

# The Source

A weekly newsletter for members of the Electronic Components Industry Association



ECIA Member Newsletter

January 16, 2020

## Groundbreaking Research Opportunity - The Value of the Distributor and Rep Model

ECIA is pleased to announce that progress has been made on securing the needed participation for a proposed Texas A&M study on the "The Value of Distribution: A Framework for Market Access & Development".

Support has been pledged by Crowley Associates; ebm-papst, Murata, ON Semiconductor, TDK-Lambda, TTI, Inc., and Vishay.

Want to learn more? The webinar presentation is available on the [Training & Resources page](#) of the ECIA website. For those companies interested in sponsoring this research, please see the non-binding [LOI form](#).

Additional support is still needed in order to launch the study. Join those companies that have pledged their support to advance our industry. Contact [ECIA Chief Analyst Dale Ford](#) with any questions.

## FIRST Robotics Kicks Off 2020 Season With a Star Wars Themed Game



It was another thrilling Kick Off event on January 4th for the 2020 FRC season! Teams learned about the challenge and received their Kit of Parts. In [INFINITE RECHARGE<sup>SM</sup>](#), two alliances work to protect *FIRST* City from approaching asteroids caused by a distant space skirmish.

Many ECIA member support FIRST teams and events. Encourage your company to get involved at local competition events. They are family-friendly and filled with inspiration and excitement - and free of charge! [Find an event in your area](#).

## Data Breaches - the Business Risk of the Decade



*The Trust Bridge January 2020 Blog*

The access, storage and tracking of personal data has changed our world. Protecting our data and our individual profiles is what data protection is all about. This is not new.

The safety of online content and the encouragement of technology companies to protect users' data is part of making the digital world safer. Elegant solutions that allow businesses to future proof their data holdings and prepare themselves for this new world are required.

### In This Issue...

1. [Groundbreaking Research](#)
2. [FIRST Robotics Kick Off](#)
3. [Trust Bridge: Data Breaches Blog](#)
4. [Did You Know? Unique Distributor Training](#)

### Upcoming Events

Sun - Wed, March 8-11

- [University of Innovative Distribution](#)

Wednesday, April 29

- [Spring Engineering Summit](#)

Mon - Friday, May 11-15

- [EDS](#)

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

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM January 13 Economic Report](#) and [January 9 Global Economic Update](#)



**22 MILLION +  
UNIQUE PART  
NUMBERS**

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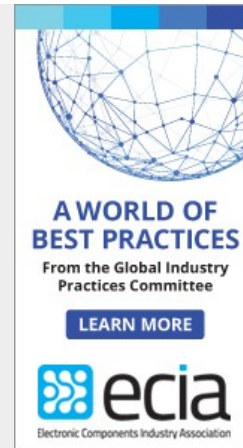


This is all about building on what you have already done, getting organized; in other words being smart and prepared. [Read the complete blog post.](#)

## Did You Know? UID Provides Unique Distributor Training


The [University of Innovative Distribution](#) is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Since its inception in 1994, UID has become known worldwide for excellence in education. You have access to the training through ECIA's affiliation with the Association Education Alliance (AEA), a consortium of 40+ distribution professional associations. Enjoy a discounted rate when you use the ECIA code.

[Download the 2020 brochure](#) and book your hotel room at the [JW Marriott Indianapolis Hotel](#).



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