



Electronic Components Industry Association

CONTACT: Jennifer Read  
678-393-9990  
[jread@ecianow.org](mailto:jread@ecianow.org)

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## FOR IMMEDIATE RELEASE

### **ECIA Publishes Latest “Channel Channel” Episode: Manufacturers’ Council Update with Rob Kirch**

Atlanta – ECIA’s Manufacturers’ Council has been very active this quarter, adding [new Council members](#), and making substantial progress on projects such as expansion of market share data collection, the industry-wide initiative to modernize the design registration process and much more. Rob Kirch, of Vishay is Chair of the Manufacturers’ Council and was recently ECIA CEO David Loftus’ guest on the Channel Channel podcast. On this latest podcast, David learns more about Rob on a personal level, the joys of association work and the importance of being 'in the room where it happens.'

“Every one of our Council members has a very busy day job,” explained Kirch. “We are very fortunate to have this great group of people to bounce ideas around and develop best practices that benefit all our companies. I always prefer having a voice in the industry dialog, instead of being on the outside wondering how things could be better.”

“This podcast with Rob is full of valuable information on what the Manufacturers’ Council is doing to benefit the rest of the industry,” added Loftus. “I hope all our members spend the time to learn about these critical initiatives and possibly consider getting more involved themselves. In spite of the extreme disruptions caused by COVID-19, ECIA is working harder than ever on improving efficiencies in the electronic components supply chain to be prepared for when we can get back to business.”

To listen, please go to [the ECIA website](#).

### **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](http://www.ecianow.org) or call 678-393-9990.