

We are proud and excited to announce the PACE Training program **EXCLUSIVELY** for ECIA members and donors!

ECIA member companies and their employees can now access these courses as a members-only benefit.* Thanks to the 50 companies that generously donated, the courses are free to any member employee.

The story behind the name of the PACE training is one born of respect and honor for an industry pioneer. TTI Founder Paul Andrews was an industry visionary and had a passion for education. Upon his passing early in 2021, ECIA Foundation President Jim Kaplan saw the funding of this training initiative as a way for the industry to honor Mr. Andrews. The Paul Andrews Continuous Education training was created – PACE. Thanks to these generous firms, the first-ever industry-wide training is now at your fingertips.

This program enables ECIA member companies to offer introductory courses explaining key concepts about the industry. The courses will reside on the ECIA website where activity and progress can be reported back to member companies. In the future, the courses will be made available via a licensing agreement that will allow a company to customize the content, add their own branding, and potentially house the content within their own Learning Management Systems. Details will be announced later in the year.

THE COURSES COVER A LOT OF GROUND:

- An Introduction to the Electronics Industry: Manufacturers, Independent Manufacturers' Representatives, and Distributors
- The Supporting Industry Partners
- Taking a Product to Market: How a Component Manufacturer Launches New Product
- An Introduction to Basic Electronic Components
- Electronics Industry Terms & Definitions

*Non-member Founding Donors will also have access to the training.



- Course 1** Introduction to the Electronics Component Industry
- Course 2** The Supporting Industry Partners
- Course 3** Taking a Product to Market: How a Component Manufacturer Launches New Product
- Course 4** An Introduction to Basic Electronic Components & PCBs
- Course 5** Electronics Industry Terms & Definitions
- Course 6** Supply Chain Management: The Hidden Value of Distributors
- Course 7** Establishing the Distribution Strategy: Supplier Needs vs. Customer Wants
- Course 8** CRM, ERP, and More: The Platforms Powering the Digital Supply Chain
- Course 9** Demystifying Sales: Pricing, Roles, and More
- Course 10** Driving the Future with Electronics: Evolving Industries and Applications
- Course 11** How to Reach the Customer - Fundamentals of Digital Marketing
- Course 12** The Influence of Engineering on the Purchasing Process
- Course 13** The Roles and Influence of Procurement
- Course 14** Quoting the Customer- Understanding Lead Times in Electronic Components Industry
- Course 15** What Happens After Delivery?
- Course 16** Personal and Career Development
- Course 17** International Trade Compliance and Tariffs
- Course 18** Market overview on AI and High-Performance Computing
- Course 19** Market overview on Automotive, with a focus on EV's and ADAS
- Course 20** Advanced Digital Marketing

Join your peers in making a commitment to passing the torch to the next generation of electronic component industry workers. Contribute to this ECIA Foundation initiative – all donations are tax deductible. Every ECIA member company can provide a well-rounded industry education to their employees as member benefit. If you are able to donate to this effort, email info@ecianow.org for more information.