

# The Source

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



Wednesday, April 17, 2019

## Upcoming Events

### Women in Electronics Chapter Meetings

- April 17, 2019  
[Southern Ohio](#)
- April 18, 2019  
[Chicago](#)
- April 25, 2019  
[Wisconsin](#)
- April 26  
[Seattle](#)

[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 [04/08](#) Monday Economic Report.

## Key Links

- [www.ecianow.org](http://www.ecianow.org)
- [www.ECIAauthorized.com](http://www.ECIAauthorized.com)



## Tariffs, the Ultimate Disruptor ESNA Article by John Denslinger



*Following recent research, John Denslinger takes a closer look at the impact of tariffs on the electronic component distribution chain in this article for Electronics Sourcing North America.*

In tennis there's a term describing a totally self-induced, missed scoring opportunity called 'unforced error'. When it happens, the opponent immediately benefits. Tariffs, in my judgement, are akin to the unforced error, but unlike the tennis analogy the benefit is rarely immediate. Protecting intellectual property and opening the China market to more US goods and services is truly long overdue and gravely needed for a healthy global economy. To date, nothing else has brought Chinese leadership to the table, so maybe the tariff route will be the catalyst for that elusive win-win solution.

Tariffs invariably snag multiple industries firsthand or through duty retaliation. Unfortunately, our electronics industry is part of that collateral damage. The tariff battle has brought us to the front lines.  
[Read the article.](#)

## Component Lead Time Report Updated



The ECIA Component Lead Time Report is updated monthly. The report lists average lead times by product category based on a market basket of major manufacturers for each product. Published lead times by product category is an average of posted lead times by suppliers. ECIA members can log into [My ECIA](#) and check the Knowledge Center,

Industry Stats and Analytics for the March report.

**EDS Kickoff Reception - Don't Miss The Feud!**  
Digi-Key & Mouser Face Off for Charity  
Tuesday, May 7th

The All-Industry Kickoff Reception at the [EDS Summit](#) will be abuzz with networking on Tuesday from 4:30 - 6:30 p.m. in Event Center



C1.

New this year, you won't want to miss "The Feud". Executives from Mouser and Digi-Key will compete at 5:30 p.m. in an audience- participation version of the well-known tv game show. With all proceeds benefiting charity, stop by and cheer on your industry friends.

Refreshments and small bites will be served, all free with your EDS registration in the Mirage Events Center - C2 . Don't miss this fun chance to mingle and connect with the industry's movers and shakers.

## Save the Date: ECIA Executive Conference October 20-22, 2019

New Sponsorship Levels Available



The ECIA Executive Conference offers personal access to industry experts, ample time to discuss important issues and critical networking opportunities. It's the one conference you can't afford to miss.

Support the conference and showcase your company by becoming a sponsor. New opportunities to suit any budget have been added, [click here for a complete list](#) or contact [Debbie Conyers](#) for details.

Reserve a hotel room at the [Loews Chicago O'Hare](#) now, the hotel sells out quickly. Conference registration will be available at [www.ecianow.org](#) in June.

## Did You Know?

Updated Member Logo Ready to Download



ECIA has recently released the updated Member Logos for use on your website and other marketing collateral. The new logo emphasizes that as a member of ECIA your company supports the authorized channel and helps protect customers from counterfeit products. It also demonstrates that your organization is dedicated to continuously improving the efficiency of the authorized channel and striving to make it the preferred source for electronic components.

**Don't forget to stop by our booth #100 at EDS to pick up your ECIA member ribbon!**

To download the new logos and the ECIA logo usage guide, please login to your [My ECIA](#) account and click on Member Resources in the gray box. If you have any questions, contact [Donna Dilbeck](#).



**Keep Getting This Newsletter.** Don't let future editions of The Source go missing. Take a moment to add the newsletter's address to your anti-spam white list: [ECIANews@ecianow.org](mailto:ECIANews@ecianow.org). If you're not sure how to do that, ask your administrator or ISP or check your anti-spam utility's documentation. Thanks.