

# The Source

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



Wednesday, October 17, 2018

## Upcoming Events

[Executive Conference](#)  
**October 21-23, 2018**  
Chicago, IL

[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 [Monday Economic Report](#).

## Key Links

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

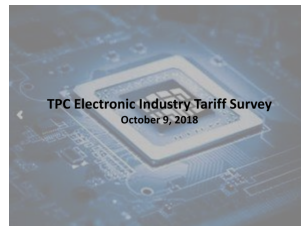
[www.eciaauthorized.com](http://www.eciaauthorized.com)



**ECIA Executive Conference**



## TPC Survey | October Edition Includes Special Industry Survey on Tariffs



Semiconductor Industry.

Technology Partners Consulting, (TPC) provides independent third-party consulting to electronics suppliers and financial services firms. The survey is administered by Glenn Hitchcock, TPC founder and president, who has an extensive 30-year background in the

TPC ran a special survey on tariffs to a segment of their industry data base (~2500 contacts). The survey focused on possible impact on the electronics supply chain and subsequent component demand from tariffs and subsequent trade issues. The results from this survey appear to point to even more weakness in C1Q19 due to demand pull-in to avoid price increases as well as outright demand destruction due to increasing end equipment prices. Additionally, inventory levels are viewed as significantly higher.

TPC believes the Semi industry is in the early stages of a cyclical downturn and that the largest impact to demand will be felt in C1Q19, and will likely carry forward into C2Q. Thus they see lower than consensus/seasonal trends for 1H19. They look for upcoming earnings calls to begin to point to this via commentary on higher inventory levels, weaker bookings/book-bills, and end demand weakness/destruction.

[Click here to download the survey results](#) with key takeaway analyses.

## The Cybersecurity Imperative | Cyber Hygiene and Responding To The Growing Threat Landscape Executive Conference Will Explore Business Risks

ECIA is pleased to announce that Chuck Brooks, General Dynamics Mission System, will present "The Cybersecurity Imperative | Cyber Hygiene and Responding To The Growing Threat Landscape".

Chuck is the Principal Market Growth Strategist for General Dynamics Mission



Systems for Cybersecurity and Emerging Technologies. LinkedIn named Chuck as one of "The Top Five Tech People to Follow on LinkedIn" out of their 550 million members. He is also an advisor to LinkedIn on cybersecurity and emerging technology issues. In both 2017 and 2016, he was named "Cybersecurity Marketer of the Year" by the Cybersecurity Excellence Awards.

He is also a Cybersecurity Expert for "The Network" at the Washington Post, Visiting Editor at Homeland Security Today, and Executive Editor of a forthcoming Newsweek publication on cybersecurity and artificial intelligence.

"A computer is hacked every 39 seconds. According to the Pew Research Center, a majority of Americans (65%) have personally experienced a major data breach," warns Brooks. "These bad actors -- hackers for industrial espionage, political activism, organized crime and terrorists -- are predicted to cost the global economy \$6 trillion by 2021."

Conference attendees can expect key information on this important topic.



**Optional Luncheon: Women in Electronics (WE)** invites conference attendees to learn more about the organization. Join them at McCormick & Schmicks following the conference at 12:30. WE is a newly formed non-profit organization that provides women in the Electronics Industry with opportunities to network, mentor, strengthen their leadership skills, share valuable resources, and be a part of a professional, supportive, and talented community. There is an [additional fee](#) of \$75 to attend.

Chapter meetings are also scheduled:

Chicago-Oct. 24

<https://www.womeninelectronics.com/chicago-chapter>

N.W. Minnesota- Oct. 30

<https://www.womeninelectronics.com/northwest-minnesota>

## ECIA Foundation and Eric Max Fund Support Grassland Middle School Robotics Program



*Middle school students learning to code microdrones.*

When Eric Max, a long time ECIA and Foundation board member, passed away in January of 2017, his family asked that in lieu of flowers, people donate to a fund in his memory through the ECIA Foundation.

ECIA worked with the family and identified a robotics program led by Tina Finley at Grassland Middle School in their home town of Franklin, TN. Over 40 friends, family and businesses

donated to the Fund. Last month, ECIA Foundation made the first presentation of funds to the school.

The funds will be used by the school to support the "Eric Max Drone Club" where 6-8th graders will learn to code, build and fly microdrones. The program will continue to receive support for at least five years.

On behalf of ECIA, the Max Family and Grassland Middle School, thank you to all who made generous donations.

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### Did You Know? ECIA Monitors Many Industry Issues

ECIA tracks updates on a number of industry issues - from conflict minerals to Prop 65 to tariffs. Click the Industry Issues tab on [www.ECIAnow.com](http://www.ECIAnow.com). Most recently added was a link to the [U.S. Department of State](#) page regarding Conflict Minerals.



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