

# NEMRA 2025 REPORT CARD – SPRING MEETING TO-DO'S VS. ACTIONS TAKEN

NEMRA 2025 Report Card: Spring Meeting To-Do's vs. 2025 Actions Taken

## Actions Completed

**We delivered on key Spring Meeting asks:** – Alliance Messaging – Framework Enhancement – Conference Enhancements (AI, POS, Roundtables) – New NEMMY Award Categories – POS Data Initiative – AI & Technology Integration – NECA Training Alliance – Lighting Division Curriculum – Communications Strategy – Workforce Development (VIPER Program).

### Alliance Messaging

- **Spring Ask:** Strengthen messaging around alliances (NECA, NEMA and NAED).
  - **Action:** Addressed via presidential communications, public initiatives, and Value of NEMRA flyer.
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### Framework Enhancement

- **Spring Ask:** Help reps articulate their value.
  - **Action:** Delivered through ROTF Planning Outline and ROTF Framework Checklist.
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### Conference Enhancements

- **Spring Ask:** Add Talent & Contractor sessions, AI and POS.
  - **Action:** Implemented at NEMRA26.
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### NEMMY Awards

- **Spring Ask:** Add recognition categories for company size.
  - **Action:** Two new award categories introduced in 2025.
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### POS Data Initiative

- **Spring Ask:** Develop POS data standards, white paper and solutions.
  - **Action:** Introduced POS One-Pagers + reinforced POS Standards adoption. Identified possible solutions through NEMRA Service Providers now.
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### AI & Technology Integration

- **Spring Ask:** Drive strategy, host AI sessions.
  - **Action:** AI sessions at NEMRA26 + emphasis in ROTF Technology pillar.
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## Training Alliance

- **Spring Ask:** Collaborate with NECA for co-branded training.
  - **Action:** Launched NECA × NEMRA Training Program and Credential.
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## Lighting Division

- **Spring Ask:** Build IES partnership for training.
  - **Action:** Delivered via Built Local campaign, AD/Graybar/CED flyers, and Value flyer.
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## Communication Strategy

- **Spring Ask:** Improve outreach and clarity.
  - **Action:** Two new award categories introduced in 2025.
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## Workforce Development

- **Spring Ask:** Address talent pipeline.
  - **Action:** Rolled out VIPER Program for veteran recruitment.
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## Items Requiring Feedback

- Networking Group Development (Marketing, Young Leaders, Women).
- Sales Compensation Study.
- Conference Value Expansion (service providers, roundtables with solutions).
- Communications Task Force (effectiveness of outreach).
- Succession Planning & Manufacturer Onboarding.

# Report Card Summary

Most Spring Meeting to-do's → Completed & Implemented.

Remaining → Require task group input & feedback to move into execution.