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FOR IMMEDIATE RELEASE

ECIA Members Learn How to Create a Championship Culture from Skip Weisman

Atlanta, GA - This year, ECIA launched a webinar series to enable member continuing education. This month's speaker was Skip Weisman, an ex-baseball executive who uses sports imagery and psychology to explain ways to create permanent change in a company's culture. With helpful acronyms, Weisman communicates basic, implementable principles to help a business transform disengaged, unhappy workers into CHAMPs -- who are Confident, Humble, Accountable, Motivated, and Perspicacious.

The webinar was an hour of practical advice based on solid research and client experiences that are directly applicable to today's workplace conditions, with many companies challenged to find skilled workers. Skip's recommendations include findings from several recent studies and are grounded in what all people need from their workplace environment, including respect, autonomy, and purpose. As most HR professionals will tell you, it's not just about money.

"Our members seem to enjoy the webinars, we've had excellent attendance," noted Debbie Conyers, ECIA's VP of Member Engagement. "We look forward to providing many more as the year progresses."

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 or call 678-393-9990