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FOR IMMEDIATE RELEASE

Blockchain Presentation Added to ECIA Regional Series in Santa Clara March 22

Atlanta, GA - ECIA is pleased to announce the 2018 Regional Series returns to Silicon Valley on Thursday, March 22nd at the Santa Clara Marriott, 2700 Mission College Boulevard.

Jessica Groopman's presentation is entitled, "The Internet of Trusted Things: Exploring Blockchain as an Enabler of Trust in an Autonomous World."

From wearables to wind turbines, the application of sensors on the 'things' around us has become ubiquitous. With a projected 10 billion more devices connecting to the Internet in the next four years, it's more important than ever before to verify and trust the complex relationships between devices and the services they enable. Join technology expert Jessica Groopman from Kaleido Insights as she presents the findings of a recent study that explores breakthroughs in IoT and blockchain technology that unlocks new mechanisms to power autonomous products and services. Attendees will gain:

- A gentle primer on blockchain in 2018
- The IoT Opportunity: What blockchain means for connected products
- Business Impacts: Present-day use-cases and business implications

Jessica is an industry analyst and founding partner at Kaleido Insights, a research and advisory firm specializing in emerging technology and enterprise innovation. She leads Kaleido's automation practice, conducting research on blockchain, AI, and IoT. Jessica is a frequent speaker at IoT industry events and media outlets, and has served as a contributing member of the International IoT Council, IEEE's Internet of Things Group and FC Business Intelligence's IoT Nexus Advisory Board.

The evening's other presentation is titled, "Looking for Talent? Effective Tools & Strategies to Position Your Company in a Competitive Market" by Gabrielle Jenkins, Managing Partner, [Resource Management](#). This presentation will provide attendees with a set of quick, inexpensive and effective tools and strategies to position your company as a compelling and engaging employment option in a highly competitive market. Gabrielle's career spans over 25 years including nine years in Talent Development at an electronic components distributor. Her firm works with a wide range of clients helping to attract, retain and engage high performers.

Join your industry peers for an evening of great discussion and even greater networking opportunities in Silicon Valley, typically one of our best attended Regional Series events.

"This program comes at a very opportune moment with survey after survey identifying the skilled labor shortage in North America as an inhibitor to industry growth," commented Debbie Conyers, vice president of member engagement. "And another very hot topic these days is Blockchain. So both of these speaker should provide attendees with worthwhile information they can use right away. Plus it will be such a pleasure to reconnect with our Silicon Valley members," she concluded.

For more information and [to register, click here.](#)

ECIA thanks the following members for their guidance and assistance in planning the Regional Event:

Mark Conley - O'Donnell & Associates North; **Paul Dossier**, Digi-Key Electronics; **John Fullem**, Recht Associates; **Mike Gorham**, Mouser Electronics and **Todd McAtee**, Mouser Electronics.

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 to the end customer. 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 or call 678-393-9990.