

# The Source

A weekly newsletter for members of the Electronic Components Industry Association



ECIA Member Newsletter

April 28, 2021

## Podcast Features Steve Cholas, Big Zeta



ECIA's latest Channel Channel Podcast features a thought-provoking discussion of digital transformation in the component supply chain. ECIA's President and CEO David Loftus interviews Steve Cholas, an industry media guru who has spent his career uncovering the pain points and misalignments between component manufacturers and distributors and developing brand solutions. Currently Steve is VP Global Business with [Big Zeta](#), a B2B provider of technical products and solutions to enable better & easier digital transformation.

The in-depth discussion covers a wide range of topics including how far along companies in our industry are on this digital journey, how companies can realize significant ROI from these technology investments, and what it means to drive customers off-site to on-site. Steve has a deep understanding of electronic component industry brand management and offers astute and visionary observations as well as some executable actions based on Big Zeta's service offering. Visit the [ECIA Podcast](#) page or download the podcast from your favorite source.

## Save the Dates: October 24 - 26

ECIA Executive Conference | [Loews Chicago O'Hare Hotel](#)



We are pleased to announce the dates of 2021 Executive Conference, to be held in-person at the Loews Chicago O'Hare Hotel. Make plans to join us for this annual event. [Click here](#) to reserve your hotel accommodations.

The Executive Conference has been a must-attend event for over 30 years. The Conference offers an in-depth look at the industry and is geared not only towards education, but also to fostering relationships throughout the supply chain network. The meeting offers personal access to industry experts, ample time to discuss important issues and - more important than ever - critical networking opportunities. The conference schedule and meeting registration will be available soon.

## GIPC Webinar

Monday | May 24 | 4:00 - 5:00 PM EDT | [Register Here](#)



ECIA members and non-members are invited to join, learn and submit ideas and suggestions to the Global Industry Practices Committee ([GIPC](#)).

Discussion topics will include:

- Design Registration Study Phase 2: Desired – Future State
- PCN (Product Change Notification): Technology Advancements

## In this Issue...

1. [New Podcast Posted](#)
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## Upcoming Events

Monday, May 24

- [GIPC Webinar](#)

Monday, August 30 - Sept 2

- [EDS Leadership Summit](#)

Sunday, October 24 - 26

- [Executive Conference](#)

[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 Economic Report - 4/26](#).

## Member of the Week

This week we salute [ON Semiconductor](#) as ECIA's Member of the Week.



**ON Semiconductor®**

ON Semiconductor drives energy efficient innovations, empowering their customers to reduce global energy use. The company is a leading supplier of semiconductor-based solutions, offering a comprehensive portfolio of energy efficient power management, analog, sensors, logic, timing,

- Paperless Manufacturers COC: Expanding Adoption
- Environmental Compliance: New GIPC Advisors
  - EPA PIP 3.1, CA Prop 65, SCIP Database
- General ECIA updates with CEO David Loftus, Chief Analyst Dale Ford.
- Growing the SME Pool
- GIPC Succession Planning

Save the date and [register](#) today!

## Looking for Raspberry Pi Boards!



Our friends at [FIRST](#) are in need of 300 Raspberry Pi 3B+ or 4 model boards. If your company is willing to donate any or all, please get in touch

with Debbie Conyers: [dconyers@ecianow.org](mailto:dconyers@ecianow.org) or call 678-393-9994.

ECIA has worked with our member companies to coordinate the donation of millions of electronic components needed to make team kits since 2013.

FIRST founder Dean Kamen's quest is to ignite the imaginative minds of our youth and instill a love of science exploration. The successful FIRST® program – *For Inspiration and Recognition of Science and Technology* – has provided a venue for science-minded kids to compete on a level that rivals their athlete peers. Started in 1992 with 28 teams in a New Hampshire high-school gym, the competition now involves over 3,700 teams across the globe vying for bragging rights and college scholarships.

## EDS Using New Registration Process

August 30 - September 2 | Mirage Hotel | Las Vegas



Registration is now open for attendees! Due to the continuing issues regarding the COVID-19 pandemic, new registration procedures have been instituted this year.

- **Companies with meeting space or hotel suites:** A pre-registration information email was sent to representatives of companies who have booked space at EDS in the past. In the email, there is a link to a

Google Form, which will record consents to the required EDS documents prior to confirmation of your space.

- **Distributor and Rep attendees:** An email with the registration code was sent to prior attendees. *Only Distributors and Reps may register as Attendees.* If you did not receive the password, please contact EDS Management at [info@edssummit.com](mailto:info@edssummit.com).

For more information, please visit the [EDS website](#). We look forward to seeing ECIA members in Las Vegas!

## Did You Know? Fidelity Solutions Is A Trusted Service Partner



ECIA Service Partner [Fidelity Solutions](#) specializes in mission-critical, highly transactional web and mobile applications. They take an innovative approach to software solutions by implementing modern application development practices

that include serverless computing, containerized applications, and virtualization.

Their expertise also includes big data storage and retrieval; data analytics and dashboards; API development; multi-language

connectivity, discrete, SoC and custom devices. The company's products help engineers solve their unique design challenges in automotive, communications, computing, consumer, industrial, medical, aerospace and defense applications. It operates a responsive, reliable, world-class supply chain and quality program, a robust compliance and ethics program, and a network of manufacturing facilities, sales offices and design centers in key markets throughout North American, Europe and the Asia Pacific regions.

Company representatives have been active in ECIA and its predecessor NEDA for over 22 years. Jeff Thomson, Senior Vice President, Global Channel Sales, has held a number of the association's management positions - most recently as Chairman of the ECIA Board. He currently serves as a Manufacturer Director and member of the Manufacturer Council. The company is involved in many ECIA initiatives and programs.

*"It is an honor to be involved with ECIA," said Jeff Thomson. "The experience of working alongside my industry peers has been invaluable."*

ECIA is only as strong as our members and we are grateful to have companies like **ON Semiconductor** as enthusiastic supporters. Congratulations and thank you!




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