

What we accomplished *with you and for you.*

Strengthening the Value and Relevancy of the Independent Rep

- **Rep of the Future™ 2025 (Vision 2030):** A five-year roadmap built on the Five Pillars, now guiding rep-manufacturer discussions and long-term planning.
- **Manufacturer of the Future Report:** Insights on consolidation, technology, and workforce trends that help reps anticipate change and stay ahead.

These initiatives reinforce what you tell us often: the rep remains the channel's connective tissue, delivering local influence and execution manufacturers rely on.

Expanding Training, Education & Workforce Development

You asked for deeper, more practical development paths — and we delivered:

- **NECA × NEMRA Training & Credential:** Strengthens rep expertise in codes, standards, and project management to elevate contractor engagement.
- **Lighting Division × IES Curriculum:** The industry's first multi-tier online pathway for lighting education.
- **VIPER Veteran Recruitment:** A new pipeline connecting reps with motivated, skilled veterans.
- **Sales & Leadership Mastery Boot Camps:** World-class training with Dr. Jeffrey Magee, bringing together reps, manufacturers, and the voice of distribution to strengthen cross-channel collaboration.
- **NEMRA University:** Now the industry's most cost-effective platform for education, offering flexible modules and customizable learning tracks — including manufacturer content.

These programs build stronger teams, deepen expertise, and support long-term agency growth.

Introducing Tools That Support Daily Rep Success

We focused on tools that improve alignment and elevate conversations:

- **Contractor Engagement Guide:** Equips agencies to proactively support contractors — positioning reps as trusted partners who help keep projects on track.
- **Distributor Engagement Guide:** Gives agencies a clear view of distributor challenges — helping reps align resources, to better support branch performance, and strengthen collaboration.
- **Contracts White Paper (in development):** With rep and manufacturer collaboration, we advanced research to modernize rep-manufacturer agreements.
- **POS Emphasis:** Through tailored distributor-focused resources and strengthened service-provider relationships, we continued to champion the critical importance of POS data.

These tools help you strengthen channel relationships and create measurable impact.

Elevating Rep Visibility & Advocacy

- **Built Local. Backed by NEMRA:** Showcasing U.S.-based manufacturers investing in American jobs, innovation, and community growth — and highlighting the rep's essential role in amplifying these efforts.
- **Policy Collaboration with NEMA, NAED, and NECA:** Advancing discussions on tariffs and electrification with a focus on the rep's evolving role.

Enhancing the NEMRA Conference Experience

Beginning in 2026, several enhancements will elevate conference value:

- **New AI and POS Sessions** to address major forces shaping the industry.
- **Rep of the Future Planning Outline & Framework** to guide more productive rep-manufacturer meetings.
- **Expanded NEMMY Awards** to celebrate excellence across all agency sizes.

These enhancements support the conference's evolution into a strategic execution platform for alignment and planning.