



## Where will you be in 6 weeks? We hope to see you at EDS!

[EDS 2021](#) | August 30 thru September 2 | Mirage Las Vegas

Time to firm up appointments! If you have made appointments in [EDSLink](#), make sure to check back from time to time to manage your calendar. Under your name in the upper left corner, you can [Click Here](#) to search and schedule appointments with companies currently registered for EDS. Towards the bottom of the page is a list of the time slots that you have selected. Click on each name to request appointments or contact a company representative.

*Remember that everyone in the show venue must display an EDS 2021 badge – make sure all invitations to meet include this information to avoid potential embarrassment.*

Contact [info@edssummit.com](mailto:info@edssummit.com) for assistance with registration.

## Business Reviews - New Best Practices Data Released

Business reviews can be a great tool to align expectations, develop plans for sales growth, ensure metrics are achieved and give feedback on performance. Done properly, they can set the direction to enable companies to move forward successfully.

The ECIA Independent Manufacturer Rep Council formed a committee of Manufacturers, Distributors and Independent Manufacturer Representatives to identify and analyze best practices for conducting business reviews. Thanks to **Mike Swenson** of Mel Foster Company for providing guidance as Chair and to committee members **Manny Brunson**, Carlton-Bates Company; **Alan Ahern**, Crowley Associates; **Michael McCaig**, Luscombe Engineering; **Caroline Wells**, Omron; **Cole Sikes**, ON Semiconductor; **Adam Grigor**, Tech-Trek; **Greg Minor**, Thorson Rocky Mountain and **John Drabik**, TTI, Inc. During this committee process ECIA Chief Analyst Dale Ford developed the survey instrument and compiled the results.

[Click here](#) to review the Executive Summary and Master Index of Survey Results.

## Join in the Celebration of 100 Years of the Channel

Don't miss your chance to be included in the historical e-book ([example](#)) that will recognize the visionaries and founders of our industry, the companies that made a difference and the many

### In this Issue...

1. [EDS Appointments](#)
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### Upcoming Events

Thursday, July 29

- [Employee Retention Credit Webinar](#)

Wednesday, August 25

- [What Your Company Needs to Know About the SCIP Database Requirements](#)

Monday, Aug 30 - Sept 2

- [EDS Leadership Summit](#)

Sunday, October 24 - 26

- [Executive Conference](#)

[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 - 07/19](#).

### Member of the Week

[Omron Electronics](#) is the ECIA Member of the Week!



MRON sells a wide variety of products in 117 countries across a diverse set of industries including control devices, electronic components, social



technology and operational advancements. When completed it will celebrate our past and delve into the future.

Join these companies and plan to submit your company's story: **Abrakon, Allied Electronics & Automation; Carling Tech; Digi-Key Electronics; ebm-papst Inc.; Fair-Rite; Flip Electronics; Hughes-Peters; Infineon; Littelfuse; Marsh Electronics; Molex; Mouser Electronics; Ohmite; PEI-Genesis; Powell Electronics; PUI; Quail Electronics, Inc.; Rohm Semiconductor; Sager Electronics; Switchcraft, Inc.; TTI, Inc.; Vishay; WPG Americas.**

The project is being overseen by Al Maag, an industry veteran who retired in 2013 as chief communications officer for Avnet. Copy is being written by experienced journalists Barb Jorgensen (EBN and EPS), Heidi Elliott (Electronic News), Steve Cholas (a variety of tech pubs and Big Zeta) and Bolaji Ojo (EPS News). The book will pay additional dividends as it is shared with employees, shareholders, and clients. And it will be an outstanding document for future industry-focused students and new employees.

Visit the [100 Years of the Channel](#) page of the ECIA website for details on how to participate. Contact [Victor Meijers](#) with any questions.

## Flipping the Channel Podcast Features David Loftus

David Loftus recently appeared on 'Flipping the Channel,' a podcast hosted by Bill Bradford, President of Flip Electronics. The topic is navigating supply chain disruptions, and the two discuss ECIA data and insights to help commodity managers develop key tactics to deal with the current challenges, especially with semiconductor shortages.



This two-part podcast covers a lot of ground and is well worth a listen. David gives Bill an update on his first year as ECIA CEO, the value of the Authorized Channel for components, ECIA's TrustedParts.com inventory site, the return of EDS and ECIA's Executive Conference, the varied services offered by ECIA, and much more. To listen to the podcast, please [click here](#).

## ECIA Research & Analysis



ECIA is pleased to offer its members insight into the industry and a variety of market trends information. Members can log into the website and visit the [Stats & Insights](#) page to access an increasing number of statistical reports. Some are available to the public, some to members and others are only accessible to those

who participate in the survey.

- Component Lead Time Report – June 2021 (Members & Public)
- North America Weekly IP&E Components Index – Week 27 (Members)

If you have questions or wish to participate in particular surveys, contact Dale Ford: [dford@ecianow.org](mailto:dford@ecianow.org).

## Did You Know? Service Partner The Trust Bridge Provides Data Protection Expertise

infrastructure, and healthcare.

From humble beginnings in 1933 to a multi-billion dollar company today, OMRON stayed true to the founding principles of Kazuma Tateisi. From the early days the focus was on the importance of developing distribution channels, forging business contracts, implementing product demonstrations and advertising for promotion of sales. Things that are still very important in everyday life.

OMRON has played a role in anticipating social needs and filling them with pioneering technology. What started as the 3-employee factory of Tateisi Electric Manufacturing Co. has grown into Omron Corporation, today a US \$5.5 billion plus global leader in sensing and control components with over 25,000 employees spread out across 35 countries. OMRON Electronics has 7 domestic and 5 overseas manufacturing bases with approximately 7,000 employees involved in making EMC products. The company has been active with the association for over 29 years!

"Omron has found our membership in ECIA to be both enlightening and insightful," noted Kris Whitehouse, VP of Sales. "A gathering of great minds, from manufacturers, distributors and reps, ECIA members have proven a valuable resource for our organization. From best practices to trade compliance, ECIA is an indisputable resource for all departments within our organization. Omron appreciates ECIA's mission, and we are proud to serve!"

Kris Whitehouse currently serves on the Manufacturer Council and has been a member of the EDS Board and the ECIA Board of Directors. She was instrumental in the development of the Spark Program. Caroline Wells is a member the Executive Conference Planning, Business Review and E-Learning Committees. Their insight on industry issues is invaluable and the association is indebted to them for their contributions.



[The Trust Bridge™](#) offers organizations a unique combination of expertise, advice, and practical implementation, combined with independently accredited training, in the data protection and operations area, and in cyber security.

The Trust Bridge has a variety of YouTube videos available for review on a number of important topics.

Join David Clarke and Carol Tullo from TheTrustBridge talking to Malcolm Dowden, legal director of the International Law Firm, Womble Bond Dickinson as they demystify the various data privacy laws around the world: In this session, they cover:

- Key Data Protection and Privacy Regulations around the world – similarities
- Should organizations be looking at a Global Core Compliance Regime
- USA moves to introduce a federal law.
- Schrems 2 and the effect on Privacy Shield: UK/US/EU data transfers since January 1, 2021 Practical risk management advice and tips.

[Click here](#) to watch the video.

Thanks to the whole OMRON team for their membership support!

