

# MEMBERSHIP

## WELCOME PACKET

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**Empowering** Lighting Agents & Lighting Manufacturers

# The Future of *Lighting* Starts Here



On behalf of the entire NEMRA Lighting team, I'd like to extend a warm welcome to you. We are thrilled to have you as part of our growing community of independent lighting agencies and manufacturers. Your trust and partnership mean a great deal to us, and we are fully committed to supporting your success in today's evolving lighting industry.

Your membership in the NEMRA Lighting Division connects you to a powerful network of professionals, programs, and resources built on three core pillars. First, advocacy: we represent the collective voice of independent lighting agents and manufacturers, championing your interests in critical industry conversations. Whether it's advocating on your behalf in Washington, D.C., or fostering stronger alignment across the channel to reinforce the rep-manufacturer business model, we are committed to supporting your growth and long-term success.

Second, education: through our stepped, on-demand curriculum—developed in collaboration with leading organizations such as IES, NCQLP, NALMCO, and NAILED—your team gains capability at every level. Whether your team is new to lighting or working toward advanced credentials, you'll have access to foundational and specialized training, along with opportunities to pursue industry certifications such as LC, CLMC®, CLCP™, and LS-C.

And third, networking: NEMRA Lighting is built for connection. From our annual Lighting Summit, which facilitates strategic one-on-one meetings between agency and manufacturer leadership, to exclusive member-only networking events, industry roundtables, and online forums, we provide high-value opportunities for collaboration, planning, and growth.

To help you get off to a strong start, we will schedule your onboarding session and equip you with a comprehensive resource toolbox designed to maximize your membership benefits from day one.

Thank you for taking this important step in strengthening your business and partnerships. If you have questions, ideas, or need assistance, please don't hesitate to reach out.

***Welcome aboard! We're proud to have you with us.***

A handwritten signature in black ink that reads "Jeff Bristol".

**Jeff Bristol**

Divisional Vice President,  
NEMRA Lighting

# Pillars of Support



## NEMRA Lighting **ADVOCACY**

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***Championing the voice of independent lighting agencies and manufacturers***

- Industry lobbying efforts for growth-focused, sustainable policies and legislation
- Reinforcing the Rep-Manufacturer business model



## NEMRA Lighting **EDUCATION**

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***Empowering members by building capability and advanced credentials***

- LC, LS-C, CLCP, and CEU
- NEMRA University
- NEMRA Lighting Recognized Curriculum-Based Training
- Mentoring & Development
- Industry Specific Events & Webinars
- Industry Best Practices



## NEMRA Lighting **NETWORKING**

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***Building connections and collaboration to strengthen partnerships***

- Annual Lighting Conference
- Member-Only Networking Events
- Access to Expert insight Groups & Affiliations
- Platforms Intended to Unify the Industry
- Service Provider Network

# Lighting Advisory Council

## Industry Expertise Guiding Member Outcomes

The NEMRA Lighting Council comprises highly regarded industry experts in lighting technology, manufacturing, and distribution.

### The Council Will:

- Chart strategic direction, and guide key initiatives
- Provide critical guidance on emerging trends, market evolution, and the latest technologies
- Shape education and advocacy programs
- Collaborate with industry stakeholders to provide critical resources and support for members



**Jay Andrews**

Co-Founder and  
Principal  
Next Generation Lighting



**Jenny Brust**

Senior Vice President  
of Sales & Marketing  
H.E. Williams, Inc.



**Brian Donlon**

Vice President & General  
Manager, Sales Operations  
Lutron Electronics Co., Inc.



**Tim Kelley**

President & CEO  
IlluminateNE



**John Palk**

President & CEO  
SESCO Lighting, Inc.



**Mike Ramthun**

Vice President,  
Distribution Solutions  
Davis & Associates, Inc.



**Kris Steiger**

President  
Schaeffer Marketing Group



**Chip Taylor**

Chief Commercial Officer  
Current



**Tom Thomson**

Founder & CEO  
SCI Lighting Solutions



**Troy Jennings**

Chairman of NEMRA  
Board of Directors  
JMA Group



# Education & Affiliations



## Unlock Your Team's Potential with 2,000+ Online Courses

NEMRA University is your go-to, on-demand training platform designed to boost employee engagement, accelerate professional development, and drive organizational success. More than just training, it's a smart investment in your team's future.



## Advance Your Skills with Strategic Affiliations

NEMRA Lighting proudly partners with strategic organizations, including IES, NCQLP, LCA, NALMCO, and NAILD, to empower members with professional development and skills training.



### Maximize Member ROI

*Delivering high-impact training without the high price tag, this platform offers measurable value and outstanding return on investment*



### Invest in Your Team's Growth

*Empower your employees with the knowledge and skills they need to excel, grow, and fuel long-term organizational success*

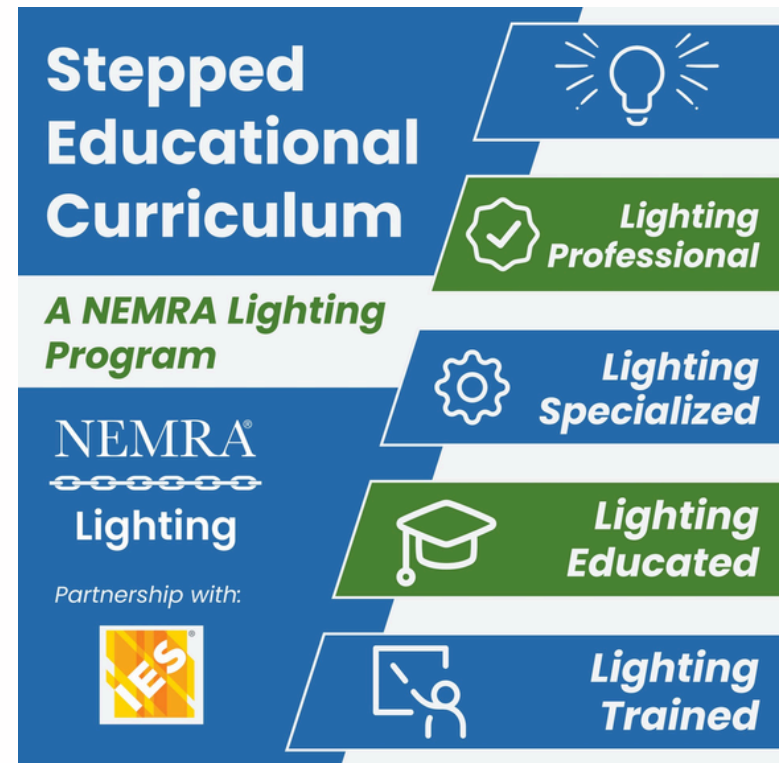
# Stepped Education

## Deepen Knowledge & Refine Expertise

The NEMRA Lighting Curriculum-Based training program was developed in conjunction with IES, and includes the following stepped education course paths:

- **Lighting Trained (100 Level) Certificate**
  - Online curriculum for basic lighting understanding
- **Lighting Educated (200 Level) Certificate**
  - Online curriculum for fundamental understanding of selling lighting and controls
- **Lighting Specialized (300 Level) Certificate**
  - Online curriculum on understanding the specifier, architect, engineer, and specification cycle
- **Lighting Professional (400 Level) Certificate**
  - Online curriculum on advanced lighting & control applications

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- Certification (LC) Program
  - Certified Lighting Controls Professional™ (CLCP™)
  - Certified Lighting Management Consultant R (CLMC R)
  - Certified Lighting Efficiency Professional (CLEP™)
  - Lighting Specialist in Controls (LS-C) Certification Program



# Networking & Events



## Impactful Industry Involvement

- Attend impactful events, network with top industry leaders, and gain insights from exclusive training
- Member events, conferences, and discussion forums
- Professional networking groups for industry insights
- Platforms fostering a more unified lighting industry
- Relevant industry-specific panel discussions

**LEDucation.**  
Trade Show and Conference

**lightfair.**

DALLAS MARKET CENTER'S  
**ARCHLIGHT  
SUMMIT**



# Annual Lighting Summit

## Connecting the Lighting Industry

Create **your** business plan in private one-on-one strategic sessions with **your** reps and **your** manufacturers.

### ➤ Enhanced Collaboration & Networking

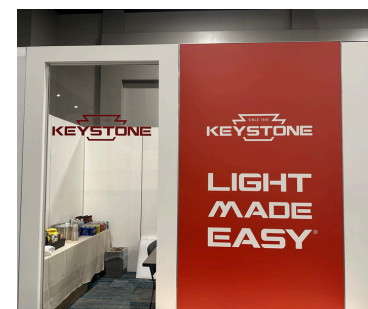
- Foster connections and professional development opportunities
- Meaningful networking opportunities
- Attend panel discussions

### ➤ Comprehensive Industry Insights

- A broader industry perspective to enable impactful strategic planning
- Outline your business plans

### ➤ Actionable Implementation

- Empowering agents to execute plans effectively, driving sales growth and higher commissions
- Identify targeted sales opportunities and map marketing programs and strategies
- Allocate and prioritize Resources





# Expand Your Network

## Become a Brand Ambassador

Your membership is more impactful when both Agents and Manufacturers are part of the NEMRA Lighting Division. Become a NEMRA Lighting Brand Ambassador and invite **your** key contacts to join, and expand **your** network.

## Tools to Help Your Network Expand

We've provided resources to help you expand your connections and bring new members into the NEMRA Lighting Division.

- **Targeting Tools:** Identify key manufacturers or agents to invite
- **Templates:** Use pre-written emails to simplify outreach to your targets
- **Membership Materials:** Download and share the NEMRA Lighting membership flyer and presentation outlining member benefits
- **Scheduled Meetings:** Share your contact's name and preferred time, and we'll take it from there



Join the  
**Movement**



Targeting  
Tools



Templates



Membership  
Materials



Scheduled  
Meetings



Program Flyer

# Fill Open Territories

## Your Link to Qualified NEMRA Lighting Agents

NEMRA Lighting's **RepConnect Service** facilitates this process by offering a platform designed to connect manufacturers with a trusted and qualified base of NEMRA Lighting agents in a professional and ethical manner, thereby filling open territories and building cost-effective sales organizations.



### Visibility

Reach hundreds of qualified agents, affordably

### Network

Tap into a trusted, established agent base

### Coverage

Fill open or underserved territories

### Expertise

Work with experienced, results-driven agents

## RepConnect Process: Five Simple Steps



1

Submit Your  
RepConnect  
Information



2

Review &  
Approval



3

Billing &  
Design



4

Schedule &  
Launch



5

Support,  
Updates & Next  
Steps

Take Your  
Network to the  
**Next Level**

[Click to Submit](#)

# Service Providers

## Unlock Member Discounts

Our network includes trusted service providers who offer solutions tailored to your business needs. You can start saving today with offerings like the NEMRA Rides and Rental program. Explore the full offering of service providers on the [NEMRA website](#).



**AI Business  
Solutions**



**Technology &  
Software**



**HR &  
Insurance**



**Marketing  
Services**



**Data & Market  
Intelligence**



**Rental &  
Transport  
Services**

# Onboarding Checklist



**Ready to tackle your onboarding?** To help you get started and make the most of your membership, we've prepared an easy onboarding checklist. Check it off as you progress.

- ☐ **Invoice Paid for membership Dues.**
- ☐ **Attend Your Onboarding Meeting** - Our Onboarding Specialist will reach out to you and your team to schedule an initial onboarding meeting to guide you in setting up your account, navigating the platform and maximizing your membership value.
- ☐ **Stay Connected** - Add [marketing@nemra.org](mailto:marketing@nemra.org) to your safe sender list and whitelist the [nemra.org](https://nemra.org) domain. This ensures you won't miss important updates and resources.
- ☐ **Complete Your Profile** - Log in to update your Membership Profile and add complete employee details. Don't forget to update your personal profile.
- ☐ **Promote Your Membership** - Download the NEMRA Lighting logo and display it on your website. Be sure to link it to the Lighting Division page.
- ☐ **Save the Dates** - Mark your calendar for the NEMRA Lighting Division Summit in October 2026. This annual conference is a key event for networking, education, and strengthening partnerships. Stay tuned for additional industry-leading events and educational alliances.
- ☐ **Register for Professional Development** - Enroll your team in NEMRA University, our on-demand platform designed to accelerate professional growth. Participate in the NEMRA Lighting / IES Stepped Educational Curriculum Program. Enjoy a 20% discounted rate on NALD LS-C (Lighting Controls Certification Program) with the promo code we provide to you.
- ☐ **Enjoy Immediate Savings** - Unlock members-only discounts through our Service Providers program. You can start saving today with offerings like the 40% discount on rental pricing through the NEMRA Rides and Rental program.
- ☐ **Expand Your Network** - To maximize the benefits of your membership, share your current agent or manufacturers list with us so we can confirm active members and collaborate on outreach. Invite your agents or manufacturers' teams to join the NEMRA Lighting Division. Use our tools and programs to help expand your network.
- ☐ **Connect and Engage** - Follow the NEMRA Lighting Division page on LinkedIn. Encourage your employees to follow as well. We'll be announcing your membership soon, and you're welcome to tag and share the post. If you'd like a social media announcement graphic, let us know.



# Our Team

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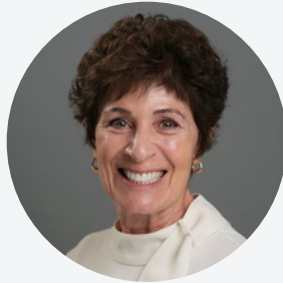
We strive to assist members in growing their businesses by providing advocacy, education, and networking opportunities to connect.



**Jeff Bristol**

Divisional Vice President

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# NEMRA<sup>®</sup>



# Lighting

[NEMRA Lighting Website](#)