

S E M A NIRA

"What's Up At SEMAA/NIRA?" As appeared in "NIGDA News" and ISHN's "FDO" November 2000

SEMAA is now vertical to horizontal NIRA.

SEMAA (Safety Equipment Manufacturers' Agents Association) "... dedicated to upgrading the image of the manufacturers' agent in the industrial safety market" began with that mission officially March 17, 1986, and continues today. It was formed as an alliance of safety equipment reps throughout North America, dedicated to upgrading and strengthening their profession.

SEMAA is a vertical association to reps in industrial safety industry much like NIGDA (National Industrial Glove Distributors Association) is vertical to the industrial glove industry). Today SEMAA membership consists of rep firms, manufacturers, distributors and publishers and totals 33 companies. A task force led by President Craig Lindsay, CPMR, and Executive Director Bill Weiner was very involved in the planning of the merger with NIRA (North American Industrial Representatives Association). NIRA being more horizontal to the industrial reps much like SEDA (Safety Equipment Distributors Association) is to safety distributors. This move just recently approved by both boards begins January 1, 2001. It allows SEMAA's member firms to join forces with the 260 members of NIRA. SEMAA however, will still maintain its same existing vertical identity to safety and become an "affiliate group" Safety, within NIRA, with separate additional SEMAA dues in addition to NIRA dues.

This move allows SEMAA to more closely focus on vertical Safety issues and functions. QSSP (Qualified Safety Sales Professional) co-sponsorship with SEDA and ISEA (International Safety Equipment Association) will intensify. Additionally all other vertical events such as the SEMAA breakfast meetings at both AIHCE (American Industrial Hygiene Conference and Exposition) and NSC (National Safety Congress) conferences will continue. Plans are to continue the annual SEMAA golf outing at AIHCE as well. In addition SEMAA is a co-sponsor of "Safety Week 2001" along with SEDA, NIGDA, IHPA (International Hand Protection Association) and CGMA (Canadian Glove Manufacturers Association) next July, with separate SEMAA sessions.

Also SEMAA plans are to have SEMAA safety sessions at NBRA's spring (winter) meeting (February 22 - 24, 2001) in San Antonio. As you can tell SEMAA has already intensified its vertical safety agenda.

In summary this merger allows SEMAA to remain vertical to the safety industry while intensifying its presence in safety mostly through education and training while strengthening itself in numbers and reducing redundancies to become more valuable to our members, manufacturers, distributors and end users in the safety industry that we serve.

It's a win/win/win!

Think about it.

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