

Upcoming Webinars Cover a Variety of Topics

The Trust Bridge | March 11 - Noon EST | Do You Need A Representative in the UK & EU? | [Register Here](#)

To comply, an organization based outside the UK and EU must appoint a "Nominated European Representative" (NER) in both the UK and EU. The NER must be physically located in the UK and an EU country.

Many organizations are unaware of this requirement. Join the webinar and learn more!

Dale Ford | March 18 - 1:00 EDT | Launching into 2021 | [Register Here](#)

Join ECIA's Chief Analyst for a review of industry market data and his perspective for 2021. Dale will share some of the latest industry updates from ECIA surveys and general market reports. Invite your team to join you and stay current on trends affecting your business.

Graham Kilshaw | March 19 - 2:00 EDT | Problem First Marketing Plan | [Register Here](#)

Lectrix's CEO will discuss how to build a "Problem-First Versus a Product-First" marketing plan for a components company. Even more importantly...he'll explain why you should! Listen to Graham's recent podcast discussion of the subject on [The Channel Channel](#) with ECIA CEO David Loftus.

EPA Ban of PIP 3:1

ECIA, in collaboration with NAM, is following an important EPA action that will impact component manufacturers, especially those in the supply chain for electro-mechanical components. The Office of Chemical Safety and Pollution Prevention of the Environmental Protection Agency (EPA) has determined that the chemical phenol, isopropylated, phosphate (3:1) (PIP 3:1) poses a risk to the public and has banned the use of the chemical. The ban was scheduled to go into effect on March 8,

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Upcoming Events

Mon. - Wed. March 15-17

- [UID Training](#)

Thursday, March 18

- [ITR Webinar](#)
- [Dale Ford Webinar](#)

Friday, March 19

- [Problem First Marketing](#)

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 - 3/08](#).

2021; but the EPA issued a 180-day 'No Action Assurance' order and extended the public comment period to seek industry input on newly-raised issues. ECIA is taking steps to help members understand what the implications of the ban will be and what members should be doing now to mitigate the risk.

"ECIA members should be looking into this issue now," cautioned Don Elario, ECIA Vice President of Industry Practices. "ECIA will continue to work with NAM to understand exactly how this will impact the electronic components industry and will inform members about how best to provide comments to the EPA," he added. "This chemical is not one that has been on most companies' environmental compliance radar. We will be updating our members as the issue unfolds," he concluded.

For more information about the EPA ban of PIP 3:1, please go to [Issues & Practices \(ecianow.org\)](https://ecianow.org/Issues%20&%20Practices).

Welcome ECIA's Newest Service Partner: Budde Marketing



ECIA is pleased to announce that [Budde Marketing](#) is the newest ECIA Service Partner (ESP). Budde Marketing Systems is a data management and analysis services company serving the industry since

1996. BMS was built upon the concept that clean, quality data is the foundation upon which all data analysis is built. They are industry leaders in data management because they place the highest priority on attention to detail while managing the data flowing through the sales channel.

"ECIA is at the heart of the electronic component supply chain, and the data that drives it," continued Mike Budde, Jr, Vice President of Budde Marketing. "We help clients manage their point-of-sale data and provide channel data analysis; we look forward to working with ECIA members to harness the power of their POS data," he concluded.

ECIA Research & Analysis



Members, please log in to the ECIA website and search the [Stats & Insights](#) page for all recent reports.

- World Resistor Trade Statistics – Q4 2020 (Participants & Members)
- World Resistor Trade Statistics with OEM / Distribution Splits – Q4 2020 (Participants)
- World Capacitor Trade Statistics with OEM / Distribution Splits – Q4 2020 (Participants)
- Semiconductor & Passive Comparisons Full Reports – Q4 2020 (Participants)

Member of the Week



[Kruvand Associates](#) is a marketing and Sales Engineering Manufacturer's Representative with offices in 7 States and throughout the country of Mexico.

Kruvand has been very active with ECIA since the association's inception in 2011. Robert Logan, Kruvand's President and CEO, served on the original ECIA Board of Directors. Robert also led the Texas Chapter of ECIA, organizing quarterly meetings until 2019. Robert currently serves on the Manufacturers Rep Council. Tobi Cornell, VP Distribution & Account Manager DFW, serves on the Design Registration Committee and the Executive Conference Planning Committee. Kruvand participates annually in the ECIA Foundation Project Host program at EDS to introduce our industry to young college students. They also support the FIRST Robotics Competition which promotes STEM education to high school students.

"ECIA is very important to our industry and the benefits are invaluable," said Robert Logan. "Getting involved and continuing to participate in projects within ECIA is a great way to give back to this incredible industry. Our company uses the Trustedparts.com website daily, all the other resources available to us and we always look forward to the ECIA Executive Conference every October."

We applaud Kruvand Associates for their

- Semiconductor & Passive Trends - Executive Summary – Q4 2020 (Members)
- AFDEC UK & Ireland Monthly Statistics – January 2021 (Members)
- North America Weekly IP&E Components Index – Week 8 (Members)
- North America Monthly IP&E Components Index – February (Members)

ECST Monthly Survey

This is a quick reminder to support the Monthly survey for March. Help us deliver this valuable research by participating in the ECST (Electronic Component Sales Trends) survey.

Provide your personal input for the [Monthly](#) (March) ECST survey. We are not asking you to represent your company - the survey asks for your individual perspective. [Click here](#) to complete by **March 16th**. Beginning with this survey, only participants in the survey will receive a copy of the results. A limited, top-line view will be provided to others.

Women in Electronics

Even Better Together Leadership Summit

March 24 | 8 AM - 3 PM PDT | [Register Here](#)



Join expert speakers to discuss the financial impact of wellness on your organization, critical leadership strategies to overcome biases, and industry supply chain updates as we work toward progressing cultural innovation in the industry together. WE's November 2020 conference participants are pre-registered. All others can [register here!](#)

Did You Know? TrustedParts.com Search Results Enhanced



[TrustedParts.com](#) is the number-one industry search tool for authorized inventory of electronic components. It is continually enhanced to improve your customers' experience. Search results for applicable parts now include packaging and minimum order quantity (MOQ) details. This information is displayed in the new Pkg (MOQ) column.

So when you see multiple results from the same distributor for the same part, you can easily distinguish which packaging type each result is for. [Read more on the Blog.](#)

participation in so many facets of ECIA – thank you for that incredible support and passion!

WOMEN in
Electronics

2021
EVEN BETTER TOGETHER

Leadership Summit

*Progressing Cultural
Innovation*

MARCH 24 • 8AM-3PM PST

Register NOW!
womeninelectronics.com

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