



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

BOD Chair – T. Jennings 2025/26 Initiatives

Conference Enhancement

- *Create a standardized prep process (based on the ROTF and MOTF reports) for both Reps and Manufacturers. The goal is to provide strong “takeaways” for both groups and increase the expectation of meeting readiness.*
- *This move could cover most of the Benchmark/Grading Platform initiative from Mark Bates.*

Advance the knowledge of AI tools and API integration

- *Communicate with the membership, presenting a common narrative: NEMRA members will be armed with knowledge and forward-facing software options to move as the manufacturing community moves.*

Connecting with the Membership

- *Personal phone calls throughout the year to the smaller agencies/manufacturers who are currently vocalizing that we are not here for them and that the value of NEMRA is not easily defined (this was also part of Mark’s initiatives)*
- *Address Reps operating in multiple NEMRA trading areas while paying dues for a single market, and manufacturers holding multiple brand names under an old dues structure.*

BOD Chair – M. Bates 2024/25 Initiatives

Member Recruitment

- *Just 1 Campaign*

Cross-Channel Collaboration

- *Driving this down through the membership*
- *How the “Role of the Rep” practices have responsibility to manage on a local platform.*

Member Engagement

- *Addressing the larger agencies/manufacturers that do not utilize our services for the value they bring as well as the smaller agencies/manufacturers that are vocalizing that we are not here for them.*
- *Benchmark/Grading Platform for Reps and Manufacturers*

BOD Chair – M. McAuliffe 2023/24 Initiatives

Member Recruitment

- *Mfr Specific*

P.O.S.

- *Getting Beyond Endorsements*

Education on the Role of the Rep

- *Clearly Identify & Market the value that NEMRA Reps Bring to Distributors & Manufacturers*



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