

Streamline Your Business

Automated Data Transfer Technology

Webinar | March 26 | 1:00 EDT | [Register Here](#)



During this webinar, learn how to streamline the data transfer process and drive efficiency. This process has been tested over the past year and proven very effective with a variety of CRM platforms. Hear first hand stories of success from Rep Council Chair Alan Ahern President of Crowley Associates and John Zazverskey, Director of Sales, C&K Americas. Learn the details of how

to implement with MetalHub President Peter Heigis. [Register today!](#)

Farnell Joins ECIA

ECIA is pleased to announce that Farnell, an Avnet Company and global distributor of electronic components, products and solutions has joined its stellar list of authorized distributor members. Farnell operates as Farnell in EMEA, Newark in North America and element14 in APAC.

"The companies that make up the membership of ECIA represent the entire electronic components sales channel and we look forward to joining with our peers and colleagues in helping to make it easier for our customers to do business with us," commented **Chris Breslin**, President, Farnell global. "The industry can only get stronger when ECIA members work together to improve processes and develop innovative channel efficiencies."

"Farnell is a welcome addition to our roster of distributors, which already includes their parent company Avnet," continued David Loftus, ECIA President and CEO. "The membership of Farnell, which includes Newark in North America and element14 in APAC brings expertise that will be invaluable as we continue our journey toward electronic components supply chain optimization. As our members recover from this tumultuous year, ECIA's business intelligence and best practices will be more valuable than ever," he concluded.

TPC Semiconductor Market Report



The most recent TPC monthly survey polled over 8,000 active industry professionals across the globe. Growth expectations for both C1Q21 and C2Q21 continued to improve. Availability of critical parts continues to trend towards less availability especially in Micro

Controllers and Capacitors. [Click here](#) to review the complete survey report.

Technology Partners Consulting, (TPC) provides independent third party consulting to electronics suppliers and financial services firms. TPC provides ECIA with a monthly report on a

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Upcoming Events

Wednesday, March 24

- [CE-2 Meeting](#)

Friday, March 26

- [Streamline Data Transfer](#)

Wednesday, March 31

- [Spring Engineering Summit](#)

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 - 3/22](#).

Member of the Week

Join us in congratulating **Digi-Key Electronics** as the Member of the Week.



Digi-Key is one of the fastest growing distributors of electronic components in the world. Founded in 1972, the company was a pioneer in the mail-order catalog business and a key resource for design engineers. Today Digi-Key offers the world's largest selection of electronic components in stock and available for immediate shipment. From prototype to production, they fuel innovation all over the world.

market trends survey administered by Glenn Hitchcock, TPC founder and president.



ECIA Research & Analytics

Webinar Recording Now Available



If you missed Dale Ford's webinar presentation last week, "**Electronic Components Market and Supply Chain Health**", the recording and slide deck are posted to the webinar page under [Training & Resources](#). We highly recommend you share with your team for a unique look at the market, technology and the economy.

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

- North America Weekly IP&E Components Index – Week 10

100 Year Evolution of Authorized Distribution

What Can You Contribute?

Many companies in the electronics industry are celebrating milestone anniversaries. With a nod to the industry's start on Radio Row, it is the perfect time to celebrate 100 years of the Distribution Channel and its impact on the tech industry and society.

ECIA is assisting in the creation of a historical document that recognizes the visionaries and founders of our industry, the companies that made a difference, technology, operational advancements, and the Association - which has helped spur the growth and value of the tech channel.



An e-book is being developed – and your company has a chance to tell your story! Contribute your company history and purchase an ad to help offset the cost of this project. The final publication will be presented at the ECIA Executive Conference in October. For details, contact ECIA Senior VP [Victor Meijers](#).

Did You Know? United States Standards Strategy Updated



The [United States Standards Strategy \(USSS\)](#) is a statement of the principles and strategies that guide how the United States develops standards and participates in global standards development. It provides a vision for the future of the U.S. standards system to support U.S. competitiveness, innovation, health and safety, and global trade and has been newly updated for 2021.

ECIA, through its [EIA Standards Committee \(ESC\)](#), provides a forum for the discussion of technical issues and development of industry standards. These voluntary industry standards carry the "EIA Standards" trademark and are developed in accordance with, and accredited by, the American National Standards Institute (ANSI). EIA Technical Standards can be purchased at the [ECIA Store](#). If you have an interest in the important work of industry standards, contact ECIA's [Ed Mikoski](#) or [Laura Donohoe](#).

"It's been a privilege for Digi-Key to be an active member of ECIA, and previously NEDA, since 1990, an association committed to promoting the value of franchise distribution. I'm most proud of the standards and guidelines that continue to be produced that create efficiencies for customers, suppliers, reps and distributors alike."

Digi-Key employees have been active in the association for many years! Dave Doherty, president and CEO has served on the NEDA and ECIA Board of Directors, the ECIA Foundation and the Distribution Council. ECIA recently honored Doherty with the prestigious North Star award for his leadership. Mark Larson, Digi-Key vice chairman, was also very involved in the association leadership for years. He was presented with an association top honor – the Gail S. Carter award.

Digi-Key team members participate on many ECIA committees and councils – from the Global Industry Practices Committee to planning the Executive Conference. The company is instrumental in supporting FIRST Robotics, an ECIA Foundation focus.

The association is greatly enriched by their contributions and appreciate their continued support!

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