

Bradford's Exchange



Bill Bradford, ECIA's president and CEO, offers a monthly look at the state of the association and industry.

ECIA Focus for 2020: Engaging More Members and Getting Even More Done for the Industry

The past couple years have brought a lot of change to the ECIA, as we strive to keep up with the constant fluctuations in our industry. As we go forward into 2020 with many of the structural adjustments to the association behind us, we have two key areas of focus:

- Engaging more of our membership
- Getting more done to benefit our industry

Member Engagement

Some companies join the ECIA for our industry data, others to participate in our various events, and still others to influence technical product standards. One of our constant challenges is to reach more members to help them understand what is available from the ECIA, and to get them to more deeply participate in our work. Our traditional approach to inform members has been a weekly newsletter, our website and our events. This past year, we launched a series of webinars to educate our members on pertinent topics, such as cybersecurity and blockchain. We have also recently launched an ECIA Podcast, called The Channel Channel, to discuss channel related issues with industry executives. We are exploring additional formats for the coming year, to help better connect you to our industry and the association.

Initiatives to Benefit the Industry

We have established a more disciplined process of identifying projects that address industry needs, securing formal approval by the ECIA Board of Directors and assigning the projects to one of our councils or committees. The Global Industry Practices Committee ([GIPC](#)) is where much of the heavy lifting occurs. This is our cross functional, fluid team of subject matter experts (SMEs), that we pull together to work on specific initiatives. Our association depends on the generous contributions of time and talent from employees of our member companies. The ECIA staff facilitates and tracks the actions to ensure we are moving forward to deliver results in a timely manner. There are countless opportunities for you or your employees to get involved to help find solutions to our common industry challenges. Visit us at ecianow.org or contact our staff to learn more.

The Season of Thanksgiving

On behalf of the ECIA Board of Directors and staff, I want to express my deep appreciation for your support of the association. Without your collaboration and commitment, we would not be the thriving association we are. I wish you a Thanksgiving filled with abundance and gratitude.

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Upcoming Events

Thursday Nov 21

- [IBM Blockchain Solution Platforms](#)

Wednesday, Dec 11

- [Value of Distribution: Framework of Proposed Study](#)

Sun - Wed, March 8-11

- [University of Innovative Distribution](#)

Mon - Friday, May 11-15

- [EDS](#)

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

By special agreement ECIA is pleased to present with NAM's Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Nov. 18 Economic Report](#).



The Value of Distribution: A Framework for Market Access & Development (TAMU Study)

[Wednesday, December 11th: 11:00 AM - Noon Eastern](#)



ECIA members have recently expressed an interest in updating a study that NEDA produced in 2003, in partnership with Texas A&M: *Quantifying the Value of Authorized Distribution*. The project deliverables included a 155-page book, a 16-page [Executive Summary](#), and an Excel based "value calculator". This study

enabled a fact based demonstration of the many sources of value that distributors produced from their various services, and was an excellent tool to promote the use of the authorized channel.

Much has changed in the past 15 years, and with margins under constant pressure, a refreshed look at the quantifiable value of authorized distribution in today's world could enable our members to better promote their worth and help them monetize their various value added services. The proposed study will also include a viewpoint of the manufacturer's representative, and create "cost-to-serve" modeling tools for both.

The [Manufacturing Council](#) of ECIA, made up of executives that are advocates for the channel in their respective companies, are leading the effort to advance this initiative. We will be seeking sponsor companies to underwrite the cost of the research and to work with TAMU to shape the study. We expect sponsorship support to be \$5000 or less, based on the number of participants.

An informational webinar is scheduled to gain a better understanding of the effort. TAMU will walk through the proposed study and answer your questions. Join in on **Wednesday, Dec. 11**, at 11 AM EST. To register for this webinar [click here](#).

Invite your team to attend the webinar and listen to Dr. Lawrence and Dr. Nagarathnam, ask questions and ensure that the study reflects your voice.

[Register here](#) and encourage other members of your team to attend!

ECIA Quarterly Market Trends Survey

Published quarterly, the [Electronic Component Sales Trends \(ECST\) survey](#) asks individuals from both member and nonmember companies for their personal view on activity in certain end-markets and sales trends for specific electronic component groups. This survey has two goals: confirm predictions about the current quarter and determine sentiments about the next.

Please take a few minutes to share your opinion at: www.ecianow.org/ECST. You will be asked to enter your email address to ensure integrity of the survey and eliminate duplicate entries. The results of this survey will be published by mid-December. Members can see all previous reports by visiting www.ecianow.org. Log in at the upper-right corner and click on "Members Only" under "Quick Links" If this is the first time you've logged into the site, after clicking on Member Login you'll need to click on the reset password link.

If you have any questions about the ECST and other data offered by the ECIA Statistics Council, please contact Jim Bruorton at jbruorton@ecianow.org. **Please respond by November 30th.**



Did You Know? ECIAauthorized Blog Posts Provide Tips & News

Users of [ECIAauthorized.com](https://www.eciaauthorized.com) have come to rely on it as a valuable resource for price and availability data for official parts from authorized manufacturers.

To allow users to better leverage the site's capabilities, we've introduced the [ECIAauthorized blog](#). In it various site features will be highlighted in order to enhance our users' experience.

ECIAauthorized.com account-holders have access to our latest features including Stock and Price Alerts, and can quickly request access to other services like our Extended BOM, the ECIA API, and more. [Register today](#).

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