

## Best Practices: Manufacturers' Website Listings

The Global Industry Practices Committee (GIPC) was asked to research electronic component manufacturer websites and identify best practice examples for locating and listing authorized distributors and manufacturer reps. By identifying best practice examples and publishing areas for consideration, the group wants to create awareness and guidance to improving this process.

The resulting best practices document represents what manufacturers, manufacturer representatives, and distributors identify as examples of best practices and areas for consideration when locating and listing authorized channel partners on manufacturer websites. The group of Subject Matter Experts included Digi-Key Electronics, Mouser Electronics, TTI, Inc., WPG Americas, ebm-papst Inc., KEMET, Littelfuse, Inc., ROHM Semiconductor, Tech-Trek, and the AEM Group.

[Click here](#) to access the Best Practices Document and Infographic.

## ECIA Market Trends Survey



Participate today! Provide your personal opinion to both the [Monthly](#) (February) and [Quarterly](#) (Q1 2021) Electronic Components Sales Trends surveys (ECST). We are not asking you to represent your company - the survey asks for your individual thoughts.

Take a few minutes to answer for the markets and products where you have knowledge. Please submit responses by **February 19<sup>th</sup>** for the Monthly Survey and **February 24<sup>th</sup>** for the Quarterly Survey.

[Click here to complete the Monthly \(February\) survey.](#)

[Click here to complete the Quarterly \(Q1 2021\) survey.](#)

### In this Issue...

1. [Best Practices Published](#)
2. [ECIA Market Trends](#)
3. [ITR Webinar](#)
4. [Training Opportunity](#)
5. [Did You Know? Automated Data Exchange](#)

### Upcoming Events

Wednesday, February 17

- [ITR Webinar](#)

Mon. - Wed. March 15-17

- [UID Training](#)

Thursday, March 18

- [ITR Webinar](#)

### Weekly Economic Trends National Association of Manufacturers

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Economic Report - 02/08](#).

### Member of the Week

[PUI Power & Design](#) is being honored this week as

All participants receive the survey results which are sent shortly after the close of the survey period.

Did you miss Dale's presentation on the SIA webinar "Review of the 2020 Semiconductor Market"? [Click here](#) to access the recording and presentation deck.

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## Members - Only ITR Webinar Series Continues February 17th

February 17th | 3:00 PM | [Register](#)

There is no denying it - 2020 was an exceptional year. In this webinar, economist and forecasting expert [Alex Chausovsky](#), [Senior Business Advisor, ITR Economics](#), will assess the impact on the distribution industry and provide an outlook for the future. The latest data for Wholesale Trade, both durable and non-durable, will be examined. [Register today!](#)

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## UID 2021 Goes Virtual to Offer Industry Training

March 15-17, 2021 | [Registration](#)



The University of Innovative Distribution is a concentrated educational program focused on the unique needs of the wholesale distribution industry. Since its inception in 1994, UID has become known worldwide for excellence in education. Your ECIA membership provides a significant savings!

Six course tracks covering sales, distribution strategy, operations, marketing, management, and professional development will be offered. [Click here to view the schedule.](#)

UID is sponsored by the Association Education Alliance (AEA) a consortium of 40+ distribution professional associations, in cooperation with the Department of Technology Leadership and Innovation of Purdue University. Working together, these groups take great pride in providing a superior learning experience.

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## Did You Know? Automated Data Exchange Information Released

Detailed information about the Automated Data Exchange Initiative has been posted to the [ECIA website](#). The unique digital solution helps eliminate the inefficiencies of B2B communications among electronic component manufacturers, distributors and independent manufacturers reps through CRM systems. The solution has been successfully demonstrated between several CRM systems and is ready for broader adoption.

the ECIA Member of the Week!



Founded in 1980, PUI is a privately held company with headquarters in Irvine, CA, and branch locations in Milpitas, CA and Billerica, MA. PUI is well known for a strong commitment on service and support to both customers and suppliers.

PUI has a 36 year history with ECIA and predecessor NEDA. Company president Dave Herring currently sits on the Distributor Council and has served on the Board. He was honored with the Gail S. Carter award for industry service in 2007.

*"It is a pleasure working with our industry's leading thinkers and companies," commented PUI president Dave Herring. "So much good has come out of ECIA that keeps our Distribution companies a critical part of the supply chain. Because we are able to share the ideas and perspectives along with our Manufacturer and Rep members, it helps us make the best decisions for our industry. The work and end products of 'Best Practices' and 'Industry Standards' have been invaluable."*

We appreciate the company's participation and support of the association and industry!

[Click here](#) to review the information on this innovative new solution designed to optimize your sales team's efforts: **Product and Process Video**; **Explanatory Power Point**; **White Paper - Automated Data Exchange Initiative**; and a **Potential Pricing Model**.




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