

# WELCOME TO NEMRA



A successful link leads to a profitable partnership



# About Us



**The National Electrical Manufacturers Representatives Association (NEMRA), is a not-for-profit association comprised of 325+ independent sales representatives and 169 manufacturers in the electrical industry. The association's charter is to develop and to strengthen each company's sales, marketing, and management skills and to promote the benefits of doing business with an independent sales representative. The association also develops and maintains programs and activities designed to help these independent businesses to conduct their business in an ethical, efficient and productive manner.**

# Meet the Team



**Jim Johnson**

President

Extension 100



**Erik Johnson**

Manager, Marketing  
& Member Services

Extension 103



**Kathy Koppi**

Senior Meeting  
Planner

Extension 107



**Sue Todd**

Admin/Accounting  
Manager

Extension 105



**Keith Money**

Marketing & Member  
Engagement Assistant

Extension 110



**Conner Boyer**

Member Services &  
Data Specialist

Extension 109

# Our Services

## Emerging Leaders Program

NEMRA's Emerging Leaders Program (ELP) aims to shape the future of our industry by supporting the growth of aspiring leaders employed by NEMRA member companies. The program also creates opportunities for aspiring leaders to build relationships, expand their skills and advance their careers in the electrical industry.

## Empowering Mentorship Program

NEMRA's Empowering Mentorship Program (EMP) will bring our industry professionals together to accelerate self-development, career progression, and overall confidence. The EMP will also provide an effective and low-cost way for senior employees to pass on knowledge of the industry and to expose new and different perspectives to one another, fostering a culture of learning, nurturing, and growth.

## NEMRA University

NEMRA University 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 content designed to fit your business needs. Our premium plan (NEMRA U+) includes over 800+ CEU-accredited soft-skill courses, curated training playlists designed by NEMRA Reps for NEMRA Reps, and a custom LMS to help you manage and improve your onboarding and internal training.

## CPMR Program

The Certified Professional Manufacturers Representative (CPMR) program is executive education for current and future rep firm owners and managers. CPMR® candidates invest one week annually for three years to gain knowledge and insight into operating a more effective and profitable rep firm.

## CPSC Program

During the Certified Professional Sales Consultant (CPSC) program, you'll learn how to become your customer's business partner and strengthen your key account relationships to increase sales. Graduates earn the right to use the distinctive CPSC® designation and gain membership to MRERF's Institute for Professional Advancement (IPA)

# Services Continued

## Empower Tomorrow Fund

NEMRA's scholarship program, [Empower Tomorrow Fund](#) ensures the continuous growth of our industry by making a donation to support higher education. NEMRA Scholars are the employees, or children of employees, of our representative and NMG member firms, who demonstrate superior academic performance or are pursuing post-secondary education. Preference is given to those majoring or pursuing further education in business administration, sales and marketing, electrical engineering, and fields related to the electrical industry. NEMRA Empower Tomorrow Fund has now provided over \$150,000 in Scholarships to employees, and children of employees, of NEMRA Members. This year, NEMRA has added two additional scholarships and will be providing 21 Scholarships, in total, to deserving candidates.

## Gary Sinise Foundation

NEMRA is devoted to its philanthropic efforts, so we partnered with the [Gary Sinise Foundation](#) to "do a little more" for our nation's military heroes and their families throughout the coming years. custom LMS to help you manage and improve your onboarding and internal training.

## NEMRA Monthly Newsletter

[NEMRA's monthly newsletters](#) are home to the newest information regarding the association. This is where our service providers post updated information. If you missed a webinar, they are also available within the newsletters!

## 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 and 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.

# Annual Conference

## About the Conference

The Annual Conference is NEMRA's largest event, bringing together over 1,600 attendees over 3 days. It is the largest gathering in the electrical industry of top-level executives of electrical manufacturers and independent business owners. The conference provides the perfect setting for strategic planning/business reviews with their partners, industry-relevant networking sessions, and motivational/inspirational speakers. The conference also exposes the representatives to new companies seeking to establish sales representation and to service providers offering new tools and services that bring value and strength to the partnerships.

## Future Conferences



NEMRA23 - Las Vegas, NV



NEMRA24 - Dallas, TX



NEMRA25 - Orlando, FL



## NEMRA22 Highlights

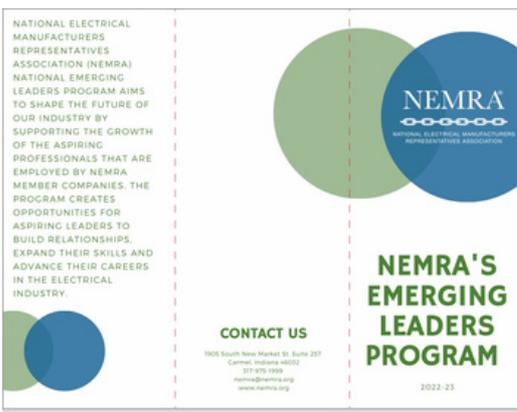


# Important Resources



## [2022 NEMRA Membership Brochure](#)

This brochure discusses the future of NEMRA, core ideology and investments the association has made for its membership.



## [Emerging Leaders Program \(ELP\) Brochure](#)

This brochure highlights NEMRA's Emerging Leaders Program (ELP). Topics discussed include a summary of the program, a detailed schedule of the 2022-23 schedule and platform building for the ELP.



## [NEMRA's Digital Transformation Initiative](#)

A major requirement of driving successful digital transformation is transformational leadership on your part, and we are here to support and partner with you for this journey.

# Exclusive Service Providers



## Data and Market Intelligence – DISC Corp

DISC Corp provides industry sales for national and regional market segmentation (customer type) and NAICS industry-specific forecasts. Our suite of applications is ideal for Electrical Distributors, Electrical Manufacturers, Electrical Manufacturers' Representatives and Financial Market Companies.

[View DISC Corp's Exclusive Offering Here](#)



## Product Sales & EPI Historical Data – EC&M

Electrical Construction & Maintenance (EC&M) provides electrical professionals expertise and insights on electrical systems products, solutions and technologies being used in commercial, industrial and institutional building applications.

[View EC&M's Exclusive Offering Here](#)



## Succession Planning for Reps – T.I.P.S. 4 Reps

John Vrablic and his firm, T.I.P.S. 4 Reps, is a NEMRA service provider focused on Tax, Investment, Pension and Succession Planning for Reps.

[View T.I.P.S. 4 Rep's Exclusive Offering Here](#)



## Synchronizing Sales Data – mETALcloud

B2B CRM automation of Sales Opportunities and Data between Manufacturers, Representatives and Distributors

[View mETALcloud's Exclusive Offering Here](#)



## Discounts on Vehicle Rentals & Purchases – Enterprise and Penske

NEMRA was able to tackle this common expense problem once and for all with the partnerships of two separate providers. Both providers are leaders in the automotive rentals and sales industry, providing you with more resources to go further for less! Take advantage of these discounted services for business or personal use!

[View Enterprise's Offering Here](#)

[View Penske's Offering Here](#)

# Contact Us



**317-975-1999**



**[nemra@nemra.org](mailto:nemra@nemra.org)**



**1905 South New Market St.**  
**Suite 257**  
**Carmel, Indiana 46032**

**Connect with us!**



**Have an idea you would like to share?**

**[Submit Here](#)**