



Empowering

***Growth***

Building

***Futures***

**56 Years** Championing the Independent Representative



**\$60,000+**  
saved through  
free Rides &  
Rentals upgrades



**51 companies**  
participated in  
professional  
development



**\$242,500**  
awarded in  
scholarships



**\$90,594.04**  
in donations for  
the Gary Sinise  
Foundation



**216 members**  
participated in  
professional  
development

# **NEMRA** *in* **2024**



**44 MFRs**  
supplying  
NEMRA  
University  
Content



**23 new rep**  
members joined  
NEMRA through  
the 'Just 1'



**17 new MFR**  
members joined  
NEMRA through  
the 'Just 1'



**67% saved**  
when NEMRA  
shipped with  
Estes Trucking



**953 vehicles**  
rented with Rides  
& Rentals

**The future** of our industry isn't written—it's shaped by us. Every challenge we tackle, every innovation we embrace, and every partnership we strengthen defines our path. NEMRA and its members don't just participate—we lead.



Leadership isn't a title; it's a responsibility. It means stepping up, taking ownership, and driving progress. As our industry evolves, we must lead with vision, embrace innovation, and set the course for what's next.

True leadership is in our actions—mentoring, strengthening relationships, and solving challenges together. At NEMRA, leadership is at our core, from our Board to every member.

But leadership alone isn't enough. AI, data analytics, and smarter distribution channels are already reshaping our work. Those who adapt gain a competitive edge—those who resist risk being left behind.

By embracing change—leveraging technology, improving efficiency, and enhancing communication—we don't just adapt, we shape the future. And together, we achieve more than we ever could alone.

Innovation alone doesn't drive progress—collaboration does. Our industry thrives on partnerships, trust, and shared goals. Strong relationships—with manufacturers, contractors, and distributors—are the backbone of success.

NEMRA's MOU with NEMA, NAED, and NECA reinforces our commitment to a unified approach, highlighting the critical role reps play as the industry's connective tissue. Together, we achieve more.

Shaping the future requires transformation. Change isn't a threat—it's an opportunity. Purposeful evolution ensures long-term success, and NEMRA is committed to advancing our members.

Through specialized divisions like NEMRA Lighting, advanced training, and digital collaboration tools, we are preparing for the future—not someday, but today.

We're not waiting—we're building. NEMRA is launching new resources, strengthening advocacy, and expanding specialized divisions. Growth is intentional. Leadership is a choice. Success comes from the actions we take now.

So, I challenge each of you—seize the opportunities ahead. Engage with NEMRA, leverage our programs, and invest in yourself, your teams, and the partnerships that drive our industry forward. When we grow together, we lead together.

A handwritten signature in dark ink, appearing to read 'James Johnson'. The signature is fluid and stylized, with a large loop at the end.

**James Johnson**

President & CEO, NEMRA

## ***Cultivating***

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strategic partnerships  
and collaborations with  
sister associations.



*Strategic Alliance session at  
NEMRA25*

## ***Advocating***

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for NEMRA representatives.



*Advocating on The Hill*

## ***Creating***

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opportunities for NEMRA  
representatives to grow,  
acquire, and learn new  
skillsets.



*Professional Development  
Bootcamp in Las Vegas*



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



## Operational Excellence

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



## Recruitment & Education

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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

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

## Just 1 Campaign

As an association, NEMRA was created to strengthen the relationship between the manufacturer and the independent sales rep.

By referring "JUST 1" new member, you will strengthen your partnerships, professional network and advocacy for the role of the rep.



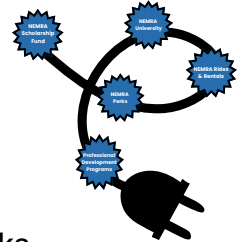
## Rep of the Future

The Five Pillars are the core practices and areas of expertise that will be crucial to a Rep's success moving forward and will help them become a dynamic 'Rep of the Future.' The Five Pillars cover product expertise, demand generation, planning, marketing and technology.



## Charge up your Value

At NEMRA, your benefits are just a connection away. Learn more about the NEMRA Scholarship Fund, NEMRA University, CEU Accredited Training, Rides and Rentals and the NEMRA Perks Affinity Program.



## Manufacturer of the Future

This 2024 initiative gathered insights from 30+ manufacturers to understand their market, channel, and business needs. In-depth interviews provided valuable input on key dynamics shaping manufacturer-rep relationships.



## Mission

Analyze and tackle potential growth areas, risks, obstacles, and upcoming trends to enhance the development of a more robust association and partnerships.

## Objectives

Confirm NEMRA's value proposition and strategic path, ensuring alignment with the needs and expectations of our members.

## Role of the Rep

### *2025-26 Initiatives*

- Succession Planning
- Manufacturer Onboarding Program
- Fostering collaboration with sister associations with a focus on shared training
- Workforce Development
- Rep Training Models

## Demand Generation

### *2025-26 Initiatives*

- Sanction Demand Generation Research
- Professional Development CEU Bootcamps
- NECA/etA Training Program
- Marketing Summit
- Young Leaders Program

## Insights

### *2025-26 Initiatives*

- Manufacturer of the Future Report
- State of AI/Technology Study
- Updated P.O.S. Report
- "Small" Manufacturer and Rep Advisory Council
- Updated/new white papers
- NEMRA Branding Study

## Alliance to Electrify America

This alliance will drive America's electrification through public relations campaigns, social media, and thought leadership.



## Supply Chains

Optimizing the performance of electrical supply chains.

## Workforce

Attracting diverse and skilled workers to support the clean energy economy.

## Leadership

Amplifying the electro-industry's impact on U.S. policy decisions.

## NECA & NEMRA Training Collaboration

This initiative will leverage the electrical training ALLIANCE SkillsPrep platform to deliver the NECA-NEMRA: Education for Success in Electrical Markets curriculum to equip NEMRA reps with specialized knowledge, empowering them to better connect with NECA contractor members and help advance the electrical industry as a whole.



This joint effort aims to equip NEMRA representatives with an educational resource to enhance industry knowledge and better support NECA contractors.

## Small Business Advocacy

NEMRA advocates on our members' behalf in Washington, D.C. through our partnership, involvement and affiliation with the Main St Employers Coalition, Small Business Administration (SBA), Small Business Legislation Council (SBLC) and S-Corporation Association (S-Corp).

## 2025 SBLC Initiatives

➤ Tariff Policy

➤ Tax Policy

➤ Reporting Compliance



## *Empowering Independent Lighting Agents & Manufacturers.*

### Unified Voice for Lighting

NEMRA Lighting was established to provide a strategic direction and strong advocacy for independent lighting agencies and manufacturers. By uniting industry experts and resources, we foster growth, enable professional development, and strengthen business relationships across the lighting sector.



### Membership Benefits

- Networking & Business Planning
- Industry Advocacy
- Strategic Growth
- Education & Development

**28%**

of **NMG members** are involved in Lighting or Lighting Controls.

**29%**

of **NEMRA Reps** handle 5 or more lines related to Lighting or Lighting Controls.

**48%**

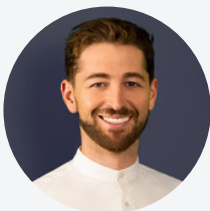
of **NEMRA Reps** manage 1 to 4 lines relating to Lighting or Lighting Controls.





*As we move into this next year, NEMRA University is going to continue to be a part of our strategy. It is our goal to be the local experts in our market for product and generate demand for the manufacturers that they expect and also we expect upon ourselves.*

**Corey Collins**  
Agents West, Inc.



*NEMRA25 was our second conference and our first as a full member. It was a tremendous opportunity to meet with over 2,000 attendees. We had good conversations with reps, but also with manufacturers who have been in the industry for a long time.*

**David Corbeil**  
RVE



*The biggest thing for us is we have some transitions in leadership roles right now and the way Dr. Jeff presented the content it's going to allow us to take back to the organization and further develop our success in talent.*

**James Yore**  
Coressential



*The most important part of having these professional development programs is being able to sit with your peers, co-NEMRA members and bounce ideas and share challenges you may be facing in the industry that they also may be facing.*

**Leo Degenstein**  
Highland Electrical Sales



*Our organization contributes to the NEMRA scholarship fund every year and in particular to a life long scholarship established by my father, Lawrence C. Rodger Jr. in an effort to preserve his legacy and contribution to the organization over the life of his career.*

**Larry Rodger**  
ELA + Synergy



*At Mersen, we consider our reps a true extension of our sales team. Driving profitable market share growth, launching new products, solving problems, and executing our corporate strategy at the local level.*

**Debra Huttenburg**  
Mersen





**Networking | Education | Mentorship | Research | Advocacy**



# NEMRA<sup>®</sup>



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

[www.nemra.org](http://www.nemra.org)