



For Immediate Release

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Venture Lighting International Becomes Member of NEMRA Manufacturer's Group

Streetsboro, OH - July 24, 2013 – Venture Lighting International is pleased to announce their participation in the National Electrical Manufacturers Representative Association's (NEMRA) Manufacturer's Group. As a leading manufacturer of metal halide lamps, lighting systems and components, Venture is looking forward to using the vast experience gained from working with numerous independent lighting representative agencies to provide essential input for developing the role of manufacturer's representatives.

Since 1969, the NEMRA organization has been a paradigm for manufacturer's representatives throughout the electrical industry. With a goal to "support and advance the development of the professional independent electrical manufacturers' representative," NEMRA offers resources for improving sales, marketing and management tools to its members and affiliates. This goal is achieved by offering conferences, networking connections, research and educational opportunities.

The NEMRA Manufacturer's Group is an integral part of the organization because it provides manufacturers, like Venture Lighting, the opportunity to share and exchange information with NEMRA, its members and other independent manufacturers. The Manufacturer's Group, comprised of an allied group of manufacturers that go to market primarily through the use of independent manufacturer representatives, is an ideal syndicate for Venture to share and teach about its innovative technologies and advancements for the entire electrical industry.

"I am extremely excited about our participation with the NEMRA organization because of their professionalism, sales expertise and the variety of relationships our partnership can create," said Stan Neese, National Sales Manager for Venture Lighting. "These attributes will enhance Venture's marketing plans to grow the state-of-the-art energy efficient HID lamp and ballast business throughout our many distribution channels. With 34 years of experience in the lighting industry, I have come to realize that whatever made someone successful in the past is not guaranteed to make them successful in the future. Therefore, we must always be willing to look for new avenues to grow business, and I believe that this collaboration with NEMRA will do just that."