



## FOR IMMEDIATE RELEASE

### **NECA and NEMRA Collaborate on Groundbreaking Training Program for NEMRA Representatives**

**CARMEL, IN (February 18, 2025)** – The National Electrical Contractors Association (NECA) and the National Electrical Manufacturers Representatives Association (NEMRA) have announced a new collaboration to enhance industry education and training for NEMRA representatives. 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.

The primary goal of this joint effort is to provide NEMRA representatives with an additional education resource, helping them deepen their understanding of the industry and improve their ability to support NECA contractor members' needs. As program adoption grows, NECA and NEMRA intend to develop second- and third-year training modules, further strengthening NEMRA members' expertise and reinforcing the Cross-Industry Strategic Alliance for the industry's continued progress.

Currently, NEMRA consists of 170 NMG members, 342 rep members, and 2,381 rep employees. Through this initiative, these professionals will gain access to state-of-the-art training that positions them at the forefront of industry knowledge.

At the recent NEMRA25 Conference in early February, NECA and NEMRA hosted a joint educational session with leading electrical manufacturers and contractors. This session introduced NEMRA representatives to the training program, emphasizing its role in preparing them for the future through cutting-edge education. The program will enable reps to stay ahead of industry trends, leverage their ambition, and master crucial codes and standards, including the National Electrical Code (NEC), the National Fire Alarm Code, and OSHA regulations. By doing so, participants will enhance their ability to speak proficiently in industry terms when visiting active job sites, strengthening their credibility and impact within the electrical contracting field.

Attendees left the session with insights into how this comprehensive NECA-NEMRA Training Program will help NEMRA representatives gain a deeper understanding of the complexities of electrical projects, fostering stronger collaboration between reps and contractors.

This groundbreaking partnership underscores NECA and NEMRA's shared commitment to education, industry excellence, and innovation. By investing in the professional development of NEMRA representatives, both organizations are reinforcing their dedication to advancing the electrical industry for the benefit of all stakeholders.

For more information about this training program, please contact NEMRA's Marketing Coordinator, Mary Banter at [mjames@nemra.org](mailto:mjames@nemra.org)



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#### **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.*

#### **ABOUT NECA**

*NECA is the voice of the \$255 billion electrical construction industry that brings power, light, and communication technology to buildings and communities across North America. NECA's national office and 118 local chapters advance the industry through advocacy, education, research, and standards development. Go to [www.necanet.org](http://www.necanet.org) for more information.*



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