

The Source

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



Wednesday, February 27, 2019

Upcoming Events

Women in Electronics

[Various February Dates](#)

Chicago; Seattle; San Diego

[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 [02/25](#) Monday Economic Report.

Key Links

www.ecianow.org

www.eciaauthorized.com



Bradford's Exchange



Bill Bradford
ECIA President &
CEO

Bill Bradford, ECIA's president and CEO, offers a monthly look at state of the industry and provides insight and solutions to its challenges.

The Leverage of Frontline Managers

ECIA member companies range in size from less than 10 employees to over 100,000. What they all have in common is the authorized sale of electronic components. What they all want to do is

sell more electronic components! How can companies ensure that those 10 or 100,000 employees are selling as effectively as possible? On which employees should companies put their focus and investment? There is a strong argument that significant leverage exists by investing in frontline managers.

[Read the column.](#)

Quarterly Market Survey: Please Respond by February 28th



The Electronic Component Sales Trends (ECST) survey asks for your personal view on activity in certain end-markets and sales trends for specific electronic component groups. This survey has two goals: confirm predictions about the current quarter and determine sentiments about the next.

The results of the surveys are published quarterly - participants will receive the results of this survey by mid-March. Members can access all previous reports by visiting www.ecianow.org. Log in at the upper-right corner and visit "Industry Stats and Analytics" under the "Knowledge Center" tab 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.

The value of a survey like ECST is increased when more people participate. Please take a few minutes to share your opinion at: www.ecianow.org/ECST. Your opinion is important - please respond by February 28th.



Component Lead Time Report Published



The ECIA Component Lead Time report is updated monthly. The report lists average lead time by product category based on a market basket of major manufacturers for each product.

The January 2019 report is now available. To access, visit www.ecianow.org. Log in at the upper-right corner and visit "Industry Stats and Analytics" under the "Knowledge Center" tab 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.

To participate, or if you have questions on the reports, contact [Jim Bruorton](#), ECIA Vice President, Industry Statistics and Business Analytics.

Did You Know?

ECIAauthorized.com Provides Access to Genuine Parts



The ECIAauthorized.com site was created by ECIA, in collaboration with its members, to support the authorized electronic components industry by giving users access to aggregated price and availability data for genuine parts from only authorized sources.

The site provides a free service to purchasing professionals, design engineers and anyone in need of electronic components price and availability information from authorized distributors. All the distributors that participate on the site are required to be members of ECIA. Contact [Victor Meijers](#) for more detailed information.



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