

## Position Statement: Automotive Semiconductor Shortage

The ECIA has posted a document titled, “The Automotive Semiconductor Shortage – an Accident Waiting to Happen?” which sheds light on some of the reasons for the disruptions in automobile manufacturing globally. ECIA’s President and CEO David Loftus, author of the paper, explained, “For the past several decades, the automotive manufacturing industry has driven one of the leanest and most demanding supply chains in the world, especially for electronics. Just-in-time manufacturing works great in a steady state environment. Unfortunately, with long lead-time items like semiconductors, when demand is volatile, as it has been in the past 12 months, the accompanying supply chain cannot react instantaneously.”

Fortunately, there are solutions that should become more essential once the current crisis has abated. [Click here to read the complete position statement.](#)

## E-Learning Initiative

### Professional Development Opportunity | Volunteers Needed

The ECIA Foundation and ECIA will launch a new industry learning project focused on providing a solid basis of industry knowledge to industry employees. Courses that delve into how the channel functions, industry terminology and component descriptions are planned.

Do you have a passion for training? Consider joining the **Steering Committee** which will provide oversight of the course structure. There is also a need for **Subject Matter Experts** to delve deeper into particular courses.

The course development plan includes:

- Industry overview
- Definitions & Terminology
- Component Types
- Taking a Product to Market
- The Industry Landscape

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### Upcoming Events

Mon. - Wed. March 15-17

- [UID Training](#)

Thursday, March 18

- [ITR Webinar](#)

Wednesday, March 24

- [CE-2 Meeting](#)

[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 - 02/16. The monthly Global Economic Update was released Feb. 11th.](#)

**Member of the Week**

Join the committee or volunteer to help develop a course - [contact Debbie Conyers](#).

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## ECIA Research & Analysis

### Quarterly Electronic Components Sales Trends (ECST)



Participate today! Provide your personal opinion to the Q1 2021 ECST survey. We are not asking you to represent your company - the survey asks for your personal opinions.

Take a few minutes to answer for the markets and products where you have knowledge. Please [submit](#)

[responses](#) by **February 24<sup>th</sup>**. All participants receive the survey results which are sent shortly after the close of the survey period.

### Research and Analysis Published by ECIA in the Past Two Weeks

- Component Lead Time Report – January 2021 (Members & Public)
- North American Sales & Bookings of Non-Linear Resistors – Q4 2020 (Participants & Members)
- North American Sales & Bookings of Carbon & Metal Film Resistors – Q4 2020 (Participants & Members)
- North American Sales & Bookings of Chip Resistors – Q4 2020 (Participants & Members)
- Semiconductor Sales by Region & World Total (WSTS Bluebook) – December 2020 (Participants)
- World and Regional Semiconductor Data by Product Categories (WSTS Bluebook) - December 2020 (Members)
- Discrete Semiconductor Americas DTAM Report – Q1 2019 to Q4 2020 (Participants)
- North America Monthly IP&E Components Index – January 2021 (Members)
- North America Weekly IP&E Components Index – Weeks 4 & 5 (Members)

Member, please log in to the ECIA website and search the [Stats & Insights page](#).

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## Avnet's Tony Roybal Named to Council & Board of Directors

ECIA is pleased to welcome Avnet's Tony Roybal to its Board of Directors and Distributor Council. Tony is President, Avnet Americas, for Avnet, Inc., a global technology solutions company. He is responsible for the broadline electronic components distribution and value-add business in the Americas and leads the operational support teams in the region.

Congratulations to [AEM Group](#), a Manufacturer's Representative with proven philosophies of innovation, efficiency, design, and leading-edge technology.



AEM Group's engineering and sales professionals focus on advanced technologies and application support that paves the path for creative minds to develop innovative ideas, allowing them to continue being a leader in the electronics industry marketplace.

"We certainly appreciate this recognition," said Scott Jones, AEM Group's president. "ECIA continues to play a big role in the advancing movement of the electronics industry and AEM is tremendously proud to be a member of this association."

AEM has over 40 years of experience covering the Southeast and Great Lakes. They are proud to be representing many of the technology leaders within our industry with a team of individuals dedicated to success.

AEM Group has been actively involved in ECIA since its formation. Scott Jones has served on the Board of Directors and is currently a member of the Independent Manufacturer Rep Council. In addition, company representatives regularly participate on several association committees. We are grateful for their support of the association and industry!

With 30 years of experience in the electronics industry, Tony has a track record of accelerating top and bottomline growth. Prior to joining Avnet in July 2018, he worked at ON Semiconductor (formerly Motorola Semiconductor) for 24 years, with his last 12 years as the Vice President of the Americas.

“With Avnet’s commitment to accelerating the mutual success of our customers, suppliers and industry partners, I am pleased to rejoin the ECIA Board,” said Tony Roybal, president, Avnet Americas. “Avnet’s commitment and priorities align perfectly with ECIA’s mission of helping members improve their business performance while enhancing the industry’s overall opportunity for growth and profitability.”

[Click here](#) to read the complete release.

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## NAM Takes Position on PRO Act

### Sweeping Labor Overhaul Proposed with “PRO Act” Legislation

The [PRO Act](#) was reintroduced that proposes drastic changes to our nation’s workplace and employment laws. Among the more than 30 provisions contained in the bill include:

- Eliminating the secret ballot in union elections;
- Removing Right to Work laws in 28 states;
- Limiting the use of independent contractors;
- Allowing unions to access private employee data; and
- Reinstating multiple Obama-era labor policies, including the joint-employer standard, persuader rule and ambush election rule.

The [NAM](#) strongly opposed the legislation when it was first introduced in 2019 and helped mobilize a grassroots effort against it in 2020. The NAM intends to work with CMA partners to oppose the bill and support the rights of manufacturing workers.

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## Did You Know? *FIRST* Needs Your Help - Be a Volunteer Judge

### No Experience Necessary!



*FIRST* is actively recruiting for judges to (remotely) review submissions, interview teams, deliberate with fellow judges, and celebrate the strongest of submissions. Our friends at *FIRST* thought you might be interested in this opportunity to participate. Engaging with teams is a great way to get right to heart of why *FIRST* is an important and effective partner.

[Click here to read a document](#) that goes into more detail about prerequisites (no experience necessary!) and what to expect re: training, timeline, etc. Please share with any member of your team that might have an interest!

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Learn more about the *FIRST* Robotics Competition in the [2021 Kickoff](#) video. If you have questions, please reach out to the *FIRST* [Volunteer Resources team](#). If you have ever wondered what the fuss was all about with *FIRST*, this is a short-term commitment guaranteed to bring long-term satisfaction!