



FOR IMMEDIATE RELEASE

NEMRA Joins Industry Leaders and VIPER Transitions to Empower Veterans and Strengthen the Electrical Workforce

CARMEL, IN (August 13, 2025) – The National Electrical Manufacturers Representatives Association (NEMRA) is proud to join forces with the National Electrical Contractors Association (NECA), the National Electrical Manufacturers Association (NEMA), the National Association of Electrical Distributors (NAED), and VIPER Transitions in a groundbreaking initiative to place veterans in rewarding careers throughout the electrical industry. This powerful collaboration underscores NEMRA’s ongoing commitment to workforce recruitment, talent development, and building a stronger, more sustainable future for the entire electrical field.

At the heart of this initiative is VIPER Transitions, whose mission is to reduce veteran suicide by tackling its root causes—unemployment, underemployment, substance abuse, homelessness, and a lack of coordinated support. By connecting veterans with fulfilling careers in the electrical sector, this partnership aims to provide stability, purpose, and a clear pathway to success for those who have served.

With nearly 200,000 service members leaving the military each year, NEMRA recognizes the vital importance of providing clear and meaningful opportunities for transitioning veterans. Through VIPER’s expertise in navigating military-to-civilian career pathways, NEMRA representatives and manufacturers are positioned to offer roles that align with veterans’ values, discipline, and skillsets.

This joint effort reflects a broader industry commitment. Collectively, NECA, NEMA, NEMRA, and NAED bring their unique strengths to the table—from modernizing infrastructure and distributing cutting-edge technology to supporting independent sales organizations and delivering robust training and resources.

Together, this coalition is not only opening doors for veterans but also addressing a critical need for talent across the electrical landscape. This collaboration with VIPER is another step forward in ensuring a thriving, skilled, and resilient workforce prepared to power the future.

Through shared values, strategic alignment, and a deep respect for those who have served, NEMRA and its partners are proving that when we invest in people, we elevate the entire industry.

Learn more about NEMRA’s workforce initiatives and how your company can participate in the VIPER Transitions program, please contact NEMRA’s Marketing Coordinator, Mary James Banter at mjames@nemra.org.

ABOUT NEMRA

Established in 1969, NEMRA, the National Electrical Manufacturers Representatives Association, offers its members powerful resources for educational and professional development, networking, and new business opportunities. NEMRA combines the premier sales and marketing agencies in the electrical industry with top manufacturers.



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