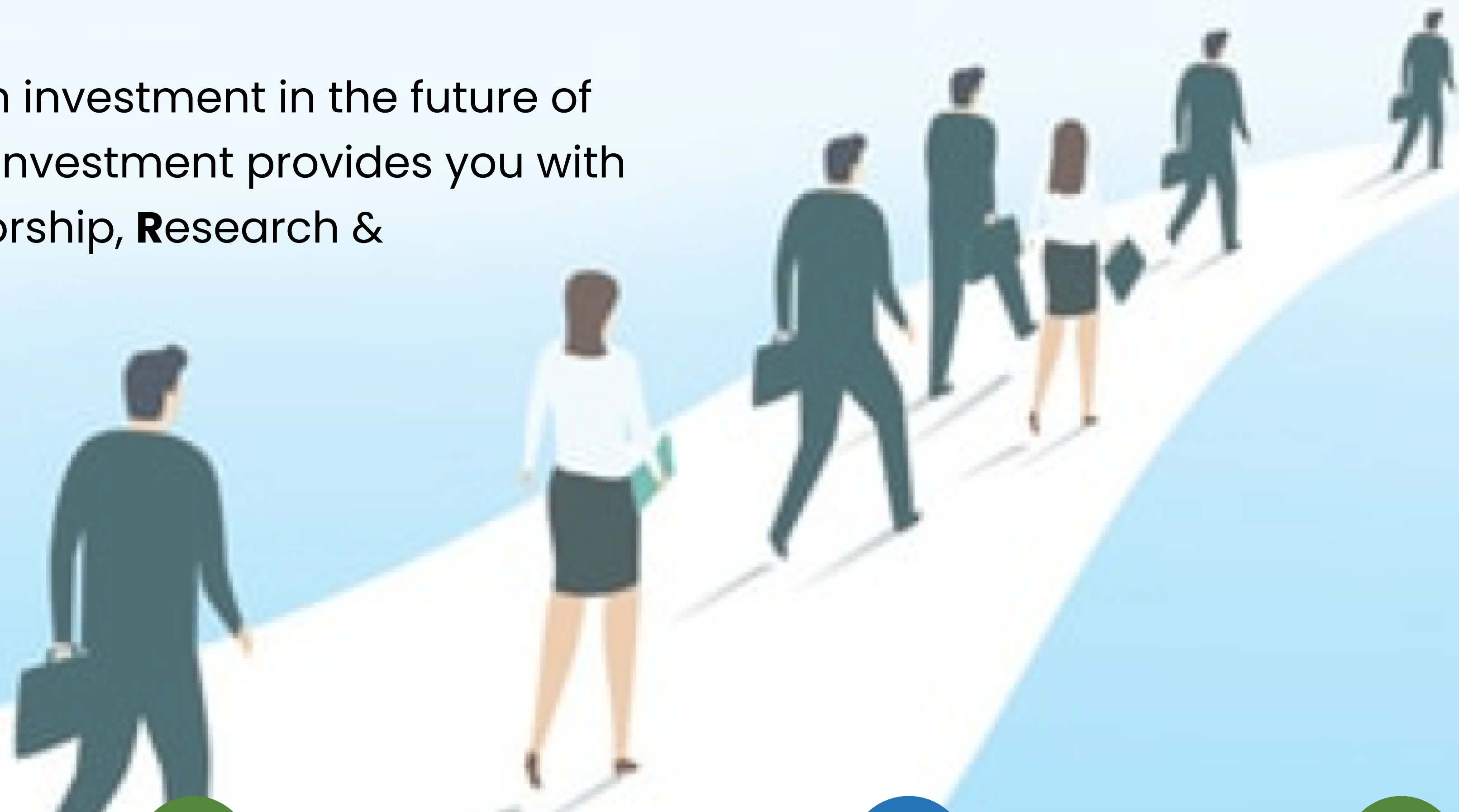
NEW NORMAL

NEMRA'S COVID-19 SUPPORT

- ✓ **COVID-19 Resources & News Page**
Officially launching and updating one of the industry's first dedicated COVID-19 resource pages that provides members with access to information about Local, State, and Government recommendations, as well as business, workplace and health resources.
- ✓ **Financial Playbook for Surviving COVID-19**
Providing our members with a Financial Playbook for Surviving COVID-19 with early information on the PPP program, a Stress Test analysis and Cash flow management ideas.
- ✓ **Industry Advocate & Voice**
Being the voice and advocate of the independent representatives to the Hill, sending out over 73 communications and offering over 20 informative webinars.
- ✓ **Shifting the Organization**
Shifting the organization from panic to purpose and, ultimately, financial stability to ensure we continued our mission and obligations of providing value to our members.
- ✓ **Investing In Transformation**
Transformed our services, programs and our in-person conference to virtual settings. In doing so, NEMRA21 was historical as it brought forth the industry's top executives and thought leaders, with the largest educational offering that NEMRA has ever provided, and making it accessible to all members.



Membership with NEMRA is an investment in the future of you and your company. This investment provides you with **N**etworking, **E**ducation, **M**entorship, **R**esearch & Data Insights, and **A**dvocacy.



N Networking

The [NEMRA Annual Conference](#) is the largest gathering of representatives and manufacturers in the electrical industry, providing one of the best opportunities to meet collectively with your sales force to communicate marketing and sales initiatives, connect with providers offering new tools and services, networking with leaders, partners and peers, learn about emerging practices and research, new technology and return to work feeling energized, more connected to mission and having added to your professional network.

NEMRA also encourages membership to be active members. Being active within NEMRA provides leadership opportunities such as participating in or chairing committees, or serving as an officer. These provide the opportunity for members to work together, to cross pollinate ideas, and to share their struggles and best practices from different areas of the country.

E Education

Similar to credentialing, NEMRA helps to ensure the sustainability of the industry by providing growth and professional development opportunities for individuals through continuing education credits and programs, leadership development programs and sales training. NEMRA is a supporting member of the Manufacturers’ Representatives Educational Research Foundation (MRERF), which offers our Rep members an exclusive [Certified Professional Manufacturers Representative \(CPMR\)](#) program, and offers the [Manufacturers Best Practices \(MBP\)](#) program to our manufacturer members. [NEMRA University](#), the industry’s only all-in-one eLearning portal and learning management system, was launched back in 2020. NEMRA has also partnered with [Craig Wortmann and Kellogg Sales Institute](#) to revamp [NEMRA’s Kellogg Executive Education](#) experience.

M Mentorship

The best way to ensure the growth and strength of our industry is through attracting a new generation to our industry and mentoring them to be the sales pros of tomorrow. Through our [Empower Tomorrow Fund](#), NEMRA members can be part of and support a mix of programs and resources for the development of the children of our representative members, and their employees, as well as to help attract the next generation to our industry.

R Research

NEMRA fosters engagement by providing relevant and timely insights to our membership. In addition to weekly Press Releases, we publish a bi-monthly, member-only [Enewsletter \(NEMRA MEMBER CONNECTION\)](#), and commission a number of white papers, research studies and projects, such as the [Rep of the Future \(ROTF\)](#) and [Point of Sale \(POS\)](#) to help representatives and manufacturers understand, improve and enhance their businesses and relationships.

A Advocacy

NEMRA provides a unified voice in public policy and advocacy for our industry. We advocate on our members’ behalf in Washington, D.C. through our partnership, involvement and affiliation with the Small Business Legislation Council (SBLC), American Society of Association Executives (ASAE) and S Corporation Association (S-Corp). Having a presence on Capitol Hill allows NEMRA to collaborate with other national advocacy organizations, gain the attention of and follow the activities of Congress and the Administration that impact NEMRA stakeholders. This helps to secure and stabilize funding, influence regulations, and mitigate risks for our members.

NEMRATM



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

We're Here to Support YOU



Advice

Through our industry affiliations and partners, we provide market research and communications that assist you in building the foundation for growth and business transformation.



Investments

Our programs and services options help you build and develop stronger teams and partnerships.



Outreach

Through our numerous committees and communications, we get to know you and understand your values so we can provide solutions customized for you.

Visit www.nemra.org

Call Us [317-975-1999](tel:317-975-1999)