

# The Source

A weekly newsletter for members of the  
Electronic Components Industry Association.



Wednesday, January 30, 2019

## Upcoming Events

### Women in Electronics

[Various February Dates](#)

Northern CA, Seattle, Orange  
County, CA

[Webinar: Engaging the  
Mobilizer Stakeholder in Your  
Customer's Organization](#)

**February 22, 2019**

2:00 PM EST

[University of Innovative  
Distribution](#)

**March 10-13, 2019**

Indianapolis, IN

[EDS Summit](#)

**May 7-10, 2019**

Las Vegas, NV

[Weekly Economic Trends  
National Association of  
Manufacturers](#)

Chief economist Chad Moutray provides weekly analysis of key U.S. government economic data and manufacturing industry trends in the [01/28](#) Monday Economic Report.

## Key Links

[www.ecianow.org](http://www.ecianow.org)

[www.eciaauthorized.com](http://www.eciaauthorized.com)

## Bradford's Exchange



**Bill Bradford,**  
ECIA President &  
CEO

*This marks the first in a series of regular monthly columns by Bill Bradford, ECIA's president and CEO. In January, Bill comments on the state of the industry and offers a solution to the challenge of retaining top talent.*

*Excerpt:*

With unemployment at less than 4%, we continue to be in a candidate driven job market, making it difficult for many organizations to hire the talent they need, particularly in the technology fields. As a result, executives are increasing efforts to develop and retain their existing workforce. The two go hand-in-hand.

The Electronic Component Industry Association (ECIA) has a solution. [Read the column.](#)

## ECIA Survey on Tariff Collections - Results Now Available



The electronics component industry has been managing through the implementation of tariffs for many products manufactured in China since last summer. With the looming March 1 deadline for trade talks, companies are braced for the possibility of certain tariffs increasing further, from 10% to 25%.

Many companies have had to invest considerable resources to deal with these tariffs. The Global Industry Practices Committee (GIPC) of ECIA has worked to create best practices for tariff implementation and ECIA has had webinars to educate its members. A [tariff resource page](#) has been created for members - please log into My ECIA to review on the Industry Issues/China Tariff Resources page.

Recently ECIA surveyed its members to gauge how the charging and collecting of tariffs has been going, now that we are several months into the process. Eleven of our distributor member companies and 31 manufacturer member companies responded to the survey, most indicating they have been charging tariffs for at least three months.



About one third of respondents state they have been amortizing the tariffs into the cost of the product while 39% bill the tariff as a separate line item on the same invoice, and 11% on a separate invoice.

Two thirds of the surveyed companies indicate that they are successfully collecting the charged tariffs at least 90% of the time, and state that payments are late from less than 10% of their customers. Some have, however, been experiencing collection issues.

Complete detailed results of the survey, including comments, can be found on the resource page, scroll down to find [January 2019 Tariff Collection Survey](#). Members must log in to their My ECIA account to access the survey and other pertinent information.

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### Save the Date: Friday, February 22, 2PM EST Engaging the 'Mobilizer' Stakeholder in Your Customer's Organization



**Evan de la Torre,**  
Challenger Inc.


In a follow up to the Challenger Sales session at ECIA's Executive Conference 2018, join us for a webinar that will discuss the research-based tools that will help you distinguish the "Talkers" from the "Mobilizers" in any customer organization.

Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature. But high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is.

It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues. Learn how to engage this key contact. Save the date and [register today](#).

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### Did You Know? Updated ECIA Member Logo Available

 ECIA has recently released the updated Member Logos for use on your website and other marketing collateral. The new logo emphasizes that as a member of ECIA, your company supports the authorized channel and helps protect customers from counterfeit products.

To download the new logos and the ECIA logo usage guide, please login to your [My ECIA account](#) and click on Member Resources in the gray box. If you have any questions, contact [Donna Dilbeck](#).



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