

WELCOME TO NEMRA



A successful link leads to a profitable partnership



NEMRA Code of Ethics

This Code of Ethics is the set of principles and standards that all NEMRA members strive to meet with customers, organizations, competition, communities, and colleagues in all activities.

As a NEMRA member, I pledge to:

01.

MAINTAIN THE HIGHEST STANDARD OF PERSONAL AND PROFESSIONAL CONDUCT.

02.

PROMOTE AND ENCOURAGE THE HIGHEST LEVEL OF ETHICAL BEHAVIOR.

03.

ALWAYS COMMUNICATE IN A PROFESSIONAL, TRUTHFUL, AND ACCURATE MANNER.

04.

STRIVE FOR EXCELLENCE IN ALL INDUSTRY COMMITMENTS.

05.

CONTINUOUSLY EXPAND PERSONAL KNOWLEDGE OF PRODUCTS, SERVICES, AND PROFESSIONAL SKILLS.

06.

PROMOTE LOYALTY TO MANUFACTURERS REPRESENTATIVES AND THE NEMRA ORGANIZATION.

07.

ASPIRE TO OPERATE WITH RESPECT TO EXISTING CONTRACTUAL RELATIONSHIPS OF FELLOW NEMRA MEMBERS.

08.

USE ONLY LEGAL MEANS IN ALL ACTIVITIES AND WHEN IN DOUBT, SEEK COUNSEL.

09.

WORK WITH COLLEAGUES TO IMPROVE THE INDUSTRY AND PROFESSION FOR FUTURE GENERATIONS.

As a NEMRA member, I will work toward achieving these standards to strengthen the reputation and integrity for which we all strive.



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About Us



The National Electrical Manufacturers Representatives Association (NEMRA), is a not-for-profit association comprised of independent sales representatives and 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.

Professional Development

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.

Manufacturer's Best Practices

During the 2-day [Manufacturer's Best Practices \(MBP\)](#) training, sales leaders learn various strategies such as selecting the right reps for the business, leveraging reps to meet strategic plans, and how to align with your reps, so your business becomes top of mind. In short, the MBP program gives you the tools and processes you need to create strategic partnerships with your reps, so you can increase your sales.

NEMRA University

[NEMRA University](#) is 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!

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)

Member Engagement

NEMRA Scholarship Fund

The [NEMRA Scholarship 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. The NEMRA Scholarship Fund has now provided over \$154,000 in Scholarships to employees, and children of employees, of NEMRA Members. This year, NEMRA has added two additional scholarships and will be providing 22 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.

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

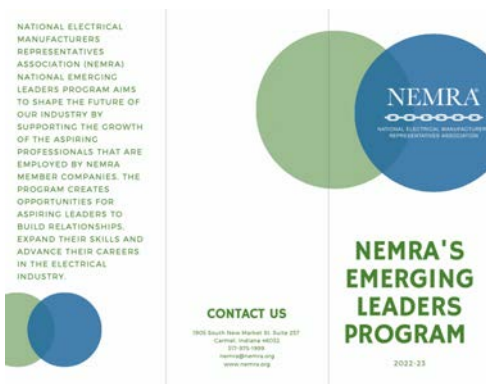


Resources



[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 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.



Access both resources above using this QR code.



[NEMRA Guidelines and Whitepapers](#)

NEMRA has published a series of Guidelines and Whitepapers designed to help representatives and manufacturers improve and enhance their business relationships. These guidelines contain suggested contract language, templates for negotiating agreements, scheduling effective meetings, planning outlines, and various proprietary market insights.



Access NEMRA Guidelines and Whitepapers using this QR code.

Service Providers

16

Service Providers

6

Categories

4

Technology & Software

3

Market & Data Intelligence

3

**Marketing & Professional
Development**

2

Legal & Accounting

2

HR & Insurance

2

Member Savings

Service Provider Categories

Technology & Software

- mETaLcloud
- Repfabric
- RepFiles
- Trade Tech Solutions

Market & Data Intelligence

- DISC Corp
- EC&M
- ETIM

Marketing & Professional Development

- Channel Marketing Group
- Strategic X Marketing
- IPA/MRERF

Legal & Accounting

- T.I.P.S. 4 Reps
- SFBBG

HR & Insurance

- Group Management Services
- LIG Solutions

Member Savings

- Enterprise
- Penske

Exclusive Offers



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](#)




Scan to sign up
for Emerald
Status

Contact Us



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Connect with us!



Assist your association, submit an
idea here!

