



Bradford's Exchange
March 2019

ECIA Holds Second Joint Council Meeting Following Association Restructure

In 2018 the Electronic Component Industry Association (ECIA) completed a substantial makeover of its meeting forums and governance structure, following a comprehensive member survey to determine how the association could provide more value to its members.

The result was a [restructure of the board of directors](#) to a nimble nine-person assembly made up of four distributors, four manufacturers and one independent manufacturer's representative. This governance body can more effectively discuss financial matters, set strategic direction and approve matters, such as the priorities of our Global Industry Practices Committee ([GIPC](#)).

The association also created three councils, representing our three constituent groups – Distributors, Manufacturers and Independent Manufacturer Representatives. These councils are made up of elected representatives, and member participants are also invited to the various forums.

The councils meet formally twice per year, interspersed with conference calls to advance their individual agendas. A joint council meeting was held in Denver from March 5-7 and the feedback from participants was very positive. In fact, the individual council meetings were rated 6.8 on a 7-point value survey of participants and were cited as a productive format and a way to hold members accountable to drive initiatives.

The topics covered by the [manufacturer council](#) included POS and data reporting, and ship and debit. The [distributor council](#) discussed those same topics, along with data privacy issues, tariffs, and the ECIA Authorized inventory site. The [manufacturer representative council](#) fleshed out their idea for an ETL (Extract Translate Load) initiative to streamline data entry on multiple systems, as well as field training best practices.

The session also included a half day joint council meeting for each council to provide an update on their initiatives and discuss cross functional topics. Some of these topics included the idea for a refresh of the 2003 NEDA study quantifying the value of authorized distribution, a discussion on the China tariff situation and a presentation on Blockchain use cases for the electronic component supply chain. The joint session also included cross functional breakout meetings to brainstorm ways to balance the data reporting requests with data privacy concerns.

Rich opportunities to network were an additional benefit of the meeting, which included an opening reception prior to the start of the meeting, and a networking dinner with all attendees after the full day session. There was plenty of time during breaks and other meals to catch up with colleagues and discuss market conditions.

The joint council format is not only open to council members, but all members are encouraged to attend and participate in the discussion with their respective council and in the joint council meeting. Please mark your calendars for September 10-12, at an Eastern U.S. location to be announced soon!