



Bradford's Exchange  
October 2019

## **ECIA Members Improve their Vision to 2020!**

I'm excited to be returning from our highly successful 2019 Executive Conference: Vision 2020 – Leading with Clarity. I want to thank Melanie Pizzey, vice president of Global Business Operations at TTI, Inc, our Conference Chair, as well as the Conference Committee for putting together such a thoughtful program and line up of speakers to prepare our industry leaders for the uncertainties of the coming decade. The program contained insights into the economy and how it will affect our industry and trends that will drive our growth in the 2020's. Speakers provided attendees with critical understanding of some key leadership requirements around the topics of diversity and inclusion, the evolution of digital marketing, employee development and succession planning, and creating winning cultures to succeed in the era of accelerating change.

We honored key contributors to the association with our Distinguished Service Awards, and most notably the awarding of our highest Leadership Award, the North Star, to Past Board Chair, Dave Doherty.

We also shared the state of the ECIA association, the successes of the new council format, the record membership levels, the financial strength of ECIA, and priorities for 2020. These include a more ambitious agenda of driving critical council and committee initiatives to closure through project management disciplines and accountability. It also includes expanding our outreach to and engagement of members using a variety of new formats. For example, we will be expanding our webinar series to educate and keep members informed on our various activities.

At the conference we announced the launch of our ECIA podcast, The Channel Channel. This is the channel dedicated to the Authorized Channel for Electronic Components. [Subscribe here](#) to listen to various industry leaders discuss key topics of interest to our members. Episode one features an interview with ECIA Board Chair, Jeff Thomson, VP Global Channel Sales for ON Semiconductor. Available on iTunes, Spotify, or through the ECIAnow.org website, these 20-minute episodes will be released every other week. We welcome your [feedback](#) – tell us which executives you'd like to hear from, what topics are of interest, and send us questions you'd like addressed in future episodes.

Finally I'd like to express my gratitude to the many attendees of the conference that were there in support of ECIA. Thanks to the involvement and dedication of so many companies and individuals, the ECIA is able to accomplish much to connect, influence and optimize to promote sales growth in the authorized channel. I was humbled by the level of support and commitment to the ECIA, shown by so many of our members.