

The Source

A weekly newsletter for members of the
Electronic Components Industry Association.



Wednesday, February 6, 2019

Upcoming Events

Women in Electronics

[Various February Dates](#)

Northern CA, Seattle, Orange
County, CA

[Webinar: Engaging the
Mobilizer Stakeholder in Your
Customer's Organization](#)

February 22, 2019

2:00 PM EST

[University of Innovative
Distribution](#)

March 10-13, 2019

Indianapolis, IN

[EDS Summit](#)

May 7-10, 2019

Las Vegas, NV

[Weekly Economic Trends
National Association of
Manufacturers](#)

Chief economist Chad Moutray provides weekly analysis of key U.S. government economic data and manufacturing industry trends in the [02/04](#) Monday Economic Report.

Key Links

www.ecianow.org

www.eciaauthorized.com

Welcome to Our New Members!



ECIA MEMBER
Supporting The Authorized Channel

ECIA is pleased to announce that in January it added three companies to its roster of prominent electronic component distributors, suppliers and manufacturers' reps.

From the component manufacturer sector [Semitech Electronics Inc.](#) and [Indium Corporation](#) joined the organization. From the manufacturers' rep side we welcome [Dy-Tronix, Inc.](#)

"With the new association structure, ECIA is more focused and agile at representing its three constituencies," commented Bill Bradford, ECIA president and CEO. "We are pleased to welcome these companies to join us in solving industry challenges and bringing efficiencies to the authorized component channel."

World Semiconductor Report Shows Overall Growth



The latest World Semiconductor Dollar Consumption report is now available in the Knowledge Center. Based on data collected through December 2018, it shows double digit growth in dollars at 13.7% globally. The market saw a decline in the 4th quarter in all regions.

The World Semiconductor Dollar Consumption report provides monthly data, as well as three months moving averages for total semiconductor revenues by the four regions Americas, Europe, Japan and Asia Pacific.

Members-only access to the report is obtained by visiting www.ecianow.org. Log in at the upper-right corner and visit "Industry Stats and Analytics" under the "Knowledge Center" tab. Click on "Global Sales and Bookings Reports" to view the reports. If this is the first time you've logged into the site, after clicking on My ECIA (log in), you'll need to click on the reset password link. For information or questions on the report, contact [Jim Bruorton](#), ECIA Vice President of Industry Statistics and Analytics.

**Save the Date: Friday, February 22, 2PM EST
Webinar: Engaging the 'Mobilizer' Stakeholder in
Your Customer's Organization**

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Electronic Components Industry Association U.S. CHAMBER OF COMMERCE FOUNDATION



Evan de la Torre,
Challenger Inc.

In a follow up to the Challenger Sales session at ECIA's Executive Conference 2018, join us for a webinar that will discuss the research-based tools that will help you distinguish the "Talkers" from the "Mobilizers" in any customer organization.

Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature. But high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is.

It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues. Learn how to engage this key contact. Save the date and [register today](#).

Join the Planning Committee!

Executive Conference - October 20-22, 2019



Have an opinion or an idea about this annual meeting? Share them when you join the Executive Conference Planning Committee. Make your mark on the conference program, interact with industry peers and expand your professional development. Committee members meet via conference call to suggest topics and select subject matter experts. We're looking for a few more to join the group: contact [Debbie Conyers](#) for details.

Did You Know?

ECIA Monitors Many Industry Issues

ECIA tracks updates on a number of industry issues - from Prop 65 to tariffs. Click the Industry Issues tab on www.ecianow.com. Most recently added was a link to results of an ECIA survey on how customers were accepting the tariffs on the import of certain electronic components from China. These pages are members-only, please log in to review.

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