

Bradford's Exchange
August 2019

ECIA 2019: Still going strong!

A year ago, based on an extensive member survey to assess priorities, ECIA launched a significant structural overhaul of the association. Three councils were established to drive activities to improve our industry. I'm pleased to report that when the ECIA Board of Directors gathered this week for our August meeting, they reaffirmed our direction and determined the association is still going strong!

The Distributor Council, the Manufacturer Council, and the Independent Manufacturer Representative Council were launched at the Fall 2018 Joint Council Meeting. This structure and these meetings provide a venue for each of the constituent groups to discuss their specific challenges relating to our industry and the authorized channel. More importantly, it provides the joint forum to bring the groups together to address the important issues that can only truly be solved by bringing all components of the supply chain together. We are looking forward to our 2019 Fall Joint Council Meeting in Savannah, September 11-13, to advance these key topics and set an ambitious agenda for 2020.

The various committees of member company subject matter experts (SMEs) in our Global Industry Practices Committee are working on behalf of the industry to get ahead of such meaty topics as tariff removal planning, embedded C of C within 2D bar code labeling, sales force efficiencies for CRM to CRM communication, and industry blockchain use cases. See the [Issues and Practices](#) section of our website for more information.

And speaking of our website, earlier this summer we launched a new [ECIAnow.org](#) website on a platform that will allow us to provide more dynamic content, specific to the needs of each member type. Check it out! If you haven't registered for the member portion of the website, using your company email and the Member Login button, do it now to see what resources you are missing! Members will also find an expanded section on [Stats and Insights](#), with contributions from ECIA Chief Analyst, Dale Ford.

[ECIAauthorized.com](#), the industry's only inventory aggregation site dedicated to providing price and availability data exclusively from authorized sources, continues to gain traction in the market. All key metrics have grown year on year and the number of end customers using our API to search our members' inventories have more than doubled. At the same time, we continue to add exciting new features like stock and price alerts and an enhanced BOM tool that allows users download results in multiple formats and then sort, analyze and buy directly from the distributors. Users that register and set up an account can even save up to 100 BOM's to make future searches easier.

Despite a slowing market, continued industry consolidation and other recent events, our membership is at an all time high for all three constituents. This along with the successful ECIA Authorized site and events like EDS, has contributed to our healthy financials and a very strong balance sheet—financial reserves equal twice our total annual operating budget.

Among our near-term priorities are methods to better engage our growing list of members. This year we have launched a series of educational webinars, on a variety of topics, such as Sales Performance, Industry Trends, and Data Privacy. We plan to expand on our educational and informational offering using a variety of outreach tools, as well as expand on the way we share council and committee news with members.

We encourage the involvement of all our members, whether it is through participation in the councils, one of the GIPC subject matter expert groups, the statistics committee, an EIA Technical Standards committee, our conference planning committee, EDS, or attending our webinars. To take advantage of our marquee event of the year, please consider attending the 2019 ECIA [Executive Conference](#), October 20-22 at the Loews Chicago O'Hare. Chaired by TTI's vice president of global business operations, Melanie Pizzey, this year's conference theme is Vision 2020; Leading with Clarity, and is loaded with renown speakers providing a program to prepare our industry executives for the challenges of the 2020's.