

# NEMRA®



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

Dear Members,

During our NMG Executive Fall Meeting, we held a roundtable discussion regarding the “true value” of the NEMRA Annual Conference and would like to share that discussion with you.

From a manufacturer perspective, the NEMRA annual conference is the premier industry event in the electrical industry each year. Bringing together all our highly qualified NEMRA representatives from across the country and having the opportunity to interact with each of them in both formal and informal settings is truly priceless. Our senior leadership team’s ability to engage face to face with all our representatives in a period of 3 days is extremely valuable and efficient. Additionally, the educational content and speakers at the conference provide for outstanding enrichment opportunities for our senior leadership and representatives.

The NEMRA Annual Conference is one of the most valuable parts of our membership in NEMRA. It provides a forum where participants can accelerate their industry and agency knowledge while connecting with peers and having an Impact on the future.

- **Industry Knowledge**
  - Which Manufacturers and competitors are growing, innovating, or are in decline?
  - What Government, Legal, or other market forces are going to impact my company?
  - What M&A events are happening or are in development?
  - What new Product and Service innovations are in development?
  - Who is conspicuously absent from this event and how do I use that to my advantage?
- **Agency Knowledge**
  - Which Agencies are taking the journey to become the Rep of the Future? Which are not?
  - Which Agencies are without a succession plan or even a plan?
  - Which Agencies are open and available to help you grow your business?
- **Impact on the Future**
  - What do I need to do to leverage what's going on in the industry to help my company grow?
  - What changes do I need to make as a manufacturer to be able to support the Rep of the Future?
  - What strategic changes do I need to make as a manufacturer to be able to effectively compete with other active and growing manufacturers?
  - How can I get involved on a NEMRA Committee to make sure my company's needs and ideas become a part of the discussion and direction of NEMRA?

The NEMRA Conference keeps us current and gives us both a voice and insight into the inner workings of our industry. We encourage you to not only register for the NEMRA Annual Conference, but to also take a moment to consider who else in your organization could benefit by attending this event. Imagine how much you and your team could accomplish during this shared industry experience.

If you’re still not convinced, feel free to reach out to any of us below to discuss further.

All the best,

*Chuck Oldaker*

Chuck Oldaker – Chair  
Service Wire Company  
[Chuck.Oldaker@servicewire.com](mailto:Chuck.Oldaker@servicewire.com)

*Tom Click*

Tom Click – Co-Chair  
Patriot Industries  
[Tom.Click@patriotsas.com](mailto:Tom.Click@patriotsas.com)

*Tim Pratt*

Tim Pratt – Immediate Past Chair  
Legrand  
[Tim.Pratt@legrand.us](mailto:Tim.Pratt@legrand.us)



**National Electrical Manufacturers Representatives Association**  
1905 South New Market Street, Suite 257 • Carmel, IN 46032 • (317) 975-1999  
[www.nemra.org](http://www.nemra.org) • [nemra@nemra.org](mailto:nemra@nemra.org)