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### **Attendees and Sponsors Agree: 2018 Executive Conference 'Securing the Future' Hits the Target**

Atlanta, GA - Attendees who filled out evaluations and commented at the breaks at the 2018 ECIA Executive Conference in Chicago last week were nearly unanimous in their positive feedback: this year's conference was one of the best. By all measures: record attendance, speaker and session evaluations at 4 or 5 on a 5-point scale, and sponsor support, this year's conference was a winning combination. Sessions tackled subjects from cyber security to tax reform; improved sales performance to enhanced customer experience and industry challenges such as recruitment and retention.

The session on robotics chaired by Grant Imahara, formerly of Mythbusters' fame and now a spokesperson for Mouser, was especially well received. Panelists from Georgia Tech and KUKA debated the ethical and technical issues surrounding Artificial Intelligence and the relationship of robots and workers in manufacturing. This thought provoking session addressed questions arising from a general fear of robots that seems to exist today. "What does it mean to be ethical, if you are a robot," asked one panelist. Luckily, they explained, the state of current battery technology and computing power is a pretty solid obstacle to robot domination.

"I think the variety of topics and speakers selected by the Executive Conference Planning Committee really spoke to the issues that are keeping our members up at night," commented Debbie Conyers, ECIA Vice President of Member Engagement. "I want to thank Blair Haas and the committee for all the great ideas and hard work that goes into this event each year."

The ECIA Executive Conference is the only conference where senior management teams from the electronics industry's leading companies - representing the entire supply chain - gather to understand and address cross-enterprise challenges. Here's where you can gain access to industry experts and knowledge, forge the relationships that can make a real difference, and learn how to remove roadblocks to success. The Executive Conference has been a must-attend event for more than 30 years - there is no other event that offers an in-depth look at the electronics components industry and is as geared towards industry-specific education and fostering meaningful relationships across this section of the supply chain network.

#### **About ECIA**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.