

SUCCESS THROUGH PARTNERSHIPS

Strategic Vision 



NEMRA[®]



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

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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**



Driven by our mission, NEMRA's strategic process and the results from it have enabled the association to take further steps toward building the brand of NEMRA throughout the industry.



At NEMRA, we believe a critical component in strategic governance is engagement with a reliance on board and committee members who are integral partners in the association's governance process.



President's Message – NEMRA's Strategic Plan



“Associations operate in ever-changing environments and are continually challenged to meet the needs of their members. To remain focused, yet flexible to meet changing needs they must know their purpose, clearly define their mission, and establish planning systems that achieve stability while allowing for flexibility.

NEMRA adopted strategic planning as an operational philosophy of ongoing re-evaluation of the knowledge bases that form the framework of our environment, including sensitivity to member needs, insight into the future environment of the industry, understanding of the capacity and strategic position of the organization, and effective analysis of the ethical implications of policy and program choices. Our strategic long-range plan is based on the balance of what doesn't change – the timeless principles of the organization's core purpose and core values – and what the organization seeks to become – what would be possible beyond the constraints of the current environment and represents a compass the organization will use to guide its work over the short and long term.

Every year, the association's leadership conducts strategic planning sessions to look and map out plans to continue to drive NEMRA's leadership and value far into the horizon. This is done with an eye toward how the association could impact the future of our industry to ensure that our members will remain relevant and thrive.

Refocusing association resources away from non-traditional roles back to what is important to our core programming while streamlining our operating budget has given NEMRA the ability to deliver quality in the areas that matter most. In addition to continuing the development and advancement of Rep of the Future and the important work of advocacy and adoption of the POS initiative, NEMRA expanded its value proposition to include economic forecasting programs, advocacy efforts in Washington, and providing robust and comprehensive educational programs delivered to employees in a relevant and cost-effective way. NEMRA also made the necessary investments in technology, online communities, online event and webinar platforms, digitized publications, and the creation of new programs, services, and councils to engage and educate even more of our members.

The communication, collaboration, and engagement between the NEMRA Manufacturers Group (NMG), the Board of Directors, and NEMRA are at its highest level in years and at a time when it is most in need.

In 2022, we will again, look to the Board, the NMG, our committees, and our councils to continue our transformation of growing, learning, and working tirelessly to advance our mission of promoting and enhancing the viability of the independent representative to the electrical industry.”



James C. Johnson
President & CEO
NEMRA



Core ideology describes an organization's consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two notions: core purpose – the organization's reason for being – and core values – essential and enduring principles that guide an organization.

Envisioned future conveys a concrete, but yet unrealized, vision for the organization. It consists of a clear and compelling catalyst that serves as a focal point for effort – and a vivid description – vibrant and engaging descriptions of what it will be like to achieve the vision.

Core Purpose of NEMRA

- To promote and enhance the value of the independent representative to the electrical industry

Core Values of NEMRA

- Networking – Environments that create and foster professional and social relationships.
- Education – Resources that enhance and develop professional skills and marketability.
- Mentorship – Programs that strengthen current and develop future generations.
- Relevance – Policies, products and services that are in step with our members' needs and result in added value relevant to our customers and beneficial to our industry.
- Accountability – Ethical and responsible representation of the values, interests, and expectations of our member companies.

NEMRA's Envisioned Future



An association where every manufacturer has access to and employs a high quality, professional independent representative

Operational Excellence Goal

NEMRA members will be more profitable by exceeding our customer's expectations with world class service and operational performance.

Employee Recruitment & Education Goal

NEMRA members will attract, develop, and retain a labor force that will become the best educated, best trained and most professional in the industry.

Embracing the Future Goal

NEMRA members will recognize and understand the forces of change in the future.

Our Investments



Our Brand



Our Technology



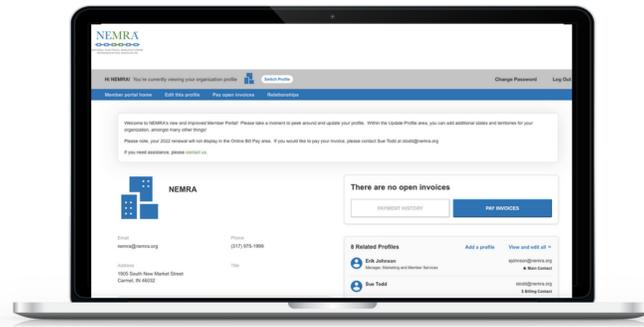
NEMRA University



Our Philanthropy



Our Members



Our Brand

NEMRA is the foundation that provides the base for independent representatives, of all sizes, as well as public and private companies, to establish the foothold so that they can thrive and serve in our association. It's all about Networking, Education, Mentorship, Research, and Advocacy.

Our Technology

We invested in our digital transformation initiative, as well as digital platforms:

- NEMRA's first-ever real-time database and membership management platform to better understand and serve our members.
- A new searchable membership directory for members to easily find others.
- Enhanced our website, making it easier to connect with us and discover all our resources and service offerings.

NEMRA University

We expanded our training, development and affinity programs to maximize the value of membership and to meet our members' goals of professional development.

- NEMRA University (**NEMRA U+**) is a one-stop-shop for NEMRA members to securely access and share product-specific training courses, access soft-skill training, CEU-accredited courses, and custom-curated content made to fit your business needs!

Our Philanthropy

We offer various opportunities to give back and donate.

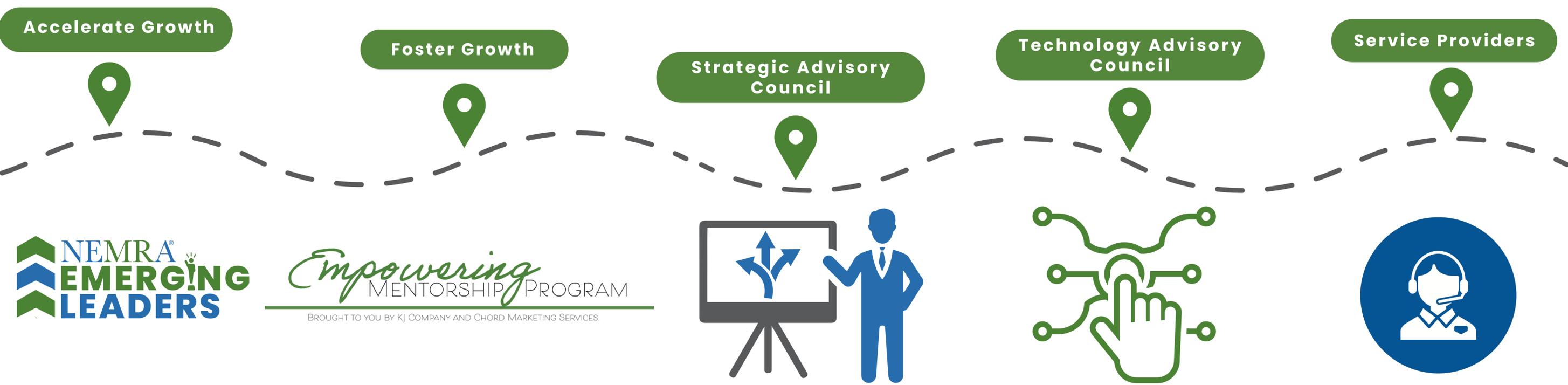
- Gary Sinise Foundation provides a digital platform to make giving back a collective and simpler effort.
- Empower Tomorrow Scholarship Fund now includes employees, or children of employees, of NMG firms.

Our Members

We are encouraging more engagement from our membership by offering a way of sharing ideas and suggestions such as:

- What can NEMRA improve or implement.
- Recommendations on new programs and services.
- Recommendations on professional advancement programs.

Our Investments Continued...



Emerging Leaders

We introduced our Emerging Leaders Program to bring fresh ideas to the association and to build a more diverse membership and a community of industry peers. The program also aims to shape the future of our industry by supporting the growth of aspiring leaders employed by NEMRA member companies.

Empowering Mentorship

We introduced our Empowering Mentorship Program, ensuring the continuous growth of our industry by placing value on mentorship opportunities and assisting in:

- Helping high performing individuals develop their leadership skills.
- Helping individuals in meeting their career goals by honing new capabilities
- Building productive and stronger relationships that lead to a healthier association culture.

Strategic Advisory Council

The council is committed to helping NEMRA look forward, to identify membership services the association can deliver, which help both parties improve growth and profitability. The council's three areas of focus are:

- The Role of the Rep
- NEMRA Insights/Research
- Demand Generation

Technology Advisory Committee

The committee is actively addressing how we can proactively manage the data that is exchanged between manufacturer and representative in a collaborate and secure way that swiftly moves the manufacturer into position to "secure the order" because of having that data.

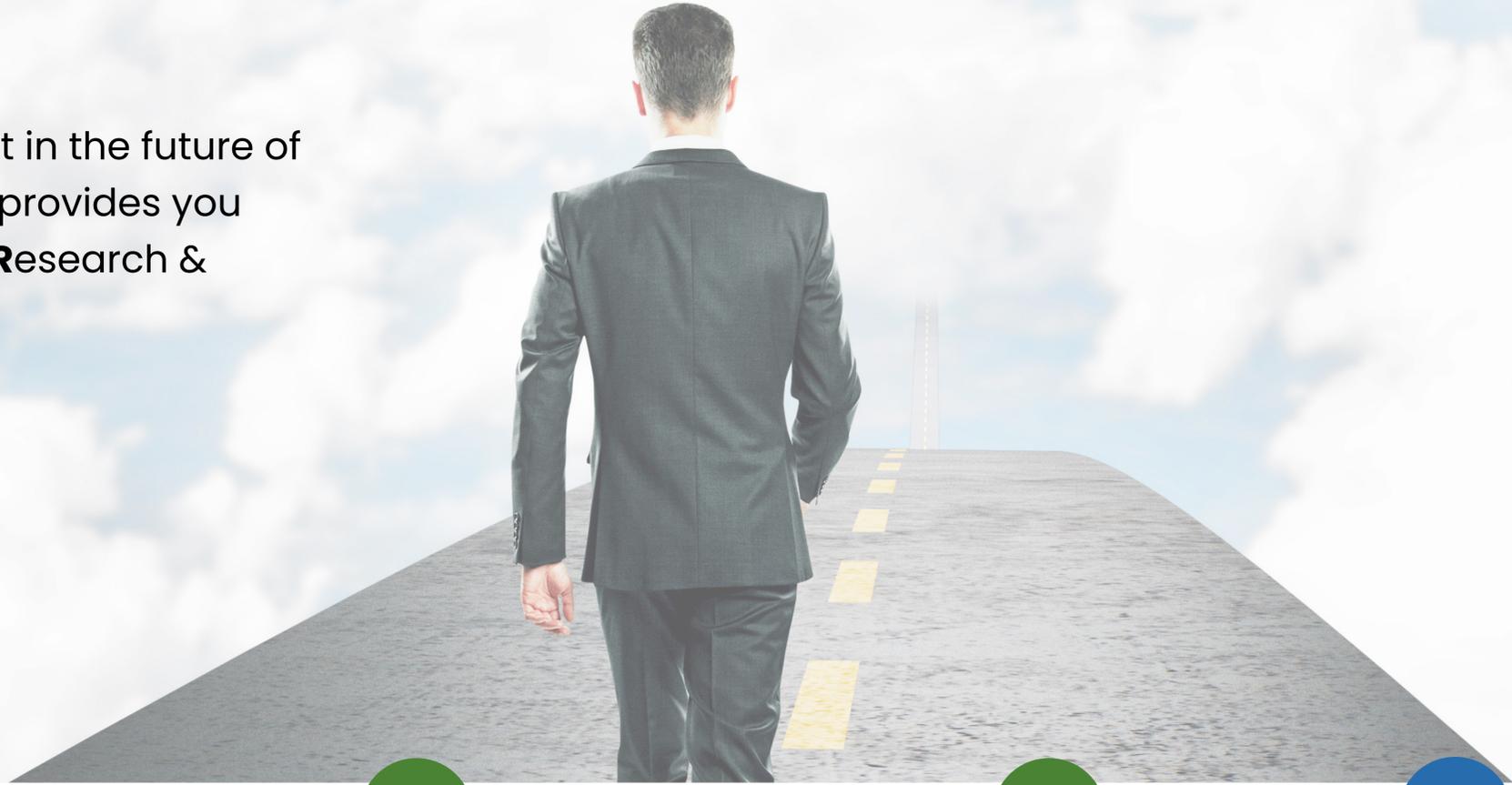
Service Providers

NEMRA expanded its value proposition by bringing forth "exclusive" member discounts on Product Sales & Electrical Price Index Historical Data, Economic Forecasting, Succession Planning, Business Valuation services, as well as discounts on technology and software providers that help synchronize and manage all your sales data.

NEMRA Membership – An Investment In Your Future



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 network with leaders, partners and peers.
- Opportunities to participate in or chair committees, or serve as an officer.
- Our RepConnect Service brings great manufacturers together with a great sales agency to help create lasting, profitable partnerships.

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 members an exclusive Certified Professional Manufacturers Representatives program and have now introduced the 3-part Certified Professional Sales Consultant (CSPC) program; to provide you with the tools you need to succeed.
- NEMRA University, a one-stop-shop for NEMRA Members to securely access and share product-specific training courses, access CEU-accredited soft-skill courses, and a custom LMS platform to help you manage and improve your onboarding and internal training! NEMRA Manufacturers can manage and track all their NEMRA Reps training activity in one place!

M

Mentorship

- 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.
- NEMRA's Emerging Leaders Program (ELP) will equip your leaders to be more inclusive, more purposeful, and ultimately more effective in how they lead. The ELP will also serve to strengthen the bonds of this highly mobile talent pool with others in their cohort and within the association and will serve as a retention and engagement tool for your business and our association.
- Our Empowering Mentorship Program brings industry professionals together to provide young aspiring leaders the opportunity to broaden their knowledge, gain confidence, elevate capabilities and stand out through mentoring. Become a mentor and/or sponsor a young aspiring leader in the industry. It's free to be a mentor, get involved today!

R

Research

- Provide relevant and timely insights to our membership.
- Publish a monthly (member-only) E-newsletter NEMRA Member Connection.
- Commission exclusive whitepapers, industry 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

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 Coporation Association (S-Corp).

NEMRA[®]



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)