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July 28, 2020

FOR IMMEDIATE RELEASE

### **ECIA Publishes Latest “Channel Channel” Episode: Independent Manufacturers’ Rep Council Update with Alan Ahern**

Atlanta – ECIA’s [Independent Manufacturers’ Rep Council](#) has been very active this quarter, adding new members and making substantial progress on projects such as developing best practices for distributor training, working to improve the extract, transfer and load (ETL) process, as well as contributing to the industry-wide initiative to modernize the design registration process..

Alan Ahern, of Crowley Associates is Chair of this Council. He and David Loftus, ECIA President and CEO discuss these initiatives, Crowley Associates’ response to the Covid-19 crisis, what it means to be part of the newly organized ECIA Council structure and much more. “The new Council organization is brilliant,” Ahern explains on the podcast. “It allows a much higher level of collaboration between the three groups. I know I can pick up the phone and call any of the other Council chairs and run ideas by them and get their input.”

“These Council update podcasts are extremely useful for members to keep up to date on important industry changes,” added Loftus. “Alan succinctly explains what the Manufacturers’ Rep Council is doing and why it matters to the broader membership. I hope all our members spend the time to learn about these critical initiatives and possibly consider getting more involved themselves. In spite of 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 to the full podcast, [please click here.](#)

#### **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.