

The Source

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



Wednesday, February 20, 2019

Upcoming Events

Women in Electronics

[Various February Dates](#)

Chicago; Seattle; San Diego

[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 [02/19](#) Monday Economic Report.

Key Links

www.ecianow.org

www.eciaauthorized.com

Melanie Pizzey, TTI Vice President, Global Business Operations, Will Chair 2019 Executive Conference Committee



Melanie Pizzey
TTI, Inc.

ECIA is pleased to announce Melanie Pizzey has accepted leadership of the 2019 Executive Conference. Melanie will chair the ECIA Conference Committee to set the direction, choose topics and select speakers for the 2019 event scheduled for October 20-22, in Rosemont, Illinois.

Melanie has been with TTI for 33 years, holding various positions in Purchasing, Product Management, Asset Management, Product Marketing, Training, Sales & Product Operations and Supply Chain. She currently is serving as TTI Vice President, Global Business Operations managing Sales Operations, Product Operations, Training and Supply Chain Services.

She has been a member of ECIA and its predecessor, NEDA, for 25 years, serving as NEDA Roundtable Chair, Supply Chain Council Chair, and on the Global Industry Practices Committee (GIPC). She is the recipient of the NEDA Distinguished Service Award in 2004 and ECIA's Distinguished Service Award in 2012.

"I am extremely pleased and excited to be offered the opportunity to chair the Executive Conference Planning Committee this year. We have assembled a talented, experienced group of industry veterans on the committee who are eager to create an agenda that is engaging, relevant to today's business issues and well worth your valuable time."

"We are excited that Melanie has stepped forward to Chair this essential committee, and I look forward to working with her," commented ECIA Vice President Debbie Conyers. "Having someone with her experience and knowledge of the authorized channel will no doubt result in another very successful Conference," she concluded.

Don't Miss This Webinar on Challenger Sales Strategy: Friday, February 22, 2:00 p.m. EST

Don't miss this [webinar](#) that will discuss the research-based tools that will help you



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[Evan de la Torre](#)
[Challenger Inc.](#)

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. High-performing B2B teams grasp something that their average-performing peers don't: Big, complex deals increasingly require consensus among a wide range of players across the organization. More often, 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. [Register today](#).

ECIA Offices Recently Moved - Please Update Your Systems



ECIA had many changes in 2018 - from relocations to reorganization. The Atlanta and DC- area offices have moved, please take note of the new addresses and update your system.

Atlanta Area:
310 Maxwell Road, Suite 200
Alpharetta, GA 30009

DC Area:
13873 Park Center Rd., Suite 315
Herndon, VA 20171

Did You Know?

[Post Your Internships on the FIRST Alumni Website](#)



ECIA and its member companies are generous supporters of FIRST Robotics. Did you know that as a member of ECIA, your company can list your internships on the FIRST Alumni portal?

Post your opportunities to the [FIRST Internship Portal](#), a seamless connection point between FIRST participants and Alumni and FIRST supporter companies. Link to your entire company Internship website; or to specific internship opportunities. Tap into some of the brightest tech-minded individuals on the planet!



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