

Happy Holidays from ECIA



The ECIA staff sends their wishes for peace, happiness and prosperity through this season of celebration!

Our offices are closed December 23 through January 1.

Bradford's Exchange



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

Creating Solutions in 2020

Rethinking Recruitment & Retainment

According to surveys by [The Predictive Index](#), [The Conference Board](#) and the ECIA, attracting and retaining top talent have been top concerns to CEOs in 2019. As we enter a new decade companies need to reevaluate their efforts in this area, beginning by reconsidering what has changed in industry over the past several decades.

Through much of the 20th century, lifetime employment was the norm and from the 50's through the 70's, 90% of positions within companies were filled by promotions or internal transfers. The remaining 10%, the outside hires, were filled by HR departments conducting an analysis of the job to be performed, an evaluation of the skills required, and sorting through a pile of applicants to find the right fit. These applicants were active candidates seeking employment, and could be easily attracted by passive means, such as an advertisement in the Help Wanted section. [Click here](#) to read the complete column.

ECIA Podcast Episode 5 Features Alan Ahern



The latest podcast episode features an interview with Crowley Associates' Alan Ahern, chairman of the ECIA Independent Manufacturer Rep Council. Listen in to hear about Alan's involvement in the industry and ECIA's governance.

When asked about the value ECIA brings to his business, Ahern explained, "ECIA helps bring efficiencies to the authorized Channel. When ECIA reformed the Councils into the three separate constituencies it was a big step in the right direction for Manufacturers Reps. Our Council is very dynamic. We have the opportunity to work hand-in-hand with the distributors and the manufacturers to collaborate with the industry leaders." Two initiatives this Council is supporting now involve best practices in product training programs for distributor sales teams and a process that allows different CRM's to seamlessly talk to each other in real time.

In This Issue...

1. [Bradford's Exchange](#)
2. [Podcast features Alan Ahern](#)
3. [Participate in the TAMU Value Study](#)
4. [EIA Standards Release](#)

Upcoming Events

Sun - Wed, March 8-11

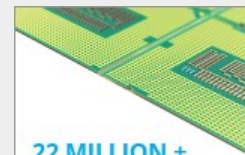
- [University of Innovative Distribution](#)

Mon - Friday, May 11-15

- [EDS](#)

Weekly Economic Trends National Association of Manufacturers

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Dec. 16 Economic Report](#).



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Alan also commented on the importance of the data and analytics that ECIA compiles for members. "When calling on manufacturers in Europe and Japan recently I have been able to use the reports to support those meetings."

[Click here](#) to listen on the ECIA website or subscribe wherever you access your podcasts. Another strong message for members of the association to get involved with a Council and work to advance the industry!

Value of Distribution/Rep Model Study by Texas A&M

Thank you to those who attended last week's ECIA webinar - The Value of Distribution: A Framework for Market Access & Development, presented by Texas A&M. The presentation slides and the webinar recording are 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](#). We have already received commitments for five of these sponsorships, so just 10 more will allow us to fully fund this research to advance our industry!

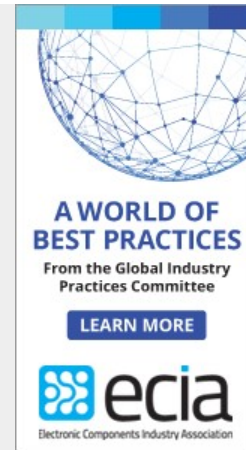
Finally, please [click here](#) to complete a brief 2 min survey to provide us with your feedback on this initiative.

EIA Standards Committee for Soldering Technology Releases New Document

The EIA Standards Committee for Soldering Technology has uploaded a new document to the [Soldering Technology Public Access Documents](#) area of the EIA Technical Standards page.

The document, titled *ECIA/JEDEC Experimentation on Solderability Test Preconditioning*, is a joint effort of ECIA and JEDEC and is authored by Dave Hillman (Collins Aerospace), Doug Romm (Texas Instruments, Inc.) and Bill Russell (WM Russell Consulting LLC) and details experiments conducted to explore a suitable alternative for the steam preconditioning step that is included in EIA/IPC/JEDEC J-STD-002 *Solderability Tests for Component Leads, Terminations, Lugs, Terminals and Wires*.

For information on the EIA Standards Committee, [contact Ed Mikoski](#).



A banner featuring a blue wireframe globe at the top. Below it, the text reads "A WORLD OF BEST PRACTICES" in bold blue letters, followed by "From the Global Industry Practices Committee" in smaller black text. A blue button with white text says "LEARN MORE". At the bottom is the ECIA logo, which consists of a stylized blue globe icon and the text "ecia" in lowercase, with "Electronic Components Industry Association" in smaller text below it.



A banner featuring a green and yellow circuit board at the top. Below it, the text reads "100% AUTHORIZED SOURCES" in bold blue letters, followed by "Industry Leading Electronic Components Search Engine" in smaller black text. Below that is the text "Search Authorized Distributors Now" with a magnifying glass icon. At the bottom is the ECIA logo, which consists of a stylized blue globe icon and the text "ecia" in lowercase, with "AUTHORIZED Search. Find. Buy." in smaller text below it.