

NEMRA 2025 INITIATIVES, COLLATERAL, AND CONFERENCE ENHANCEMENTS

Strengthening the Rep Value and Relevancy throughout the Channel

Member Initiatives

- **Rep of the Future 2025 (Vision 2030)** – Completed in September 2025. It outlines a five-year outlook built on the Five Pillars: Product Expertise, Demand Generation, Planning, Marketing, and Technology. This report positions NEMRA as the forward-looking leader in channel strategy.
- **Manufacturer of the Future Report** – Rolled out in 2025 in collaboration with Channel Marketing Group. It captures manufacturer perspectives on consolidation, technology (including AI), and workforce shifts, and provides actionable insights for NEMRA members to anticipate market changes.
- **NECA × NEMRA Training Program and Credential** – Introduced at NEMRA 2025. It provides reps with new education and certification pathways to better support contractors, including training on codes, standards, and project management
- **VIPER Program / Veteran Recruitment Initiative** – Introduced via partnership with VIPER Transitions / NECA. It provides a real solution for addressing talent acquisition to NEMRA members by helping veterans transition into the electrical industry, using a concierge-style recruitment process.
- **Professional Development:** Launched a Sales Leadership Bundle – a world-class, skills-development package that strengthens capabilities across four areas:
 - **Demand Generation**
 - **Performance Driven Selling 1.0**
 - **Sales Management**
 - **Advanced Selling**
- **NEMRA Lighting Division × IES Educational Curriculum** – Introduced as the industry's first stepped, multi-tier online pathway for lighting knowledge and professional development.
- **Policy Advocacy** – NEMRA joins NEMA, NAED, NECA, and the Data Center Coalition in promoting a tariff incentive framework to support the electrified economy.
- **Recognition** – NEMRA honored with the **NECA Industry Partner Award** at NECA 2025 in Chicago, underscoring NEMRA's leadership and collaboration across the channel.

Collateral and Tools

- **Contractor Engagement Guide** – Introduced to equip reps to address contractor pain points such as labor shortages, training gaps, and installation issues. It positions reps as problem solvers offering value-added services.
- **Distributor Engagement Guide** – Introduced to help reps align with distributor corporate goals, branch KPIs, and target markets. It emphasizes collaborative problem-solving and performance support.
- **POS One-Pagers (Distributor and Manufacturer)** – Introduced to make the case for Point of Sale (POS) standards as enablers of transparency, accurate commissions, forecasting, and stronger partnerships. They reinforce the NEMRA POS Minimum Reporting Standards adopted by 52 manufacturers and 1,250+ distributor locations.

- **The Value of NEMRA Flyer** – Introduced to highlight membership ROI, access to RepConnect, NEMRA University, MRERF certifications, professional development, cost-saving programs, and strategic alliances with NECA, NEMA, and NAED.
 - **Graybar and CED Strategic Flyers** – Introduced to tailor NEMRA’s value proposition for two major distributor partners. They present reps as local execution partners, solution providers, and strategic influencers who drive consistent performance and results.
 - **NEMRA AD Flyer** – Introduced to highlight the value of NEMRA’s conference and network to AD members. It emphasizes rep engagement, strategic networking, case studies, and advocacy on go-to-market models and data transparency.
 - **Built Local. Backed by NEMRA Campaign** – Introduced as part of the American Made campaign. It spotlights manufacturers investing in U.S.-based operations, job creation, supply chain resilience, and community growth.
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Conference Enhancements

- **Conference Planning Tools** – Introduced the Rep of the Future Planning Outline and ROTF Framework Checklist to standardize rep-manufacturer discussions at the annual conference. These tools align conversations around the Five Pillars and provide a shared framework for expectation-setting.
- **New Session Themes** – Based on input from the NEMRA Manufacturers Group (NMG) and Board of Directors, NEMRA introduced sessions on Artificial Intelligence (AI) and Point of Sale (POS), alongside topics like ROTF / MOTF, and contractor/distributor engagement.
- **NEMMY Awards** – Two new categories are introduced in 2025 to specifically highlight and celebrate the achievements of smaller NEMRA member agencies, ensuring visibility and recognition across all membership tiers.
- **Execution Mindset** – NEMRA positions the conference as a strategic execution conference, **a preview, not a review**, where alignment, education, and forward planning drive tangible outcomes for members and partners.

Summary

In 2025, NEMRA completed many forward-looking initiatives, introduced practical collateral, and enhanced conference programming. The association strengthened its advocacy role, delivered member value through education and standards, and provided clear tools that position reps as essential strategic partners in the channel.