



Bradford's Exchange  
November 2019

## **ECIA Focus for 2020: Engaging More Members and Getting Even More Done for the Industry**

The past couple years have brought a lot of change to the ECIA, as we strive to keep up with the constant fluctuations in our industry. As we go forward into 2020 with many of the structural adjustments to the association behind us, we have two key areas of focus:

- Engaging more of our membership
- Getting more done to benefit our industry

### **Member Engagement**

Some companies join the ECIA for our industry data, others to participate in our various events, and still others to influence technical product standards. One of our constant challenges is to reach more members to help them understand what is available from the ECIA, and to get them to more deeply participate in our work. Our traditional approach to inform members has been a weekly newsletter, our website and our events. This past year, we launched a series of webinars to educate our members on pertinent topics, such as cybersecurity and blockchain. We have also recently launched an ECIA Podcast, called The Channel Channel, to discuss channel related issues with industry executives. We are exploring additional formats for the coming year, to help better connect you to our industry and the association.

### **Initiatives to Benefit the Industry**

We have established a more disciplined process of identifying projects that address industry needs, securing formal approval by the ECIA Board of Directors and assigning the projects to one of our councils or committees. The Global Industry Practices Committee (GIPC) is where much of the heavy lifting occurs. This is our cross functional, fluid team of subject matter experts (SMEs), that we pull together to work on specific initiatives. Our association depends on the generous contributions of time and talent from employees of our member companies. The ECIA staff facilitates and tracks the actions to ensure we are moving forward to deliver results in a timely manner. There are countless opportunities for you or your employees to get involved to help find solutions to our common industry challenges. Visit us at [ecianow.org](http://ecianow.org) or contact our staff to learn more.

### **The Season of Thanksgiving**

On behalf of the ECIA Board of Directors and staff, I want to express my deep appreciation for your support of the association. Without your collaboration and commitment, we would not be the thriving association we are. I wish you a Thanksgiving filled with abundance and gratitude.